Preparing for THE FUTURE of Everything

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Preparing for THE FUTURE of EVERYTHING

By Rachel Kipp
The future is being shaped by dynamic change at all levels — and Saint Joseph’s is preparing students to face them head on, and make a difference in their chosen fields.

An MBA Built for Philadelphia & READY FOR AN EVER-CHANGING WORLD.

Earn a degree of separation in your career with the Haub School of Business’ top-ranked MBA program. Designed for working professionals, the program flexes to meet any career goal or schedule, and provides hands-on industry experience in Philadelphia, a global city with hometown know-how.

"A proud alumna of Saint Joseph’s, I am forever grateful to the faculty for shaping both my personal and professional outlook on life. The MBA program stands above the rest as it prepares leaders to take on the ever-changing business landscape and do so in an ethically responsible way."— DINA ALONGI CAGGIULA ’09, ’11 (MBA)

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HAWK HILL READY

by Marie Williams and Rachel Kipp

The St. Joe’s community quickly changed gears this spring in response to the COVID-19 pandemic, and the spirit of collaboration and support continues as Hawk Hill prepares for the fall.

MORE THAN A GAME: THE APPEAL OF ESPORTS

by Joe Greenwich

Esports has become an increasingly popular and lucrative industry – prompting forward-thinking universities including Saint Joseph’s to take notice and maximize the opportunity for students.

SAINT JOSEPH’S BRAND

TRADITION & INNOVATION: THE EVOLUTION OF 30 YEARS OF SDG REPORTING

by Carolyn Steigleman ‘10 (M.A.)

The SDG Dashboard, which helps institutions track their progress toward meeting the United Nations’ Sustainable Development Goals, is attracting interest on the world stage, and taking on greater prominence on Hawk Hill.

EMBRACING DIVERSITY

by Kelly Welch ‘06 (M.A.)

The new vice provost for diversity, equity and inclusion discusses her teaching philosophy and approach, and the opportunities she sees ahead for Saint Joseph’s.

30 TRADITION & INNOVATION: THE EVOLUTION OF THE SAINT JOSEPH’S BRAND

by Carolynne Strigimann ‘30 (M.A.)

Introducing our bold, new brand. This is Saint Joseph’s University – proud of the past, crystalline in who we are and ready for an ever-changing future.

FOCUS ON WOMEN: SAINT JOSEPH’S CELEBRATES 50 YEARS OF CO-EDUCATION

by Ania Sasonny

Celebrating the 50th anniversary of St. Joe’s first class of female day students, and taking a closer look at the ongoing global fight for gender equality.

SUCCESS MEASURED IN IMPACT: MUFFET MCGRAW’S LEGACY

by Jack Jumper ’09

The legendary basketball coach and Hawk alum has made an indelible mark on her sport, and inspired women from all walks of life.

REIMAGINING RECOVERY

by Jeff Martin ‘04 ‘05 (M.A.) and Rachel Kipp

As the recovery community embraces new ways to fight addiction, Saint Joseph’s is at the forefront of the conversation with its new Center for Addiction Recovery and Education (CARE).

LEARNING LAB AND A LABOR OF LOVE: ‘THE HAWK’ CELEBRATES 90 YEARS

by Rachel Kipp

The student newspaper is celebrating 90 years of documenting campus history as it happens.

SUSTAINABILITY TAKES CENTER STAGE

by Rachel Kipp and Colleen Subaito ‘11 (M.A.)

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The student newspaper is celebrating 90 years of documenting campus history as it happens.

54 & 58

PROFILES:

Amanda Bopp ‘01
Jim Cacace ‘99 (MBA)

Be safe and well,

Mark C. Reed, Ed.D.
President
The Class of 2020 celebrated its virtual conferral of degrees on May 16. Years of hard work and cherished memories culminated in the online ceremony and celebration for the more than 1,500 graduates. Given the unprecedented circumstances of the COVID-19 pandemic, the University hosted the ceremony online and included a series of tribute videos, speeches, prayers and the reading of graduates’ names.

“Uncertainty, it seems, is all around us in recent weeks,” President Mark C. Reed, Ed.D., told the graduates during the virtual ceremony. “You’ve had to put the skills and lessons you’ve learned on Hawk Hill to the test … I often tell our students that the education they obtain at Saint Joseph’s isn’t really for them — it’s meant to serve others and the world at large … [and] the world needs your brand of brave, compassionate and able-minded leadership.”

On the day of the ceremony, nearly 1,000 people at any given time, including viewers from overseas, tuned in to watch the virtual degree conferral, which has become a norm in higher education this season. During the ceremony, Provost Cheryl McConnell, Ph.D., told the graduates that the COVID-19 pandemic isn’t the first time that world affairs have impacted normal operations.

“In September of 1918, World War I forced the suspension of classes when the U.S. government designated Saint Joseph’s as a site for the Students’ Army Training Corps,” McConnell said. “At that same time, the influenza pandemic hit Philadelphia. And now, the Class of 2020 joins the annals of our University’s history as the first class to ever be conferred degrees virtually.”

This year, 1,026 undergraduate and 496 graduate and doctoral students represented the Class of 2020. “Hats off to the fact that I finished my final semester with a 3.8 and a 3.2 cumulative GPA,” Will Russell ’20, communication studies major, wrote on Instagram prior to the ceremony. “Forever grateful to SJU!”

To keep Hawks in the celebratory spirit, members of the Class of 2020 received complimentary caps and gowns and were invited to participate in a cap decorating contest. On social media, they were encouraged to share gratitude for individuals who supported them on their Hawk Hill journey, and to vote for their favorite campus eats and study spots.

James McCloskey Jr., ’20, special education major, who was selected as the undergraduate student speaker, noted that while the class is about to go its separate ways, their shared experience will unite them forever.

“Our four years on Hawk Hill may be coming to an end, but that doesn’t mean the Hawk that is alive inside of your heart and mind needs to die,” McCloskey said. “Wherever you go after leaving Hawk Hill, I am confident that you will continue to positively impact your communities just as you have impacted SJC.”

Shane Varughese ’20 (MHA), the selected graduate student speaker, talked about what leadership means to him, and also extended gratitude toward workers who are on the front lines of combating COVID-19.

“Leadership comes from values and so I call on you to build on the values that you have gained here at Saint Joseph’s University and utilize them to lead change … Our society is in a state of urgency and that requires you and me to respond through unity … build lasting relationships, learn from others, and always continue to improve. The journey will always be full of obstacles but … believe in yourself and great things will follow … we are all leaders, and as we continue on in our careers, remember leadership is in each of us.”
New Board Chair, Vice Chair and Six Trustees Elected

The Saint Joseph’s Board of Trustees elected James M. Norris ’83 to serve as chair of the board and President Marlene S. Dooner ’83 to assume the role as vice chair, effective June 1. They lead a board of 34 trustees, four of whom were re-elected and six newly elected.

Norris, who succeeds Edward Monneysey ’64, is managing director of Vanguard International. Since joining Vanguard in 1987, Norris has held leadership positions in the corporate and institutional divisions and, for many years, led Vanguard’s Institutional Retirement business. Norris, a standout student-athlete who was inducted into Saint Joseph’s Athletics Hall of Fame in 2001, has been a member of the Board of Trustees since 2015 and an active St. Joe’s supporter. In 2018, Norris was presented with the Alumni Professional Achievement Award for his outstanding accomplishments in the financial services field.

Dooner, who succeeds Robert Bowman ’81, is former executive vice president of NBCUniversal’s TikTok and Muve Media Enterprises. Dooner joined Comcast Corporation in 1995 and for the subsequent 18 years led the company’s Investor Relations function. Prior to joining Comcast, she was vice president at PNC Bank’s Communications Lending Group. She served on the Board of Trustees from 2009 to 2017 and returned in 2019. In 2016, she was named the inaugural recipient of Saint Joseph’s Alumni Professional Achievement Award for her remarkable success. Born in Puerto Rico, Dooner has been recognized as one of the most powerful and influential Latina leaders in the cable and entertainment industry.

“I am excited to continue working with Jim and Marlene in their new leadership roles on the opportunities before us. They are accomplished, globally minded business leaders, proud alumni and deeply devoted alumni,” said President Mark C. Reed, Ed.D. “All of our current and newly appointed trustees bring valuable perspectives and complementary expertise to help move us into the future with strength and vision.”

Reed added: “I want to thank Ed Monneysey and Bob Bowman and all of our outgoing board members for their strong leadership, dedicated service and ongoing support.” Five other board members concluded their terms on May 21: Rev. George W. Bur, S.J.; Dennis M. Durkin ’74; Timothy G. Falston ’76; Rev. Aloysius P. Kelley, S.J. and Rev. John W. Shoge, S.J.

Looking ahead, the board appointed four current members to serve additional four-year terms: Eileen K. Cardile ’77, ’91 (M.S.), Daniel P. Gallagher ’94, ’99 (M.S.), Sharon R. Otten ’76 and Maureen A. O’Hanlon ’03.

Six new trustees will also begin four-year terms:

Kristy W. Fercho ’00 (MBA) joins Wells Fargo & Company as the new president and chief executive officer of Retail Banking. Before joining Flagstar, Fercho earned her MBA from Saint Joseph’s.

Michael J. Nesspor ’80 is the former managing director of Pershing, LLC, a global financial solutions company, where he served for nearly 25 years until his retirement in 2018. Nesspor held leadership positions with fund management firm Scudder, Stevens & Clark and General Electric. Nesspor holds a bachelor’s in mathematics from Saint Joseph’s.

Maryanne F. Post, Esq., ’07 is the controller and human resource manager at Post Precision Castings, Inc., a manufacturing company. Post has been employed in her family’s business since her graduation from Widener School of Law in 2010. She also holds a bachelor’s in food marketing from Saint Joseph’s.

Maryrose E. Bok, Ph.D., is a sociologist and health professional who is the former president of the International Union of Health Education and Research. Bok holds a doctorate in sociology and a master’s in social research from the University of British Columbia, and a master’s in public health from the University of California, Berkeley.

Joseph D. Regan ’91 is the CEO of AlphaDyne Asset Management. Prior to joining the company in 2013, Regan worked at J.P. Morgan for 28 years and, in the course of his career there, held senior roles in asset management and investment banking in the U.S. and Asia. Regan holds a bachelor’s in accounting from Saint Joseph’s.

Stephen V. Sundborg, S.J., is the 21st president of Seattle University, a position which he has held for more than 20 years. When he retires in 2022, he will become the longest-serving college president in Washington state and the second longest-serving president of a Jesuit institution. He completed his doctoral studies in spirituality at the Pontifical Gregorian University in Rome.

Jeffrey P. von Arx, S.S., former president and professor of history at Fairfield University, is currently the superintendent and director of John LaFarge House in Cambridge, an independent Jesuit community and house of studies in the Boston area. Holding degrees from Princeton and Yale, he received his master of divinity degree from Weston Jesuit School of Theology, now Boston College’s School of Theology and Ministry.

Fachy M. Regan, assistant professor of education, Government, and Policy Studies at New York University, is a specialist in the intersection of education, social policy and law. Regan holds a juris doctorate degree from New York University School of Law and a master’s in public administration from New York University.

Pratap K. Desai, Ph.D., is a professor of management and organization in the School of Business Administration at the University of bridgeport. Desai holds a doctorate in management from the University of Chicago and a master’s in business administration from the University of Haifa.

University Names New General Counsel

Tracey S. Pachman joined Saint Joseph’s as general counsel on April 14, after a national search. A seasoned lawyer with nearly 20 years of varied higher education and corporate legal experience, Pachman formerly served in legal roles at Villanova University, ARAMARK, Comcast and Papper Hamilton LLP.

“Tracey rose to the top of the candidate pool quickly, because of her wide breadth of legal knowledge and experience in different settings and industries,” said President Mark C. Reed, Ed.D., in a message to the SJU community. “In particular, Tracey stood out as a leader who has a strong command of the evolving legal and regulatory issues affecting higher education today. I look forward to working with her.”

CARNegie fOUNDATION CLASSIFICATION EARNd

Saint Joseph’s has earned the 2020 Carnegie Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching for its efforts to actively engage with communities large and small through teaching, research, partnerships and service. After receiving the designation for the first time in 2010, SJU is one of just 77 institutions to receive this classification this year, joining 240 others who did so in 2015.

The classification is the leadng framework for the institutionalization of community engagement in U.S. higher education. In affirming the University’s classification once again, the foundation noted “excellent alignment among campus missions, culture, leadership, resources and practices that support dynamic and noteworthy community engagement.”

“From the classroom to research and co-curricular activities, our students, faculty and staff partner with communities around the corner and across the globe to form lasting, mutually beneficial relationships,” said President Mark C. Reed, Ed.D., in a message to the SJU community. “In particular, Tracey stood out as a leader who has a strong command of the evolving legal and regulatory issues affecting higher education today. I look forward to working with her.”

The building’s curved chapel was inspired by the Gregorian calendar and features a 40-foot weathering steel cross. Once it is finished, Arrupe Hall will provide a place for Jesuits across the city to collaborate, share ideas, and think creatively. “Bringing these people together will bring about a new energy,” Geinzer says. “It will propagate new ideas and ways of thinking.”

An artist’s rendering of the completed Arrupe Hall. (Photo courtesy of Moto Desugahara.)
HAUB SCHOOL EARNS EXTENDED ACCREDITATION BY AACSB

Saint Joseph’s University has earned extended accreditation for its business program by the Association to Advance Collegiate Schools of Business (AACSB) as of November 30, 2020. AACSB accreditation is recognized for its high standards in business education – earned by only 5% of the world’s business schools. The University was one of only seven schools in the world to earn this distinction for both business and accounting accreditations in this review cycle.

"AACSB is a sign of academic excellence and signifies the Haub School as a leader in business education," says Dean Joseph A. DiAngelo, Ed.D., ’70. "We are proud of our faculty, students, staff and alumni whose contributions have earned us one of the best programs in the world."

To achieve accreditation by the AACSB, schools must meet a rigorous set of standards and engage in a multi-year review process. Re-accreditation is granted only after an assessment by AACSB’s Continuous Improvement Review Committee (CIRC) and Accounting Accreditation Committee, and ratification by the AACSB International Board of Directors.

Building on the work of Saint Joseph’s distinguished Kinney Center for Autism Education and Support, which leads the country in education of autism professionals, the University has partnered with Thomas Jefferson University to offer a unique program designed to train autism specialist physicians. Through this joint program, which began this year, students at Saint Joseph’s University majoring or minoring in autism behavioral studies can participate in Jefferson’s Sidney Kimmel Medical College Scholars program in their junior year and potentially enter medical school MCAT-free following graduation.

“This is exactly the type of program Saint Joseph’s envisioned when announcing the School of Health Studies and Education a year and a half ago,” said Angela McDonald, Ph.D., LPCS, NCC, dean of the School of Health Studies and Education. “This program leverages our unique strength in preparing autism professionals of tomorrow; forged by our Kinney Center, while providing our students with early assurance to one of the nation’s premier medical schools.”

Integral to the program, students will spend at least 500 hours working with individuals with autism during their undergraduate studies at Saint Joseph’s. This builds on the Kinney Center’s unique SCHOLARS (Students Committed to Helping Others Learn about Autism Research and Support) program, whereby current undergraduate students work part-time to support Kinney’s autism programming. Training physicians to understand and have experience working with individuals on the autism spectrum can fundamentally change medical care for the more than 3.5 million Americans living with the condition.

HAUB SCHOOL EARNS EXTENDED ACCREDITATION BY AACSB

In the wake of COVID-19, Saint Joseph’s Day of Giving 2020 was transformed into a campaign of caring, called Hawks With And For Others, that ran on social media. The goal of the eight-week campaign was to highlight and celebrate the St. Joe’s community, share the good that’s happening through the University, and engage with SJU alumni and friends while fostering a culture of giving. Ultimately, the Hawks With And For Others campaign reached 100% of its fundraising goal.

A total of 80 posts were shared throughout the duration of the campaign, with content ranging from celebrating Hawks on the front lines of the pandemic, to showing alumni giving back to their communities and highlighting the reasons Hawks give back to SJU.

Some of the most liked #HawksWithAndForOthers stories were:
- The Avellino brothers (Scott ’97 and Don ’83, ’92) were featured for using their distillery, Brandywine Branch Distillers, in the fight against COVID-19. By shifting gears from distilling spirits to producing hand sanitizer, they’re training autism specialist physicians. Through this joint program, which began this year, students at Saint Joseph’s University majoring or minoring in autism behavioral studies can participate in Jefferson’s Sidney Kimmel Medical College Scholars program in their junior year and potentially enter medical school MCAT-free following graduation.

Creating a Campaign of Caring

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National Alumni Board Welcomes New Leadership
Frank Sharp ’87 and Alessandra Corso ’09, ’21 (MBA) have been elected to the National Alumni Board (NAB) as president and vice president, respectively. Sharp and Corso will replace outgoing President John M. Bradley ’98 and Vice President Mou niche Kelly ’94, ’97 (M.A.) beginning June 1, 2020. This year’s NAB election drew the highest-ever voter turnout.

Sharp is a dedicated alumnus with a nearly four-decades-long career in human resources and consulting. After graduating from Saint Joseph’s in 1987 with a degree in economics, he earned an MBA from The Wharton School at the University of Pennsylvania. Sharp spent the majority of his career outside the United States, primarily working in Europe, Asia and Latin America, for large companies such as Exxon and ABB. Presently, Sharp is chief strategy officer of the Erivan K. Haub School of Business with a degree in finance, Corso has had a successful career in the commercial real estate industry. She has remained committed to Saint Joseph’s over the years, serving as a member of the NAB’s New York regional alumni affinity group, where she has helped to organize and promote networking events.

In addition to the election of Sharp and Corso, the NAB also recently appointed four new members, who started their two-year terms on June 1. The new members are: Lindsey Votto ’12, co-chair, Greater Philadelphia chapter; Rick Marsh ’84, chair, Baltimore Chapter; Nick Chingas ’16, co-chair, New York City chapter, and Rachel Sellers ’14, co-chair, young alumni chapter.

SJU Alumnus Pays It Forward
Ken Young, Ph.D., ’72 had a fulfilling career in the sciences, including master’s and doctoral degrees in physics from the University of Pennsylvania and a 30-year tenure as an executive director of Applied Communication Sciences. But it’s his Presidential Scholarship to Saint Joseph’s University, which Young credits with setting his life in motion.

“Everything I learned and experienced at St. Joe’s informed and shaped my worldview,” he said. “And the scholarship made it all possible.”

Young credits with setting his life in motion. Young’s commitment to science and to advancing the education of physics students, especially those at St. Joe’s, has translated in the last couple of years to making gifts to the Transformation Fund. The Young Family Scholarship is for a student studying physics who has financial need.

“I was happy to get this scholarship, and I am sincerely grateful to Dr. Young for his generosity,” says Francis Snyder ’22, the scholarship recipient for 2021. “It allows me to focus on my studies and research at the University.”

“I want to see Saint Joseph’s Physics Department grow and thrive and provide opportunities for many students to go on to successful careers … like the opportunity I was given,” says Young. “I’m making these donations as a payback.”

Real Estate and Construction Luncheon Builds Alumni Connections
The Saint Joseph’s Real Estate and Construction Alumni Affinity Group held its annual Christmas luncheon on December 4, where alumnus Tom Scannapieco ’73 was presented with the Timothy L. Lannon, S.J., Leader of the Year Award at the Real Estate and Construction Alumni Affinity Group annual luncheon in December.

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President and CEO of Scannapieco Development Corporation, Scannapieco is an accomplished Philadelphia real estate developer. His company has completed more than $1 billion of development in Pennsylvania, New Jersey and Maryland, including recent high-end projects 1706 Rittenhouse and 500 Walnut, which have consistently broken city sales records.

The award is presented to a leader in the field of real estate and construction who has demonstrated success in the field and outstanding loyalty and dedication to the university. It is named in honor of the 26th University President, who spearheaded the acquisition of what is today known as the James J.Maguire 368 Campus and oversee numerous campus renovations during his tenure.

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Frances M. Maguire ’14 (Hon.)

Saint Joseph’s mourned the passing of Frances M. Maguire ’14 (Hon.), a devoted wife, mother and grandmother and passionate advocate for education and the arts.

Together with her husband James J. Maguire ’78, “Frannie” as she was known by friends and family, was one of the University’s greatest benefactors. Through their jointly established Maguire Foundation, the couple grants hundreds of scholarships to students at every level from grade school through college, connecting them to a faith and justice-based education.

Frannie was known for her great talent and passion for the arts. She began her training studying painting and sculpture at the Cheltenham Art Center. She also studied at the prestigious Vermont Studio Center and the Pennsylvania Academy of the Fine Arts (PAFA). Saint Joseph’s is the beneficiary of Frances’s artistic talents: the Chapel of St. Joseph – Michael J. Smith, S.J., Memorial is home to a bust of Fr. Smith, sculpted and donated to the University by Frannie.

In 2018, on the heels of Jim and Frannie’s history-making $50 million gift to SJU, the famed gallery at the Barnes Foundation was named the Frances M. Maguire Art Museum in honor of her as an accomplished artist and arts advocate. In 2014, the University awarded Frannie and Jim honorary Doctor of Public Service degrees for their work to advance social justice and education.

Saint Joseph’s joined with many other institutions in mourning Frannie’s passing. She was a proud graduate of Gwynedd Mercy University, and also made the largest alumni gift in the university’s history. The Frances M. Maguire School of Nursing at Gwynedd Mercy is a tribute to her father, a surgeon and her mother, a nurse.

Additionally, she was an ardent supporter of the Pennsylvania Academy of Fine Arts, serving on the Board of Trustees. PAFA’s Samuel M.V. Hamilton Building is now known as “The Frances M. Maguire Gallery in Honor of the PAFA Faculty.”

Frannie also served on the boards of the Woodmere Art Museum and the Academy of Children’s Music, was a volunteer at the Pennsylvania Academy of the Fine Arts, served on the Board of Trustees. PAFA’s Samuel M.V. Hamilton Building is now known as “The Frances M. Maguire Gallery in Honor of the PAFA Faculty.”

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Frannie also served on the boards of the Woodmere Art Museum and the Academy of Children’s Music, was a volunteer for the Philadelphia Museum of Art’s Blind Artist Program and was named a Judge emeritus of the Garden Club of America.
Natasha Cloud ’15 Uses Sports as a Model for Social Change

Natasha Cloud ’15 returned to the Saint Joseph’s campus on February 4, the eve of National Girls and Women in Sports Day. The Washington Mystics guard discussed her experiences advocating against gun violence in her Washington, D.C. community, expressing her frustration directly to D.C. Mayor Muriel Bowser and Ward 8 Councilmember Trayon White on Instagram. She felt a sense of duty to act. “God gave me a platform” as a WNBA star, Cloud said. “I feel like something wrong and I don’t speak up; I’m doing a disservice to others.”

In May, protests occurred worldwide after Minnesota security guard George Floyd died when a Minneapolis police officer pinned Floyd’s neck with his knee for almost nine minutes. Cloud wrote a powerful response in The Players’ Tribune urging athletes and others not to be silent about the problem of racism in America. “What’s going to move the needle here is everyone getting involved – and by that I mean all athletes. Because there’s no room for any of that silence or ‘neutrality’ in the athletic community either. We need to meet this moment with accountability, and solidarity, and leadership.” Cloud wrote.

For her commitment to social justice, Cloud was the recipient of the WNBA’s 2019 Dawn Staley Community Leadership Award. During her talk on campus, Cloud said that the award affirms the values she grew up with and aligned with at Saint Joseph’s. “[The award] means more to me than any championship or individual accolade,” she said. “It means that I’m part of something greater than myself and that I’m making an impact on my community.”

New Initiative Focuses on Student-Athlete Mental Health

Recognizing the unique pressures facing student-athletes, Saint Joseph’s last fall launched a series of initiatives to support their mental health. Led by Director of Athletics Jill Bodensteiner, D.A.T., senior associate athletics director for high performance, the new resources are designed to help support athletes’ emotional, psychological and social well-being, and position the University as a national leader in this area.

The department hired its first dedicated sport psychologist, Andrew Wolanin, Psy.D., positioned the University as a national leader in this area. “Nike is among the most iconic and respected brands in the world. Saint Joseph’s University is extremely proud to announce our continued agreement with Nike and customer service partner BSN – a partnership that has served all parties very well for multiple years,” said Director of Athletics Jill Bodensteiner.

In extending the partnership with Nike and BSN, Bodensteiner acknowledged the importance of input from student-athletes and coaches in the evaluation process. “It is critical to hear directly from the student-athletes and coaches, and they were extremely excited about the possibility of removing and enhancing our relationship with Nike,” said Bodensteiner.

SJU Announces Apparel Agreement with Nike and BSN SPORTS

Nike will continue to provide official apparel and footwear for Saint Joseph’s student-athletes as part of a new multi-year agreement. The agreement with Nike and distributor BSN SPORTS will provide uniforms to athletes, coaches and staff of all 20 of St. Joe’s Division I programs.

“Nike is among the most iconic and respected brands in the world. Saint Joseph’s University is extremely proud to announce our continued agreement with Nike and customer service partner BSN – a partnership that has served all parties very well for multiple years,” said Director of Athletics Jill Bodensteiner.

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For more athletics news: sjuhawks.com

FOR MORE SPORTS NEWS: sjuhawks.com

Larry Kenney ‘41
played for the Hawks’ men’s basketball team from 1937-1941.

FORMER HAWKS BASKETBALL STAR LARRY KENNEY ‘41 TURNS 100

When Larry Kenney looks back on his time on Hawk Hill, “I carry nothing away except a great affection for the Jesuits.” Kenney ’41, who is thought to be Saint Joseph’s oldest living athletic alumnus, turned 100 on June 13. The son of a carpenter turned casket maker during the pandemic of 1918, Kenney played for the Hawks from 1937-1941. He was the city’s leading scorer his senior year, and his career high of 39 points in a game ranks sixth by a Saint Joseph’s men’s basketball player. He led the team to two appearances in the NCAA tournament, two Philadelphia Big Five titles and the 1938 Atlantic 10 Championship. He was the first Hawk to be drafted to the WNBA since Susan Moran in 2002.
PREPARING FOR THE FUTURE OF EVERYTHING

By Rachel Kipp

The future is being shaped by globalization, technological innovation and demographic change—and this is particularly true of work. With the future more uncertain than ever, as evidenced by the COVID-19 pandemic, society as a whole has been forced to recalibrate its worldview and rethink definitions of success.

Many of these macro trends are unnerving because like our current reality, there are so many unknowns. According to human resources consulting firm Willis Towers Watson, more than 60% of the students in today’s classrooms will one day have a career that does not yet exist.

Even for those that enter established professions, change and flexibility will be the name of the game: A 2018 report from LinkedIn found that workers under age 24 already averaged four or more jobs in their short time in the workforce and that they were three times more likely to change jobs than Baby Boomers.

The future is full of challenges. But on Hawk Hill, challenges are met with renewal, progress and innovation and a belief that even in an uncertain future, the University’s hallmark liberal arts education isn’t just a “nice to have”—it’s critical.

“Like St. Ignatius, we are not afraid of uncertainty and walking boldly into the future,” Ronald Dufresne, Ph.D., associate professor of management and director of the Leadership, Ethics and Organizational Sustainability Program, said in 2019. “Our foundation is in the liberal arts, and our professional schools are built on this liberal arts foundation. Our accounting graduates who have studied philosophy and our food marketers who have studied history are better prepared for the challenges they’ll face at work.”

“It’s All About to Change”

The world is starting to take notice of the value of such students. A 2018 article by the World Economic Forum noted that three of the top skills needed to survive automation are creativity, complex problem solving and critical thinking. Other skills mentioned included people management, coordinating with others, decision-making, negotiation and serving others.

In a post COVID-19 world, more than ever, Trish Shafer, director of Saint Joseph’s Career Development Center, expects to see a shift in what companies desire from future workers. “They will focus more on competencies—how can job candidates stretch themselves to continue to bring value, are they consistently learning something new and are they able to adapt to the circumstances around them,” she says. “A strong economy allowed job seekers to be lazy: Now it’s all about to change.”

And while many roles, particularly in science and technology, require highly specialized knowledge, companies are also realizing that for other jobs, it’s more critical to hire well-rounded candidates who know how to work on teams, consider the ethical implications of decision making and to push for innovations and policies that don’t leave behind traditionally underserved populations.

“Going forward, I know that my patients aren’t just their symptoms, they’re so much more than that,” Bridget Cichon ’20 said when reflecting recently on her time at Saint Joseph’s. Cichon plans to begin medical

“The future of work is not about filling a job description. It’s about seeing what needs to be done and figuring out how to do it—it’s a meeting of the old world and the new world. We want our students to be leaders but in a way that takes all of what it means to be a human into account.”

James Caccamo, Ph.D., Associate Dean for Students and Experiential Learning and Associate Professor of Theology
“Now, more than ever, our world needs the skills and social values cultivated by a liberal education. Our nation needs publicly engaged citizens committed to the work of social justice. Our community, our nation, and our world needs persons prepared to think critically about the evidence before them, persons prepared to problem solve in the midst of the unfamiliar. And our world needs agile thinkers with a broad base of knowledge from which to question, analyze, and respond more thoughtfully to an increasingly volatile, uncertain, complex and ambiguous world.”

“Students pursue the programs offered in the School of Health Studies and Education: increasing their awareness of neurodiversity in our world needs persons prepared to think critically about the evidence before them, persons prepared to problem solve in the midst of the unfamiliar. And our world needs agile thinkers with a broad base of knowledge from which to question, analyze, and respond more thoughtfully to an increasingly volatile, uncertain, complex and ambiguous world.”

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even the smallest inkling that they might want to go to law school to say, ‘Ugh, there are people who may be coming from a similar background, speaking the same language, having the same personal challenges and successes and we’re all working toward the same goal,’ helps to create a community across the board.”

Daniella Campos ’23, an international relations major, said she and the other students in LEAD have made it a priority to share information about outreach programs or internship opportunities with the entire group so if one isn’t able to do it, the others have a chance to apply.

“We keep each other in the loop,” she says. “Instead of just one person succeeding everyone is successful as a whole.”

Critical Dialogue

In late February, hundreds of Saint Joseph’s students, faculty and staff attended sessions on intersectionality, language and allyship as part of the Day of Dialogues, a grassroots effort by the campus community to move toward a shared vision for diversity and agile solutions to addressing complex problems across inclusivity that impact interactions both inside and outside the classroom.

“Today really is intended to be great conversation. The beginning for us to lean in and really talk about what diversity, equity and inclusion work means at our University, and how we see this work continuing,” Nicole Stokes, Ph.D., who joined Saint Joseph’s this year as the new associate provost for diversity, equity and inclusion, said in an interview during the event. “Cultural change takes time. It takes trust building, it takes everybody to be committed to the process. So patience is part of that process, but we are moving quickly.” (See page 24 for a Q&A with Stokes.)

Taken together, these experiences are intended to create shared meaning and understanding for the community as a whole; build intercultural and global competence, which is essential in the modern workforce; and provide career-readiness training and exposure to diverse students break into industries that have historically lacked diversity.

A Two-Way Street

As the COVID-19 pandemic spread around the globe, so did troubling videos of college spring breakers filling coastal beaches and loudly declaring indifference to the threat of infecting themselves and then spreading the disease to their home communities.

But Sally Kuykendall, Ph.D., professor of health services, had a different experience when she began checking in with students in her classes who were preparing to resume the spring semester virtually. There was the student who decided to remain in Philadelphia as so not to risk infecting her mother. And the student who took a 26-hour flight to get home and, due to the time change, was now taking Kuykendall’s class at 2 a.m. “They [were] not out partying on boats or at the beach. Many have stories to tell about why they are practicing physical distancing and the loved ones they are protecting,” Kuykendall said in March.

More than ever, the pandemic has emphasized the interconnectedness of the world, and how adaptability, and taking a global view of any problem, will be critical in the future.

“Servant leadership begins with perspective taking,” Dufresne said this spring. “Serving others’ well-being and their growth needs requires knowing each person as an individual and thoughtfully tailoring one’s approach toward them. This doesn’t require mind reading; servant leaders have open, candid conversations with others about how they’re doing and how they can best be supported.”

Throughout the spring semester, many of the students in Saint Joseph’s health care administration classes were balancing their course loads with working on the front lines of combatting the disease. Despite the personal upheaval of moving off campus and restructuring classes online, other students found time to paint Hearts of Hope for first responders and to provide tax prep help to underserved parts of the Philadelphia and Lower Merion communities.

“One of the best aspects of the VITA program is it’s really a two-way street,” Chelsea Covaokies ’22 said of the tax prep program, national effort that Saint Joseph’s accounting students have participated in for the last 25 years. Instead of discontinuing this year after the move online, she and the other students found a way to do it via phone, acknowledging that the community they serve may not have easy access to the internet or have deep tech skills. “Not only do people in the community benefit from the tax services, but we as students get a chance to give back while also honing valuable skills that will make us better at our future jobs.”

A Greater Calling

In January, when news was just starting to break about a new virus in China, climate change took center stage at the annual World Economic Forum in Davos, Switzerland, which brings together government leaders, academics and entrepreneurs to discuss the key issues, risks and challenges facing the world in the coming years.

Key to the United Nations’ efforts to track and encourage those efforts is a thematic thread that runs through courses, lectures and special events. Haub Associate Dean Vana Zervanos, Ed.D., says the SDGs reflect the multi-layered real-world challenges students will encounter once they leave Saint Joseph’s.

In implementing the effort, she says, leadership also discussed how they could measure institutional progress toward the SDGs. (See page 36 for more on the SDGs.) Beginning next fall, the SDGs will take a more visible role in the curriculum at the Erivan K. Haub School of Business, with plans to focus on one or two a year as a thematic thread that runs through courses, lectures and special events. Haub Associate Dean Vana Zervanos, Ed.D., says the SDGs reflect the multi-layered real-world challenges students will encounter once they leave Saint Joseph’s.

In implementing the effort, she says, leadership also discussed how they could ensure it was an authentic experience rather than a branding exercise. “Oftentimes money equals power and if you have a voice and if you are so fortunate that you can use business to also do good and better impact society, that absolutely needs to be our ultimate goal,” Zervanos says. “One without the other for me just lacks for a greater calling and I think it’s our obligation, especially during times like these.”

LEAD students Darniers Ojemeje ’22 (left) and Daniella Campos ’23 (right) at a lecture by Pennsylvania Attorney General Josh Shapiro in October 2019.

> CONTINUED ON PAGE 56

James Caccamo, Ph.D., associate dean for students and experiential learning and associate professor of theology, says Saint Joseph’s graduates are well prepared to step into the working world and succeed, no matter where they start out.

In short, with its emphasis on lasting intentional relationships, agility, innovation and global mindfulness, never before has a Jesuit education been more relevant. It’s also part of why Saint Joseph’s students and others at Jesuit colleges “cross between majors better than anyone else,” Daniel Joyce, S.J., Ph.D., executive director of mission programs, said during a recent roundtable discussion.

In the Class of 2019, 68% earned a double major or minor. Joyce noted that Saint Joseph’s students often have unusual combinations of majors and minors — computer science with performing arts or accounting and autism behavioral studies. That doesn’t happen by accident, he added, signaling a certain degree of faculty guidance.

“Jesuits are big on recognizing your emotions — they shouldn’t load you, but should direct you where you are going, to help you with the ethical decisions that you need to make,” says Adam Midlin ’20, outgoing president of the Student Senate. “Even as a workplace changes, if you’re considering a place of genuine care and empathy and meeting people where they are, you’ll be successful.”

Shafee of the Career Development Center says her office encourages students not to pigeonhole themselves into a particular position and to “think bigger” — to consider the whole person when choosing a career path or job after graduation.

“Students want to align with their values,” Shafee says. “We tell people don’t focus on the job title, focus on the description and skills. It’s not about the pay or the location. You’ll have skills in XYZ and I’m looking to apply them in an environment that aligns with your values.”

Smart placement also helps in aligning their career path and leadership skills, as well as their own personal challenges and needs.

Among the experts talking about the SDGs at Davos was Associate Management Professor David Steingard, Ph.D. As part of a panel on the role of the SDGs in higher education, Steingard discussed a data analytics tool, the SDG Dashboard, which he and colleagues at Saint Joseph’s developed to measure institutional progress toward the SDGs. (See page 36 for more on the SDGs.)

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Saint Joseph’s Rises to the Occasion – On Hawk Hill and at Home

By Marie Williams and Rachel Kipp

In response to the COVID-19 pandemic this spring, the Saint Joseph’s community came together to teach, learn, work and give back – virtually. As preparations were made for the return to campus this fall, the campus community is emphasizing health and safety while continuing to provide a fulfilling academic experience for students.

Hawks are ready for anything – and the Saint Joseph’s University community has proved that with aplomb in its response to the COVID-19 pandemic. As the entire world grappled with the spread of the coronavirus and the United States began to show signs of shutting down in early March, Saint Joseph’s made the proactive decision on March 12 to transition the spring semester to a virtual environment and entered an unprecedented chapter in its history. "As our community and the world at large responds to the threat of COVID-19, we must all adjust to new routines and more virtual interactions," President Mark C. Reed, Ed.D., said to the campus community. "I am proud of, and grateful for, the quick response of the Saint Joseph’s community and the willingness of our faculty, staff and students to continually adjust as circumstances change. My hope is that we continue to support each other during this transition, as Hawks do."

Academically and operationally, Saint Joseph’s was well prepared for the transition, as the Office of the Provost had assembled a multidisciplinary, cross-functional team to explore the possibility of a virtual transition much earlier, sensing the seriousness and pervasiveness of the virus. The pre-work paid off, and the transition was smooth and productive. Approximately 7,200 Saint Joseph’s Zoom meetings were held in March alone (a 400% increase over January), and during the spring, more than 1,000 daily active users logged on to the platform. The Office of Information Technology loaned out dozens of laptops, while student life, public safety, facilities management and other departments ensured that students who needed to stay on campus were accommodated and cared for. Nearly every service ordinarily offered in person—from tutoring and writing support to counseling and Sunday Mass—was made available virtually.

In the early days of the stay-at-home order, Cheryl A. McConnell, Ph.D., provost and vice president for academic affairs, provided faculty and staff with regular briefings to share information and connect. Reflecting on the personal and professional adjustment of the virtual transition and how "seeing" and engaging with colleagues has been particularly meaningful, she wrote: "I’ve been thinking about how difficult it is to interact with technology more than with people. The snippets of time I see and speak with colleagues on Zoom are pure gold and make me happy. Another positive is that I have been able to see full sides of some colleagues, including glimpses of children and pets that add such a touch of humanity and connection."

During the spring, the campus community came together to teach, learn, work, give back — and even celebrate the Class of 2020’s degree conferral — virtually. Social media campaigns connecting Hawk Hill launched; students, faculty, staff, alumni and friends volunteered and donated supplies and resources to those in need; the Barnes Arboretum of Saint Joseph’s University launched an Instagram account to keep the campus close to nature; the Kinney Center for Autism Education and Support developed a virtual camp; faculty discovered creative ways to inspire their students, whether teaching art or calculus; and SJU experts discussed topical issues in the news media and via a new continuing education webinar series titled Unlimited Learning. Insights from the spring semester helped to inform future academic planning. Throughout the summer, a preparation task force, led by McConnell and Cary Anderson, Ed.D., vice president for student life and associate provost, has been preparing for a return to campus in August. The task force and 10 working groups under its purview have been developing policies, procedures and practices for housing, first-year experiences, student activities, teaching technology, academic standards, development opportunities, employee well-being and more.

The University’s comprehensive Health and Safety plan, issued in June and informed by prevailing scientific and public health guidance, outlines new protocols for mask wearing, physical distancing and campus operations during the pandemic. According to the report: “While much of our campus experience will look different, some things won’t change — our care for one another, our formation of students with and for others, and our dedication to our students’ rich and deep educational experience. When we return to campus in August, we will continue to provide plans that strongly emphasize the health and safety of our students and staff; however, we’ll return to campus with a new campus safety plan, issued in June and informed by prevailing scientific and public health guidance, outlines new protocols for mask wearing, physical distancing and campus operations during the pandemic. According to the report: “While much of our campus experience will look different, some things won’t change — our care for one another, our formation of students with and for others, and our dedication to our students’ rich and deep educational experience. Saint Joseph’s has the ingenuity and agility to meet today’s unique challenges. These are extraordinary times, and we are preparing for many scenarios that the pandemic may present. In fact, we call our approach and mindset Hawk Hill Ready."

Signage and a public education campaign reminding community members about good hygiene and health practices have also been developed. “There are literally hundreds of people working to make our classrooms, dining halls, living and study spaces ready for a successful year ahead, as we prepare for our first fall semester amid a pandemic,” Reed wrote in a June message to students and their families.

On returning to Hawk Hill in the fall, McConnell praised the University community for the extensive preparation work that took place over the summer. “The collaboration and supportive spirit of our faculty and staff have allowed us to develop plans that strongly emphasize the health and safety of the University community even as we continue to provide a fulfilling academic experience for our students,” McConnell said.

Marie Williams is chief marketing and communications officer.

For more information, visit sju.edu/hawkhillready.

RESPONSE BY THE NUMBERS

32 boxes of gloves donated by biology and chemistry to frontline workers

1,000 daily active zoom users during the spring

841 alumni and friends participated in first seven unlimited learning webinars

500+ students participated in virtual advising sessions

1,420 pounds of food donated by dining services

15,000 surgical masks ordered for the fall
CULTURAL COMPETENCY: EMBRACING DIVERSITY

By Kelly Walsh ’05 (M.A.)

Nicolle Stokes, Ph.D., who recently joined Saint Joseph’s as associate provost for diversity, equity and inclusion, comes to Hawk Hill with 25 years of academic and administrative experience and deep expertise in the field.

After her arrival in February, Saint Joseph’s Magazine talked with Nicole Stokes, Ph.D., about her background, what drew her to Hawk Hill, her hopes and plans for the future of DEI efforts on campus, and how she will prepare graduates for the world after college.

An edited transcript of the conversation follows.

What drew you to the position at Saint Joseph’s? What is it about Saint Joseph’s that stood out to you?

Stokes: I was immediately drawn to this position and to SJU because it was clear that diversity, equity and inclusion were important priorities. This was demonstrated within the institutional strategic plan and the enthusiasm and support for the associate provost for diversity, equity and inclusion search and onboarding. In the past, I have been asked by other higher education institutions and non-profits to conduct assessments, consult, and advise their leadership teams on their “next steps” for starting or advancing diversity, equity and inclusion work on campus. These are basic but significant ingredients for success. Additionally, with the support of President Fred, my predecessor laid an incredible foundation for this work. Since beginning my tenure in February, I have felt such a warm welcome from students, alumni, faculty and staff from across the institution. I am thrilled and excited to be here and moving this work forward.

Why is now the perfect time in your career to take the step into the role of associate provost for diversity, equity and inclusion?

Stokes: I am thrilled to see how DEI work has evolved. Early on, there was a lot of focus on access and diversity by numbers. Today, this work is more nuanced and the conversation among higher education and corporate industries have moved toward creating inclusivity and community. I believe that the next steps will be to create inclusive and equitable environments that are nimble enough to serve diverse needs in ways that equitably serve all community members. I have more than 25 years of administrative and teaching experience in higher education and I have served in a variety of roles within academia, including residential life, college access and opportunity programs, academic advising and as a registrar. Later I served as a member of the sociology faculty, associate for arts and sciences and my prior appointment as associate vice president for institutional effectiveness and diversity at Holy Family University. My teaching philosophy, internal and external service and scholarship have reflected my strong commitment to equity. They also demonstrate my desire and passion to meet all people where they are and to support student academic success and the overall university experience for all of our constituents. I am a social scientist and I value data that is meaningful and can inform our practice. Without useful data, we (as university leaders) are driving a car without a GPS system. My work has always been data informed and driven (in terms of purpose and impact) by the people we serve on a daily basis.

With a lifelong career in higher education, how do you think the industry has changed in recent years?

Stokes: This is a pivotal juncture for higher education in a variety of ways. It is imperative for higher education to be nimble in response to the changing demographics of the students we serve and the careers and industries that we are preparing them to join. Most importantly, higher education has to be proactive in using data-informed measures to get ahead of these shifts. DEI work engages university students in concrete and tangible ways with a skills-based approach to diversity and inclusion framed as increased opportunities for intercultural and global competence.

Can you elaborate on how a diverse university will better prepare students for the future labor force?

Stokes: Saint Joseph’s students are encouraged and trained to cultivate a growth-mindset and to think about diversity issues beyond the usual suspects — race, ethnicity, social class, gender and sexuality. The goal of our work is for our students to have an enhanced appreciation of why intercultural competence matters and how to apply learned skills to everyday interactions while on campus and beyond into their chosen professions.

This approach to DEI work aligns well with research and best practices for global education as outlined by the American Council on Education’s Center for Internationalization and Global Engagement, the Association of American Colleges & Universities, and the Asia Society Center for Global Education. As a result, we define cultural competence as “the ability to interact effectively with people of different cultures and with intentional attentiveness to diversity and inclusion.” We also identify that practicing cultural competence is a three-step process that begins with the learner acquiring cultural knowledge — defined as increased familiarization with selected cultural characteristics, histories, values, belief systems and behaviors. Step two is cultural awareness — defined as the learner developing an understanding of attitudes and values of another diverse group leading to openness and flexibility toward differences. This is where the growth mindset begins to truly develop. Step three is cultural sensitivity — defined as knowing that cultural similarities and differences exist without assigning value judgments to this fact. Here, the learner moves to acceptance of similarities and differences on their own face without categorizing either as “good” or “bad;” “right” or “wrong.” These skills are a critical part of the overall university experience and the career expectation that our University is preparing future career professionals who are globally ready and culturally competent to work within a diverse environment.

What interests you most about the Jesuit approach to education?

Stokes: As a Jesuit university, we set a high bar for education and care for the whole person, across all diversity and aspects of identity. Our University is clear about our community standard that bias-free, inclusive, and socially conscious, progressive and justice-based conduct, targeting people based on race, gender, ability, or “bad;” “right” or “wrong.” These skills are a critical part of the overall university experience and the career expectation that our University is preparing future career professionals who are globally ready and culturally competent to work within a diverse environment.

“IT IS IMPERATIVE FOR HIGHER EDUCATION TO BE NIMBLE IN RESPONSE TO THE CHANGING DEMOGRAPHICS OF THE STUDENTS WE SERVE AND THE CAREERS AND INDUSTRIES THAT WE ARE PREPARING THEM TO JOIN.”

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As the world faces the challenges associated with the COVID-19 pandemic, one of the more noticeable differences in our everyday lives is the lack of professional sports. As the streets emptied and theaters went dark this spring, so too did stadiums and arenas across the world. But not all sports are affected by stay-at-home orders. Already soaring in popularity in recent years, the esports industry filled the void for many who were pining for Opening Day or the NBA playoffs.

Esports has become a nearly billion-dollar per year industry. If you’re not familiar, esports – the ‘E’ stands for “electronic” – is organized video game competitions that feature both professional and amateur players, competing as individuals or on teams, in front of ever-increasing audiences both online and in person. The most popular titles are often first-person shooter, fighting or “battle royale” games – where players and teams are competing to be the proverbial “last one standing” – but sports contests have also found popularity in esports competition.

Some of the more popular titles today include League of Legends, Fortnite, and Overwatch; sports games such as the FIFA Soccer and Madden NFL franchises also see their share of competitions.

The esports trend has grown out of the role that technology increasingly plays in our lives, moving gaming habits from the living room to virtual “rooms” where players can compete against friends and strangers living both down the street and across the world, thanks to services like Xbox Live and the PlayStation Network. Accessibility has led to an increase in participation and that has in turn caused companies to monetize the games through subscription services for spectators, sponsorship opportunities and championship events.

According to an annual report on the industry by Newzoo, an esports market research firm, the total global esports audience is expected to grow to 495 million people in 2020, reflecting year-on-year growth of 11.7%. Driving the growth were increases in viewership on mobile devices, propelled by emerging markets including Southeast Asia, India and Brazil.

The report also found that global esports revenue will grow to $1.1 billion in 2020, up 15.7% from 2019. Three-quarters of the growth will be dollars earned from media rights and sponsorship, showing the potential of the industry not just for players, but for support sectors like marketing, advertising, information technology and analytics.

Saint Joseph’s is among the universities looking to prepare students to work in the sector, and its proximity to Philadelphia — a growing national hub for esports — creates a unique advantage. A new esports lab, a refurbished computer lab in Merion Hall, had its soft launch on Hawk Hill in March. The lab is part of a larger effort to provide learning opportunities within the sector – including a new marketing course that will launch in the fall – and to foster collaboration among the existing gaming community on campus.

“Fueled by advancements in technology and passionate fans, esports has quickly grown to a nearly billion-dollar industry. Saint Joseph’s is among the universities looking to prepare students to work in the sector, and its proximity to Philadelphia — a growing national hub for esports — creates a unique advantage.
“Gaming has been around for decades. What is new, however, is the improvement in technology; there is greater and easier access to the internet, which caused an increase in viewership.”

Stephanie A. Tryce, J.D., Assistant Professor of Sports Marketing.

“Gaming has been around for decades,” says Stephanie A. Tryce, J.D., assistant professor of sports marketing. “What is new, however, is the improvement in technology; there is greater and easier access to the internet, which caused an increase in viewership.”

Esports spectatorship is not limited to the internet, however; live events, such as the Overwatch League Grand Finals, fill arenas around the world as fans gather to see the best of the best show off their skills and claim prizes in excess of $1 million. When the 2019 edition of the Grand Finals was held at Philadelphia’s Wells Fargo Center, the arena was sold out a month before the competition, with 12,000 fans snapping up tickets priced between $50 and $250.

It won’t be the last esports event to be staged in the city: Comcast Spectator, the owner of the local Overwatch League franchise and an offshoot of Comcast Corp., plans to build a 3,500-seat, $50 million esports arena, one of the nation’s first slated to open in 2021. “[Philadelphia] is a very fanatical town when it comes to sports, and a very competitive town,” says David Allan, Ph.D., professor and chair of the marketing department. “Put those two things together, and you have an organization as big and bold and powerful as Comcast and Comcast Spectator; then it’s the perfect situation. It’s not that esports isn’t big everywhere, but it’s probably not as well-organized and maybe well-funded as it is in Philadelphia. This may turn out to be the best place to be in esports.”

The Saint Joseph’s lab includes 24 state-of-the-art gaming stations at ergonomic workstations and an upgraded audio/visual system, says Joe Petragnani, associate vice president in the Office of Information Technology. Stations are arranged in clusters of six to enhance team play and there is one coaching station connected to a 65-inch interactive display so teams can review, interact and annotate over the top of gaming footage.

Organized esports programs have been sprouting up at colleges across the country over the last half-decade, with the first varsity esports team being created at Robert Morris University Illinois (now part of Roosevelt University) in 2014. A year later, the University of California-Irvine became the first public university to start its own program. As the esports industry continues to grow, its presence on the Saint Joseph’s campus can become another highlight for those who are considering where to spend their collegiate years.

“Universities are challenged by the dwindling number of college-age students: developing new programs becomes essential to compete,” Tryce explains. “Because the esports demographic is the same as the college demographic, it is not surprising the use of esports programs is a trend in higher education to increase enrollment and retention and thereby new revenue streams.”

Allan says developing an esports program was a way to augment opportunities around an existing passion for many students, and to show how they might pursue it as a career, even if they never become professional gamers.

“As we found out, there were countless numbers of students who were playing esports, sort of underground, on their own,” Allan says. “At Saint Joseph’s, we are really good at trying to create an environment for students to thrive at something that they are already doing, and that they are passionate about, and that they are good at, and give it an academic structure.”

With the new course coming in the fall “really, the sky’s the limit after that, depending on what the students want and what we can provide them within that structure,” Allan adds.

Joe Greenwich is assistant director of athletic communications.
Tradition & Innovation:
EVOLVING THE SAINT JOSEPH’S BRAND

By Carolyn Steigleman ’10 (M.A.)

Bold, passionate “&” inspirational, Saint Joseph’s new branding looks to the future, while also being deeply inspired by our history and Jesuit roots.

I pull alongside a row of cars, engines idled along a narrow street in Philadelphia’s Hunting Park neighborhood. Parents eagerly usher their schoolchildren into vehicles and out of the cold rain that dampens this dreary Friday in November 2019. One by one, the cars pull away as I scan the schoolyard for then-senior Elaine Estes ’20.

Between student-teaching and track practice, there is a brief window of time for Estes to participate in a photoshoot. I first learned of her story through the Saint Joseph’s athletics department, suggesting we consider highlighting Estes as part of a new rebranding effort.

“Here are a few student-athletes to get you rolling,” wrote Robert “Sully” Sullivan ’06, senior associate athletics director for external affairs. “Elaine Estes — she’s the captain of the track team, a student-teacher, double major, Summer Scholar, horticulture enthusiast and in the Army Reserve.”

I see her walking out the front doors of Antonia Pantoja Charter School. She finds my car and walks across the busy intersection. Settling into the passenger seat, she greets me and we exchange introductions. She agrees to the role of co-pilot and we head to the studio.
I know her resume. I’ve done my homework. But, I’m eager to discover what motivates Estes. Where does she get her drive? And how do her seemingly random pursuits come together to create this impressive person beside me? As I pepper her with questions, her story comes to life.

**Why Rebrand?**

If you have spent time on Saint Joseph’s campus, it’s likely you know many remarkable people like Estes. These are the members of our community who consistently strive for excellence in their lives. They are individuals who think beyond the boundaries of a job description and go on to reshape their industries. Men and women who enhance their communities through volunteering and civic engagement. People who give voice to the disenfranchised. These Hawks, and the sum of their collective experiences, are at the heart of the Saint Joseph’s University brand.

So if we know how amazing Saint Joseph’s community members are, why do we need to rebrand at all? While there is no checklist of indicators to know when the time is right to rebrand, there are often compelling hints along the way. For years now, we’ve known college-age populations are shrinking significantly in the Northeast and Midwest. In the category of higher education, 2019 marked the seventh year of declining enrollment nationally with the raw numbers showing Pennsylvania as having the fifth-largest drop. In Philadelphia, Saint Joseph’s joins an impressive but crowded market of universities all competing for fewer and fewer students.

From our perspective, the data were clear. The standard playbook for branding in higher education isn’t working. Furthermore, Saint Joseph’s brand identity system was dated and no longer appealing to new students. The decision was made. “It was time for Saint Joseph’s University to show up boldly and project a stronger voice to stand out in the marketplace,” says Marie Williams, chief marketing and communications officer. “To embrace but reinterpret the Jesuit tradition for new audiences. To leverage our unique, prime location in new and unexpected ways. To honor tradition but look toward the future.”

Through months of research and talking with students like Estes, the in-house brand team got to work. The team, which consisted of a cross-section of practitioners and academics from the Office of Marketing and Communications, enrollment management, athletics, mission and more, discovered the University’s sweet

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### BRINGING THE BRAND TO LIFE

<table>
<thead>
<tr>
<th>PHOTOGRAPHY:</th>
<th>People-centered photography embodies the best qualities of the brand’s key ambassadors: Saint Joseph’s students and alumni. The photos portray the subjects’ confidence and pride, owning their identity, ready to take on the world. They portray the diversity of our campus. They are approachable and friendly. They are real and authentic. No stock photography.</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLOR:</td>
<td>Saint Joseph’s University will always be the home of the Crimson and Gray. Representing a rich legacy, these colors are cherished by our current students and alumni alike. Our new brand also incorporates two secondary colors, Loyola Gold and Felix Teal, which are inspired by colors in our University seal.</td>
</tr>
<tr>
<td>DYNAMIC ANGLES:</td>
<td>We create momentum and energy in our layouts with dynamic angles. These sharp angles divide the layout in interesting ways. The angle is taken from the University crest. The seven lines in the upper left of the crest slice at 45 degrees and represent the seven brothers of the House of Loyola.</td>
</tr>
<tr>
<td>TEXT:</td>
<td>The Tiempos and Oswald font families complement one another with their contrasting proportions and style. Combining these two fonts creates bold, disruptive headlines. The combination highlights our brand’s emphasis on the unique combination of qualities that make up the complete individual.</td>
</tr>
<tr>
<td>COLOR:</td>
<td>Saint Joseph’s University will always be the home of the Crimson and Gray. Representing a rich legacy, these colors are cherished by our current students and alumni alike. Our new brand also incorporates two secondary colors, Loyola Gold and Felix Teal, which are inspired by colors in our University seal.</td>
</tr>
<tr>
<td>AMPERSAND:</td>
<td>The standout in our brand repertoire, the ampersand represents the limitless combinations of experiences that define our students and our other Hawks.</td>
</tr>
<tr>
<td>INSPIRED BY HISTORY:</td>
<td>We are evolving our brand with a new strategy, look and feel, and visual identity. We are reintroducing our Jesuit tradition to new audiences, leveraging our unique location in Philadelphia and the Main Line as an asset to prospective students, and demonstrating the effectiveness of our broad-minded approach in preparing graduates for an ever-changing future.</td>
</tr>
</tbody>
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Here’s the truth. College should absolutely result in a job. But, guess what? The job you’re preparing for may not exist in four or five years. The rapid pace of innovation and automation requires a foolproof playbook. It was Saint Joseph’s University has been refining since 1851. Get started. Visit sju.edu today.
spot hovers around a promise to redefine traditional measures of success. Sure, Saint Joseph’s has exceptional faculty and academic programming to help students achieve their collegiate goals. And, yes, students land jobs upon graduation. These are table stakes. What makes the University distinct is that we prepare students to flex for an unpredictable future where their success isn’t defined by one single achievement, but rather by the compilation of thousands of moments and possibilities ahead.

Once we uncovered the “what,” it was critical to explore the “how.” We found our answer in the history books. Students such as Estes aren’t a happy accidental product of a Saint Joseph’s education. Their educational journey was purposely designed and grounded in a 500-year-old Jesuit pedagogical approach to learning. One that encourages the development of multiple competencies, unique to the talents and gifts of each individual student. Saint Joseph’s University creates the kind of humans that our world needs – professionals who bring broad perspectives to their industries. People who understand that true success combines professional achievement with personal fulfillment. It’s a brand concept we call “AND.”

The Heart of the Brand

At the heart of Saint Joseph’s identity – and brand – is its distinctive Jesuit educational model. To preserve the integrity of this tradition, we conducted significant background research and live interviews with our Jesuits on campus – even holding a Jesuit roundtable discussion. Importantly, the brand had to reflect principles that are core to our mission and model: faith and reason, action and reflection, tradition and modernity, the arts and the sciences, and the rational and the emotional. Saint Joseph’s location in a global city – where it’s proximate to some of the country’s greatest problems to solve – was another distinction called out in the Jesuit conversations. So, too, was the Jesuits’ long history of being revolutionary (and a bit rebellious) in their thinking and on the forefront of scientific and technological advances. And, of course, there is the well known practice of discernment and tendency to consider issues from all sides.

Daniel R. Joyce, S.J. ’88, executive director of Mission Programs and a member of the Rebrand Advisory Committee

“Saint Joseph’s excels at forming people with a holistic view: social, emotional, intellectual, spiritual,” says John M. Bradley ’98, outgoing Saint Joseph’s Educational Council member and a member of the Rebrand Advisory Committee. “In a Saint Joseph’s education, in our lives and in our faith, we should never settle for easy answers but look for what may be more – looking for the ‘and’ or being open to the idea that the answer may include a ‘both’ and an ‘and.’” Joyce says. “The new brand captures the desire for unlimited knowledge and an appreciation for plurality, depth and dimension. That is consistent with the Jesuit tradition.”

The Execution

Transitioning from the “AND” brand concept to an entire brand identity system is where the creative process kicked into high gear. A brand strategy undergirded the creative, demonstrating that our Saint Joseph’s University brand was dependent on the person they were as a university and using a greater ambition as a university.

What to Expect?

The final result: a 100-page brand book that clearly lays out Saint Joseph’s brand strategy, messaging, visual identity and creative expression. You can even see nods to our new brand in the pages of this magazine. Less obvious to the eye are all of the ways we have been embedding the brand in everything from prospective student tours to the tone of our social media posts. For a brand to be truly successful, it must permeate all of the ways we show up in the world — on postcards and billboards, the partnerships and initiatives we embark upon, through the stories we tell and in the hearts and minds of our students, faculty, staff, alumni and friends.

From left: City Avenue billboard featuring Maggiv McLaughlin ’22, a communication studies major; University homepage featuring Elaine Estes ’22, Loyalty Lane banner; Retractable banner brand story featuring Toliver Freeman ’20, a men’s basketball player and biology major who plans to attend medical school in the fall.
By Rachel Kipp and Colleen Sabatino ’11 (M.A.)

SUSTAINABILITY TAKES CENTER STAGE

David Steingard, Ph.D., associate professor of management, discusses the role of the UN Sustainable Development Goals (SDGs) in higher education at the 2020 World Economic Forum. Photo by Elisa Yik/O:p/Courtesy of the UN-Global Compact.
A Catholic Commitment to the Poor:
THE LEGACY OF THE JESUIT MARTYRS OF EL SALVADOR

By Katie Smith ’15

Through academics and service, Saint Joseph’s is working to honor the Jesuit legacy in El Salvador.

On November 16, 1989, six Jesuits, their housekeeper and her daughter were murdered by government soldiers at their home in San Salvador. El Salvador, during the country’s 12-year-long civil war. In remembrance of their extraordinary commitment to justice, Saint Joseph’s University, which was the only North American delegation that included students, faculty and staff to mark the 30th anniversary of the killings, is working to build and sustain reciprocal relationships within Salvadoran communities.

Imagine this: It is the middle of the night at the Jesuit residence on the campus, teaching in the sociology department at SJU,” says Rickle. “I was on campus, teaching in the sociology department at SJU.”

But as Rickle describes, and history unfortunately records, on the night of November 16, 1989, the scene at the Jesuit residence at the Universidad Centroamericana José Simeón Cañas (UCA) in El Salvador went from a peaceful dream to a nightmare. That night, Ignacio Martín Baró, S.J., Segundo Montes, S.J., Juan Ramón Moreno, S.J., José Simeón Cañas (UCA) had advocated for negotiations between the Salvadoran government and the Farabundo Martí National Liberation Front (FMLN), a coalition of leftist groups. The causes of the civil conflict were decades old, but largely stemmed from the enormous prosperity divide in El Salvador, where wealth was concentrated among the top 2% of the population and most Salvadorans lived in poverty.

The Church, including the Jesuits living there at the time, sided with the FMLN and accordingly, adopted a liberation theology, a Christian theology that addresses socioeconomic disparity. It argues that material poverty is always evil, but rather structural injustice; and means an early and unjust death for those living in it.

“Christians believe that the cross and Jesus’ crucifixion signify our liberation from sin and death,” says Tinamarie Stolz, campus minister at SJU. “Liberation theology asks: How do we liberate the poor from oppressive systems?”

The Legacy of Service
Saint Joseph’s has a number of programs that bring students, faculty and staff to El Salvador in honor of the Jesuit legacy there and to support the fight for justice. The programs include community service initiatives, study abroad opportunities and immersion programs. What unites them all is a commitment to upholding the legacy of service exemplified by the murdered Jesuits.

From 1979 to 1992, the tiny country of El Salvador was the site of civil conflict between the U.S.-supported Salvadoran government and the Farabundo Martí National Liberation Front (FMLN), a coalition of leftist groups. The causes of the civil conflict were decades old, but largely stemmed from the enormous prosperity divide in El Salvador, where wealth was concentrated among the top 2% of the population and most Salvadorans lived in poverty.

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The Fight for Justice
New students of theology and political science and director of Saint Joseph’s Latin American and Latinx studies program. “The approach in the civil war was to pull opposition out at its roots, and any seed that remains must be exterminated.”

The extreme poverty and wealth disparity that led to the Salvadoran Civil War in the first place still persists today.

“Maybe the violence has ceased, but no one won the war. The effects are still there,” says Stolz, who returned from her second trip to El Salvador with the SJU Winter Immersion Program (WIP) in January. “My host mom from the trip, Estela, struggles to access water. Her community experiences real, material poverty – that’s still there. And the Jesuits continue to fight for justice in her community. The war didn’t really end.”

“In the current situation of our country, democracy carries a hidden dagger that’s called authoritarianism, disguising itself in populist discourse that seems like a distraction, to trick us about the possible changes in our country,” says José Nicolás “Nico” Ramirez Raymundo, a mechanical engineering student at the UCA who met with Saint Joseph’s groups who traveled to El Salvador in 2019 and 2020. “It’s impossible to solve the violence of our country with more violence; it is the only way to encounter, to witness injustice, and to humble ourselves as guests in communities, homes, and dinner tables not our own.”

Paul Koenig ’22

“We did not go to El Salvador to do service. Instead, we went to learn, to encounter, to witness injustice, and to humble ourselves as guests in communities, homes, and dinner tables not our own.”

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“At the UCA, I learned there was a motto during the war,” says Paul Koenig ’22, a political science major. “Be a patriot; kill a priest.”

“No One Won the War
On the edge of San Salvador’s Parque Cuscatlán, sunlight reflects through the tree branches and onto the bright gold lettering of the country’s Monumento a la Memoria y a la Verdad, the Monument to Memory and Truth. Over 250 feet of black granite bears the names of around 50,000 lives lost during the civil war, far less than the official number.

Because of the kinds of violence enacted during the war, including “disappearing” and murdered civilians, recruiting child soldiers, and high-profile assassinations, it is impossible to nail down the number of people killed. The United Nations’ Truth Commission estimates that about 75,000 people, including many religious men and women, were murdered in the 12-year-long civil war that forever changed the country’s history and daily life. The UN investigation found that the majority of the war’s victims were civilians, unarmed men, women and children, and that the Salvadoran government was responsible for 85% of the human rights abuses that took place.

“The Salvadoran government bombed villages full of civilians because they were marginalized and vulnerable and associated with FMLN guerrillas,” says Richard N. Giovino, Ph.D., assistant professor of political science and director of Saint Joseph’s Latin American and Latinx studies program. “The approach in the civil war was to pull opposition out at its roots, and any seed that remains must be exterminated.”

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FOCUS ON WOMEN:
SAINT JOSEPH’S CELEBRATES
50 YEARS OF CO-EDUCATION
By Angie Basiouny

The year 1970 was a tumultuous time in America. The Vietnam War was raging, marginalized groups were fighting for equality, the environmental movement kicked off with the first Earth Day, and the Beatles broke up.

It was also a year of momentous change at Saint Joseph’s, where women were admitted to day classes for the first time in the school’s history. Other area universities, like La Salle, and fellow Jesuit institutions, including Xavier University and Boston College, had also recently fully opened to women when about 150 female undergraduates came to transform Hawk Hill from an all-male college to a co-educational institution that now, 50 years later, boasts more women than men.

That inaugural class of women made up just 10% of the student body, according to University data. The current enrollment at Saint Joseph’s is 54% women. In the 1970-1971 academic year, women earned just 9% of bachelor’s degrees in the United States, according to the National Bureau of Economic Research. Today, U.S. Department of Education figures show that women earn more than 50% of all bachelor’s degrees.

“It was not uncommon to be the only woman or one of two in a class,” says Mary Lou (Finlayson) Quinlan ’75, who transferred to SJU from La Salle University in 1973. “Each semester, the guys got a little more used to us. I found the men to be friendly, curious and welcoming, and the women [were] kindred pioneers who had each other’s backs.”

Katharine “Trinka” (Hillman) Schneider ’74 also remembers SJU as a place where she and her female classmates felt supported and empowered – which at the time, when higher education and the working world were dominated by men and many felt a woman’s place was in the home, was no guarantee.

“We were there because we wanted something better for ourselves. We were all working class,” she says. Schneider earned a bachelor’s degree in marketing and embarked on a career that landed her in senior positions at major corporations, including Colgate-Palmolive, Mrs. Smith’s Frozen Foods and Hill’s Pet Nutrition, before becoming a consultant. She’s hardly an anomaly in her cohort. Many of St. Joe’s first female graduates have impressive resumes that were built on the solid foundation of their Jesuit education.

Mary Scullion, R.S.M. ’76, has been named to TIME magazine’s list of the 100 Most Influential People in the World for her activism, including founding Project HOME, which provides low-income and chronically homeless people with supportive housing, employment, education and health care.

Muffet McGraw ’77 recently announced her retirement after 32 seasons coaching the women’s basketball team at Notre Dame, a tenure that included nine Final Fours, seven championship game appearances and two national championships. (See page 44 for more on McGraw.)

Quinlan graduated with a bachelor’s in English and went on to a successful marketing and communications career. In 1999, she founded Just Ask a Woman, a marketing consultancy to help brands tap into the buying power of female consumers. A multi-hyphenate, she is also an author, speaker, playwright and off-Broadway performer of women’s stories.

Deborah Coughlin ’75, took her bachelor’s degree in economics to Wall Street, where she worked for 15 years before heading up investor relations at Computer Associates International, a company that was acquired by Broadcom in 2018. As a student, she lived on campus and made lifelong friendships with classmates. Jacqueline Carroll Cody, now a judge in Chester County, Pennsylvania Court of Common Pleas, and Barbara Daly Danko, a former Allegheny County, Pennsylvania councilwoman who was a career public servant. Danko passed away from breast cancer in 2015.

“So many of the women that I met that first year, particularly the residents, were at the top of their class in high school. They were valedictorians, salutatorians, in the top 10%,” Coughlin says. “Suddenly, the doors opened to come to a Jesuit college. This was a huge opportunity for us to be coming and getting a Jesuit education.”

A Breath of ‘Fresh Air’

Carmen Croce ’71, director of Saint Joseph’s University Press, was working on campus in 1970 while also completing his bachelor’s degree in English. He fondly remembers that first year when female students arrived.

“It really threw open the doors and windows and lot in fresh air,” says Croce.
A year earlier, he had transferred to Saint Joseph’s from the co-ed Temple University. For a university deeply rooted in the Jesuit tradition, the writing was on the wall, he says. And Teresa Toland, S.J., who served as University president from 1968 to 1976, could read it plainly. Croce recalls that it was Toland who led the change to enroll women.

“You have to remember that the 1960s were a huge period of change,” Croce says. “The church was changing, the country was changing, music was changing. We were used to change and we were expecting it in everything. We were so used to change in that period.”

The decision didn’t just modernize the school from a cultural perspective. It also widened the applicant pool, which helped St. Joe’s grow its enrollment and compete with many other colleges and universities in the Philadelphia area. Still, the integration of women didn’t come without resistance. Croce recalls some pushback, and a 1969 article from The Hawk campus newspaper highlighted a faculty survey that revealed that while 73% were in favor of admitting women, 12% were “indifferent” and 15% were opposed. The male survey that revealed that while 73% were pushback, and a 1969 article from Philadelphia area.

“Your voice matters – make it powerful, authentic and for others. Keep a sense of humor – the road is long and you’ve got to find the joy. And stick up for women – we have a big role. They are your power and your rock.”

“We asked the participants in this story to offer their best lifelong advice to young women currently enrolled at SJU. Here’s what they said:

Set some goals and pursue them. I would give that advice to anybody, though, male or female. And if you learn that the goals are not achievable because there is a barrier in your way, reset them. But don’t give up. Anything is possible.”

--Katherine “Trinka” Schneider ’74

“Don’t be afraid to question everything and to pursue your interests – don’t limit yourself. An education is something so valuable that you are going to carry with you throughout life.”

--Deb Congalton ’78

“You have to be willing to take chances and take on the new things. You have to have confidence in yourself. Be strong, be resilient, and you are going to be fine. If you are going to choose family, you have to learn to balance that.”

--Kathy McGuinness

“Don’t be afraid to question everything and to pursue your interests – don’t limit yourself. An education is something so valuable that you are going to carry with you throughout life.”

—Katherine Sibley, Ph.D.

“Your voice matters – make it powerful, authentic and for others. Keep a sense of humor – the road is long and you’ve got to find the joy. And stick up for women – we have a big role. They are your power and your rock.”

—Mary Lou (Hantamay) Quinlan ’73

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“You have to be willing to take chances and take on the new things. You have to have confidence in yourself. Be strong, be resilient, and you are going to be fine. If you are going to choose family, you have to learn to balance that.”

—Kathy McGuinness

“It’s activism that really changes things. Stick with it and keep struggling. Hopefully, it won’t take as long as it has in the past.”

—Katherine Sibley, Ph.D.
what we were going to be doing next," she says. "I think that filtered down to other professors in the department." Coughlin also recalls how a "strong sense of doing for others" permeated across campus. Most students performed some sort of volunteer work. Hans was walking once a week to a nearby assisted living facility, where she would keep the residents company by reading or playing games with them. That commitment to others has stayed with her for life. Coughlin, who lives in Manhattan, has been volunteering at a nursing home on the Upper East Side for the last 25 years.

Schneider remembered Deacon Daniel DeLucia, former vice president and chairman of the marketing department, who encouraged her to apply to graduate school at Saint Joseph’s University, where she got a fellowship that paid for her tuition, room and board. “I’m convinced that was him,” she said. Schneider also credited her time at Saint Joseph’s for developing her abstract thinking skills, which have helped her throughout her career.

“One of the nice things about being at a Jesuit school, and I’ve always said this about a Jesuit education, is that you were taught to reason out things, to apply critical thinking to solving a problem,” she says. “I ended up with really good skills in terms of planning, organizing, and having an inquisitive enough mind to have a feedback loop.”

The women are more than just successful graduates. They have earned their place in campus history—and among female trailblazers everywhere.

“We didn’t realize what we were doing at the time. We were… breaking through barriers, but we weren’t thinking that at all,” Coughlin says. “We were just having the opportunity to get a Jesuit education, and we seized it.”

Angie Baunyow is a freelance writer based in Atlanta.

SUCCESS MEASURED IN IMPACT: MUFFET MCGRAW’S LEGACY

Muffet McGraw ’77, who retired this year from a storied coaching career, has left an indelible impression on Hawk Hill and in the world of women’s basketball.

Spanning more than five decades after arriving as a freshman at Saint Joseph’s in 1975 as part of one of the first classes of female day students, Muffet (O’Brien) McGraw’s ’77 name has become synonymous with championship-level women’s college basketball. A member of Saint Joseph’s Division I women’s basketball team, she left indelible impressions on Hawk Hill, Lehigh and most notably at Notre Dame, before retiring as head coach of the Fighting Irish this past April after 33 years.

“Muffet was a leader from day one on Hawk Hill — independent, strong-willed and driven in all that she did — and others followed. There was no doubt that she’d be a success in coaching when she chose that path,” says former Saint Joseph’s Athletics Director Don DiJulia ’67, new special assistant to University President Mark C. Reed, Ed.D.

A champion on the court, McGraw led Notre Dame to two NCAA championships (2001, 2018) and nine Final Fours, was named Associated Press National Coach of the Year four times (2001, 2013, 2014, 2018), was enshrined in both the Naismith Basketball Hall of Fame (2017) and Women’s Basketball Hall of Fame (2011), and currently stands seventh all-time in NCAA women’s basketball history for career victories with a current mark just ahead of Jim Foster (953), who hired McGraw as an assistant coach at Saint Joseph’s in 1980.

“From her days on Hawk Hill to winning championships at Notre Dame, Muffet has instilled an aspiration to players, coaches and fans alike,” says Saint Joseph’s President Mark C. Reed, Ed.D. “She has left an indelible mark on her sport and I wish her the best of luck as she moves forward to the next chapter.”

By Jack Jumper ’99

Muffet McGraw ’77 during her playing days at Saint Joseph’s. McGraw recently retired after 33 years coaching women’s basketball, including winning two NCAA championships at Notre Dame.

Top image is courtesy of Notre Dame Athletics.

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Top image is courtesy of Notre Dame Athletics.

Above all, Bodensteiner says she is lucky to consider McGraw a friend.

“I learned so much [from McGraw] about excellence, hard work, the importance of attention to detail, creating confidence, motivating others, and building a culture — among many other things,” says Bodensteiner. “Personally, she both inspired me and pushed me to try and become an athletic director, in large part because she thought that I could serve as a mentor to other women who might share that aspiration.”

Muffet McGraw ’77 during playing days at Saint Joseph’s. McGraw recently retired after 33 years coaching women’s basketball, including winning two NCAA championships at Notre Dame.

Top image is courtesy of Notre Dame Athletics.

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It’s been a commonly held belief that the opposite of addiction is sobriety. But in recent years, doctors, law enforcement professionals, addiction counselors and others have started delving more deeply into questions about what really causes someone to engage in substance abuse.

That work has prompted them to come up with a different answer. Instead, they argue, the opposite of addiction is connection: As Swiss-Scottish journalist Johann Hari put it in a widely shared TED Talk, society is increasingly vulnerable to addiction – whether it is to illegal substances or to alcohol, food or even electronic devices – in part because many of us have increasingly fewer people to whom we can turn in times of crisis. Hari goes on to say that the key to combating a crisis of addiction is to create connections to help those who are living with it to rebuild their lives.

“I think the core of that message – you’re not alone, we love you – has to be at every level of how we respond … socially, politically and individually,” Hari says in his talk.

Important conversations around treatment of substance use disorder and perceptions about what it means to be in recovery are happening at a critical time: A 2017 survey by the Pew Research Center found that nearly half of U.S. adults say that they have a family member or a close friend who is struggling with substance abuse disorder or has been in the past. Addiction Center, an online resource for people struggling with addiction, suggests that 21 million Americans face some kind of addiction, but only 10% seek treatment. Meanwhile, drug overdose deaths have more than tripled since the 1990s, according to the National Conference of State Legislatures.

The problem is especially pressing for young people. A yearly survey from the National Institute on Drug Abuse (NIDA) showed in 2019 that 58% of twelfth graders had experimented with alcohol and 47% with illicit drugs. And the problem is not limited to the person suffering from addiction – the disease affects families, friends, and loved ones in an equally devastating way. Based on the simple math, addiction has affected nearly all of us. So we are all in this together.

Compounding this problem most recently is the fact that researchers and those in
“The mission of Saint Joseph’s and Jesuit universities like ours is to stand with those at the margins. By caring for those affected by substance use disorder, we’re doing exactly that. It’s about fighting for the dignity of all human life.”

Stephen Forzato ’16 (M.S.), Director of the Center for Addiction and Recovery Education

The recovery and treatment communities are finding that the COVID-19 pandemic is causing those rates to go up due to increased poverty and new difficulties in obtaining medical care and treatment. It is also causing those with otherwise stable sobriety to relapse at alarming rates due to that loss of connectedness and feeling of not being in it alone.

“We consider addiction a disease of isolation,” Marvin Seppala, M.D., chief medical officer at the Hazelden Betty Ford Foundation told National Public Radio affiliates WRUR in March. “Now we’re isolating all these people and expecting them to pick up the phone, get online, that sort of thing — and it may not work out as well.”

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“Opioid use disorder and alcoholism, the two most common drug addictions, tend to overlap more and more,” Forzato says. “First responders tend to listen more attentively to other first responders…. We want to measure not just the financial support, but connections, that our students develop an awareness of their colleagues and students. “Collages have a first-time-frame thing,” Forzato explains. “You go from drinking zero alcohol to binge drinking really fast because you don’t know how alcohol affects you. Saint Joseph’s has an outstanding program for collegiate recovery, so I want to build on that and teach people to have a front-row seat to the “greatest show on Earth” — how to save lives.”

Forzato brings a wealth of professional experience to his role at CARE. He began his career working for the crime scene unit at the Montgomery County District Attorney’s office and later became an undercover officer in the narcotics unit. He rose through the ranks, ultimately serving as Pennsylvania Attorney General Josh Shapiro’s deputy chief of statewide drug initiatives and a consultant to the Attorney General’s investigations of pharmaceutical manufacturers and of unlawful prescribing.

A key to the training that CARE will provide to police is having someone you can trust that it will come from peers – Forzato plans to do some of the training and to hire up to a dozen trainers with backgrounds in law enforcement and emergency services.

“The delivery of the training is really important,” Forzato says. “First responders tend to listen more attentively to other first responders…. We want to measure not just knowledge increases, but also attitudinal changes. We want to change the hearts and minds of first responders to have more empathy and compassion and to be better skilled at getting people help.”

First responders, Forzato notes, have a front-row seat to the “greatest show on Earth” — humanity’s battle at people at both their best and lowest points. Much of the stigma surrounding drug addiction and alcoholism, he adds, is because we’re not outlining worrying tragic events.

“I came across people who had serious drug additions,” he says of his previous justice career experience. “I learned from them about their disease. I built trust. I ate dinner with them at their own tables. I knew their families, their kids, their hopes, their dreams.”

Viewing people with addiction as the “enemy” is “not working,” for first responders or anyone else, Forzato says. “In light of the death of George Floyd in Minneapolis and the ensuing unrest throughout our nation, it is particularly important for police and other first responders to address personal biases they may have with anyone they interact with, including those suffering from substance use disorder,” Forzato says.

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“Opioid use disorder and alcoholism specifically are so incredibly deadly that parents and loved ones will do anything and pay anything to prevent the loss of life of their loved ones,” notes Forzato. And he says that a storm of fatal drug overdoses, unprecedented in America, resulted in questionable treatment centers cropping up.

That’s part of why CARE and the Arupe Center are organizing the “Ethics in the Treatment Industry,” conference. The symposium will address the harm done by unethical treatment businesses and will alert consumers, law enforcement, prosecutors and insurance providers to unethical and illegal treatment practices.

Forzato also hopes to expand that education to high school and middle school students, teaching them the dangers of addiction at a younger age and how to look for warning signs in themselves and in peers.

An Early Model

Saint Joseph’s Office of Public Safety and Security is in an early model for how CARE is reaching out to organizations to fight stigma, raise awareness, and save lives. In January Forzato trained the entire SJU Public Safety staff on the use of Narcan. Now trained, any police safety officer can carry Narcan at their rounds on campus, called out to an emergency, or in their own community as a go to provider. Forzato says.

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A LEARNING LAB AND A LABOR OF LOVE:
THE HAWK CELEBRATES 90 YEARS

By Rachel Kipp

For almost a century, Saint Joseph's student newspaper has been a place for staff to build community and pursue their career goals, and has filled a critical role in reporting on the campus.

Emily Graham will never forget the day she saw her classwork being read all over Hawk Hill.

An article Graham ’20 wrote for class had been picked up by The Hawk, Saint Joseph’s student newspaper. Graham had always liked writing and had been interested in journalism since high school. That day, she experienced a thrill that still brings goosebumps to the arms of even the most seasoned reporters: Seeing her byline in print.

“It motivated me to keep going,” says Graham, who was managing editor during the spring semester. “I realized that I was not only interested in journalism, but I could do it. I could interview people and form a story from it.”

For 90 years, The Hawk has recorded the history of Saint Joseph’s in a way that few, if any, others have. For those who have worked there, it’s been a place to learn and grow, a place to inspire a future career and a place to build friendships that last long after graduation.

“It’s helping tell the story of St. Joe’s, week by week, year by year,” says Graham, who was managing editor during the spring semester. “It motivated me to keep going,” says Graham, who was managing editor during the spring semester. “I realized that I was not only interested in journalism, but I could do it. I could interview people and form a story from it.”

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as the staff covered the historic admission of female day students, it also published an issue about the historic reaction to the admission of female day students, which was an attitude on the part of the faculty advisor Shenid Bhayroo, Ph.D., assistant professor of English. "That night, we had to completely change our entire issue," she recalls. "It was funny to just watch this moment of the Secret Service on top of campus, on top of Jesse Hall. And then you just saw the Popemobile pull into the campus lot and it was like, 'Are you kidding me in this town?'"

Brothers Chris and Tom Durso worked on The Hawk in the late 1960s and early 1970s. That time at St. Joe's, knowing they wanted to be newspaper journalists, and used to commute home to New Jersey together very early in the mornings after putting the paper to bed.

Chris Durso remembers walking into the newsmen freshman year and "jumping right into a lot of boisterous stories: construction on campus, tuition hikes - the red meat of college journalism." On Tuesday deadline night, he says, "I did what I was supposed to do in college: I met people from different backgrounds and I had a lot of wonderful, honest, real people who cared about the University and were invested in it, who loved writing and wanted to make a difference. His time at the paper also charted his growth during his time on Hawk Hill. Tom recalls writing a column freshman year that expressed controversial views he later rejected.

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The Hawk's collections of the Drexel Library, so they went there to study; just proving that, they get hungry for it."
By Rachel Kipp

With nearly two decades of experience working with some of the world’s top consumer brands, Amanda Bopp ’01 has seen first-hand how the rise of Big Data has changed the game in retail. Brands now have access to more consumer data than ever before, but with that data comes the challenge of leveraging it to create the efficient, emotionally attractive and personalized service that shoppers now expect.

While technical skills are key to navigating that landscape, Bopp, who is currently vice president of digital marketing & analytics at the luxury fashion brand Michael Kors, notes that her experience at Saint Joseph’s has also been crucial to her success.

“The world is changing so quickly, and the rate at which we’re able to learn new things and understand them has increased exponentially,” she said during a recent lecture on campus. “But you have to make sure you have a solid foundation, and that foundation should contain communication skills, critical thinking skills, the ability to think creatively and to be open-minded.”

Bopp visited Saint Joseph’s as part of the “Conversations with Interesting Women” lecture series in conjunction with the University’s “2020 Focus on Women.”

Bopp grew up just outside New York City and attended a small all-girls Catholic high school. When she came up in our smart analytics class, she had been involved in several smaller Catholic universities, but remembered feeling at Saint Joseph’s much more at home.

“The University felt like home,” she said. “I knew that if I was here, I would be able to make something of it.”

Bopp is a graduate of two different analytics consulting firms, where she was able to build on her passion for data by working side-by-side with scientists to develop and interpret insights for clients including L’Oréal, Estée Lauder and Michael Kors. From there, she was recruited to join Michael Kors as a vice president focused on building a customer loyalty program and digital marketing strategy for the luxury fashion brand.

Among her projects at Kate Spade New York has been work to create a “full funnel” digital marketing strategy with messaging crafted to each stage of the customer journey. The brand, which includes handbags, clothing, accessories and home goods, was founded in 1993 by Kate and Andy Spade, and was acquired in 2017 by Tapestry Inc. (formerly known as Coach Inc.).

“I’m an intellectually curious person, and as long as there is a problem to solve or something to learn, I always really happy,” she says.

Another aspect of her Saint Joseph’s education that has helped her along the way is having a service-oriented mindset. “Teams today have to be highly collaborative,” she says. “It’s really critical that if you have expertise in an area that is newer that you bring others along on the journey and find ways to partner and learn from each other.”

Rachel Kipp is editorial director.

What might surprise people to know about you?

Stokes: I don’t take myself too seriously. I am passionate about my work and the issues that inform my work, but I believe we can work hard while laughing and enjoying the people around us. I truly believe passion and humor are contagious. I love what I do. This is why I made the active choice to work and teach at private and public institutions with strong institutional missions and core values toward serving student needs. I take my role in that educational process very seriously and with great responsibility and care.

Like many of the students we serve, I was a first-generation college student and came to college with the expectation that I would have a solid career, but I never thought about the personal and social injustices associated with that identity. I am blessed with a strong family who supported me every way and who encouraged me to take advantage of every educational and professional opportunity presented to me. In addition to my family, I have been also blessed for most of my academic career with caring, thoughtful and generous teachers and mentors. They gave of themselves and their expertise to help me on my journey and to place many opportunities in my path. I believe there are many more ways to be generous with others. In my work with students, faculty colleagues, staff and parents, I apply a similar approach. It is important to me that in all of my interactions all people are respected, treated fairly and valued for their contributions to our work and the overall mission of the University. My leadership philosophy and working style has been shaped by many factors that have occurred throughout my personal and professional life but it is also reflective of my personal values and ethical responsibility to be a good human who contributes back to society in tangible ways.

Diversity, equity and inclusion is a top priority of the University and is not tolerated by any members of our community.

What important steps has the University taken to advance DEI during your time in this role and prior to you assuming this role?

Stokes: As a sociologist and a diversity and inclusion professional, I can reflect and say with certainty that we are at a pivotal stage where we have not only the best ways to move forward, but it is necessary to move forward, together.

What might surprise people to know about you?

Kelly Welsh ’05 (M.A.) is executive director of communications.

AMANDA BOPP ’01

EMBRACING DIVERSITY, CONTINUED FROM PAGE 25

Stokes: My predecessor, with the leadership and support of President Boyd, laid an incredible foundation for this work. The climate survey and the underrepresented student report provided me with many insights and a good starting point to continue this work. Based on some of the information from these documents, I would like to begin by asking students, faculty and staff about their perceptions about how to move diversity, equity and inclusion efforts forward at SJU. This is essential and early work that needs to be done in order for our campus to achieve institutional buy-in around our approach for articulating this work moving forward and connecting the academic and co-curricular campus experience under a common framework around diversity and inclusion at Saint Joseph’s University.

All across America and beyond, protests have erupted in response to police brutality and racism. How do we build on what the protests have gained and ensure that this important message is received and real change happens?

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that she immediately sent an e-mail to the professor who taught her software engineering class. A week earlier, the class had talked about running agile projects, which focus on using short development cycles called “sprints” to focus on continuous improvement of a product.

“The next week, I had a call for a new project at work and they wanted to run it as an agile project,” Berezovski wrote recently. A computer science and Asian studies double major, Berezovski worked full-time for SAP during the summer of 2019 as part of a pilot of a new co-op program in the College of Arts and Sciences. She continued to work there part-time during the school year.

“I love applying concepts I have learned in class to what I do at work,” Berezovski wrote. “It is also inspiring when I walk into the classroom and learn about a concept or topic that I have encountered at work because I can see how what we learn at Saint Joseph’s really does extend beyond our time here on campus.”

It’s the type of experience that the College of Arts and Sciences is looking to expand with the initiative, building on the success of the existing program in the Haub School of Business. More than 90% of Haub co-op students reported that the experience made them more competitive in the job market.

Co-ops, service learning and other experiences that allow students to apply knowledge and skills in real-world settings are among the reasons that business executives and hiring managers continue to place a high degree of value on a liberal arts education, according to a 2019 survey of about 1,000 business executives and hiring managers conducted on behalf of the Association of American Colleges and Universities.

Sixty-three percent of those surveyed said they have “a lot” or “a great deal” of confidence in American higher education.

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INSPIRING KIDS to Pursue STEM Careers

Jim Cinelli is always looking ahead. The Reading Science Center, an interactive children’s museum he created in the heart of downtown Reading, Pennsylvania, is still in its early days. But Cinelli is anticipating seeing it filled with curious kids who can’t wait to get their hands on the exhibits and learn about science outside the classroom.

It’s a vision that has sustained him through eight years of planning, paperwork and fundraising for the project, which was inspired by a 2012 visit with his young sons to the Lancaster Science Factory. Cinelli, an environmental engineer, wanted something like it for his hometown.

“There are some studies show that to really get kids interested in science and math, they really need to have experiences outside of the classroom,” Cinelli says. “That’s largely what science centers provide: They take the mystery out of science and math. When you can visualize something, it becomes less intimidating.”

More than a year of going it alone, Cinelli and two volunteers, established the Reading Science Center as a designated nonprofit and eventually signed a lease in August 2019 on the 7,000-square-foot space inside a building on Penn Street.

“What I’ve learned is you can’t do it by yourself,” Cinelli says. “It really takes a qualified team, and I was fortunate to pull together great people from different walks of life.”

One of those people is Cari Dryer, project leader at the Science Museum of Minnesota in Saint Paul. Cinelli sought Dryer’s advice on how to build a museum from scratch, and Dryer’s organization donated six biology exhibits worth about $70,000 to the Reading Science Center. Cinelli and one of his sons drove a rental truck from Reading to Saint Paul and loaded up the exhibits, which were being stored in a warehouse, to take back home.

“The team here was so happy and energized by Jim and his passion,” Dryer says. “They made it so much better for us to part with those exhibits and know they were going to live on in Pennsylvania.”

Cinelli and his team have collected about 30 exhibits so far, ranging from biology to structural and mechanical engineering to light and sound. He’s raised about $160,000 in cash, much more in donations, and expects to have an initial annual operating budget of $200,000. The museum was set to open in late May, but the date was delayed because of the coronavirus pandemic.

Cinelli’s methodical approach to building the Science Reading Center is the same one he’s taken to most of the big goals in his life—by keeping an eye on the long game. When he was a civil engineering student at Lehigh University in the late 1980s, he knew he wanted to start his own business someday, so he took a few extra engineering courses.

After graduation, he began taking business classes at Saint Joseph’s University, completing his MBA in 1995. He and two partners started Liberty Environmental, an engineering services and consulting firm in Reading, in 2004. Cinelli also holds a master’s degree in environmental engineering from Penn State.

“Just because you are successful starting a business doesn’t mean you’re successful running a museum,” he said. “There were things I took as a businessperson and an engineer that I could apply to starting a science museum. Nonetheless, there’s a heck of a lot of start-up.”

Cinelli hopes that inspiring local kids to pursue careers in science, technology, engineering and math— or STEM— will grow the talent pool for his firm and other companies in Reading.

“The city of Reading has a high poverty level and there are good-paying jobs in STEM careers. But a lot of underprivileged kids in the city don’t realize that engineering is a job you can work at in those careers,” Cinelli says. “If you’re not having that out-of-classroom experience, that puts them at a further disadvantage. They’re not getting an exposure to a career that they might find out that they love. That’s why, since day one, I was committed to not putting this in the suburbs but in the city, where it’s accessible.”

you can’t say that you defend the lives of Salvadorans when you simply change the way they kill; you can’t seek justice if it’s missing from the decisions you’re making.

Transforming the Social Reality

In June 1982, Elucarca received an honorary degree from Santa Clara University and delivered the Commencement address. His speech outlined the directives for every Catholic, Josephist university.

“There are two aspects to every university. The first and most evident is that it deals with culture, with knowledge, the use of the intellect. The second, and not so evident, is that it must be concerned with the social reality—precisely because a university is irrevocably a social force. It must transform and enlighten the society in which it lives,” he said.

“But how does it do that? How does a university transform the social reality of which it is a part?”

“The martyrs ask us to make choices about how to spend our lives,” says Beth Ford McNamee ’99, ’00 (M.S.), assistant director of Campus Ministry. “They’re not getting exposure to a career that’s not a good way to serve society, and they’re not getting exposure to people who work in those careers. But a lot of underserved kids in the city don’t get exposed to people who work in those careers.”

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“The Legacy of the Jesuit Martyrs of El Salvador, continued from Page 39

The project has been endorsed by the Bishop of Chalatenango. Campus Ministry’s WIP takes a different approach to its programming, which focuses on “a revolution of the heart,” says Stolz. The program draws on the University’s budding partnership with Christians for Peace in El Salvador, a nonprofit organization that strives to build bridges of solidarity between Salvadorans living in poverty and visiting groups from the U.S. WIP participants stay with a host family to learn about their lives and the reality facing rural, impoverished Salvadorans today.

“We did not go to El Salvador to do service,” says Koenig, who traveled to El Salvador with WIP in 2019 as a participant and again as the trip’s student leader in 2020. “Instead, we want to learn, to encounter, to witness injustice, and to humble ourselves as guests in communities, homes, and dinner tables not our own. Through this opportunity for humility and discomfort, I was able to see El Salvador, its history, and people with new and unadulterated eyes. I received and learned so much more from the people of Caracas than I’m sure I offered them.”

Koenig, who aspires to attend law school and work in government, hoped to return to El Salvador with a research cluster from Saint Joseph’s in the summer of 2020. He is working to fulfill a vision of the senior Majorelle who served with the “martyrs” of El Salvador, and to continue the work they were doing.”

“We all must follow their example. We, as Jesuits, are called to replace the silence of the voiceless, to stand in the rose garden of the martyrs’ home,” says Stolz. “That’s why we stand in front of the cruised world: What have I done for Christ in the time I have? What have I done for Christ in the time I have?”

“A week seems like a short amount of time to build a strong relationship, but the students from Saint Joseph’s had something important and special, the best way to break down the barriers of language and difference of culture,” says Ramírez Raymundo, as well as honored the martyrs’ legacy in the very place they lived.

“Martyrs gave their lives for the Gospel. They preached the Gospel message in word and action knowing that their lives could be in danger. They were the voice of the voiceless,” says Peter Clark, S.J., for the annual commemoration of the 1989 assassination of the two priests.

“We all must follow their example. We, as Jesuits, are called to replace the silence of the voiceless,” says Ramírez Raymundo.

Martyrs Raymundo and Duenas were assassinated on November 16, 1989, in a car bomb explosion.

The resulting partnership between the UCA and ICB has yielded opportunities, Saint Joseph’s annually sends representatives to the annual protest and vigil at the School of the Americas, now called the Western Hemisphere Institute for Security Cooperation, in Fort Benning, Georgia, where the soldiers who carried out the 1989 assassination were trained.

“There’s no better way to start a career at a Jesuit university than by standing in the rose garden of the martyrs’ home,” says Ramírez Raymundo. “That’s where we stand and what shapes a Jesuit education. It’s a very high standard to match ourselves against, and that’s a good thing.”

This call to action remains for all Catholics, but especially on a Jesuit campus. Experiences like Saint Joseph’s programming in El Salvador, which focuses on reciprocal partnerships and personal transformation, to answer that call.

As Elucarca concluded to Santa Clara University in 1982, “How do you help us? … Only open your human heart, your Christian heart, and ask yourself the three questions Ignatius of Loyola put to himself as he stood in front of the crucified world: ‘Lord, what do you want me to do in this world? What am I doing now? And above all, what should I do?’”

Katie Smith ’16 is a freelance writer living in Philadelphia.
For as long as Neva Graham can remember, horses have always been an integral part of her life. “The earliest memory I have with a horse is when I was about five years old; but if you ask my dad, he’ll tell you I started riding at the age of two,” says Graham, director of major gifts for Saint Joseph’s Kinney Center for Autism Education and Support.

Over the years, her family helped bring horses to the lives of other people, through hosting birthday parties, trail riding sessions and rodeos on their family farm. But in high school, her father suggested hosting a new activity — therapeutic riding to help children with special health care needs.

Graham, her father and a handful of certified volunteers partnered with Special Olympics to offer this activity to select children. The partnership focuses on children from five to 21 years of age and grew from once a year to twice a year, and occasionally involves private lessons.

Therapeutic riding helps improve motor skills, teach responsibilities and instills confidence in the young participants. The lessons include basic riding groundwork, brushing the horses, learning how to dismount from the saddle, riding the trails and giving the horses treats at the end, which is many participants’ favorite part.

“Our horses have the beautiful ability to be in tune with our clients,” she says. “It’s amazing how they can change their personality to match the sensitivity needs of each individual child.”

Graham’s volunteer work in therapeutic riding also inspired her to start working in her role with the Kinney Center, whose mission is to improve the lives of individuals and families affected by autism and training compassionate autism professionals of tomorrow.

“Therapeutic riding for Graham and her team is their way of giving back to the community and is not meant to be a business. But, Graham isn’t completely ruling out a retirement dream of turning this passion into a non-profit dedicated to helping others.”

Gabrielle Lacherza is public relations and communications specialist at Saint Joseph’s.

Illustration by Lia Chicchi.
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