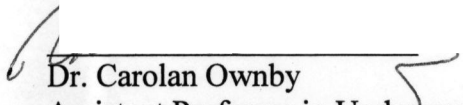
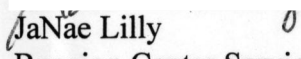



THE U BOOK


William Hoang

An Integrative Service Project Summary submitted to the University of Utah in partial fulfillment of the requirements of the Service-Learning Scholars' Program through the Lowell Bennion Community Service Center

  
Dr. Carolan Ownby  
Assistant Professor in Undergraduate Studies

  
JaNae Lilly  
Bennion Center Service Learning Advisor

  
John Fackler  
Student Alumni Board Advisor

  
McKenzie Newton  
Service Learning Student Partner

March 2009

## TABLE OF CONTENTS

Abstract.....	1
Introduction/Background.....	1
Literature Review.....	2
Procedure.....	3
Results.....	4
Reflection.....	5
References Cited.....	6

## **ABSTRACT**

The U Book serves to address the ongoing issue with low campus involvement attributed to the University of Utah's reputation of being a commuter campus. Although over 29,000 students attend the University, an overwhelming majority of students do not join student groups, attend school sponsored events, or participate in any other extracurricular activities. This indicates that students are missing out on the college experience which encompasses more than just attending classes but also interaction with the school's community of students, faculty, administration, and partners.

As a project which began in the Fall of 2007, the U Book has developed into a resource available to all students to learn about opportunities and events that happen on campus. This year, the U Book underwent minor updates in response to feedback gained from students. Production of the second edition of U Book is on schedule to be available in early June before freshman orientation programs begin. Working in conjunction with the Orientation Office, orientation leaders will be distributing a free copy of the U Book to incoming students for the 2009 year. It is estimated that over 4,000 transfer and freshman students will be attending summer orientation programs. To enhance the services of U Book, a website will be constructed to meet the needs of students who may have questions about activities and can obtain their information conveniently online.

## **INTRODUCTION/BACKGROUND**

My involvement with U Book began in Ohio while attending the Association of Student Advancement (ASAP) conference at The Ohio State University during the summer of 2007. At this conference the University of Utah Student Alumni Board came across a presentation by the University of Florida on a publication they called the "F Book". The F Book has become a well

known publication across many universities as a tool which unites students with their school through traditions. The U Book in a sense is a replica of the F Book in terms of its purpose, but is unique for the University of Utah. The U Book features fifty traditions at the University of Utah which students are asked to complete before they graduate in order to obtain a medallion and recognition at their graduation. The hope is to create a connection with students early in their college years so that they continue to remain active with their University even after they have left school.

As a student who has benefited from being involved in college, I found it simple for me to choose to do my service learning project on the U Book. From the initial meeting we had in the hotel in Ohio all the way to the production of the first copy, I know first hand that the U Book is a special publication which reaches out to all students and will increase student involvement on campus. The traditions found in the books create opportunities for students to do things that they may not know about and it is a great opportunity to get away from studying and enhance the college experience.

## **REVIEW OF LITERATURE**

The F Book was reintroduced onto the campus of Florida in 2006 and since its return it has been greeted with huge success. The Student Alumni Association of Florida University has made their publication a sustainable resource on campus that is distributed free to all students. By generous donations from Florida alumni, the F Book is cost free to the school and distributing to all on campus allows for maximum involvement from the student body with no population of the student body left out. The message that is sent to students that they are receiving a tradition book for free is simple; your school cares about you to actively be a part of the community. In

the development of the U Book we took into consideration the success Florida has had with its publication and applied it to how it would be effective at the U.

To aid in the effectiveness of the U Book there are plans to construct a website off of the University Alumni Association webpage that will update students on important dates about each of the traditions on campus. Texas Tech University has a website which displays this sort of idea we are striving for. On their website, it lists traditions and information about each one of them. The website is very simple, easy to access, and gets to the point without confusing students. This in the long run will be a time saving tool for alumni, faculty, and students. Students will be able to rely on getting necessary information by simply visiting a webpage.

### **PROCEDURE**

Before beginning the year's project, McKenzie and I met together and divided tasks we wanted to be completed for U Book. We decided that I would be in charge of distribution and website construction while she would be responsible for leading the committee for the revision of the U Book and prepare for the printing of the second edition.

With distribution, our goal was to distribute a free copy to all incoming students at orientation programs starting this June. After meeting with Gwen Fears, John Fackler and I were able to work out a method in which orientation leaders would be handing out a U Book to each student as they checked into their day programs. This May, we will need to attend the intensive training orientation leaders go through and educate them about the U Book and all its services so that when they distribute a copy to each student this summer they will be able to answer any questions students may have.

Revision of the U Book was a major ordeal and took a collective effort between the members of the U Book committee headed by McKenzie. It took brainstorming and collections of student feedback to determine what changes were going to be made. Through several meetings and sending endless e-mails to each other the committee is set to accomplish their task.

Construction of the website will begin this summer and should be completed before school starts in the fall. Our partner that we will be working with is Terri Winkler at the Alumni Association who is in charge of web pages and design.

## **RESULTS**

Our relationship with the Orientation office is a major step forward towards getting this publication into the hands of all students for many years to come. Initially, we were planning on having Student Alumni Board members do the distribution and market directly to students about U Book. By having orientation leaders as the direct distributors of our publication it will be helpful in that it saves our group the time and effort required in coordinating with the orientation office for each of their summer programs. Also, hearing about the U Book directly from their orientation leaders will have a better result on incoming students since they will be spending the entire day with them.

Changes made to the U Book for the second edition include a new table of contents, a welcome letter written by the Student Alumni Board President, and new traditions which were voted by members of the U Book committee. Also, the campus map included in the U Book will be changed to emphasize where the Alumni House is located. The U Book committee has also decided to remove any highlighting of off-campus restaurants and has chosen on-campus dining choices to be pointed out in the publication. The U Book committee is also working to change

photos for each of the traditions to make the second edition unique from the first. Production of the second edition of U Book is expected to be finished by the first week of June.

## REFLECTION

With all the opportunities I have had as a student on campus, my great experience at the U has so much to do with my involvement through service, the Alumni Association, the Greek system, and ASUU. U Book is something I hope will continue to grow in popularity in the future and become a big influence on students to be involved with the many opportunities available to them.

I hope that the U Book will remain a permanent fixture at the University and the partnership we have created with the Orientation office will remain. It is important that incoming students understand the large and diverse involvement opportunities available to them and working with orientation leaders will be crucial to the success of this project. Our ability to listen to students is important to the longevity of U Book. The revisions we have made this year to the U Book is the right step in showing students that this publication is directed to them and that they have ownership over it.

Having the Student Alumni Board and the Alumni Association as partners in this project have made this all possible. I believe the U Book will be a sustainable project so long as members of the Student Alumni Board will work to keep the publication going and they understand the purpose of what is to be achieved. It has been a rewarding experience to have worked on this project and I hope to remain involved with it even after I graduate.

## REFERENCES CITED

University of Florida Alumni Association (2006). *The F Book*. Retrieved Mar. 16, 2009, from <http://www.ufalumni.ufl.edu/saa/fbook/virtual/default.aspx>.

University of Texas Tech. *Texas Tech Traditions*. Retrieved Mar. 16, 2009, from <http://www.ttu.edu/traditions/>.