

## PRESIDENT'S MESSAGE

Happy 2021! We welcomed students back to campus last week and the spring semester is getting off to a great start. On the first day of class, we offered free Covid tests for students, faculty and staff. That was in addition to home tests made available to students prior to returning to campus. We've found that identifying Covid cases early is key to mitigating the spread of the virus. There was a low percentage of positive tests from those tests. Testing is one of many things we have in place to ensure a safe learning environment.

Last week marked the beginning of the South Dakota Legislative session as well. I'll be in Pierre as warranted throughout the session including a scheduled visit on Jan. 25th to present to the Joint Appropriations Committee. I look forward to working with Legislators to ensure a promising future for students and all South Dakotans.

We are excited about the new Premier Scholarship. [Announced two weeks ago](#), this will be the first needs based scholarship for South Dakota university students and I know it will have a positive impact on students at BHSU and throughout the state.

It's gratifying to be nearing the end of an extensive Strategic Enrollment Planning process with our consultant Ruffalo Noel Levitz (RNL). Many people across campus have been immersed in this planning process. These dedicated faculty and staff members will be presenting their findings and pitches later this month. After a review process, the final report will be available in March. Then the whole campus will collaborate to implement the Strategic Enrollment Plan.

One of them items noted early in the Strategic Enrollment planning was the need for updated branding including a new logo. See details about that work below and watch for the new BHSU later this spring



*Laurie S. Nichols*

President Laurie S. Nichols



## WOMEN'S BUSINESS CENTER AWARDED GRANT TO ESTABLISH ADDITIONAL CENTER IN EASTERN SOUTH DAKOTA

SD CEO (South Dakota Center for Enterprise Opportunity), the Women's Business Center at Black Hills State University, received word yesterday that the U.S. Small Business Administration has approved their grant for a second Women's Business Center to be located in Sioux Falls.

Since 2009, the SD CEO Women's Business Center, hosted by BHSU Foundation and located on the BHSU campus, has served thousands of aspiring entrepreneurs and business owners with new business launches and expansion by offering training, workshops, conferences, and networking events to help businesses and professional women grow.

"Black Hills State University is honored to host the first Women's Business Center at BHSU and we are delighted that funding has come through to expand to Sioux Falls," BHSU President Laurie S. Nichols said. She noted that the two business centers create an exceptional connection to the BHSU School of Business and the recently established Center for Hospitality and Business at BHSU-Rapid City. "The additional business center in Sioux Falls will greatly enhance our collaborations with businesses throughout the state. This is another way that BHSU serves as a key economic leader in the state." [Read more](#)

## BHSU WILL HAVE A NEW LOGO

After 60 years, Black Hills State University is moving forward with a new logo.

As work began on a Strategic Enrollment Plan for BHSU, the need for a new logo was identified as one of several branding initiatives. With input from students, faculty and staff, several new ideas for designs have been developed by Fresh Produce, a South Dakota agency. This week, the campus will be providing feedback. It's expected that by mid-March, a new logo will be launched.

"With the many changes in communication forms, it is important for us to have logo that stands out wherever it is used - in digital formats as well as in print and on apparel," Corinne Hansen, Director of University and Community Relations, said. "I'm confident the new look is going to create a new level of excitement about all of the great things happening on campus."

## BHSU TO HOST VIRTUAL INFORMATION SESSION ABOUT THE NEW TOURISM AND HOSPITALITY MANAGEMENT PROGRAM

Tourism & Hospitality Virtual Open House sessions are planned in early February to provide information about the BHSU new and innovative Tourism & Hospitality Management program.

If you know of someone who is interested in working in a hotel, owning their own restaurant, being a wedding planner or working at Mt. Rushmore as a tour guide, please suggest they attend. Registration for the 30-minute Open House is available for these dates/times:

Tuesday, Feb. 9 = 1:00 – 2:00pm

Saturday, Feb. 13 = 3:00 – 4:00pm

Monday, Feb. 15 = 6:00 – 7:00pm

Visit [www.BHSU.edu/VirtualTourism](http://www.BHSU.edu/VirtualTourism) to register or contact [Hans.Nelson@BHSU.edu](mailto:Hans.Nelson@BHSU.edu) for details.

## BHSU STUDENTS AND THE SPEARFISH CHAMBER PARTNER WITH LOCAL BUSINESSES

Last semester, BHSU students from the Mass Communications Public Relations class and BHSU Public Relation's Club participated in a small business project with the Spearfish Chamber of Commerce. Students were paired with a local business to help reach out to the public during the holiday season.

"I really appreciate the willingness of the Spearfish Chamber of Commerce to work with students. The opportunity to work with a local small business and apply newly acquired knowledge and skills is a valuable learning experience for students," said BHSU Professor and Public Relations Club Director, Mary Caton-Rosser.

Six BHSU students participated. Ella Goodman, who was paired with Sawyer Brewing Company, created graphics and a poster for the businesses' trivia nights. Andrew Jordan met with Rosemary's Kitchen, and created a message conveying the need for "flexibility" during the holiday.

"Anytime we are able to connect BHSU students with local businesses, it is a win-win for both the student and the business," Melissa Barth, Spearfish Chamber Executive Director, said. "Having BHSU as a resource in our community is an advantage for everyone."



## BHSU CONTINUES TRADITION OF HOSTING SUCCESSFUL STOCK MARKET GAME

For more than 25 years, BHSU has hosted the South Dakota Stock Market Game providing opportunities for middle school, high school and university students to learn while hypothetically investing.

Last semester a total of 312 students from 13 high schools, middle schools and colleges across South Dakota formed 141 teams of stock market investors. The program provides teams of student stock market investors a hypothetical \$100,000 to perform online investing in real-time stocks, bonds and mutual funds. The program's carefully integrated curriculum lets students experience the financial markets in the classroom as they learn about business, math, economics, personal finance and the importance of saving and investing for the long term. Student teams compete for prizes in the High School, Middle School and College divisions.

For the Fall 2020 semester, the winner of the College division was Black Hills State University. The team final portfolio value was \$ 128,017. Professor Don Altmeyer used the program in his Principles of Accounting class. [Read more](#)

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