

COMMUNICATIONS IN A N

Kat Braz, Senior Director, Creative Communications

What makes a good story?

Facts Are Dull

- The easiest trap to fall into is “We did a thing” stories
 - We held an event
 - We awarded some money
 - We did community service
- Details flesh out a story. If the subject/location can be changed to fit any other club or network, it’s not a story.
- Who cares? Consider your audience (both current and potential!)



What makes a good story?

Help us tell the Purdue story!

- You are our eyes and ears across the world!
- Your community is your beat. You know it better than we ever will.
- If you think it's interesting, chances are other people will think it's interesting, too!
- Don't worry about determining whether something is "story" worthy. Float it up and we'll see if it can be fleshed out.

How do you do that?

- Be a storycatcher and a storyteller
- Ask inquiring questions of every Purdue grad you meet!
- Don't assume everyone knows as much about Purdue as you do.

Club Awards Scholarship to Local Students

WHERE HEART LEADS

Scholarship winner pursues nursing after receiving compassionate care

P P P

DID YOU KNOW?
The Purdue Alumni Association has clubs in 75 locations across the United States! Find an alumni club near you at purduealumni.org/club

ALEXIA YEOMAN THOUGHT SHE WANTED to be a teacher. Then fate intervened and changed the course of her life. When Yeoman was a pediatric cardiologist at Riley Hospital for Children diagnosed her with stress tachycardia, a high resting heart rate. Tachycardia is a heart abnormality that produces rapid electrical signals so that the heart beats faster than normal. A year later, Yeoman learned she had Hashimoto's thyroiditis, an autoimmune form of hypothyroidism.

"Sometimes I have episodes," she explains, "where my heart races and it becomes hard to breathe. Now when my heart races, it signifies that my thyroid medication needs an adjustment. I was offered medication for tachycardia, but the side effects outweighed the benefits, so I've just learned to live with it."

Yeoman has done more than live with it. She found inspiration through her experiences. In the hospital, while being treated for stress tachycardia and Hashimoto's thyroiditis, clarity came to her. Riley and her local doctor's

office, Yeoman was cared for by phenomenal nurse practitioners, who, by their example, showed Yeoman her new purpose.

"I felt so comfortable with local NPs Trena Spradue and Mary Terry (BSN, MSN) and Anna Hartman (RN) at Riley," Yeoman says. "They really listened to me and cared about my getting better as well as keeping me healthy. Every time I met with them, I felt like they were on percent there for me. I felt heard. The compassion of these nurses made me want to become one."

Fast forward some years, and Yeoman fittingly was a Purdue Alumni club scholarship, at a time when she needs it most.

"It's so thankful for what this scholarship has given me!" she says. "It has allowed me to study and not have to work through my first year of college. Having financial aid covered while transitioning from high school to college was a life saver for me." The Purdue Alumni club scholarship program awards \$6500 annually to nearly 300 local students. Participating clubs across the country establish their criteria and selection based on academic and leadership qualities.

"They were 100 percent there for me. The compassion of these nurses made me want to become one."

Denton Sederquist (RHHS, MS EDU), assistant director of residential life, president of the Purdue Alumni Club of Tippecanoe County, and long-term club volunteer, knows how crucial it is to financially help students. More than 70 staff members report to Sederquist, who keeps tabs on roughly 400 students.

"What Purdue graduates should do as alumni is help our fellow students," he says. "We've all been taught by someone, and I have no doubt Alumni will turn around and help someone else. Whoever you call it, paying a back or paying it forward, we wouldn't have a university without it. And who better to win that scholarship than Alyssa?"

Many one of those nurses who inspired Yeoman to go to the profession, was also motivated by other gifted nurses. "I always knew I wanted to be a nurse practitioner because of the great nurse practitioners I came in contact with in my early 20s," she says. And today she feels she learns as much from her patients as they do from her. "I feel fortunate every day to learn from my patients and constantly remind them that they are the reason I have a job! We are blessed in this community to have excellent nursing schools and opportunities. The Purdue graduate program helped strengthen my nursing career."

Hartman, who cared for Yeoman at Riley, feels honored to have left such a positive impression on the aspiring nurse. "I'm thrilled that she's chosen Purdue for her nursing education and excited to see where her career takes her!" Hartman says. "Based on my personal experience and from working with new nursing graduates, I'm convinced Purdue prepares its graduates in the most well-rounded way."

After the graduate is in 20s, Yeoman wants to work as a pediatric registered nurse and gain exposure to different types of nursing, including emergency and critical care. She then plans to return to Purdue for a master's in nursing with a primary care pediatric nurse practitioner specialization. She hopes to work in a children's hospital in Milwaukee.

"I love the problem solving that comes with being a nurse, but it is by no means easy," Yeoman says. "The most challenging part of nursing is accepting that there are many right answers, but only one best. Determining that best answer can be difficult. But nursing is an opportunity to do something every day that makes the world a just makes a better nurse."

—HOLLY SCHROEDER (L&H)

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How to Booycatcher

Club Performs Community Service at Christmas

Purdue elves create holiday magic as volunteers for renowned Santa House.



SERVICE



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SANTA HOUSE

Making Spirits Bright

JOK. IT'S A SIMPLE WORD TO WRITE, BUT IT takes commitment to deliver, especially over the holidays. Cue the Purdue Alumni Club of Mid-Michigan, whose members are faithful volunteers at the Santa House in Midland, Michigan. Each year they help children and their families experience the joy and magic of Christmas. Delivering delight starts the moment one enters the stone cottage, which looks straight out of the village at the North Pole.

"The kids' jaws drop and their eyes get as big as saucers when they first walk into the Santa House," says Roger Moll, a retired Purdue Extension employee who now lives in Midland and is father to three Purdue grads. Ray Sennese (F'09, president of the Mid-Michigan club, elaborates, "Santa's elves work hard as the house is covered wall-to-wall with toys, displayed a new way each holiday season." He points out that trains are always a crowd favorite, which all Boolemakers can appreciate.

The Purdue volunteers don black and gold stocking caps or gold Purdue Santa hats as they greet families, take pictures, and look for ways to make the moments special

for the visitors — who are sometimes lined up down the block. Every child who comes through Santa's House gets a gift and can ride the train down several city blocks and even get reindeer — all free of charge.

The Santa House is a program of the Midland Area Conservancy Foundation, which also hosts one of the world's largest Santa schools — people come to the school from all over the world to learn how to best portray the jolly old elf. This training enables those taking on the role of Santa to learn the latest on topics such as popular toys as well as how to respond to children's wishes that are not easily granted, such as the request for health of a parent or loved one. Santa is indeed the star of the show, yet setting him up for success is a key task taken on by the Purdue volunteers.

Laura Ottensmire, who works for the foundation and coordinates the volunteers for the Santa House, says the Boolemakers are some of her best helpers. "The Purdue club volunteers as a group, and the members are always willing to pitch in with whatever needs to happen — Santa loves them!"

Helping Santa requires instinct and creativity. The Purdue volunteers chat with families while they are in

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How to Booycatcher

Purdue Friends Hold Annual Reunion

Summer Party '74 cemented lifelong friendships among Cary Quad alums who've continued to gather for 45 years.

Red Brick



FRIENDSHIP

SUMMER PARTY RAGES ON

Cary A unit friends celebrate 45th annual reunion

BRAGGING RIGHTS
Purdue University Global held its first graduation ceremony June 1 in Chicago, at which more than **9,000** online graduates were recognized for their academic accomplishments.

As any Cary Quad resident can attest, "Who was the biggest jerk who walked the halls?" and you were likely to hear the same answer: Chris Harville (PhD, OPA). It was a man he didn't mind. It can be fun to be the instigator. In those days, orientation programs were less structured, and as leader of A unit orientation, it fell to Harville to subvert the frosh.

"The purpose of orientation was to encourage bonding among the guys through the mutual hatred of someone, and the target of that hatred was me," Harville says. "My role was akin to that of a still sergeant."

Harville and his fellow Cary Club leader Mark Best (PhD) held fake fights, throwing soft punches in a carefully staged exhibition of good vs. evil. Their routine was so popular, the pair could have had careers in the WWF.

"We would get on all four crawling around, and I would pretend to kick him in the butt," Best says. "I would be hailed as a hero. I kind of liked it."

Whispers of mischief, shenanigans, or tomboyish mischief around the halls could usually be traced back to Harville. His no-holds-barred personality earned him the nickname the Duke of Deceit among his friends from Cary A unit. He's the type of charismatic guy who galvanizes by surrounding himself with others, by performing for an audience. It's no wonder, then, that Harville found himself feeling a bit lonely during the summer of '74, when his close-knit group at Cary distended as friends headed home for summer break.

"I had to try to West Lafayette over the summer to maintain in-state residency, so I got a job working in the pharmacy making up to an hour," Harville says. "I was living in a house with two roommates — Jay McStadium — and they were going home over Fourth of July weekend, so I invited everyone back for a summer party."

He wrote a letter copied in at the pharmacy building, and dropped the envelopes in the mail, hoping people would show up. About 15 people arrived to spend the weekend drinking, laughing, and sleeping on the floor.

"If we had any pictures from that first summer party, we couldn't show them to you. It was pretty disgusting,"

always was accident prone," Griffith says.

Anytime somebody turned up, he was hauled down to the Levee and thrown into the Indiana River. "My birthday is in February," Griffith says. "So they had to break the ice. A car stopped to check on me; they thought we were disposing a body or something."

That tradition lived on at the annual summer party where marriage engagements were recognized in the same fashion, although the mighty Levee was substituted with the nearest swimming pool. These are the tamer tales. "There are some stories that cannot be told under any circumstances," Harville says.

Another story that will be retold for years? Summer party '45, when Harville sunk a hole-in-one on No. 1 of the Ackerman-Allen Course. For a group whose basket revolves around one-upmanship, that Duke occurrence will earn bragging rights for a long time to come. Ackerman has always been central to the group. As students, they dominated intramural sports. For many years, scrappy two-on-two basketball tournaments were a main event. "That got intense," Harville says.

Mary in the group have gone to great lengths to attend. John Brennan (AAU) came from Germany where he was stationed with the air force. David Kitzmeyer (C'86, MS C'89) flew in from Saudi Arabia where he was working for the US Corps of Engineers. Tom Wierzycki (SC'86) reckons he racked up about 50,000 frequent flier miles traveling to summer parties from Texas, New York, and California. No matter how far they travel, or how many years it's been, they all pick up right where they left off, as if no time has passed.

"There are stories that have been told every year for 40 years. It becomes part of summer party lore," Griffith says.

In a way, for a few hours on a Saturday night, you revive your college experience.

Retold over the decades, these memories have morphed into legends, as the best stories often do. Who can forget the year final was the Nude Olympics? He and three other students lapped Spitzer Court for more than an hour in single-digit temperatures before the event was declared a tie. Or Terry Kueber's (PhD) just birthday at Ralston Brothers Tavern? A flaming shot of rum enveloped his face. It set fire to the poster boards on the table. They were delightfully thrown out of the bar. And Kueber woke up in the morning with singed eyebrows and a lip sticking out to here. "They

Now, most of the wives no longer attend, and the group spends four days or so playing golf courses around West Lafayette. They still stay up into the wee hours of the morning trading stories. Throughout the year, they keep in touch via a group text that sees a lot of action during RedBrick football and basketball games.

"What started as just a group of guys drinking together has evolved into a deep connection with one another's lives," Griffith says. "It's more than just a group of grads getting together. We're related on these friendships to get us through the lowest points in our lives."

Over the years, the brotherhood has become a family; summer party, a pilgrimage.

"Being with these characters, it's some of the best experiences I got during the year," Best says. "It's an enjoyable weekend to be around a bunch of guys you love and want to hold on to."

As for Harville? He hopes summer party never ends.

"I made them promise that when I die, it's keep going," Harville says. "As we start to pass away, it will become a memorial. When we have members of our family, we'll want to gather and talk about the ones who are no longer here with us. I don't think it will ever end."

FROM FAR LEFT: At RedBrick RedBrick Golf Complex for summer party. At the top: annual summer party held in 1974. The group in the center.

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Storytelling Apply it to Social Media

Club Awards Scholarship to Local Students

- **Rather than:** The Purdue Alumni Club of Montenegro funded two scholarships for local incoming Purdue students. Thanks to all who donated!
- **How about:** Meet Jasmine Fuller, recipient of a Purdue Alumni Club of Montenegro scholarship.

“There was never any choice for me, but Purdue. I plan to major in agricultural business so I can return to the farm my Boilermaker family has run for more than 100 years.”

What advice do you have for Jasmine and other incoming freshmen?
Tell us in the comments!

Storytelling Apply it to Social Media

Club Performs Community Service at Christmas

- **Rather than:** The Purdue Alumni Club of Timbuktu is looking for volunteers to help with our annual community service project at the local Santa House.
- **How about:** Calling all elves! Share holiday magic and make wishes come true at Santa House. Join your fellow Boilermakers for this fun experience and give back to our community. Sign up to volunteer today!

Social Media

Best Practices

- **Use images:** Photos (or even better video!) enhance your post.
- **Keep it Manageable:** It's better to have only one social media account, than have multiple platforms that are inactive. Post 3x week 1x day.
- **Remain Relevant:** Make sure your about/profile information is up-to-date so people know how to contact you.
- **Source Content:** Follow other Purdue accounts for items you can share
- **Encourage Interaction:** Respond to others' posts and comments, even if it's just a like. Include CTAs and prompts to facilitate discussion. Alumni leaders can also respond through their personal accounts.
- **Use hashtags:** Be consistent! Capitalize on trending topics. #PurdueAlumni #HailPurdue #BoilerUp #NationalMoonDay
- **Tag others:** Helps to amplify your content. @purduealumni

Social Media Next Level

Create a Basic Content Plan

- Identify different story buckets that make sense for your audience: alumni profiles; student profiles; traditions; inspirational quotes/memes; history; did you know?
- Assign each category to a day of the week and capitalize on trending hashtags. Post inspirational quotes/memes on #MotivationalMonday. Or create your own, such as the Purdue Alumni #TuesdayTourseries.
- Keep profiles simple! You do not need to write 500 words and include every detail about a person's career and family. A short quote about a favorite campus memory, why someone chose Purdue, or how their work makes a community/global impact is sufficient.
- Download Purdue photos at purduemarketing.photoshelter.com

Photo Guidelines

Have Fun!

- We want to depict attendees having a good time.
- Sitting around tables is awkward, ask people to stand up.
- There is nothing wrong with staging a photo op.



Photo Guidelines

Get Close!

- Make sure people know you are taking their photo
- Direct them where to look
- Encourage them to smile
- It's okay to ask them to pose for you



Photo Guidelines

Check Your Lighting

- Dimly lit or unevenly lit shots can ruin an otherwise okay photo.
- Choose a location with even lighting. Make sure there are no harsh bright areas or underexposed dark areas.



Photo Guidelines

Show, Don't Tell

- Candid images can work great to show what your event is all about
- Chili cookoff? Show someone dishing up a bowl
- Volunteering at a food pantry? Show someone stocking a shelf
- Golf outing? Show someone hitting the links, or pulling a club from their bag
- Beer or wine tasting? Show people doing “cheers”



Photo Guidelines

Beware the Group Photo

- This tells nothing about the event. It is merely a record of who attended.
- May not communicate the ideal optics when attempting to appeal to wider range of alumni.
- People are too small, too far away.
- Find ways to show fun, interactive moments that will make newcomers want to attend your next event.



Photo Guidelines

Take Lots of Options!

- You don't have to be a pro photog. Any smart phone will do!
- Take (and submit) lots of options. You can take 100 photos ... you only need a couple good ones.



Email Communications

Best Practices

- **Keep it organized:** When sharing several updates, separate them with horizontal rules or bold subheads within the body of the email.
- **Keep it focused:** People have limited attention spans. Good rule of thumb is not to exceed 125 words. If you have additional info to share, include links to read more on the web for individual bits of info.
- **Cut the Fluff:** Skip lengthy introductions, get right to the point.
- **Call to Action:** Be clear about what you want a recipient to do.
- **List Management:** If you are using a subcommunity, your list is updated automatically. It is a violation of University policy for clubs/networks to keep/maintain their own lists and distribute via Mail Chimp/Emma/etc.
- **Spam Laws:** Must include a method for unsubscribing and a physical address for the sender.

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