



**UNIVERSITY RESIDENCE OF THE YEAR**  
**Hillenbrand Hall**  
**March 31st, 2017**



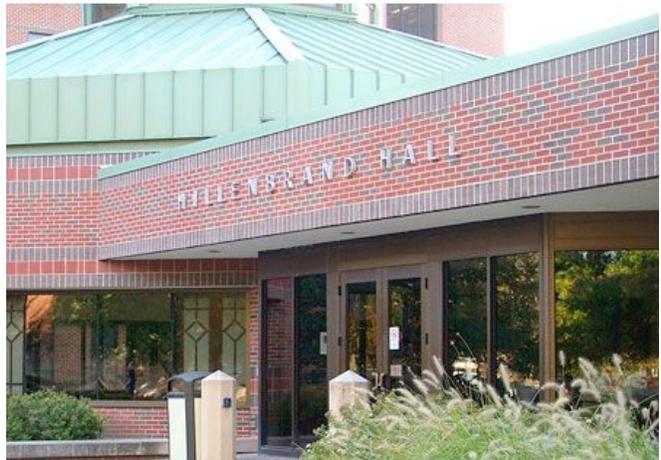
**“THE GREATEST SHOW IN RES LIFE”**

# HILLENBRAND HALL

**Come one, come all to the greatest residence hall of them all!**

## THE TENT

Opened in 1993, Hillenbrand Hall was named for a father and son who each served as a member of the Board of Trustees. John Hillenbrand served on Purdue's Board of Trustees from 1913 to 1947, which is the longest amount of serves as a trustee in



University history. His son, William A. Hillenbrand was appointed to the Board of Trustees in 1967, and he served until 1975.

Since its opening, Hillenbrand hall has been a place where residents can thrive. As the Hillenbrand Hall Phoenix Club developed, residents have been able to explore more



opportunities to get to know one another. The hall club has provided a sense of pride and community within the building. With over 800 residents living in Hillenbrand Hall, sometimes it may feel large, but the club helps promote friendship through all-hall



events and floor specific programming.

## MEET THE TEAM

### The Ringmaster -

**Jonathan W. Howard**, Residence Education Coordinator



### The Performers -

**Brendan Jameyfield**, Staff Resident



**Vanida Chanthaphone**, Phoenix Club President

**Eric Costello**, Phoenix Club Vice President

**Nicky Marino**, Phoenix Club Secretary

**Alexander Haas**, Phoenix Club Treasurer

**Alexa Belegrin**, Phoenix Club PR Director

**Butch Laker**, Phoenix Club Programming Director

**Adam Kranz**, Phoenix Club RHA Representative

**Hugo Arribas**, Phoenix Club RHA Representative

**Jun He**, Resident Assistant on 1 East

**Ross Baker**, Resident Assistant on 1 West

**Brett Rasmus**, Resident Assistant on 2 East

**Morgen Federspiel**, Resident Assistant on 2 West

**Alexander Vandivier**, Resident Assistant on 3 East

**Katie Dillion**, Resident Assistant on 3 West

**Matthew Frank**, Resident Assistant on 4 East

**Olga Vlashyn**, Resident Assistant on 4 West

**Sydney Hancock**, Resident Assistant on 5 East

**Austin Anderson**, Resident Assistant on 5 West

**Taylor Mlynski**, Resident Assistant on 6 East

**Francesca Aiello**, Resident Assistant on 6 West

**Cat Wilsbacher**, Resident Assistant on 7 East

**Karin Doell**, Resident Assistant on 7 West

**Chad Lawrence**, Resident Assistant on 8 East

**Colleen Kettner**, Resident Assistant on 8 West



## **OUR CREW**

The everyday operations of our circus would not be made possible without the help of our Service Staff and our Office Staff. They have become part of our family, here at Hillenbrand. There is never a moment where someone does not say hi to you when you walk through the door of the main office. On each floor, the Service Staff member has helped develop a sense of community. One Service Staff member on the 6 East floor has engaged the floor by writing encouragement notes on the whiteboard, and stopping throughout her day to check on residents throughout the floor. It's the people that aren't in the main acts that truly help build our community here at Hillenbrand Hall.

## **THE RODEYS**

The programs that Phoenix Club organize would not be made possible without the help of Floor Senators. This year, Phoenix Club has instituted in the club constitution that each floor have one Floor Senator at every General Assembly Meeting. Each Floor Senator is asked to participate in at least two events throughout the year. This means, the Floor Senator is present at Executive Board Meetings during the planning stages, and helps run the event the day of. Floor Senators have been invaluable to our success as a hall club, because they are the voices of our residents. Floor Senators bring on new ideas to Phoenix Club, and help advocate for the best of our residence hall. They decide on how the money is allocate each semester, and what types of programs they would like to see happening in the hall. Not only has the addition of Floor Senators helped Phoenix Club, but it has provided a sense of community within the hall. There is a sense of



ownership of programs, and a bond that they have with one another.

## **CIRCUS ACTS**

The 2016-2017 academic year has been one of the most exciting and awarding years for Phoenix Club. Throughout the year, Phoenix Club has organized and been a part of numerous activities within the hall and on campus. Below is a chart of the programs and events Phoenix Club has been a part of:



FALL 2016		SPRING 2017	
AUGUST	8/18-8/21 E-Board Training & Move-In Welcome	JANUARY	(1/8) Welcome Back Dinner
	8/21 Free Sunday Dinner		(1/22) Etiquette Dinner with IP
	8/22 First GA Meeting		(1/28) Singles' Mixer
	8/29 GA Minute to Win It Challenge		
SEPTEMBER	9/19 GA Whisper Challenge	FEBRUARY	(2/5) Super Bowl Watch Party
	9/23 Exploration Acres		(2/11) Ski Trip w/ IP & Third Street
	9/24 Football Game vs. Nevada		(2/9) Lego Batman Movie
	9/25 Neighborhood Family Feud		(2/24) Pacers Game w/ International Programs
OCTOBER	10/1 Feast of the Hunters' Moon	MARCH	(3/3) Ice skating - CANCELED
	10/3 GA Pictionary Challenge		(3/4) Dollar Day at the Wolf Park
	10/8-10/9 Jay Severson Student Leadership Retreat		(3/4) Shreve Semi-Formal
	10/15 Evil on Erie		(3/25) Super Smash Bros Tournament
	10/19 Leadership Workshop w/ Executive-in-Residence Jack Calhoun		(3/27) Self Defense w/ Karate Club
	10/28 Movie Marathon (in Hall)		(4/3) 2017-2018 E-Board Elections during GA
	10/31 Halloween Party		(4/8) Rock the Quad
NOVEMBER	11/5 Diwali Show Sponsorship	APRIL	(4/8) West Side Block Party
	11/11 Elite Air Trip w/ IP		(4/17) Crazy Monkeys
	11/13 Hillenbae		(4/22) Sex in the Dark
	11/17 Fantastic Beasts Movie Premiere		(4/27) Last GA: Purdue Taal & Improv Fun
	11/18 All Fired Up		(5/1-5/7) Free Food for Finals Week Food/Destress Week
DECEMBER	12/4 Holiday Party	MAY	
	(12/11-12/17) Free Food for Finals Week Food/Destress Week		

Many of the events that Phoenix Club organize are social, however, this year there has been focus on education and diversity, as well. One new event in the fall semester

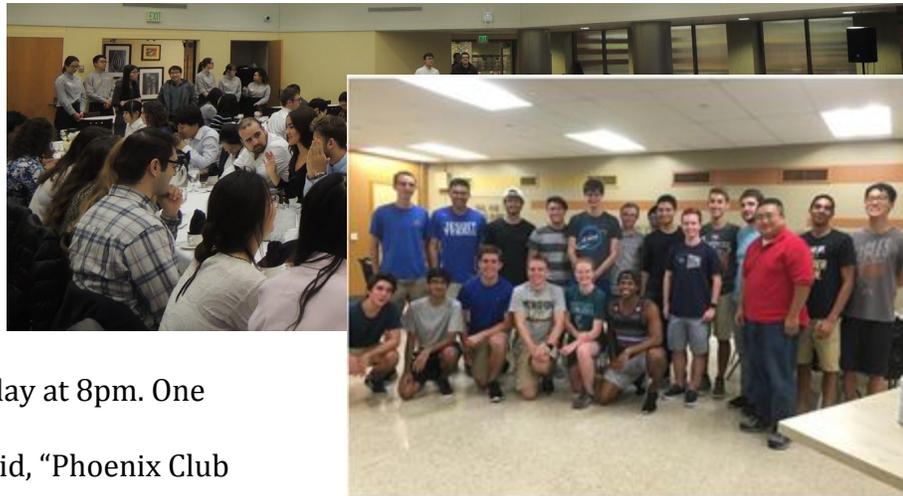


that Phoenix Club organized was *Hillenbae 2016*. This came about after residents suggested types of programming they'd like to



see within the hall. Hillenbae 2016 was the first resident pageant hosted at Hillenbrand Hall. Residents Assistants and residents participated in this event, either as a contestant or an audience member. Since this was such a great success, Phoenix Club has decided to keep it as an annual event for the hall. A new event in the spring semester was *Dining Etiquette 101*, which served as both an educational and diversity program. In partnership with International Campus Ministry, Phoenix Club worked to get a grant from International Programs to cover almost all the cost of the event. This was not just any average etiquette dinner, but rather it served as an opportunity for guests to learn from other another. The guests ranged from domestic student to international students, and to on and off campus students. Guests shared their stories about their cultures' dining etiquette, as well as helped promote a sense of community at Purdue University.

Besides programming, Phoenix Club also has their General Assembly (GA)



Meetings every Monday at 8pm. One Resident Assistant said, "Phoenix Club outdid themselves with making club fun every Monday, whether it be with extra games, great snacks, and having guest speakers come in during GA Meetings!" To incentivize residents to come to GA Meetings, we have floor points. The floor with the most points at the end of the semester wins a free pizza



and ice cream party. To engage residents more, club created floor challenges that residents could participate in during the meeting. These floor challenges consisted of the Whisper Challenge, Pictionary, and other fun games. In addition, every Monday club takes roll call, which is a question that each floor answers. The floor who wins roll call

gets 5 points for their floor. To help provide educational opportunities to the residents, Phoenix Club has invited guest speakers to the GA Meetings. Hannah Jayne, the Residence Education Coordinator of Cary, helped us understand bystander intervention through her program titled *Being Beyonce: Not the Bystander*.



Not only has Phoenix Club organized events, but so have the Resident Assistants (RAs). Many RAs have really great communities this year, and have planned several engaging events for their floors. RAs have taken their residents to Turkey Run, created intramural teams, gone to Convocation shows with the Faculty Fellows, tried to escape Mission Breakout

in Lafayette, supported their residents by attending their shows and concerts, gone on fountain runs, Den Pop runs, and even branched out into the community by joining residents to volunteer through Purdue Winterization. Here are a few snapshots of what the Resident Assistants



have been doing to help cultivate a community within Hillenbrand Hall:

“So our floor has done a lot of events: soccer, rock climbing, Exploration Acres (with Phoenix Club), the Diwali Show, Starry Night, four different Convocations, Mission Breakout, etc. Even though my residents have similar majors or areas of study, they are all so unique and willing to learn from and help each other out. They are very dedicated to their studies, but also very involved in school activities, and I can see so much



leadership in them. Many residents from other floors join our events, and hang out on our floor often. Hillenbrand is a great community, that stems from Phoenix Club's diverse events that reach out to all kinds of

students, the Convocations that brings different students together around one common interest, and the environment that is Hillenbrand allows for this engagement.”



“Three East (known as *Threest*) had their floor hunger games where residents were randomly eliminated until one victor remained. Residents could earn points by attending floor events, setting goals, contributing to a floor candy pile, and more. Residents could then use

their earned points to sponsor either themselves or someone else to either make it where they were less likely to be eliminated or increase someone else's chances of being eliminated. We concluded the event by having a Hunger Games movie night and



announcing the winner.”

“Floor 7 East in Hillenbrand has one of the most interesting and diverse floor communities in Hillenbrand. They have a wide variety of majors and extracurriculars activities going on, and they always invite others on the floor to participate in them. 7 East has a portion of a sorority on the floor that gets other residents involved across campus and provides a way for residents to engage with one another. The community is strengthened through floor dinners and programs put on by their RA and by their Faculty Fellow, which leads to an engaged, socially diverse group of people who are willing to learn about anything. One event that received a lot of accolades was the pet rock event in which residents were allowed to make a pet rock and decorate them in any way they saw fit. Almost half the floor showed up to make a new pet and meet some new friends. 7 East also plans to have a trip at the end of the semester across the Wabash to make their own candy at a local candy shop. This event should provide stress-relief and add some fun into the residents’ lives when the residents need it most.”



“During February 2017, Hillenbrand 8 East and 4 West asked Phoenix Club for



funds to have a joint-program, taking our floors’ residents on an ice skating adventure to the outdoor ice rink in downtown West Lafayette.



Between our two floors, we had fifteen residents attend! We had skill levels ranging from former hockey players to first-time skaters. We skated for a whole session and had such a blast. When looking back on this Spring semester, I (RA on 8 East) think that this program specifically was the most significant step toward getting people in my community outside of their little ‘pockets’ of floormates, whom they associate with most.

While it was a very simple program, not requiring loads of money or time or man-power to plan, many of my residents who went have expressed to me that it is their favorite event our floor has done this year. It was simply a bunch of friends having a fun time, and those are often the memories that stick.”



“Some of the best events my floor has had this year is our game night. Several times per semester I order a bunch of food for my residents and we hang out in our study lounge talking about life, listening to music, and playing board games. Hosting really laid back and informal events is one of the best ways to really get to

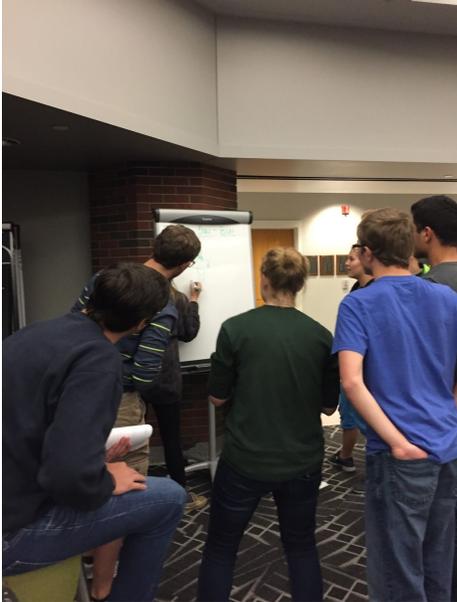


know a person and their passions. The event becomes even more enjoyable when residents invite their friends that live on other floors or in other residence halls, at the same time, a strong intra-purdue relationship is built without really even noticing or



trying!”

“Playing off the academic focus, my favorite and most successful program was



making homemade stress balls out of balloons and flour. This gave residents a short study break on a Sunday night and gave them a fun little trinket to use whenever academics got tough. I have built community on this floor by playing to the strengths and interests of my residents. We had several members of an IM soccer team who got to know each other very well, and all the academic majors (engineers, Ag majors, etc.) met at study sessions

and grouped into larger friend groups.”

Hillenbrand Hall has offered a book club to its residents, encouraged health and fitness by participating in the Boilermaker 5K and Half-Marathon in the fall, as well as intra-hall fitness throughout the spring semester. Hillenbrand serves as a place for people from all over University Residences to come together and find love through a Singles Mixer before Valentine’s Day. We have also experienced people coming to be a part of the Hillenbrand community from elsewhere during our welcome dinner where 30 6-foot subs were purchased to



feed residents. From Hunger Games with Alex Vandivier, to attending Purdue Convocations almost weekly with Faculty Fellows, there has consistently been high quality opportunities for the community to gather, learn about our similarities and differences, and have a safe place to call home.

Hillenbrand Hall did also lose a member of its community early in the spring semester and our Residence Education Coordinator comments the he was proud to see those affected support one another and grieve together. The RA team was exceptional at navigating this tragic experience and the RA most affected was brave beyond his years, unafraid to feel their emotions and move through the experience to continue serving others while never forgetting their academic responsibilities. He saw impacted students travel to the Celebration of Life for our student together on a bus to grieve, cry, and find peace.

## **CIRCUS ADS**

Phoenix Club had a number of ways to get the word out about various events, programs, and meetings. A new addition to the Phoenix Club arsenal was the use of Remind101 which, when combined with residents' cell phone numbers, could be programmed to send out text messages to all subscribers with information about upcoming General Assembly meetings and programs. Every Monday night, around 5:00 residents would get a text message with a reminder to attend that 8:00 General Assembly meeting.

One of the biggest social media tools Phoenix Club used this year was the use of flyers. The Public Relations Director downloaded special software to create flyers for



every program put on by Phoenix Club. The Phoenix Club flyers received many compliments from other residence hall residents as they visited Hillenbrand for lunch and dinner. A few of these flyers can be seen here:



Another crucial social media tool used was the use of butcher papers for all of the larger events. Several weeks before these events, the executive board would go to the Resident Assistant Resource Room after executive board meetings and create large butcher papers with carefully painted designs to be put up in the main hallway of Hillenbrand. Residents returning from classes would easily notice these large butcher papers and learn about the event and its details.

The next way Phoenix Club used social media was through its use of Facebook.

There is a page called “Hillenbrand Phoenix Club” where all information for upcoming events would be posted automatically by software used by our Public Relations Director. Many people followed the Facebook page and thus would see more information about what was going on with Phoenix Club.

E-mail may seem hectic, but we also used it to communicate with residents. Specifically, monthly newsletters are sent out to residents each month so they know what to expect when coming to General Assembly Meetings.

The final, newest, and biggest way we helped to get the word out about Phoenix Club was making a one-stop shop for everything Phoenix Club, [hillyb.org](http://hillyb.org). This brand new website had everything one needed to know or do with Phoenix Club



whether it was finding their current point total, completing a General Assembly proposal form, or just finding out more information about events coming up. The Phoenix Club Secretary created the website from scratch and has turned it into a work of art.

## COMMUNITY OUTREACH

Programming and community bonding does not only occur within the walls of Hillenbrand Hall. One Resident Assistant said it perfectly, “A few of my residents attended Boiler Awakening at St. Thomas Aquinas Church a few weeks ago, some have gotten involved in Purdue Crew, and others have dedicated time to their



studies. No matter which parts of campus we are reaching, we are all able to come back together on 4 West and enjoy our time at Purdue.” Community doesn’t mean just on the floor, but it means within the Purdue community and the Greater Lafayette community as a whole.

Phoenix Club has done tremendous work to reach out to the Purdue community. This academic year, club has focused on their mission to promote diversity within the hall. Phoenix Club has partnered with International Programs for three events: a trip to Elite Air, an etiquette dinner., and a ski trip In addition, the etiquette dinner was in partnership with International Campus Ministry as well. These three main events encouraged residents to interact with a new department on campus. Students were able to learn from one another, specifically about their cultures, through programs and icebreakers that occur during events.

From coordinating with the Center for Career Opportunities in the fall to help prepare students for a job search to organizing service trips like Winterization and volunteering with the Center for Civic Engagement and Leadership Development, Hillenbrand Hall has prepared its students for life beyond its walls.

In addition, Hillenbrand Hall overall has contributed specifically University Residences. Residents and RAs attended the RHA event called *Relaxing with the Res Halls*, as well as some residents are auditioning for *Res Halls Got Talent*. We have also contributed equipment to other Res Life events, such as fondue pots for the NRHH Induction Ceremony, and popcorn machine for movie nights. Hillenbrand Resident Assistants and residents have also put time into help coordinate Boiler Buddy Bash



(BBB) and West Side Block Party (WSBP) this year. Two of the Executive Board Members are on the committee for WSBP and the Staff Resident and Vice President of Phoenix Club are on the committee for BBB. Most RAs at Hillenbrand have also volunteered to be in the dunk tank for WSBP. Even more so, we have worked to collect as many pop tabs for NACURH 2017 as possible, and we are currently over 2,000 pop tabs! Helping the community in any way has helped create a community here at Hillenbrand Hall.

