Engaging digitally

social media, quizzes, interactive graphics, weekly email newsletter, op-ed invitations, surveys, crowdsourcing invitations to submit videos or photos

The Beacon
February 13

Opinion: Members and officers of the Vietnamese Student Association address the importance of discussing the differences between cultural appreciation and cultural appropriation.

UPBEACON.COM

OPINION: Appreciation or Appropriation?
The Beacon

Staff and faculty offer well-wishes to the class of 2020
By Taylor Ursinham | 04/23/20 6:30pm

Jordan Ducrete, freshman English and biology major

"I chose the album 'Broke with Expensive Taste' by Azelia Banks. I really discovered it this year for my radio show. I talk about black women artists who may have contributed something significant in art history or music history, but they're overlooked. I picked Azelia Banks as the first subject because whenever I heard of her, she was framed by controversy. She's very opinionated, and when she's covered by the media, it's always just about the saucy things that she said. So I did some research into her background. She does some really influential music and paved her own way.

Six first-generation college students at UP share their opinions on what it means to be FGEN in honor of National FGEN Day tomorrow, including Kendra Dickey, Andrea Angeles, Sabina Wahed, Jennifer Fitz Cortez, Rosie Ith and Amnael Pizo-Huerta.

Staff Opinion: Reporter William Seckamp shares his experience reading audiobooks after being diagnosed with dyslexia and encourages everyone, not just those who struggle with reading, to try audiobooks.

Staff Opinion: Sports Editor Kyle Garcia discusses the complex relationship between China and the NBA and hopes that the NBA will continue to expand without relying on business in China.
Engaging face to face

Step Up to Lead event-Beacon editors explain student media to student leaders
Activities Fair
Doughnut giveaway on first day of fall semester
Espresso UP table - coffee event
Parents table/newsletter sign-up during freshmen orientation
Recruiting- Editors speak to potential staff at classes
Opinions editor contacts club leaders, encourages them to submit op-eds and story ideas
Student Press Freedom Day event and photo booth
THE BEACON PRESENTS

#BACKTOTHEBLUFF

MONDAY, AUG. 26 | 8 A.M. - 10:30 A.M.
THE LIBRARY PATIO

Start the school year on a high note with a donut, Beacon swag and a chance to win a gift card to the UP Bookstore.

Take a photo like this and walk away with a free Beacon T-shirt!

MY FAVORITE THING ABOUT UP IS...
the wonderful friends I’ve made!

THIS YEAR, I’M LOOKING FORWARD TO...
running a lot and learning new things

MY FAVORITE THING ABOUT UP IS...
Sunset Views
STUDENT PRESS FREEDOM DAY EVENT

Join us as we celebrate STUDENT PRESS FREEDOM DAY with a photobooth and giveaway!

Beacon photo booth: The photography staff invited students for photos with Beacon-provided props, then posted them on social media.
Getting personal

Who IS The Beacon? Let the community know staff...and their pets! Take them behind the scenes.
VIDEO: The Beacon reflects on Student Press Freedom Day

By Taylor Ursulam | 01/29/20 4:27am

The Beacon Reflects on Student Press Freedom Day

Today, we celebrate Student Press Freedom Day — a day to honor the freedom to seek the truth and to report on it. As members of the University of Portland community, we celebrate the ability to give all community members a voice on our campus without censorship. As The Beacon reflects on this day, we want to share what it means to some of our staff members.
Contests and giveaways

Avoid the 5 cent Oregon bag fee law and get a FREE Beacon tote at the activities fair tomorrow! 😊

Let us put your photo on our @upbeacon Instagram and get a FREE Beacon t-shirt!
Doubling down on engagement during crisis

After campus shut down and classes went online in March due to the Coronavirus pandemic, The Beacon editor-in-chief started a private Facebook group for UP students only: Pilots Navigating the New Normal. The idea was to create a place for candid conversation during a disruptive and uncertain time, to bring a sense of community to UP students now scattered all over the country.

The Opinion editor later created an anonymous survey using Google Forms asking students for their thoughts about the online learning experience. She followed up with a similar survey for professors and published the feedback from both groups.

One student reached out to The Beacon with her own compelling story, and she wanted The Beacon to tell it. She'd been deployed to work in a Covid testing center in her hometown.

The Beacon's video producer worked remotely on two crowdsourced videos. In one, faculty and staff videotaped themselves giving well wishes to the senior class, whose in-person graduation was cancelled. In the other video, some of the more musically-inclined faculty and staff recorded a Zoom session of them singing, "You Will Be Found," from the Broadway musical "Dear Evan Hansen."
Pilots Navigating the New Normal

About

Discussion

Members

Photos

Group Insights

Watch Party

Moderate Group

Group Quality

Search this group

HELLO PILOTS!
The Beacon wants to hear your opinions—pandemic related or not!
Visit the link in our bio to submit an opinion.
If you’re interested in writing an opinion but would like some guidance, reach out to Dora at totolian20@up.edu

WE WANT TO HEAR FROM YOU!
UNDERSTANDING THE NEW NORMAL
THE BEACON / UNIVERSITY OF PORTLAND

Claire Desmarais
Admin · March 16 at 8:08 PM
Hello, everyone! My name is Claire and I’m the editor-in-chief for The Beacon. We set up this page as a place for you to share your experiences with classes and any questions or concerns you have going forward with the semester. We want this page to provide a community for UP students and to give you all an opportunity to be heard in the midst of uncertainty.

In the coming days, we will post questions in which you will have the opportunity to comment on and share your experiences. Ultimately, we want to hear from you!

For any questions or concerns, feel free to contact me at desmarai20@up.edu.

Seniors who are from out-of-state (California, Guam, Hawaii, etc.): How would the cost of travel affect your decision to come back to Portland for postponed graduation?

Claire Desmarais
Admin · March 27 at 2:31 PM
4 Comments

Like · Reply · 1w

Marissa Martinelli
it most likely wouldn’t be too much airlines are letting people change dates with no fees at the moment
Like · Reply · 1w

Haley Coad
not bad... we can drive or use the credit we got for the flights that we had already booked. I know my family would do anything in order for me to walk the stage.
Like · Reply · 1w

Dominique Gillis
100% would come back & my family would use their flight credits
Like · Reply · 1w

Makamae Nottage
Being from Hawaii, it could be expensive. However, a lot of airlines are allowing us to change our flights or cancel them with a full refund. I know all of my family would fly to portland in an instant to see me graduate, and I am sure many other seniors who are from Hawaii have family that would do the same.
Like · Reply · 1w

Freshman nursing student volunteers at COVID-19 testing center
by Carlos Fuentes

Ally Weberg
Admin · 10 mins · 2
Seniors: What are your thoughts on the decision to have an online graduation ceremony?
How do UP students feel about online classes?

While your name is on the form, only the form owners will see it. If your responses are published, they will be anonymous.

Email address *
Valid email address

This form is collecting email addresses. Change settings

Full Name *
Short answer text

Major *
Short answer text

What do you want professors and administrators to know about online classes? *
Long answer text

How do UP professors and administrators feel about online classes?

This survey follows up the survey The Beacon invited UP students to fill out. The questions are the same. While your email is on the form, only the form owners will see it. If your responses are published, they will be anonymous.

Email address *
Valid email address

This form is collecting email addresses. Change settings

What do you want students to know about online classes? *
Short answer text

One word to describe online classes? *
Short answer text

Anything else you’d like to add? *
Your campus is shutting down. Now what?
The Beacon has compiled a list of resources for students
By Madison Pfeifer | March 14, 2020 12:29pm

SUBMISSION: Students share their (anonymous) thoughts on online classes
By Dora Totoian | April 6, 2020 9:31pm

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SUBMISSION: Professors share their (anonymous) thoughts on online classes
By Dora Totoian | April 14, 2020 12:13pm

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EDITORIAL: A pandemic isn't 'business as usual'
By The Beacon | April 14, 2020 1:55pm

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When asked to describe online classes in one word, these were professors' responses. The bigger the word, the more frequently it was mentioned. This image was created using wordart.com.

On Monday, April 6, The Beacon published some of the results of an anonymous Google form asking students to share their thoughts on online classes. In that article, we also invited professors and administrators to share their thoughts on online classes in a similar Google form.

The Beacon asked:
- What do you want students to know about online classes?
Up faculty and staff sing 'You Will Be Found'

Staff and faculty offer well-wishes to the class of 2020

As the end of the semester approaches, the class of 2020 gears itself up for postgraduate life. While students are preparing to launch into their careers, continue their education, or don’t have any plans yet at all, every graduate faces a level of uncertainty during these unprecedented times. Video producer Taylor Ursulum has assembled a video of submissions from the staff and faculty members of UP offering words of reassurance, wisdom and well-wishes for this year’s seniors.
Student Voice of UP since 1935
upbeacon.com

Audience Analytics
UPBeacon.com
Aug 22, 2019 – May 3, 2020

Users: 245,041  \text{↑} 102\%

Pageviews: 496,309  \text{↑} 49\%

Sessions: 339,074  \text{↑} 67\%

source:Google Analytics  \text{*compared to same period last year}