

the Collegian

Vol. 36 No. 02 | collegianonline.com

Bob Jones University | Greenville, SC 29614

Dr. Stratton returns to BJU as dean of School of Business

Jared Banks

STAFF WRITER

Bob Jones University recently welcomed Dr. Richard Stratton as the new dean of the School of Business. He succeeds Mike Buitter, dean emeritus, who has moved to a part-time faculty role. Stratton earned a BS in accounting from BJU in 1981 and a PhD in business administration from the University of Georgia in 1994.

“One of my major priorities is faculty — both investing in current faculty and identifying new faculty members who understand the mission of Bob Jones,” Stratton said.

Dr. Stratton said he looks forward to working alongside the faculty in the School of Business, who are well qualified and servant minded. “I don’t have any doubt in my mind their desire to give of themselves,” Stratton said. “They have a heart for the students.”

Stratton got a taste of teaching at BJU in September by teaching a class for Dr. Buitter when the former dean had to miss due to his mother’s death. Dr. Stratton enjoyed his experience with the students, who were engaged and truly interested in the class. Of the students he has met

this semester, Stratton said they are “confident in their direction but still open to advice and counsel.”

“I look forward to getting to know the students better,” he said.

Another priority of Dr. Stratton’s is alumni relations. “The goal is connecting and reconnecting with our grads in the business world, both in Greenville and across the country.” Dr. Stratton hopes these alumni connections will become a valuable resource for current students.

Stratton worked for creative marketing agency Jackson Dawson since 2014, where his role involved searching for talent and discovering people at an executive level. His role there evolved into an entrepreneurship role, helping Jackson Dawson launch a new company to expand into the healthcare industry. “That had given me an understanding of business from the foundation, and I was blessed to be a part of that,” Stratton said.

BJU’s emphasis on biblical worldview forms an integral part of curriculum across BJU courses, including in the School of Business. “Whether you’re business, engineering, science, education or whatever major you are, a bib-

lical worldview underpins everything,” said Stratton. “Business has its own set of rules and regulations, but there is a more important set of guidelines — how we’re supposed to order our lives because of the grace that we have through Jesus.”

Stratton has had a strong connection with BJU for several years. “My parents were faculty here, and I saw firsthand the kind of sacrifice they were willing to make because they believed in what was going on here,” Stratton said. This realness and genuineness are what brought Dr. Stratton and his wife, Holly, to serve at BJU for 19 years.

Stratton worked as an accountant at Deloitte, then returned to BJU to be an accounting instructor in 1983. He served as Division of Accounting chair and then as dean of the School of Business from 1998-2002. He then became president of Clearwater Christian College in Clearwater, Florida, where he served for 10 years. After Clearwater, he served as executive pastor at Heritage Bible Church in Greer, South Carolina.

The BJU School of Business includes around 400 students, 15 faculty, six academic programs and almost 4,700 graduates.



Dr. Stratton returned to BJU after working at a marketing firm.
Photo: Jordyn Britton



@THECOLLEGIANBJU

10/28

2022

the Collegian

Bob Jones University
Greenville, SC 29614-0001
www.collegianonline.com
Instagram: @thecollegianbju
Editor@bju.edu

The Collegian is the Bob Jones University student newspaper.

All contacts © 2022
Bob Jones University.

Editor-in-Chief

Nathaniel Hendry

Design Editor

Arianna Rayder

Photo Editor

Jordyn Britton

Staff Proofreader

Katherine Lilly

Staff Writers

Jared Banks
Hannah Bray
Mackenzie King
Eylan Martinez
Zachary Smith

Photographers

Hannah Guell

Advisers

Betty Solomon
Lewis Carl
Hal Cook

Ad Manager

Jonny Gamet

THE WEEK

OCT. 29: BRUINS XC

The women will race at 9:30 a.m. on back campus, and the men race at 10 a.m.

OCT. 31 - NOV. 3: HS FESTIVAL

High school students will be on campus for fine arts competitions.

NOV. 1: MINISTRY CHAPEL

Ministry minded students gather for a special outreach-focused chapel at 11 a.m. in Stratton Hall.

COLUMN

Yes, you can find rest in college

Eylan Diaz

STAFF WRITER



Photos: Melia Covington

Most of us came to Bob Jones University with different expectations, different goals and different mindsets. For some, these four years are to make as many friends as possible; for others, they are to get the As that they did not get in high school; yet for another group, these are the years to be busy.

Regardless of our goals, a subconscious, unbreakable prejudice tells us college is not a time to rest. Whenever someone asks us how we are doing, it is now a custom to answer, “Tired,” without even thinking about it because we believe that that is always an accurate answer. Our expectation of no sleep is also reflected in our surprised faces when friends tell us they have slept more than six hours.

However, lately I have been asking myself if God truly designed this season to be without rest. Although that has been my perspective for the past year, I figured this could not be true since God Himself is rest (Matthew 11:28-30, Psalm 62:1), and His heart is not to deprive His people of who He is. In a way, to think that the college years are years of busyness and not of rest is to think that this season limits us from experiencing some of God’s attributes and prevents us from enjoying all that He is and offers.

Christ affirms that those

who come to Him will find rest — rest how He defined it, not as we imagine it. Perhaps we have a distorted view of what rest looks like and we cannot find it because we have been searching in all the wrong places.

Maybe rest is not found in the free time we desperately crave but in setting aside time to learn from the One that carries our burdens (Psalm 55:22).

Maybe rest is not found in less assignments but in trusting the grace that works best in our weaknesses (2 Corinthians 12:9).

Maybe rest is not found in countless naps per day but in waking up earlier to surrender our tired selves to God, who “will neither slumber nor sleep” (Psalm 121:1).

Indeed, God uses a good sleeping cycle and activities that relax us to refuel our energy, but we so often pursue these means of rest that we forget the Source itself, and therefore we are never satisfied. In the last few days, I have realized that busyness does not eliminate the possibility of rest; it triggers it. Tiredness motivates us to look beyond temporary physical relief and search for a Source that is strong enough to sustain us through the most challenging days.

College is a season that carves a hole of weariness so deep that it leads us to find Rest Himself, not simulations of rest.

The Collegian Editorial

Actually reading it: Yes, it's worth it

College students often complain about having to read long assignments for classes. Perhaps they consider themselves visual learners or have trouble focusing when reading. Others say they do not need to finish the readings to pass the class.

These objections miss the point of the reading assignment, which is not to exercise one’s eye muscles as they scan the page but to give the brain a workout. Reading builds thinking power by pushing students beyond their preexisting learning comfort zone.

“Past generations read books for hours, following complex lines of reasoning. Today, people can barely get through a 15-second TikTok video.”

The experience of reading allows students to benefit from their education in a fuller, richer way. Imagine an English major who learns many bits of trivia about literature but never actually engages with the beauty of the prose and poetry itself or never experiences the thrill of eagerly turning the next page to find out how the hero wins.

Imagine a Bible major who learns many interesting facts about the Bible but doesn’t experience the power of the Spirit’s work through the words of the Bible itself. Churches are littered with enough pastors who know a lot but don’t live in the power of God’s Word.

“But reading it takes extra time,” someone objects. Yes, but learning is the point of college. Students can hardly complain if learning fills much of the time of life specifically devoted to learning.

“But learning from pictures is better than reading because a picture is worth a thousand words,” someone else objects. Yes, a photo can communicate faster, but at the cost of depth. Those who make the

commitment to actually read words find qualitative benefits that outweigh the pragmatic benefits of instant image-based communication. Photos primarily create an emotional reaction instead of thoughtful reflection.

Readers learn to follow abstract thought, where the deeper levels of thinking happen. Without the ability to think abstractly, conversation rarely moves beyond the mundane experiences of life. Non-readers are left recycling boring life updates instead of exploring fascinating depths of philosophical, scientific and theological questions.

Ads used to include lengthy paragraphs explaining the product’s benefits, but now ads rarely include more than a single slogan. Past generations read books for hours. Today, people can barely get through a 15-second TikTok video.

More practically, reading can help a person learn more efficiently. Humans speak much slower than their hearers can understand, a fact many people exploit by playing videos at increased speed. The average person speaks at between 150-170 words per minute. However, the average college student reads about 250-350 words per minute, and some can read much faster. Reading allows faster learning than listening to a lecture or conversation.

Even reading when the assignment seems boring helps; staying engaged with familiar information builds patience, which is crucial for listening to conversations in real life. People appreciate empathetic listeners, even and especially when the listener has already heard a similar story.

However, the more fundamental reason to read actual words comes from embracing a commitment to know more about topics before speaking about them. Barely reading a headline does not qualify someone to intelligently discuss a news item. Skimming a passage in the Bible does not adequately prepare someone to lead a Bible study on it.

The world has enough problematic, ignorant opinions polluting public opinion. We don’t need to add our preliminary prejudices to the pile.

TALKBACK

What is your best tip for pulling up a low grade?



Naomi Myers
Junior nursing major

"Reading the textbook and then actually just sitting down, looking at my PowerPoint and the textbook and comparing and just taking notes off of both of those ... and then adding that to what the teacher said."



Andrew Fisher
Junior aerospace engineering major

"Go talk to the teacher. They're actually a lot more willing to help than you think and sometimes just talking to them makes it easier to understand how they teach and how the class is actually structured."

Student travels to India for evangelistic mission trip

Mackenzie King
STAFF WRITER

Sebastian Turman, a junior biblical studies major, left for a somewhat spontaneous trip to India on Sept. 1 and is not sure when he will return, but he knows God wants him in India right now.

Last February, during his semester at Bob Jones University, Turman learned about unreached people across the world. He was burdened by the idea that so many people groups have not heard the Gospel and that few people are actively reaching them or planting churches. "That really laid heavy on me, and I was kind of developing over the next couple of months what I should do," he said.

While working at a Pioneer Bible Camp in Utah over the summer, Turman met a couple who connected him to a mission agency in India. He felt like God was calling him to India, so

he booked a flight for early September.

"When I decided that I would come to India, I did not know anyone in India. I applied for a passport, I applied for a visa, and I booked a one-way ticket," Turman said.

Turman was intrigued by India's culture upon his arrival, but he struggled to find ways to communicate with others since most people in India primarily speak Hindi, the national language. "It was really difficult just communicating in the very beginning," he said. "When people speak a different language, it's difficult to get good communication with them. A lot of them did speak English, but it was still a challenge."

Currently, Turman stays with various hosts in India, and he has visited four different places throughout the country. The mission agency helped Turman coordinate to meet different church leaders. He has been able to fellowship

with pastors and believers. Through these connections, he shares the Gospel with local families. He also had the opportunity to teach students at a local Bible college and preach several times.

Turman is not sure how long he will remain in India, but he trusts in God's providence. "My desire is just that I would know God's will and that I would do it," he said. "I know that, whatever I face, He will make sure that I have everything I need to face that."

Whether it be missions overseas or church planting in America, Turman is confident that his time in India is preparing him for the future. He said, "I don't fully understand all the reasons that I'm here right now. I know that so far, I've learned a whole lot." He said God has been teaching him throughout his experience, which he describes as "school, but without the papers."



Since arriving in India, Sebastian Turman has connected with several local churches and been asked to preach several times.
Photo: Submitted

Faculty forums address scientific, cultural issues

Jared Banks

STAFF WRITER

The Center for Biblical Worldview held three faculty forums throughout the semester where professors spoke on scientific topics relating to Christianity. The purpose of the forums was to orient students by using a biblical worldview and scientific facts to combat popular worldviews.

Is gay Christianity, Christian?

This forum was sponsored by the Center for Biblical Worldview to give students a biblical contrast to the messages they are constantly bombarded with from the world. “Students have access to everything all the time, and social media is winning the argument of the day,” Center for Biblical Worldview director Dr. Renton Rathbun said.

The forum included a panel discussion with three faculty members speaking, each picked by Rathbun for a specific reason.

Dr. Brent Cook, a faculty

member in the Division of Biblical Studies and Theology, provided a strong understanding of church history and theology.

Dr. Samuel Horn, senior pastor at Palmetto Baptist Church and professor in the BJU Seminary, brought extensive experience as a pastor and Seminary professor.

Dr. Marc Chetta, faculty member in the department of biology, presented the medical understanding of the topic using statistics and research.

“I hope students came away with the answer to the question, ‘Is gay Christianity, Christian?’” Rathbun said. “This is not coming merely from a straight man that doesn’t understand what they are feeling. This comes from Rosaria Butterfield, who has lived that life.” Butterfield is a prominent figure and author in Christian circles regarding the homosexual community.

The forum finished with a time for audience members to ask anonymous questions. Around 250 people

attended the event, which was held in Stratton Hall.

A biologist’s perspective on the image of God in man

The purpose of this forum was to combat the idea that humans are not fundamentally different from animals, in light of the commonalities between humans and animals. Gary Weier, provost and executive vice president for academic affairs, was the mediator for this forum. Dr. David Boyd, head of the department of biology, and Dr. Ted Miller, professor in the Division of Biblical Studies and Theology, presented the scientific and theological case for human uniqueness.

“Humans are made distinct for the purpose of bearing the image of God,” said Boyd. Although humans do share several characteristics with animals, especially mammals, Boyd pointed to the key differences between people and animals.

What are those differences? Bipedalism and the

ability to speak, according to Boyd. Humans can reflect the image of God in both characteristics. Bipedalism is the characteristic of having two legs and using them to walk — an ability only humans use to farm, avoid predators and have better relationships.

“We create because we are bipedal,” Boyd said. Animals do not make art the way humans do, and animals hunt and gather food without complex agricultural systems. Bipedalism enables humans to exhibit the image of God when they create things, just as God created the universe, said Boyd.

Cavemen or artists? On the emergence of human intelligence

The third faculty forum covered early evidence of human ingenuity and creativity in art, agriculture, and metallurgy. This evidence shows that humans were intelligent in the earliest parts of history.

Dr. Cook spoke at the forum, and afterwards David Lovegrove, chief market-

ing officer of BJU, came on stage with questions for Cook and a brief talk about more evidence of early human intelligence. The forum then opened for student questions.

Cook discussed the discovery of sophisticated drawings of animals painted on the walls of caves. These paintings are evidence of early intelligence and are proof against the evolutionary theory that human intelligence took a long time to evolve. Agriculture also provides evidence of early human intelligence. “The ground was cursed in the Fall, but human ingenuity is part of God’s common grace,” Cook said. “God has given creativity and ingenuity to His image bearers.”

Upcoming forum

The next faculty forum, titled “The journey-work of the stars,” will be held on Nov. 28 at 6:30 p.m. in the Davis Room. Dr. Bill Lovegrove, head of the department of engineering, will speak at the event.



Dr. David Boyd earned a PhD in Entomology from Clemson University.



Dr. Renton Rathbun, right, is the director of the Center for Biblical Worldview at BJU.

Photos: Nathaniel Hendry

Grad students awarded for communication research

Eylan Diaz

STAFF WRITER

Bob Jones University graduate students Alyssa Marks and Charissa Willis received recognition for their research papers presented during the Carolinas Communication Association Conference held on Sept. 23-24 at the University of South Carolina Aiken.

Marks received the 2022 Mary E. Jarrard Award for Excellence in Student Scholarship for her paper titled “The Power of Perception in War: Social Judgement Theory and President Zelensky’s Memorable Messaging.” Marks felt accomplished with the award, especially since her paper took her over 40 hours to finish. “It was the first time I’ve gotten an award for doing homework. That felt very nice for sure,” Marks said.

Marks originally drafted the paper for a course she took last semester, Advanced Organizational Communication, as part of the communication studies graduate program. Marks was asked to examine a current event through the perspective of a communication theory. In her paper, she analyzed President Zelensky’s prestige through the social judgment theory. Marks concludes that Zelensky’s use of communication “to control perception in the Russo-Ukrainian war” proved that “the power of perception is powerful in convincing individuals to modify their opinions.”

The education Marks received at BJU during her time as an undergraduate and the teaching she is currently receiving helped her

win the award. The freedom she has experienced to explore the topics she is interested in has been very empowering, Marks said. She also thanked her teachers for their guidance. “My teachers were really probably the most influential as far as getting selected to present,” Marks said.

Charissa Willis was recognized for her paper “I Now Pronounce You: An Exploration of Marital Name Change among Evangelical Women,” which placed in the Conference’s top three papers. Willis felt satisfied to share the research she worked on for an entire semester with people outside the BJU community. “To be able to share that and have a final product that I could present to other people felt really good,” Willis said.

Willis interviewed six women to analyze whether the reason behind marital name change was tradition or religious belief. “For a lot of them, it was just tradition. It wasn’t necessarily connected to religious belief,” she said.

Thanks to the instruction she received at BJU, Willis researched this cultural topic successfully. She applied the investigation skills she gained when she was an undergraduate international studies major in her paper. “That program really helped prepare me because pretty much all I did in international studies was write research papers,” Willis said. “And so having that very strong, rigorous research background really set me up for success in grad school.”

Willis also highlighted how her teachers’ emphasis on presenting a topic well gave her an advantage

in the competition. “Because of my communication background that I’ve had here at Bob Jones, I was able to consolidate my research and speak only for like eight to 10 minutes about what I had learned and present it in a way that was really interesting,” Willis said.

As an opportunity opened for both undergraduate and graduate students, Alyssa Marks and Charissa Willis encouraged students to submit their papers to the different conferences promoted on campus. Willis recommended asking professors for guidance: “Just take that paper to a faculty member,” Willis said.

Marks’ advice was to research a topic that captivates your attention. She said, “Starting with something that you are interested in is the best place to start.”



Marks returned to BJU to study for her master’s degree in communication after taking a one-year break.
Photo: Nathaniel Hendry



Willis, along with Marks, works as a GA teaching Com 101 Fundamentals of Speech.
Photo: Nathaniel Hendry

Greenville opens Unity Park, fulfilling 83-year-old promise

Zachary Smith

STAFF WRITER

College students who feel bad about procrastinating may be comforted to know that the city of Greenville waited over 80 years to open Unity Park. Following years of delays, the park opened in May 2022.

Located four miles from Bob Jones University, Unity Park offers visitors 2.5 miles of hiking trails and a walking bridge across the Reedy River. The new park also offers access to the popular 23-mile Swamp Rabbit Trail for walking and biking. It also has a 4,000-square-foot water splash pad and four playgrounds.

The city also plans to build an observation tower at the park that will provide scenic views of downtown Greenville. Announced in its current form in 2018,

the 60-acre park was under construction for 22 months and cost the city \$66 million so far, in addition to \$10 million from private donations.

Fulfilling an 83-year-old promise

One hundred years ago, Greenville did not allow Black children to use city parks. In the mid-1920s the city built a park for Black children on 15 marshy acres beside the Reedy River called Mayberry Park. The park included an athletic field with bleachers and a basic playground.

In the 1930s the city used half of Mayberry Park to build a stadium for an all-white baseball team. Black people were not allowed to sit in the stands at the new stadium. Rev. E.B. Holloway and his neighbors protested the decision and requested a new park for Black children. In 1939,

Greenville City Council promised Holloway a park, but the promise faded from the city's priority list.

Mayberry and Meadowbrook Parks desegregated in the mid-1960s, according to longtime Greenville resident Mary Duckett. Meadowbrook Park burned down in 1972, but Mayberry Park continued to be a popular spot, especially among the local African American community, despite its limited amenities.

"Today we redeem a promise of 80 years," Mayor Knox White said on May 19 at the opening ceremony for Unity Park, which includes the areas where both the all-Black Mayberry Park and all-white Meadowbrook Park once stood.

Rev. Byron Battle Sr., senior pastor at Greenville's Tabernacle Baptist Church, spoke optimistically about Unity Park at the opening

ceremony. "What a beautiful picture this is. I'm convinced this is what heaven is going to look like when we all come together."

Community investment

Some critics worried the park would contribute to gentrification, which occurs when individuals from higher social classes move into a community and displace the original residents who cannot afford the higher property costs.

White has acknowledged gentrification as a legitimate concern and took steps to minimize any negative impact on lower-income residents. In 2018 he said, "We're more aware now that 'OK, we build this park, it's going to gentrify.'" At Unity Park's opening ceremony, White discussed plans to donate eight acres of nearby land to affordable housing projects.

The city plans to build five affordable housing areas close to the park and created the Unity Park Character Code in 2020, which it hopes will spur more housing efforts, beginning with housing for seniors.

Like Falls Park on the Reedy, which opened in 2004, Unity Park centers around the Reedy River, which flows through downtown Greenville. To build the park, the city restored a half-mile section of the Reedy River that flows through the park, and the city plans to restore a wetlands area where the Reedy River originally ran until 1933 when it was redirected.

Unity Park is open 5 a.m.-11 p.m. every day.



Unity Park offers easy access to the 23-mile Swamp Rabbit Trail, a popular place for students to exercise that follows the Reedy river through Greenville.

Photo: Nathaniel Hendry

Bruins men's golf team competes at NCCAA National Championship

Hannah Bray
STAFF WRITER

The Bob Jones University men's golf team qualified for the NCCAA National Championship for the third time in the program's history, following previous qualifications in 2017 and 2021.

The Bruins started the tournament strong, ending their first day in second place behind Malone University. On the second day, BJU fell to third place behind Cedarville University. Due to printing deadlines, final results will appear in the online version of this article.

Earlier this month, the Bruins golf team placed 5th in the Piedmont University Fall Invitational in Clarkesville, Georgia. They also won the NCCAA South Region Championship in September for the second year in a row and third year overall.

Based on their performance in the tournaments leading up to the national championship, the top five players were chosen to represent the Bruins in the national tournament. The five players each play a round, and the four lowest scores are added together to create the team score.

The five Bruins players that made the cut for nationals were Grant Bagwell, a senior business administration major; Jason Ross, a senior biology major; Timothy Smith, a junior sport management major; Ethan Craddock, a sophomore business administration major; and Zachary Groce, a second-year sport management major. Bagwell and Smith co-captain the team.

Josiah Swaffer, a junior business administration major, performed well in



Josiah Swaffer, a junior business administration major, competed at the NCCAA South Region Championship. BJU won the tournament, qualifying the Bruins to the NCCAA National Championship.
Photo: Mackenzie Howell

recent tournaments and accompanied the team to the championship, although he cannot participate because of the five-player limit. The team is not allowed to have substitutes. "If you're down a man, you're just down a man," Bagwell said.

The team has sixteen players, including seven freshman. "The recruiting class of players this year was the largest in the program's history so far," Bagwell said. Head coach Dr. Denny Scott said he is impressed by the skills of the team beyond just the top athletes. "The depth of team this year is probably the best we've ever had," Scott said.

Scott said the coaches view sports as a means to disciple and mentor students in personal growth and spiritual maturity. "We want to see them develop in character and in their leadership and in their testimony and example. Golf is just the tool to accomplish that work," Scott said. "Relationships are more important than championships."

sudoku

					4		3	
5	8			3		7	9	
4					8	2		6
			3	7		6		
			4	8	2			
		7		1	6			
9		6	8					3
	4	8		6			2	7
	2		5					

Bistro offers fine dining, real-world culinary and marketing experience

Nathaniel Hendry

STAFF WRITER

For the third year in a row, a student marketing campaign unites Bob Jones University students interested in culinary arts and students interested in marketing to create a convenient fine dining experience for the campus and community.

Second-year culinary arts students run an annual Bistro to practice making food for real customers. This year the Bistro is run by six students, half preparing the food and the others taking orders and delivering the food.

The Bistro offers family pre-ordered to-go meals on Wednesday evenings and opens for full-service walk-in dining on Friday evenings from 4:30-6:00 p.m. The Wednesday menu includes pot roast, chicken pot pie and salad, while the Friday opening includes a full menu that changes throughout the semester.

"The menu is pretty unique," Chef David Miller, an instructor in the culinary arts

department who oversees the Bistro, said. The culinary students created their own menu, which includes diverse ethnic foods from around the world. The Bistro also offers bakery items such as cookies, mudslides, cakes and cupcakes made by freshman culinary students.

The culinary arts department, part of the School of Business, uses the Bistro to help students learn to use their skills to run their own businesses. For that reason, this year's menu includes items that would work well if served on a food truck, an idea suggested by this year's University Marketing Association campaign

This year's Bistro marketing campaign

The crew for this year's campaign includes several veterans of the original campaign, including Aimee Tewes, the current president of the UMA. Tewes, a senior business administration major, said the

campaign this year includes posters displayed around campus, flyers delivered to faculty and professional photos of the food. The UMA has also been using Instagram Reels to show the food being made.

The campaign is also reaching out to people in the BJU community beyond just students. "It's also appealing to parents that might be in the Academy or people at the Press that are just getting off work," Tewes said. "I think that's a really good way of reaching Bob Jones [University] people that might be more than just students, and it also tends to perform really well."

Tewes also said that the annual UMA campaign helps students build on the experiences of past campaigns. "Being able to measure what we've been doing in the past [and] what we're trying to do now and see how things per-

Chef Miller requires the culinary students to learn how to make pasta, a standard expectation in many restaurants.

Photo: Jessica Whiffen



form is helpful for us as marketers but also helps the Bistro in the process just by boosting their sales," she said.

"It's a really great opportunity to actually help an organization on campus," Tewes said. She said that the students benefit from meeting with an actual client, learning to communicate effectively and measuring the success of the campaign. "When you have that kind of sense of personal responsibility, it makes you want to ensure good results," she said.

Impact of previous UMA Bistro campaigns

"The UMA have been incredible," Miller said.

For many years the Bistro remained practically unknown to the rest of the student body. In addition, the Bistro was open on Friday for lunch but located in the Culinary Arts building on the west side of campus, which was farther than most students were willing to walk in the middle of a school day.

The Bistro's lackluster

turnout turned around in the fall of 2020 when Miller changed the Bistro to run on Wednesday and Friday evenings. He also contacted Jessica Teruel, the president of the University Marketing Association.

Originally, Miller just envisioned having Teruel make a promotional video, but soon they made plans for a full student-run marketing campaign including posters, social media posts, promotional videos and professional photography. Bistro sales spiked 20 times higher than the previous year. Last year's marketing campaign pushed sales even higher.

Miller also mentioned that students in the UMA campaign were able to use their unique skills, including students who helped with the campaign even though they were not business or marketing majors. "We had some that were graphic design. We had some that were in computers. ... All of those diverse people could use their major in a diverse way in the UMA," Miller said.



Photo: Jessica Whiffen