

Behind LCM's Social Media Presence

When Maggie Wilson (Junior studying Public Relations and Sustainability Leadership from Harleysville, PA) began working as the Lutheran Campus Ministry PR Intern in February 2020, no one could guess how important online communication would soon become. Only a few weeks later, Covid-19 hit and campus closed. Reaching out to students via listserv, website, social media, and Zoom became invaluable. With students dispersed to family homes across the country or scattered into their apartments in State College, Lutheran Campus Ministry's on-line presence helped create important connecting points for the student community.

For nearly two years now, Maggie has helped create posts about events and programs, weekly prayers and reflections, and information about whatever is happening with Lutheran Student Community. She's the creative mind behind the LutheranPennState presence on Instagram and Facebook, as well as much of the visual content for our website and weekly listserv.

Since the Covid-19 shutdown, Maggie says, "there has definitely been a lot more event advertising on social media and so many virtual events." Maggie uses her creativity, colorful imagery, and concise language to catch the attention of busy and overwhelmed students. "I've especially enjoyed working with quotes from students, graduating seniors, or alums who are part of LSC. It is great when I can actually tag a person, saying, 'Hey! You are special! We want to highlight you!'"

Though Maggie has worked closely with campus minister Alicia Anderson, they are seldom in the same room. When campus closed in 2020, Maggie and Alicia began meeting by phone, looking together at images and PR pieces online. This system worked so well, they've continued once campus reopened. "Meeting on the phone and working virtually is very flexible and fits changing schedules,"

Spring Semester 2022, Maggie will be studying abroad at Masaryk University in Brno, Czech Republic. "I'm looking forward to meeting people from a different culture and different place, seeing how school and workplaces function in another culture, and see how they manage the work/life balance. And, of course, I am looking forward to meeting students and making friends from all over the world."

Maggie will keep creating publicity for Lutheran Campus Ministry while she studies in Europe. We are grateful that Maggie will continue to use her gifts while she is away from campus. [Check out @lutheranpennstate on Instagram and Facebook](#) to see Maggie's work and everything that LCM and LSC is doing! **IMAGES:**



Above: Posts from LutheranPennState Instagram this fall. **Mailing Panel:** Alicia Anderson, Sydney Robinson, Madi Apple, Brynne Szabo, Zane Burris and Matthew Olmstead volunteer at the PSU Arboretum Pumpkin Festival in October 2021 **Cover:** Madi Apple lights candles for Thursday Evening Prayer in October 2020 at Pasaverilla Spiritual Center.

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Reflections from our Campus Minister

I have joked that last year I only met three new students. It is a bit of an exaggeration, but not by much. Campus guidelines designed to contain the spread of illness and keep our community safe from Covid-19 restricted in-person gatherings to worship services and a few small outdoor events. Online events helped, but students were weary of online gatherings after so many classes on Zoom. Each Thursday evening, students gathered (masked and socially distanced) for worship at Pasquerilla. They became a close-knit group who shared the unique challenges, quirks, and sorrows of the year on lock-down.

In planning for this fall, I wondered what long-term impact we'd see from so many months of limited in-person gatherings. Mid-September, I breathed a sigh of relief. As more opportunities for worship in person were offered (with precautions), students new to campus and returning students were showing up. Rebuilding connections and community will take time. Yet the Holy Spirit continues to move in the lives of our students, helping them find connection and support through the in-person gatherings and online resources we offer.

Please continue to pray for students as they deal with the challenges of college in the midst of a continuing global pandemic. Managing coursework and the rest of university life while paying attention to vaccine options, community spread, death counts, and ongoing concerns for family and friends near and far is a lot to manage. Yet, students are resilient and creative, and eager to find resources that will help them academically, personally, and spiritually. Lutheran Campus Ministry and Lutheran Student Community is here with students, pointing to signs of God's presence and faithfulness within them and all around them.

— Alicia Anderson, Campus Minister



Discover more at our website!
lutheranpennstate.org

Thoughts from LCM Alum & Board Member

Lutheran Campus Ministry was an integral part of my college experience, from the first Sunday on campus walking into the biggest church I've ever seen to the Senior Sendoff in Sunset Park. LCM brought a diverse group of friends I wouldn't have met otherwise: graduate students who were like mentors, every major and minor you can imagine, and from every corner of the US, all brought together by a shared desire to worship God in a community. Now, almost six years later, LCM continues to provide a space for students to meet, worship, pray, serve and grow in faith. Programs that were just beginning when I was a student have grown: Questions Not Answers, Guest Speakers, Antiracism Discussions, and Spring Break Trips.



I've been serving on the LCCM Board for the past year. When Alicia and Pastor Nathan approached me to join the board, I was hesitant at first. After reflecting on what LCM meant to me as a student, saying yes was easy. We've worked hard for the past year behind the scenes to support Alicia and LCM programming. The board has been one way to stay connected and support a ministry that meant so much to me as a student and still carries a lot of meaning today. Another way to stay connected to LCM has been through giving financial support.

For students, it's hard to support the ministry financially. Donations from alumni, family, and friends are essential to sustain LCM and ensure that the programs we enjoyed during our time at Penn State are around for students today and tomorrow. As we come to the end of Advent and head into Christmas, consider giving a gift to Lutheran Campus Ministry. Your gift will make a difference.

— Jon Luetzgen, PSU Class of 2016

Nikole Hannah-Jones & 1619 Project

In preparation for the Civil Rights Pilgrimage to Alabama for Spring Break 2020, students used resources including the powerful essays and podcasts from the **1619 Project**. They were eager to hear Nikole Hannah-Jones speak on campus a few weeks later, but because of Covid, the event was delayed for more than a year. Ultimately, the in-person event in October 2021 was changed to a virtual event as the Delta variant spread and it was not possible to guarantee a large group gathering would be safe for speaker and participants.

Over 800 individuals requested pre-registration and more than 350 participated in for the virtual event. Ms. Hannah-Jones responded to questions from moderator Cheriane Stanford of WPSU. For nearly an hour, she spoke about challenges in putting the project together, the importance of engaging history in our current context, and the varied responses she has encountered from the public to the project.



Prior to the public event, Ms. Hannah-Jones met online with student leaders from Lutheran Student Community, Presbyterian Student Fellowship, Wesley PSU, Unity Christian Fellowship, and Bellisario College of Communications in a smaller event which offered the opportunity for the students to talk with Ms. Hannah-Jones more directly. The students

gathered in advance and shared dinner while they planned questions about her work as a journalist, the impact the 1619 project on her life and work, and how faith communities can work for racial justice.

In the welcome and introductions, Campus Minister Alicia Anderson shared the following: *"I've been asked how campus faith groups came to initiate Nikole Hannah-Jones' time here at Penn State talking about the 1619 Project. Through time, as Africans were brought to this land against their will, religious thought has been instrumental in helping white people gain cultural and financial advantages; advocating and telling lies about people of African descent and other people of color. White people of faith must acknowledge and repent of this history, which still shapes injustice in our culture today. We have a responsibility to help educate and to work for justice. While we cannot undo the unjust history, we can work for a different future that reflects what our faith actually represents. Efforts like tonight will help make a different and more just future."*



Both events were well-received by participants and powerful experiences. We are grateful for our many partners in hosting Nikole Hannah-Jones and the important issues her work invites us to explore.

Can you think of someone who would like to learn what Lutheran Student Community and Lutheran Campus Ministry up to? Visit lutheranpennstate.org/2020/12/share-our-newsletter/

PHOTOS: LEFT Page: Jon Luetzgen at the 2015 ELCA Youth Gathering in Detroit as part of the LCM Builds Team **CENTER PAGE: Top and Bottom:** Nikole Hannah-Jones talks with student leaders in a pre-Keynote event held in Willard. **RIGHT PAGE: Top:** Final Thursday Evening Prayer service in May 2021 Kelly Hooper, Meghan Buechele, Eliza Mull, and Madi Apple. **Bottom:** Christmas Hoopla in December 2021 Sydney Robinson, Kelly Hooper, Madi Apple, Brynn Szabo, Zane Burris.

New Twists on Old Traditions

Graduating Seniors with LSC have their photo taken with a cake that reads "Farewell and Godspeed" and is shared with the whole community. Covid-era food rules changed the cake to individually boxed cupcakes for graduates in May 2021. The Christmas Hoopla is usually held in December, just before finals in the Fireside Room at Grace Lutheran, with festive food and silly gifts for everyone. December 2021 a simpler celebration was held in Harshbarger Room on campus and still included abundant and delicious food plus all the usual goofy gift-giving fun.



There are countless blessings in campus ministry. Students' flexibility and willingness to adapt have been a real gift through the past two years. Despite challenging circumstances, mask-wearing, and food rules, Covid did not keep the LSC community from marking the end of each semester in ways that were still familiar and fun!



Make a Gift That Lasts More Than A Lifetime

Making a planned or estate gift to Lutheran Campus Ministry at Penn State is easier than you might think. LCM partners with the ELCA Foundation to establish planned gifts at no cost to the donor. Marianne Brock, the gift planner for the region surrounding Penn State, works with donors to identify and implement the giving vehicle that works best for each donor. She can assist donors in setting up gifts that provide them income for life (with the remainder benefitting LCM), creating an endowment that will provide annual gifts in perpetuity, or arranging for straight bequests to LCM.

If you are interested in supporting the work of LCM in a lasting & impactful way, Marianne would be more than happy to help you. You can reach her at Marianne.brock@ELCA.org or 717-574-9066.

LSC Travel Blog Returns!

We had so much fun last year hearing about the travels and seeing the photos from students, alums, and friends of Lutheran Student Community, we are doing it again! Join the fun and share yours!

Check out last winter's posts and get information for sharing some photos and thoughts about a trip you have taken!

lutheranpennstate.org/travel/

