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STUDENT VOICE

University of Wisconsin River Falls

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BRIDGE uses Campus Life program to give adults with disabilities a glimpse of college

Charlie Swanson
charlie.swanson@my.uwrf.edu

"Absolute rays of sunshine," said Jennifer Herman, a UW-River Falls student and the National Residence Hall Honorary Event Coordinator.

"Curious to learn," said Olivia Yue, a UWRF student. Both Herman and Yue had nothing but positive things to say about their experiences working with the clients of BRIDGE. BRIDGE is a nonprofit based out of Hudson that is designed to help youth and adults with disabilities in the St. Croix River Valley. There are no particular criteria for people to be a part of BRIDGE, as its clients possess a wide variety of abilities and characteristics.

BRIDGE was originally started by families in order to help people with disabilities develop life skills by means of a transition house. However, as BRIDGE continued to grow, its staff saw the need for more programs.

In 2010, BRIDGE partnered with Amy Lloyd, Service Coordinator at UWRF, to provide BRIDGE clients a chance to get a college experience once a month through various social activities. Eventually, BRIDGE launched their Campus Life program in the spring semester of 2015. With a successful inaugural semester, the Campus Life program continues to thrive at UWRF.

"I think we have engaged about a third of the academic departments," said Ginny Ballantine, the Administrative and Marketing Director at BRIDGE, when describing the Campus Life program. Clients who participate in the program are treated to a wide range of 30-minute sessions on Mondays 10-2 p.m. These could include student taught sessions, a campus tour and playing football with the UWRF football team.

Elspeth Ballantine, a UWRF alum and the Communications and Volunteer Coordinator at BRIDGE, said that clients are constantly asking her, "Are we going to college, Ellie?" Campus Life sessions have become BRIDGE participants' favorite activities.

Clients love being able to be amongst their peers and are very receptive toward the staff and students.

"Staff and students love the appreciation of the clients, the unconditional happiness that they show towards us," said Ginny Ballantine.

Elspeth Ballantine said that clients are oftentimes confused when their friends leave for college after high school. They wonder why they are no longer able to see their friends every day at school anymore. Campus Life helps high school graduates with disabilities feel like they belong.

"Being here allows clients to be more like us than they are different," said Elspeth Ballantine.

The Campus Life program is made possible by the volunteers that participate. "It's the students who make it happen;



Photo courtesy of Elspeth Ballantine
BRIDGE Campus Life clients receive UWRF student IDs thanks to Elise Koop, Student Events and Activities Coordinator, and DoTS.

it's not just about what we get out of it, it's about what the students get out of it too," said Elspeth Ballantine.

"Volunteering with BRIDGE is very fulfilling," said Yue. Yue, a Biology major, got to teach clients about biology when she volunteered with the Campus Life program. During her 30-minute session, Yue proceeded to teach clients about Petri dishes and microscopes. She was amazed by the clients' capacity to learn.

"Just because they have disabilities doesn't mean they deserve any less," she said.

In addition to the 30-minute sessions, BRIDGE organizes other events that students can participate in, such as the Valentine's Day dance and the Come See Santa event. Jennifer Herman, who volunteered at Come See Santa in December, said she believes that these social events give clients a more

inclusive environment.

BRIDGE and the Campus Life program strive to reach out to as many people in the community as possible, disability or none. Ultimately, BRIDGE's goal is to give anyone who wants to go to college an opportunity to do so.

Volunteering with BRIDGE provides students with a new perspective and shatters any stereotypes that they may have held about people with disabilities. "BRIDGE offers students an opportunity to see the individual and not the disability," said Herman.

Herman and Yue both urge people who are interested in volunteering with BRIDGE to dive in, get involved and get of their comfort zone. Elspeth Ballantine can be contacted for more information at elspeth@bridgecl.org.

Bee Club aiming to revive interest, bring bees to campus

Sophia Koch
sophia.koch@my.uwrf.edu

The Bee Club was in decline when Morgan Waste began attending UW-River Falls as a freshman in the biochemistry program this year. The students who made up the core of the club had recently either graduated or decided to step back, and the adviser for the club – Brad Mogen – had just retired. Enthusiasm and membership were down and the club had not been doing anything for a semester.

Waste, however, was determined that UWRF would have a bee club.

"When I was thinking of joining Bee Club," she said, "I didn't have many friends. I was still trying to find my footing here, and so when I saw Bee Club, I was like, 'Oh my gosh! This is what I'm going to do. This is how I'm going to make my connections.'"

The club was still meeting once a week, so Waste hunted down the meeting time and place. The only attendees ended up being her and Katie Erickson, the vice president of the club and a sophomore majoring in broad area art.

"And we just sat and talked about bees for four hours," said Erickson.

Erickson and Leia Chally, the club's new president and a senior majoring in field biology, had originally intended to give the Bee Club a rest last semester while they reorganized and tried to figure out what they were going to do with it. Then Waste joined them, and it became apparent that she was going to make sure the club stayed active.

"We were going to have a club regardless," said Erickson, "because of Morgan's determination ... it was going to happen."

Since joining, Waste has become the treasurer of the club. She also realized that, with Mogen gone, the club needed a new adviser if it was going to continue to exist. She had been taking an Honors Program seminar from Mark Klapatch, UWRF Sustainability and Custodial Supervisor, and she figured that his involvement in sustainability could potentially make him a good fit for the job. When Waste asked, Klapatch accepted the position. He did, however, warn her that he had

no experience with bees.

"I told the Bee Club I would be happy to be the adviser," Klapatch said. "I can help facilitate the conversation about getting bees on campus. I can help work with management, I can work with the grounds, I can help reserve rooms ... but I know absolutely nothing about beekeeping."

From here, Bee Club has a few things it needs to do. The first is get their budget approved; that is in progress. The next thing is to figure out exactly what they want the club to be about. Previously, it was centered around practical beekeeping. Some of the members would join Mogen at his personal bee yard on weekends or over spring break, and he would show them how raising honeybees worked.

President Chally, who was a member at that point, never went on these trips because of inconvenient timing. She ended up doing a lot of honey bottling so that the end product could be sold to Chartwells. The new goal of the club is to get one or two hives on campus so that inconvenient timing is less of a problem and members can become more involved in the beekeeping process.

"We'll definitely wait until the right time," said Vice President Erickson. "We'll wait until we have people who show interest and who are really committed to helping us with this project."

Getting bees on campus, Klapatch said, will take a lot of planning and is very much in the beginning stages as a project. The club needs to figure out what their budget is for buying the necessary supplies. A single starter package of bees can cost anywhere from \$60 – \$170 online. Other necessary items like the hive body that protects the colony from the elements and the frame inserts that the bees build their honeycomb on are an additional cost.

The club also needs to make sure the hive complies with city rules and ensure that the bees will be located somewhere they won't be a danger. One potential idea is to have the hive placed near the organic garden maintained by the Student Alliance for Local and Sustainable Agriculture. This would ensure that the bees are fenced in and that they would provide pollination for the gardens.

Extended housing: plans finished for this year, changes to come for next

Nathan Lukasavitz
Falcon News Service

Just adjacent to the northwest corner of campus is the Best Western Plus Campus Inn, a hotel that once served as the university's overflow for extended on-campus housing prior to the completion of the Ames Suites in 2012.

This school year, extended housing at UW-River Falls did not extend to the hotel, and instead consisted primarily of resident hall study lounges, each of which were shared as living spaces by five or six students throughout portions of fall semester.

"There were five of us in there," said Kyle Mackey, a first-year student who was assigned to live in the third floor study lounge at Grimm Hall during fall semester. "It was pretty small for a room. There was three bunk beds in a study lounge, so it was pretty tight."

With bunk beds absorbing so much of the space, finding a place for five people to do homework was a particular challenge in the study lounge.

"We had time to do homework, but there was just two tables; there was no desk," Mackey said. "We had like six dressers, but you couldn't really do anything on those."

Getting a full night's sleep was also an ongoing struggle, he said, with "everybody waking up at different times for classes every morning and listening to five other alarms before you actually had to get up for your own class."

Though Residence Life only intended for extended housing to be a temporary living environment for the 101 students that moved into the lounges at the beginning of September, by October the number increased to 108 students, according to Residence Life Director Karla Thoennes.

News Briefs:

UW-River Falls Falcon Scholars Endowment Challenge nets \$1.7 million for scholarships

March 15, 2018--The University of Wisconsin-River Falls Falcon Scholars Endowment Challenge has raised \$1.7 million for the university’s signature scholarship program. Five major donors challenged the UW-River Falls Foundation to raise funds for Falcon Scholars. The foundation raised \$862,000, which donors increased to fund a total endowment of \$1.7 million. The added funding was made possible by the support of donors Greg, ’83, and Donnette, ’84, Wheelock; Arlin, ’58, and Marilyn, ’56, Albrecht; and the estate of Wayne Peterson, ’57. More than 125 other donors shared in their vision of endowing the Falcon Scholars program. The annual income from the new endowment will support about 70 annual Falcon Scholar awards in perpetuity. This amounts to nearly one-third of all the university’s Falcon Scholars at any given time.

“The completion of the Falcon Scholars Endowment Challenge will provide significant support for the university’s most important scholarship program,” said Chris Mueller, assistant chancellor of University Advancement and president of the UWRF Foundation. “While there is still a need to fully endow the program, this is an important step to ensuring Falcon Scholars will continue for generations to come.” Each year, university officials select 60 qualified incoming freshmen for the Falcon Scholars program based on academic performance, leadership qualities and their performance in the competitive application process. Falcon Scholars receive \$1,000 per year for four years and a \$2,000 stipend from student differential tuition funds to participate in undergraduate research or study abroad in their junior or senior year. “Providing scholarship opportunities for incoming freshmen is a key priority for the university,” said Chancellor Dean Van Galen. “I am grateful for our successful partnership with the UWRF Foundation in establishing the Falcon Scholars program as a distinctive opportunity for current and future UW-River Falls students.”

When officials created the Falcon Scholars program in 2012 as part of the Rising to Distinction comprehensive campaign, the Albrechts provided half of the funding needed for the program’s first four years as a challenge to other donors -- known as the Albrecht Challenge for Falcon Scholars. The current Falcon Scholars Endowment Challenge began in 2015 after the completion of the Albrecht Challenge. As of January 31, donors have contributed more than \$2.5 million to the program. Retention rates of Falcon Scholars from first-to-second-year and first-to-third-year are 12-15 percent higher than their freshman peers. In addition, Falcon Scholars have shown a higher rate of participation in campus activities and organizations than other UWRF students. For more information about the challenge or to donate to the program, contact Chris Mueller at 715-425-3545 or chris.mueller@uwrf.edu.

UW-River Falls professor’s road leads to literary accomplishment

March 8, 2018 – Joe Rein could talk about writing all day. Recently, he talked about it all evening, in the best possible way. Rein, 35, of River Falls is an associate professor of creative writing at UW-River Falls where he has taught for the last six years. He’s also a newly-published author of “Roads without Houses,” a collection of 15 regionally-based short stories which have turned heads. After a solid review this fall in the Minneapolis Star Tribune, Rein got the chance to read from his book as part of a public event Friday evening in River Falls. Soon, he’ll embark on a reading tour starting in his hometown of Kimberly, with trips to Milwaukee and Madison planned as well. “It’s interesting to see what resonates with audiences,” Rein said. “That’s the end goal – to write a story that resonates.” Rein took a roundabout path to writing his book, which is published by North Carolina-based Press 53. It’s primarily a collection of pieces written for a Press 53 competition in which Rein was a finalist. Primarily, but not exclusively. “The publisher liked the work, but I went back and added some older work that I had polished,” Rein said. “The end result has been positive.” Rein utilized recurring characters in separate, stand-alone pieces in his work. A reader can enjoy one of the stories, or all of them, with continuity established among characters. “My characters are in different locations on their journeys, which leads to the title of the book,” Rein explained. “Some of them I leave in hopeful situations, while others are more complicated.” In a book with such rich character work, Rein has had to make conscious decisions not to become too attached to his creations. “If that happens, you’re afraid to hurt them,” he said. “Sometimes, people get hurt.”

Rein points with special pride to a selection in his book called “Letters from the Dead,” which focuses on a postal worker who receives personal mail intended for a recently deceased person. “She’s touched by it and decides to answer the letters as the deceased,” he said. “My characters come from the world, and they all have different motivations. They make different choices. Some are good. Some aren’t. You can’t have characters be projections of yourself all the time.” Rein has also found that being a published author has helped his students relate to him. “When I was in school, I cared about what my professors were doing,” he added. “I think students, especially in the writing field, care about the creative credentials of their instructors. I don’t force my work on them, they don’t have to read it, but when I told my class this fall that I was getting published, they all applauded. That felt great.” Rein notes that most of his students aren’t short story readers. “Most don’t read literary fiction as much as they read genres,” he said. “The danger I’d have is that I could present my work and they might not like it because it isn’t part of their experience.” Some of the work in his book is updated from Rein’s first writings, up to twelve years old. He’s seen himself grow as a writer in that time, making updating his work an exercise in self-examination. “Maturity, maybe not being so pretentious,” he said. “When you’re young, the first thing on your mind is what goes on the page, and at the time you think it’s perfect. But as you mature, you learn otherwise.” Rein’s favorite book is Joseph Heller’s “Catch-22,” a text he reads annually. “I also like to look at the Pulitzer lists and see what interests me for my own reading,” he said. “Another of the books I really like is (2017 Pulitzer Prize for Fiction winner) Colson Whitehead’s ‘Underground Railroad.’” What’s next, now that Rein is published? “I’m working on a novel that I’ll probably really get the time to write this summer,” he said. Rein describes his next project as a “contemporary dystopian murder mystery,” but the rest, he’s keeping close to his vest, saying a novel is his “next logical step.” In other words, Rein’s road hasn’t quite reached the house yet, if you will. “That’s okay with me,” he said. “I’m satisfied now, but that isn’t to say I will be in ten years. The roads we’re on might not be the roads we thought we’d be on, or even the roads on which we start. It’s about the journey.”

Songen takes first place in UWRF’s annual Innovation Challenge

March 9, 2018 – Songen, a business concept that’s the brainchild of a team of University of Wisconsin-River Falls students, took first place in Thursday’s annual Innovation Challenge, coordinated by the university’s Center for Innovation and Business Development (CIBD). Songen is a new product designed to deal with adult incontinence, addressing the issues of leakage, ease of use and preservation of dignity. When complete, the product will be offered directly to group homes and assisted living care facilities. “One of the team members has a grandmother who struggles with incontinence,” said CIBD Director Danielle Campeau. “In their research with group homes and nursing homes, the students discovered there were issues with existing adult briefs which were pervasive across the industry.” Songen, the brainchild of business administration major Reid Wilson, marketing communications major Miles Peterson and field biology and chemistry major Forrest Close, is now eligible to compete in the Wisconsin Big Idea Tournament Saturday, April 21, at the Discovery Center in Madison. The Big Idea Tournament is hosted by the WiSys Technology Foundation. Two other student teams took part in the competition which helps showcase the university’s commitment to innovation. Generation of Donation, presented by business administration major Bryce Sanders and accounting major Ryan Lefto, is a phone app making it easier to donate small amounts of money to worthy non-profit causes. Coffee Run, presented by business administration and economics major James Vandenberg, aims to increase physical fitness levels by offering coffee coupons to customers in exchange for evidence of verified physical activity. Twenty outside partners acted as judges for the event, which utilized the Lean Startup Methodology. Students develop ideas into viable business models and present them to judges. Successful teams are rewarded for creating a hypothesis, testing their assumptions with potential customers and modifying their business ideas through the feedback they receive. “The competition was a great success,” Campeau said. “All three teams had to put a lot of hours into the process, and it’s not an easy one. Each team had to get out of their buildings and comfort zones and interview at least 100 people about their idea. They were all motivated and passionate and overcame some fear barriers along the way as well.” For more information, email danielle.campeau@uwrf.edu or call 715-425-0643.

Check out the Student Voice on Facebook

Visual literacy workshop for Montessori educators offered at UW-River Falls

March 15, 2018 - Educators in public or private Montessori schools can gain professional knowledge and skills by attending a Visual Literacy Workshop offered by the University of Wisconsin-River Falls on Friday, April 20, from 9 a.m. to 3:30 p.m. at UW-River Falls. “You can expect a fun, interactive day learning how to develop your students’ visual observation skills and how to encourage respectful expression of what is seen,” said Cindy Goldade, a UW-River Falls Montessori instructor and the workshop presenter. Those attending will also discover strategies to cultivate a willingness among their students to present ideas, ask questions, rephrase and think critically. Advance registration is required and may be made online at go.uwrf.edu/Montessori or by mail. The registration fee is \$79 per individual. Discounts are available for registrations received before March 20 or for groups of five or more. The fee covers instruction, materials and a certificate for five professional development hours. Parking is free. Participants who are interested in earning graduate credits with additional tuition and coursework outside of the workshop should contact Linda Jacobson at 715-425-3190 or email linda.r.jacobson@uwrf.edu. UW-River Falls provides lifelong learners with academic, professional development and enrichment programs that are practical, flexible, convenient and affordable. A complete list of courses, course descriptions and online registration information is available at www.uwrf.edu/ContinuingEducation/, 715-425-3256, 1-800-228-5607 or emailing outreach@uwrf.edu.

Student Senate Update: Mar. 20

JA new club – the UWRF Optimist Club – was approved. They will operate as a subset of the River Falls Optimist Club, which is in turn part of the Optimist International organization.

Chancellor Dean Van Galen came in to give a university update. Subjects covered included:

- Enrollment projections for UWRF, which are predicted to rise. Van Galen said that current housing situations will be enough to meet the increased enrollment despite past issues with freshman housing.
- New academic programs started in 2015, which are on track in terms of enrollment.
- UW System restructuring, which Van Galen said will not significantly affect UWRF.
- New renovation plans across campus.

The Mental Health Awareness Week budget was voted on and approved. The event itself will be held April 2-6.

The Student Media Committee, Student Organization and UWRF 2018-2019 SGA Operating budgets were all voted on and approved. The SGA Operating budget will have some changes that reallocate salary from the Vice President to other positions like the Finance Director.

The information in this update comes from the minutes posted to the Student Government Association Falcon-Sync page every week and from the live tweet posts gathered by Student Voice staff. The Student Senate meets every Tuesday at 7 p.m. in the Willow River Room of the University Center.

Weekly UWRF Crime Report

Monday, March 19

- All drug complaint was reported at Parker Hall at 10:50 p.m.

Tuesday, March 20

- Information was reported at Grimm Hall at 1:44 p.m.
- Welfare checks were reported at Prucha Hall at 3:24 p.m.

Editor’s Note: Information for this section is taken from the UW-River Falls Police Department incident reports.

Nice 2BD Apt. across from Falcon Ctr., all util. incl., w/laundry fac. & off-street parking, \$798/mo. Call Dave; 715-425-8105

Follow us on Twitter: @uwrfvoice

Bee Club aiming to revive interest, bring in bee hives

Continued from Page 1

Increased collaboration between Bee Club and SALSA is also an idea Klapatch and the Bee Club members have been pondering. Bee Club, Erickson said, is a very niche sort of group, and getting enough membership to make a club might be a challenge. Working more closely with SALSA or even merging with them could be advantageous for maintaining membership and ensuring that interest in bees on campus does not die out.

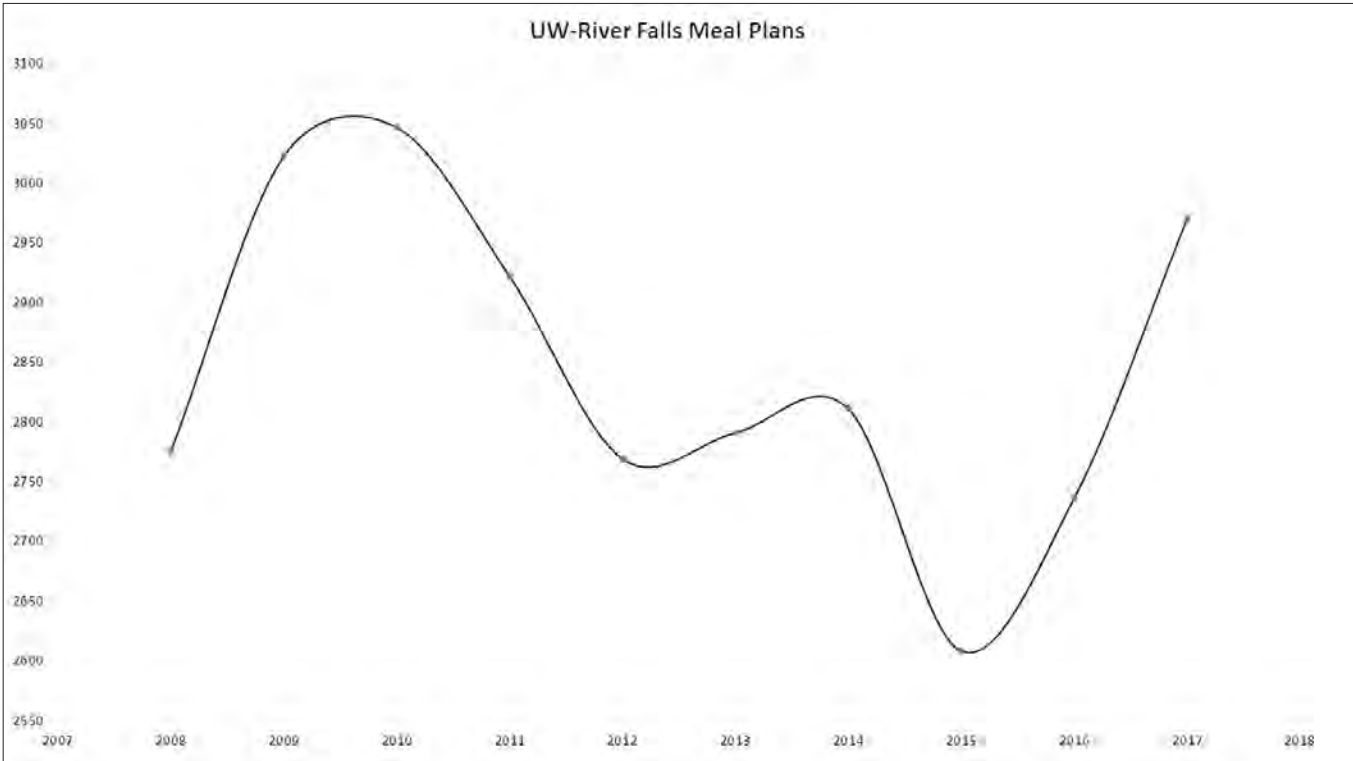
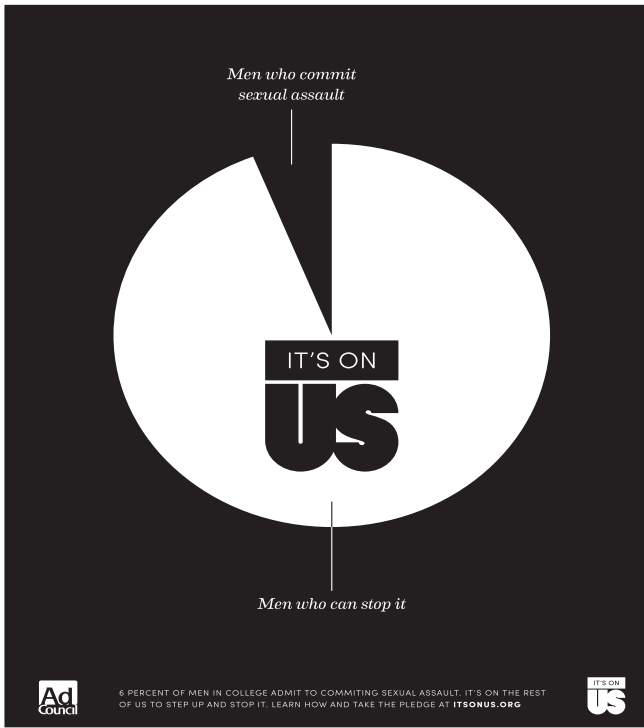
“They seem like great people,” Erickson said. “Our goals for campus align pretty nicely.”

The club might also start working with other, more experienced beekeepers from around River Falls. They’ve talked about getting involved with local community members who are involved with bees. Fore example, they might take field trips out to visit the bee operations of Jerome Rodewald, who is a retired commercial beekeeper.

They’ve also asked Adjunct Professor Tovah Flygare to be a co-adviser for the club, since Flygare keeps bees of her own and could potentially help with the hive. Flygare said that she would be happy to help, not only by offering her expertise but also by caring for the bees in the summer. Since caring for one or two hives doesn’t take a large group of people, she said she would only need one other helper from the club itself.

“I think any project like this is really interesting,” Flygare said, “because it allows student to brainstorm ... trouble-shoot, look at the potential opportunities where something might fit in with the broader campus. Go beyond what they might ... in a usual course. Looking into the real-world practicalities.”

For now, the goal of getting bees on campus is a distant goal. It likely won’t happen this spring, Klapatch said, but the club is aiming to move forward with that project by next year. In the meantime, the small group is reorganizing and figuring out what they want the club to be about. They will continue meeting on Wednesdays at 6:00 p.m. in room 425 of the Agricultural Science Building, and questions can be directed to President Chally at leia.chally@my.uwrf.edu.



Information courtesy of Cara Rubis, University Center Director
The number of meal plans at UW-River Falls from 2008-2017.

Influx in freshmen leads to crowded facilities for student dining services

Chris Gregg

Falcon News Service

As the clock strikes noon on the UW-River Falls campus, students begin to file toward the University Center. Their destination is the dining hall: Riverside Commons.

Hundreds of hungry students are about to enter the Commons. The line bottlenecks near the card-swiping stations. As students enter the cafeteria, they scan the room for an open table and have difficulty locating one. They glance at the clock; time is running out before their next class. This is the case for many of the students who enter Riverside Commons during peak lunch and dinner meal times.

Recent increases in student enrollment have placed a strain on the university dining services. This issue is being evaluated by university officials. Some solutions have already been implemented, such as meal transfer plans and programs that allow students to take food out of the dining hall.

“Certain times I can’t even find a table for 10 minutes,” said Micayla Coble, a junior at UWRF.

The 2017-18 academic year saw an 8.5 percent increase in meal plans. However, 2010 brought the largest number of meal plans in university history with 3,047 active meal plans.

The 2010 spike in meal plans led to the creation of meal transfer programs at places like The Rapids, Erbert and Gerbert’s Sandwiches and Einstein Brothers Bagels to alleviate lunch traffic in Riverside. Additional plans are being reviewed to relieve some of the current traffic during peak meal periods.

“The plan is to continue to spread out the lunch crowd by creating a lunch day that runs from 11 a.m. to 1:30 p.m. versus the current noon to 1:00 p.m.,” said Gregg Heinselman, vice chancellor for Student Affairs. “Adding 90 minutes to the lunch day would substantially assist in addressing the peak (crowding).”

Additionally, the Freddy 2GO program was introduced to assist students in peak meal times. The program allows students to collect a container to fill with food to take to classes or back to their dorm room.

Heinselman also addressed concerns with overcrowding during the peak dinner meal period. “Students do like to so-

cialize longer for dinner, so it takes students longer to eat during the dinner meal period,” he said. “However, socialization is an important element to dining as a community, and we see socialization as a positive aspect to the dining program.”

Heinselman said that there are no current plans to physically expand the existing dining facilities. However, the university will be completing a comprehensive review of the dining program. Information gathered during this review will be utilized in planning for potential expansions.

In addition to concerns over physical space, certain food availability and safety have also posed issues for certain students during peak meal times.

This is especially true for Olivia DeBels, a sophomore who has Celiac’s disease. This means that she cannot consume any foods that contain gluten.

“The (gluten-friendly) waffle iron and the toaster is not regulated either. I watched someone come over with a regular piece of bread and just popped it in that toaster,” said DeBels. “I like the stir fry line, but the spatulas they use – people go through there with noodles. So they’ll use the spatula on the noodles.”

Dining Representative Cara Rubis said that her team is working with Chartwells, the contracted dining service provider, to address these concerns. “Chartwells ... offers an on-site registered dietician to support students with dietary needs, food allergies and sensitives and nutrition education,” she said.

Chartwells also offers a specific G8 food station that serves foods without many common allergens, including gluten. “Starting this past fall, Chartwells’ associates now serve guests using a clean plate during peak meal times to further minimize cross contact of food allergens,” Rubis said.

The improvements Chartwells have been somewhat successful according to Kayla Holicky, registered dietitian. However, the options are still very limiting.

“I’m not on a gluten free diet, but I have family members who are and the (Riverside) dining options are very limiting,” said Emily Thompson, a sophomore. “There’s very little variety for such a large population who are affected by Celiac.”

Extended housing: finished for this year, changes coming

Continued from Page 1

“Extended housing is a fairly common thing at most campuses, because you ebb and flow in your space and in your occupancy over the year,” Thoennes said.

An eventual decrease in occupancy during the latter portion of fall semester is what ultimately allowed Residence Life to ensure that every on-campus resident had a traditional room assignment before the start of spring semester.

“At UW-River Falls there’s a lot of transition from fall to spring,” Thoennes said. “In the springtime, we have students that go to student teach, a lot of study abroad is in the spring, so our occupancy always would go down, which opened up a lot of spaces for anyone who was still living in extended housing.”

With the issue of extended housing being fully resolved for this school year, now Residence Life is in the process of determining whether it will be employed again next year and to what degree.

“We’re anticipating the same number of occupancy as it was this fall,” Thoennes said. “Right now, we’re a little bit ahead of where we were last year as far as incoming students, but I just think they’re applying earlier than they were last year.”

Last year, however, there was an unusually high number of students who did not apply for housing until June, according to Thoennes, which is why it was not until summer that Residence Life realized extended housing would need to be employed for the upcoming school year.

Already anticipating the strong potential of utilizing extended housing once again, Residence Life has already made various changes to ensure they are assigning as few students as possible to live in study lounges.

“One of the things that is going to be different next fall is Prucha,” Thoennes said, referring to the only residence hall on campus that allows upperclassmen students to live independently in a traditional dorm room. “By the time we knew that we were going to need extended housing for this year, we had already assigned upperclassmen to use Prucha’s doubles as singles and made a promise that they could have those spaces. We kept that promise even though it meant we were going to be really tight. Next year we didn’t offer those as singles. We offered them only as double rooms.”

The change from singles to doubles will keep an additional 90 students out of extended housing for next year, Thoennes

said. Another aspect that affects extended housing has to do with the policy regarding how many students are required to live on campus next year.

“We have a two-year residency policy, and we work really hard to enforce that policy,” Thoennes said. “We did get to the point where we put people who are not required to live on campus on hold, and didn’t assign them, and saved those spaces for people who would be expected and required to live on campus.”

While it will still be uncertain whether extended housing will be in effect come fall, Residence Life does expect to have a slightly clearer picture of occupancy when the RA selection process finishes up shortly after spring break, Thoennes said. Students who accept the position of being an RA forfeit their own personal room selection in exchange for a living space that is designated for RAs, which increases the number of beds available for incoming freshmen.

If extended housing is employed again in the fall, Residence Life fully intends to ensure that the students who live in those environments ultimately get reassigned to a room in the same building, if the student wishes, rather than being reassigned to any random location on campus.

This commitment to keeping students in their desired living location is what allowed Mackey to continue living on Grimm’s third floor when he moved into a traditional dorm

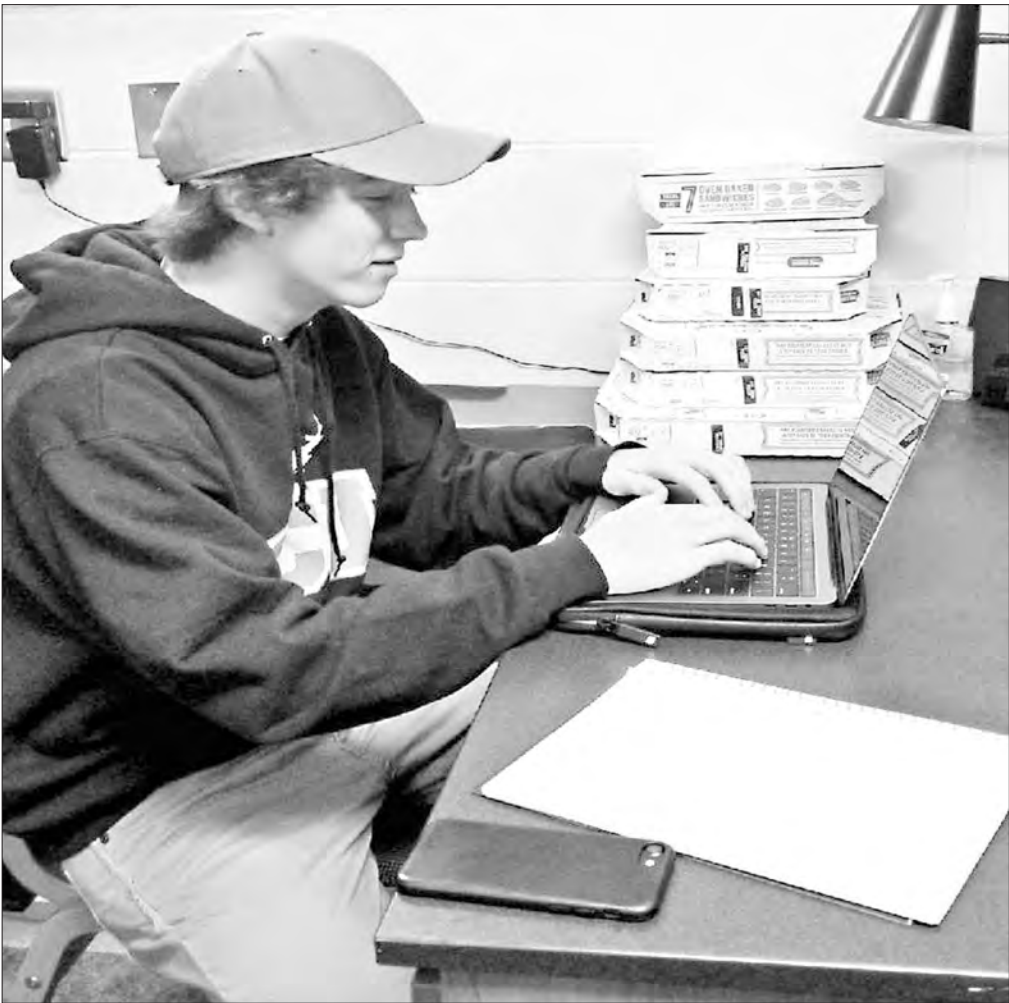


Photo courtesy of Malachi Marquette
Kyle Mackey, a freshman at UW-River Falls, enjoying the ability to work at a desk in his dorm room, something that was not an option during fall semester.

room just prior to the start of J-term. Now enjoying the privacy, convenience and extra sleep that comes with living in a traditional room, Mackey said, he currently shares it with a fraternity brother of his.

“Last night I went to the study lounge, and it was like I slept right in this corner on the bottom bunk,” Mackey said. “It’s a little different now to see it with actual chairs and with everybody studying in there.”

EDITORIAL

Mental health is something that society needs to take seriously

According to data from the Centers for Disease Control and Prevention, teen suicide rates between ages 10-17 in the U.S. are up by 70 percent since 2006. Suicide rates tend to peak among young adults between the ages 20-24, according to data on campus suicide and depression from Neumann University, Penn., making it the second-leading cause of death in that age group.

Suicide is a very serious problem that, according to data, is getting worse in the U.S. Reasons given typically include spotty mental health screening, poor access to mental health services and resistance among young people – particularly young men – to accept help.

The UW-River Falls Student Government Association is working with Student Health and Counseling and Student Involvement to sponsor a Mental Health Awareness Week April 2-6. Details on what will go on during the week are yet to be released, but the SGA has been discussing bringing in therapy dogs and hosting speaker Kevin Hines to talk about his experience as a suicide survivor.

SGA said on the event Facebook post, “It is our goal to help raise awareness about mental health and to help equip the student body with skills and tips on how to effectively manage and cope with mental health issues.”

The Student Voice would like to express its support of this event and encourage students to participate. Mental Health Awareness Week is a valuable opportunity. Those who do not suffer from mental health issues get a chance to learn more about the problem and how they might help. Those who do suffer from mental health issues get to see the support systems that UWRF has available for them to use. Overall, it’s an opportunity to lighten the stigma associated with mental health illness and dispel reluctance to get help.

Mental Health Awareness Week is a good step in the right direction, but prevention efforts can’t stop after April 6. The stigma surrounding mental health issues needs to be addressed by society as a whole. Things like cyberbullying and casual slang about “killing yourself” have become far too common in our digital environment. These things should be shocking, and we should not be normalizing them.

There have been signs in national news that society is beginning to take steps in the right direction. Professional basketball has made a recent push to bring discussion of mental health and wellness to the forefront. Players have begun to share their personal problems, and the NBA is making plans to formulate a more robust mental health program to address the needs of its players, according to ESPN.

This is one improvement, but there are other steps that society as a whole should be adopting. Congress is considering creating a three-digit suicide prevention hotline, which could improve on an already-existing hotline that studies have shown is successful. University faculty should also be trained to recognize signs of mental illness so that they can catch it in its earliest stages and encourage people to get help.

Suicide has always been an issue, but the numbers indicate that it is becoming more prevalent. This suggests that we need to change our strategies and mindset as a society.

Editorials represent the opinions of the Student voice Editorial Board and are prepared by the editorial staff.

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All editorial content in the Student Voice is determined by the newspaper’s Editorial Board. The opinions expressed in editorials and columns do not represent those of the newspaper’s advisor, student population, administration, faculty or staff.

Letters to the editor must be 300 words or less, and include a first and last name and phone number. They can be submitted at 304 North Hall, River Falls, WI 54022 or to editor@uwrfvoice.com

The Student Voice reserves the right to edit any material for content, libel or space. It also reserves the right to withhold letters. All letters, news releases, briefs, display ads and classified ads must also be submitted no later than Wednesday at noon.

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LETTER TO THE EDITOR

Referendum on the office of State Treasurer is approaching in April

Dear Editor,

I’m writing to alert readers to a state-wide referendum item on the ballot when we go to the polls on April 3. This referendum has gotten too little coverage in state media. It’s urgent that voters understand what’s at stake.

The ballot measure would amend the Wisconsin state constitution to eliminate the nonpartisan office of State Treasurer who manages over \$1 billion in state Trust Fund assets.

As a commissioner on the Board of Public Lands Commission, the Treasurer oversees these funds for use in our public schools, local governments, and public lands. This money goes to improve public schools, libraries, local community infrastructure such as roads and sewers, parks and the UW system. The proposed ballot measure would place the Treasurer’s oversight function in the hands of the lieutenant governor, effectively removing barriers to partisan use of public assets that belong to all of us.

The Treasurer’s office is the public’s watchdog for these

funds, and if voters eliminate it, Wisconsin will become the only state in the country not to maintain a firewall against appropriation and misuse of public money by partisan politicians.

The current Treasurer and Scott Walker ally, Matt Adamczyk, ran for his office on a platform of getting rid of the Office of Treasurer. Clearly this move has been in the works for some time, and like so much in recent Wisconsin politics is being carried out in the absence of public discussion, away from the light of voters’ scrutiny.

Our state’s public assets, owned by every citizen, are at risk in this election. You can learn more about this issue at www.saveourfiscalwatchdog.org/whyvoteno Vote NO on this stealth attempt to grab state-owned resources on April 3.

Thomas R. Smith, a former UWRF student and poet with seven published books

‘Seinfeld’ was great for its time, but we need to move ahead with TV

Lauren A. Simenson

Columnist

I’m pretty sure nostalgia is ruining television right now. People’s inability to let sleeping shows lie has caused reboots of shows such as “Murphy Brown,” “Magnum P.I.,” “Will & Grace,” “Charmed” and “Dynasty” to infest the screens of network television today. Reboots of game shows are plaguing our screens too. Who even asked for “American Idol,” “Battle of the Network Stars,” or “The \$100,000 Pyramid” to come back on air?

many episodes of this famous show.

Additionally, I do not think Seinfeld would be an ideal candidate for a modern day reboot because of the conveniences of modern technology. “Seinfeld” is infamous for being the show about ostensibly nothing. “Seinfeld” follows the lives of Jerry Seinfeld, Elaine Benes, Cosmo Kraemer and George Costanza as well as the quartet’s innumerable boyfriends and girlfriends that make small appearances in every episode.

The major theme of the entire show is communication between the core four characters. The four spend so much time talking with each other in every episode that at one point George’s finance Susan makes a point of saying that she thinks it’s weird that they all hang out and talk so much. She ultimately does not want to take part in that.

The panic and the work involved in getting a message delivered to another person – a very big problem – becomes the whole point of many episodes. These kinds of missed connections/missed communication situations just do not exist today.

When the four friends are lost in a parking garage or when they are all trying to see a movie together but no one knows when anyone else is arriving or what movie to see, or having to wait to use a pay phone, are not problems in 2018. A quick text from a smartphone would solve all these issues that the show spends entire episodes showing the viewer how the four characters cope in simply trying to get in contact with each other. The genius of the show, which is shown by how it is written, depends on these instances where communication is essential but unattainable because it was the early 1990s.

“Seinfeld” works as a television show so well because it can only exist in a time where tight, high rise denim, no cellphones, hardly any internet and big, wild hair were in fashion. We are currently in a golden age of TV where so many new and exciting shows are being watched on TV and online. Nostalgia for old shows of the past should not factor into what is being shown to the modern audiences of today. Let’s keep forging ahead with new content and creating a new set of classic TV shows.

Lauren Simenson is a senior majoring in journalism and communication studies. Her interests include eating dark chocolate, online window shopping and reading anything she can get her hands on. While not at work, at school, taking naps, or doing homework, she likes to cook, fish and write.

Women in Hollywood are beginning to show off what they are capable of

Sophia Koch

Columnist

I recently rewatched one of my favorite movies – “Mad Max: Fury Road” – with a friend. I’ve probably seen the film two or three dozen times, but it’s always interesting to watch it with new people. It’s a very detailed and nuanced story, and everyone takes away something unique after watching it.

The 2015 film is set in a post-apocalyptic world and follows the viewpoint of Max Rockatansky – a former cop who is now little more than an animal struggling to survive. In the older “Mad Max” movies, Max – played by Mel Gibson – was the main character. In this new installment of the series, Max, who is now played by Tom Hardy, is more like a narrator watching someone else’s story.

hero is a he or a she? Why not let the story decide for you?

“Fury Road” creates a world that explores, among other things, how gender roles might divide out in post-apocalyptic society. Women who don’t fight for their rights become a source of milk and babies. Those who don’t want that fate have to fight. These women, as a result, end up being as tough, skilled and resourceful as the men. As an action hero, Furiosa makes as much sense as Max.

In a gender-equal world, this is how characters would always be written; where the author follows the natural logic of the story while also recognizing that female roles can be just as powerful and dynamic as male roles.

Charlize Theron, the actress who portrayed Furiosa, has been taking some interesting strides lately. Furiosa isn’t her only strong female lead character; back in 2004 she won the Best Actress award at the Oscars for her portrayal of a serial killer in the film “Monster,” and she more recently played a Bond-esque spy character in the 2017 film “Atomic Blonde.”

Theron has also begun to apply feminine strength to the real world. While filming the movie “The Huntsman: Winter’s War,” Theron demanded that she be paid the same as her co-star, Chris Hemsworth. Theron is not alone; Jodie Whittaker, the new lead actress in the TV show “Doctor Who,” demanded pay equal to that of the show’s previous lead, Peter Capaldi.

Hollywood is entering interesting times. The #MeToo movement has begun to shake long-maintained systems of silence and timidity, and people have begun making bold, public statements about gender equality. The common thread is that women are strong and interesting, and maybe society should be giving them a chance to show off what they’re capable of.

Sophie Koch is a journalism major and biology minor at UWRF. She spends way too much money on books, gets lost a lot in the woods and periodically drops her phone in the river.

STUDENT voices

Compiled by Alayna Rudolph

“Now that it’s officially spring, what outdoor activity are you most excited for?”



Alex Garcia
(Junior)
“Softball”



Justice Watson
(Freshman)
“Playing basketball outside”



Xiyun Xiang
(Sophomore)
“Running”



Danielle Rajek
(Freshman)
“Hiking and biking”



Alex Werner
(Freshman)
“Just being able to be outside in my shorts”



Lee Mueller
(Senior)
“Sitting by the fire pit with friends”

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Color photos, archives, audio stories and more.

Lanning named athletic director at UWRF



University Communications

Crystal Lanning has been named director of athletics at the University of Wisconsin-River Falls. Lanning, who has served as interim athletic director since 2016, will assume her permanent duties April 1.

“I am confident that Crystal will continue to provide outstanding leadership for Falcon athletics and serve as a valuable member of cabinet and the university’s leadership team,” said UW-River Falls Chancellor Dean Van Galen.

Lanning will lead a department which offers 17 NCAA Division III programs and has over 40 full-time, part-time and volunteer staff. She will oversee all facets of the Athletic Department including operations, budget, marketing and fundraising initiatives.

“I am truly honored for the opportunity to serve the Athletics Department as the director of athletics,” Lanning said. “I look forward to continuing to work with our coaches, staff and student-athletes and building relationships with our alumni and campus and community partners.”

Lanning currently serves on the NCAA Division III Women’s Ice Hockey Championship Committee as well as the Wisconsin Intercollegiate Athletic Conference (WIAC) Men’s Basketball Sport Committee.

At UWRF, Lanning manages the Athletic Department’s

Title IX compliance efforts and strategic plan and is a member of the Chancellor’s Cabinet, Foundation Development Team and Faculty Senate Athletic Committee while also chairing the Athletic Hall of Fame Committee. She served on the design team for the new Falcon Center for Health, Education and Wellness and is also a member of the facility’s operations committee.

Lanning earned a bachelor’s degree in exercise science from Winona State University and a master’s degree in kinesiology and health promotion from the University of Kentucky.

She came to UWRF in 2004 as an assistant athletic trainer, lecturer and academic adviser and became assistant athletic director/senior woman administrator in 2009. She was promoted to associate athletic director/senior woman administrator in 2014. She was also interim athletic director in 2010.

Lanning worked as assistant commissioner for membership services for the Northern Sun Intercollegiate Conference (NSIC) in 2015-16. She oversaw the operation of the NSIC’s soccer, volleyball, baseball and women’s swimming and diving competitions and assisted with the men’s and women’s basketball tournaments. She also oversaw implementation of the conference’s 2014-19 Strategic Plan and served on the NCAA Division II Women’s Soccer Central Region Advisory Committee.

Lanning is a resident of Hastings, Minn.

Falcons show strong performance during Florida games

Zach Dwyer

zachary.dwyer@my.uwrf.edu

When the Falcons lost to Transylvania University two seasons ago, senior outfielder Aiyana Ledwein said she mainly remembers the team hitting bombs over their head in a 14-0 loss. However, the Falcons responded in an entirely different way this season when they took down Transylvania 3-2 in Florida.

“We got destroyed by them a couple of years ago and we had taken a loss before we played them,” Ledwein said. “We came back and knew they were a tough team but said, ‘let’s come back and play our game.’ It was so amazing and gives me confidence that we can take some of the tougher teams in the WIAC.”

The UWRF softball team finished up a successful spring break trip with a 10-2 record last week to improve to 13-3 on the season, already surpassing last season’s total win total.

“It’s a mentally long week,” head coach Amber Dohlman said about the Florida trip. “It’s about taking care of themselves and staying motivated and pushing through that. No other sport would think to do that kind of craziness (12 games in seven days).

Dohlman said that the week is important for prepping the team for the rest of the year. The team refers to the games as a “business trip.”

“We are different from other students on campus because it’s our responsibility to go down and perform our best,” Ledwein said. “We’re not just relaxing in Florida ... we’re busy all day with games. We have to stay focused on softball the entire day. It was all focus, all day, every day.”

The Falcons took care of business by winning their first six games on the trip. The Falcons face a variety of teams from around the country with different skill levels, but Dohlman said she was happy to test out some different things and challenge them.

“We knew we were good hitters, but to see the quality of hitting ... only one (player) hasn’t hit a home run in the starting lineup,” Dohlman said. “It’s pretty insane to see the baserunning numbers they’re putting up. It’s close to the whole season (last year) through only 16 games.”

The performance was even more impressive because the Falcons had only played four games in the Rochester Dome and practiced indoors since the start of the season.

“It’s hard because we haven’t done anything on dirt or real grass, only on turf,” Ledwein said, who is leading the team with 27 hits. “It’s way different running on the dirt and getting acclimated to the field again was different from what we’ve been doing.”

However, Ledwein said that seniors took the mentality that it was their last Florida trip and they wanted to make it their best.

“We want to have fun, and we do the best when we’re having fun,” Ledwein said. “This is our season, and that’s our mentality. This was my favorite Florida trip. We lost a couple of games, but it shows that we’re not perfect and that we can improve.”

One of the most impressive performances came from freshman pitcher Hannah Stegeman. She posted a 6-1 record in eight games with a 3.42 ERA. Dohlman said it was cool to see the future of the program by Stegeman coming in and throwing as much as she did.

“She really stepped up when we needed her in a couple of games and proved herself,” Ledwein said. “I was saying



Senior Shannan Borchardt (19) stands on base in a game against UW-Stout last season. The Falcons softball team already has won more games in 2018 than all of 2017, with a record of 13-3.

‘wow’ in the outfield because she was killing it against big girls. I could tell that she really wanted to do good for the team.”

Senior Maddie Studnicka also already has four saves on the season, which Dohlman said is on pace for the team record of nine saves that Brittany Rathbun recorded in 2006. Dohlman added that Studnicka has been able to accept that closing role and be successful, even when she’s been put in jam situations to have to carry the team.

“I’ve been pretty much in that spot where one bad pitch could easily cost that game,” Studnicka said. “Me being a senior, I know that role and have been put there many times. Our starting pitchers really like that I can come in. It’s my best spot and I really enjoy it, even though it’s very nerve racking.”

Studnicka added that every game was important in Florida because of their ability to work as a team.

“It wasn’t just the pitcher doing all the work, it was the defense, offense, hitting, baserunning, talking and cheering,” she said. “When it’s all clicking, we know we’re going to win ... that’s what we have to do going into WIAC play.”

While Studnicka was impressed with the new group of freshmen being able to step into roles in baserunning in hitting, her biggest takeaway was the team’s mental ability to rise above tough losses.

“The big loss (18-4 to Lake Forest College) was really hard for all of us,” Studnicka said. “We hadn’t gotten beat like that before this season, but we scrapped it and erased it and took

the next game. It was awesome that we could learn from it but move on.”

UWRF will enter the rest of their regular season with their hitting already in mid-season form. Sophomore catcher Noelle Senour has hit six home runs in 12 games, which is on pace to break the record of 13 by Abbie Morris in 2014. Amber Galloway leads the team in runs with 21, while Kaia Dorn has an impressive .500 batting average in 36 plate appearances.

With a hectic week of softball finally over, the team has a few days to focus before their home opener against St. Mary’s University on March 29.

“It’s about getting everything to work together,” Dohlman said. “We saw what was capable, and if we can get those pieces to come together, they’re one of the best teams I’ve ever coached. They’re going to be tough to beat.”

Preseason ratings had the Falcons projected to finish second to last in the WIAC, but Ledwein said there may be more to come.

“Nobody knows how we’re coming for them. (The trip) boosted our confidence, and we’re going to go in with a mentality of we can take anyone. We’re not cocky, but we’re confident in our abilities.”

UWRF will host St. Mary’s at 2 p.m. on Thursday, March 29, before they head on the road for five straight games. They will return home on April 15 against Luther College.



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Business leaders hail Kinni dam compromise

Zach Dwyer
Falcon News Service

Driving around River Falls or walking downtown, it’s not hard to spot the blue “Free the Kinni” signs scattered throughout the city.

These signs are visible along highways, in people’s front yards and in the windows of the businesses that residents shop in. It’s almost impossible to live in the city without seeing glimpses of the decision that has been on the horizon for almost two years.

The Kinni Corridor Project proposal was the joint effort of the community to present the City Council with an organized plan for what to do with the city’s two dams. The City Council unanimously passed an amended resolution on Feb. 27 declaring its intention to remove the Powell Falls dam in 2026 and the Junction Falls dam in 2035-2040. This will be possible if enough money is raised through public-private relationships, with river restoration also being a large part of the proposal.

The main message of the “Free the Kinni” movement in River Falls has been based primarily on restoration and returning the river to its natural flow. These plans include taking down the dams in the city and creating more trails and parks that take advantage of the new river access.

Brian Smolinski, a River Falls business owner who operates Lund’s Fly Shop on Main Street, thinks that the tourism aspect could be a huge boost for the city.

“I think of the visitors who go to see the falls at Willow River State Park is a prime example of what could be,” Smolinski said.” In a downtown setting, it has even higher potential.”

Smolinski also talked with one of the experts from Inter-Fluve, the firm the city hired that specializes in river restoration and water resources engineering. Their findings were what was presented to the city in order for the City Council to make an informed decision.

“From studies they’ve done of the bedrock and limestone, he pictures it like how the North Shore in Minnesota is, with cascading falls and exposed rocks,” Smolinski said.

The Kinni’s location being so close to the Twin Cities could

also have an effect on the success of the restoration. While Smolinski noted that river restoration is especially important for his business, he thinks the largest effect on business will come from the increase in people passing through the town to enjoy the falls and river.

Either way, Smolinski emphasized that the most important thing is having a great park and trail system around the improvements. However, the changes most likely won’t have much of an effect on kayaking opportunities according to Paige Olson, owner of the Kinni Creek Lodge. The lodge provides numerous paddling and fishing trips on the river.

Olson said that removing the dams won’t really add anything to her business because the path along the Kinni where the waterfalls are located is too tall to paddle through or to go over the falls. However, she agreed that one of the main ways that more visitors could be drawn is by changing the area around Lake George to allow for more recreation and making a handicap-accessible city park.

Chris Blasius, CEO of the River Falls Chamber of Commerce and Tourism Bureau, also said that the potential downtown improvements can be advantageous to all visitors.

“It’s a good opportunity for multiple use,” Blasius said. “If you’re a mom pushing a stroller or you’ve got elderly grandparents that want to take advantage of the river, I think there’s a good mix use within that downtown hub. There will be more outdoor opportunities and will have a rustic and rural feel.”

These plans are seeking to give more opportunities to the entire community of River Falls, but it’s not completely clear what that will look like in 20 years, according to Blasius.

“Our responsibility (at the Chamber of Commerce) is to promote our community and get people to shop in our stores and eat in our restaurants,” Blasius said. “All of those items greatly align with our natural resources.”

The Class 1 trout stream is one of the biggest drawing points for the river currently, according to Blasius. She said that the new changes to the river corridor will promote walking, biking and many more recreational opportunities that can make the city more appealing to tourists and businesses.

Blasius said that the million-dollar question is if these changes to the river will directly affect the business district

in River Falls.

“When you’re making improvements to your Main Street and natural resources, that’s going to be more attractive to a business,” Blasius said. “There’s been some conversation about improvements for the Kinni Corridor and the future development of retail shops.”

One area that’s being looked at in greater depth is the Riverwalk, which runs parallel to Main Street. There are a couple of shops occupying this area currently, but Blasius said the vision is to make that back alley more enticing as a front entrance. There are also visions of incorporating walking paths and some new enhancements right alongside the river to add more appeal to the downtown area.

Blasius continued to stress the point that any time the city has more to offer from a recreation and tourism standpoint, there will always be more opportunities for businesses and new members in the community.

“Right now, with the exception of maybe the Main Street area, there’s quite a few people who don’t know the river even exists,” Blasius said. “If we can make enhancements that provide greater visibility, I think more people would take advantage of it.”

The corridor planning process involved numerous public meetings and design concepts of how to utilize the space that will be available once the city removes the dams. Some of these plans include better trails to look at the natural waterfalls or downtown park areas on the banks of the river.

Blasius had a chance to be a part of the planning process and said it’s a point of pride for the community. The 11 volunteers had various opinions on what the direction of the river should be, but all the members gave up some of their vision to come up with a big-picture version of the plan, Blasius said.

Coming together for this common vision was possible through a lot of passionate individuals and organizations in the community, Blasius said. She’s looking forward to them being able to leverage their talents and support the project through funding to accomplish the project’s first goal of removing the Powell Falls Dam in 2026.

“That’s one thing our community is really good about,” Blasius said, “rallying together for the common good.”



Amara Young/Student Voice

The Junction Falls dam is planned to be taken down between 2035-2040. The removal would be the final step in returning the Kinni to a free-flowing river.

Digital marketing is key to attracting incoming freshman

Lauren Simenson
Falcon News Service

At the start of last semester, the University of Wisconsin-River Falls became home to 1,325 new freshman students, the largest since 2009.

The increase in freshmen at the university might be thanks to two vital departments on campus: Admissions and the university’s Communication and Marketing Department.

Sarah Egerstrom, executive director of Admissions and New Student and Family Programs, said that enrollment at UWRF has been declining for several years. Since assuming the executive director position three years ago, she and her office have been focused on stabilizing enrollment rates.

“We have paid more attention to our campus visit experience and our tour guide training and been very aggressive in our recruitment and outreach in terms of our number of high school visits and college fairs we’re attending,” Egerstrom said. “There’s been a lot of support in the campus community. It’s been a high priority among faculty and staff on campus to invest in recruitment efforts.”

One way that the admissions office is working to recruit new students and to keep them at UWRF is through a new scholarship guarantee program for incoming students. It is designed to help the university be more competitive and is in its third year as a program.

“There’s two layers of awards,” Egerstrom said. “The first is our academic achievement award one thousand dol-

lar scholarship for students who have a 22 or higher on the ACT and rank in the top 40 percent of their class. The next tier is for students who have a 25 or higher on the ACT and rank in the top 25 percent of their class, and those students receive \$2,000 in their first year and an additional \$2,000 in their second year.”

Working closely with the university’s Admissions Office is the university’s Communications and Marketing Department. They are specifically responsible for spreading the word about the UWRF campus.

Jeff Papas, executive director of the university’s Communications and Marketing Department, also acknowledged the importance of having increased enrollment of first-year students. “We don’t want to be a best kept secret anymore,” he said. To attract more students, Papas said he is focused on spreading the UWRF brand on digital platforms.

“We are spending more of our marketing budget on digital advertising, which allows our brand to wind up in email, on Facebook, on social media – places where people are likely to see it,” Papas said. “One of the main recruiting tools we have is our website. If you look at the website, on the front page you’ll see ‘not too late to apply’. We’re in the process now to try and get people who have been accepted to more than one institution to choose us. We want people to know that they can schedule campus visits, register, sign up for new student registration and come here and enjoy a wonderful experience.”

The university’s Communications and Marketing office also runs the campus’ official social media account on Insta-

gram, Snapchat, Facebook and Twitter. Over the summer, the office used a type of influencer marketing on Twitter, encouraging people to digitally follow current students to get an insider’s view of the UWRF campus culture. This was the first round of influencer-style marketing that the department tried out. It plans to makes some changes for the future, namely by switching social media apps.

“It was not on Snapchat,”Papas said. “We feel that by doing it on Snapchat as well ... it will appeal to the Gen Z-type audience. Social media is where our audience is – it’s where people are going.”

With increased focus and money going into digital marketing, Papas is still waiting on the data to tell him how successful these new marketing techniques are in attracting new students.

“One of the things we are looking to do over the summer is to institute a freshman marketing survey,” Papas said. “We need to find out what is working better and what we can tweak. Until that happens, the main way we judge our success is by freshman enrollment numbers.”

The university does not just benefit financially from an influx of students; the culture of the campus benefits from the variety of new students who arrive on campus ready to start their undergraduate education.

“When you’ve got healthy enrollments and you’ve got more students choosing UWRF,” Egerstrom said, “you’ve got a more vibrant campus community.”

‘Reign’ reigns just below average in men in its dramatic take on (in)famous European royalty

Bethany Lovejoy

Reviewer

This week we are not reviewing a movie, because the Brony documentary I watched was super depressing.

It’s an open secret that I spend almost every moment of my free time watching soap operas or heavily drama-based shows. I live for the moments when someone’s secret brother is revealed, a heart is broken, songs by Ed Sheeran play in the background as someone cries, and awkwardly long hair brushing scenes. But, the depths of my soul lay in the paranormal drama and historical drama.

Today we’re going to talk about the latter in the form of one that’s already on Netflix/over and done with.

“Reign.”

“Reign” is like a heavenly rain of horribleness that I want to soak the organs of my soul in. Most of the men are okay looking but not great, most of the women are only mildly whiny, but the costumes are like 10/10 “Gossip Girl” level excellence.

“Reign” is about Mary Queen of Scots and therefore super freaking messy. Basically, all of the first season is about how Mary has to marry Francis. The second is about people being dead and stuff, the third is about what you do when everyone around you has died and the fourth is about hoping for death.

Relatable.

Mary is a beautiful, kind soul who cannot see social barriers. Whenever she comes into shot, there is a light directly behind her making her look kind of like the Virgin Mary.

Since the paper usually includes a photo of the poster, which in this case includes her face, I’m not really sure I have to do this. However, I’ll tell you that Mary looks like Cher mixed with baby face Madonna with a side of Blair Waldorf from “Gossip Girl.” If her face is on the poster, you’ll see that she looks like an angel and that the sky opens with how perfect she is. Call Victoria’s secret; this lady could be a model.

Mary doesn’t really have much of a personality other than being really nice and super about Scotland. So nice that she doesn’t care when people are poor and ugly.

Which makes sense, because she is, like, the princess and junk.

Also, everyone and their mother wants to do Mary.

Mary is supposed to marry Francis and later become the queen of France and Scotland, which seems a bit much but okay. So in real life, from my understanding: Francis was super young, kind of puffy, and definitely short. Real life Francis was also really clumsy and from my understanding basically just the most ugly and embarrassing guy in the world. This is okay, though, because Mary is hot as heck in real life. At least history did something right.

In the show he is average. When you compare him to other guys on the show, he looks a bit better than them but, you know, fancier clothes. Francis looks like the type of guy who has a man bun. Francis is also a petulant child, which I imagine would be true to his real life. He’s constantly having fits because he can’t have sex with everything, Mary wants to save her own country every once in awhile, and also, no one wants to give him power.

Which, I mean, don’t go stomping around denying people soldiers and ships (you know, killing Mary’s people occasionally) if you want romantic attention from the hottest babe in the land.

Throughout the show, Francis has several side pieces and



pumps them full of dreams. All of these dreams are lost on side pieces because Francis knows that you look out for your main lover and keep side pieces on the low. His favorite occasional thing to say to these side pieces is that they could be queen, which is gross because Mary is so good at being princess and later queen.

Like, so good.

Francis has an illegitimate brother who, depending on the poster the paper uses, might be visible. His brother Bash looks like a toe with a face and head drawn on it. He also has really displeasing, creepy blue eyes. Like, strong and would stare right at you. Bash is the last part of the love triangle in season one. He’s supposed to be the bad boy type who rides ye old motorbike and stuff. He’s more about rules and order in a way that makes him even less of a babe. Also, Bash is connected to some pagan people who are hanging bodies in the wood.

Which is cool and all, but no one cares about Bash. That’s because he is literally the worst. He makes me want to bash my head into a wall. All he does is whine about the opportunities that were lost on him due to his mom being a mistress. Like, boo-hoo, go do something else.

Bash and Francis have a dad named Henry, who straight up does everyone. Almost every single episode we are treated to a picture of this man’s face moaning, and it is not great. He does visiting nobility, Mary’s friends, his mistresses, servants; everyone but his wife. This is okay because he is an 8/10 babe. He looks bald, but I guess that’s okay. He is so good at doing everyone that he rarely does his actual job: running the country. This is okay because the country is run by someone better.

Henry’s wife is Catherine, who I would be willing take several buses for. While Henry is off doing ladies, Catherine is off doing murders. No spoilers because it starts in legitimately the first episode, Catherine thinks that Mary is going to be the reason her son Francis straight up dies. So Catherine is like, “Get out of le house and into le street ye old child murderer,” for all of the first season. Catherine finds throughout the first season that the best way to save her son’s life is to kill every-

one else, earning her a body count that is in the low “Game of Thrones” numbers.

Somewhere across the channel, having temper tantrums of her own, is Mary’s cousin, Elizabeth. Elizabeth is actually a horrible person in every single way, even a bit historically. Throughout the show Mary gets upset because her cousin Elizabeth (an illegitimate child) is ascending to the throne, a throne which could have easily been Mary’s.

At some point Marry has a fit because she could have feasibly ruled four kingdoms (France, Scotland, England, and Ireland), but now she has to spend time with a blonde guy with a middle part.

Poor Mary.

This show has it all: love triangles, something, something, something and politics. Some politics. However, what I really enjoy about this show is that everyone dies all the time. Like, everyone. All the time. Sometimes their deaths are different than in real life and just maybe around the same time as when they died historically.

No spoilers because the whole first season is about it, and I’m not going to tell you how it happens. Francis straight up dies, which is great and all and makes my day. The way he dies, however, is not historically accurate because in real life he got killed by an ear infection or ear ... thing. Since modern people would think this was lame, they were like, “Yeah let’s just forget about that part.” Which is a freaking service. Every death that is altered is a freaking dramatic service.

Your girl did not want to watch some guy die as his ear leaked grossness – heck no.

This show is like a babe wonderland, because everyone but the main two guys look great. Maybe they were trying to bargain brand with picking those two, but everyone else is casted straight out of the Target catalog. They have pretty and very detailed clothes, pretty and very detailed hair and pretty and very detailed makeup. What a service.

Here are the weird bits about this show:

No one has accents, at all. They all speak this perfectly articulated English that is only slightly changed when a guy from Portugal comes. He has a diet Spanish accent. Mary is from Scotland and they live in, you know, France. There’s not a hint of any of that, or of Mary’s heritage. Mary left Scotland at like six years old, but as the queen you think she wouldn’t be all, “Screw the customs of Scotland.”

Also, everyone is super forgiving.

Like too forgiving. Francis be putting his finger in all of these pots and Mary’s like, “Okay but true love.” Like, true love? The man is all up on every calendar girl he can find when you make him mad. True love can bite me; you got to have standards. In the first season Mary talks about how she hopes not to end up a queen with mistresses on the side, but ...

At one point Mary even hints that she is going to forgive Elizabeth, who does some straight up messed up stuff to her. She doesn’t love herself.

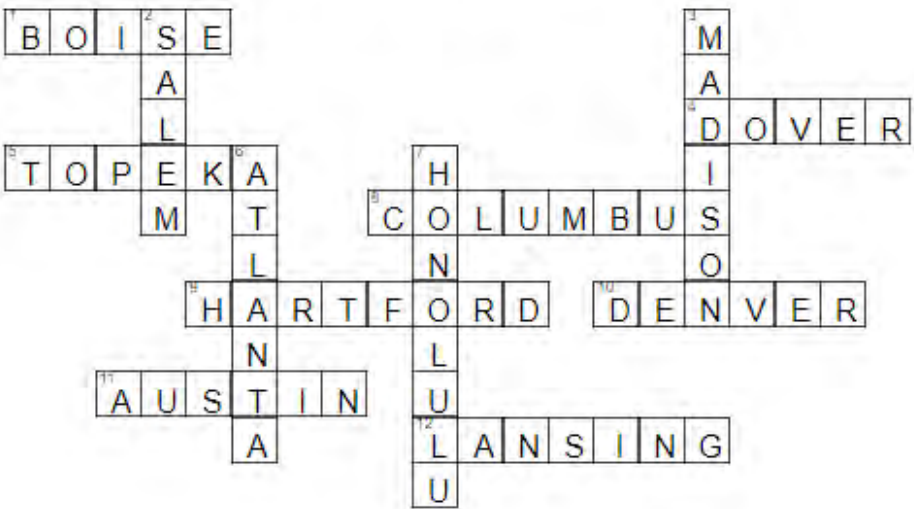
But, I mean, it’s tacky. It’s a tacky show and I love it. You can watch it without knowing the history, with knowing the history, alone, together, whatever. It’s just a show that is super dramatic.

I didn’t have to watch leaking ears or bear Francis for the whole of four seasons, so 8/10.

Bethany Lovejoy is a junior at UWRF. She is a Creative Writing major, and all she does is sleep, watch Netflix and tell you to watch Netflix.

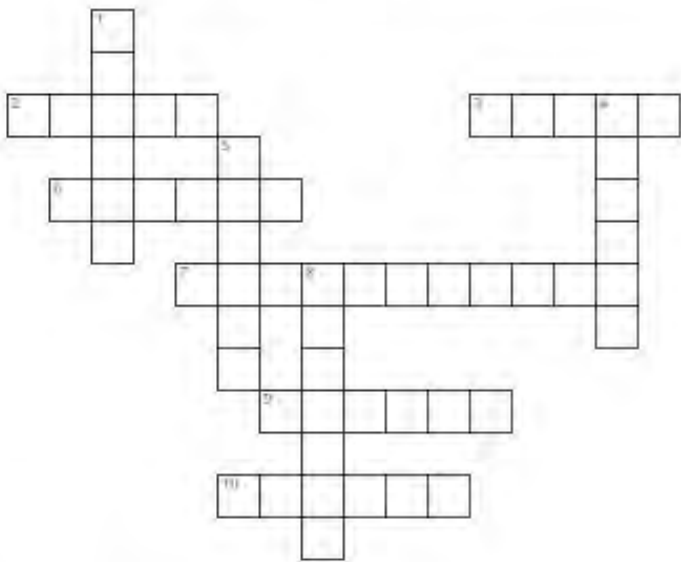
Last Week’s Answers

State capitals



Puzzle of the Week

Weird Plants



ACROSS

- 2 "____ flytrap." Known for its spring-activated tendency to eat insects.
- 3 "____ fruit." Originated in the South Pacific and is a staple food in many cultures. Gets its name from its texture.
- 6 Found in Africa. Has an unusually thick, swollen-looking trunk and is the world's largest succulent plant.
- 7 "____ pine." The oldest known one is 5,067 years old.
- 9 Carnivorous plant that uses sticky, "dew"-tipped projections to trap insects.
- 10 "____ flower." One of the world's largest flowers, and smells like rotting meat.

DOWN

- 1 Japanese art of cultivating tiny trees that look like adult trees.
- 4 "____ lil." Man-eating plant in "Little Shop of Horrors."
- 5 The myth that it improves eyesight came from British WWII propaganda meant to hide the discovery of new radar tech. from the Germans.
- 8 Cactus that can grow over 40 feet tall.

Find Freddy’s lost feather in this issue of the Voice and win two free movie passes to the Falls Theatre!

The first person to report the find to zachary.dwyer@my.uwrf.edu. AFTER 10 a.m. Friday wins!

Now Playing: “Black Panther”

The winner will be announced on the Voice’s Twitter and Facebook accounts:

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