

UIMF at Utah Valley University Club Rush

To introduce the Utah Valley University (UVU) students with the opportunities of school social engagement, where they would get a chance to study the topics of personal interest on deeper level, expand their social circle and make contribution to the life of local and regional communities, UVU Student Body hosted the Club Rush activity on September 18-19, 2018 in the Grand Ballroom. During the event, the members of different clubs and organization had an opportunity to talk with UVU students about the club activities, and how they can apply to the educational and professional goals of each student.



(L to R): Kendra Martell and Kyle Warren during UVU Club Rush

The Utah International Mountain Forum (UIMF) represents a coalition of the student clubs in Utah Valley University (UVU) (www.utahimf.org) including the ones of Sustainable Mountain Development, Foreign Affairs, Model UN, Rotaract, Women's Club, etc. The key

objectives of UIMF for this event were spreading awareness on mountain issues, engaging new students and raising funds to promote club goals. The club members who hosted UIMF table received a helpful experience of talking with students of various backgrounds, as well as had a chance to improve personal communication skills, and by delivering information to potential club members better understood themselves the objectives of the club, and the primary achievements of its members. Later they sparked the interest of the students, when UIMF representatives talked about the club contribution in hosting the Ambassadors and Permanent Representatives (PR) accredited to the United Nations (UN) from different countries on UVU campus, as well as the upcoming visit of the PR of Tajikistan to UVU and organizational effort behind it. The most enthusiastic response, however, came when we mentioned the opportunity to go to the UN to talk about the issues of sustainable mountain development (SMD) during the High-level Political Forum on sustainable development, which takes place annually in the middle of July. In particular, we described how three of our club members participated in this event this summer, and then Utah congressman officially recognized UVU student contribution to the mountain targets implementations at HLPF 2018.

The event of such type, as a Club Rush has a particular importance to UIMF as it presented our coalition of clubs the opportunity to bring in new people from various backgrounds (who otherwise wouldn't find out about our club and its activities), so that they would get to contribute their unique experience in the preparation of club events and in work on the SMD research projects. The most interesting interactions I had during the event was with two students of biology and engineering majors. Both of them seemed genuinely excited of what our club had to offer, while the biology-major student happened to be from Ukraine (the country of my origin), so we had a lot of things to discuss in relation to the university environment and our shared background. When it comes to my personal experience of hosting the club table, on the first day I was presenting with three other club members, where we engaged the students in group conversation and collaborated on each other's points. On the second day, however, I set up the table and talked with students on my own, which was a more challenging and yet helpful experience, as without the support of other club members I had to conduct the conversation with more confidence and engagement, which had positive impact on my communication skills.

In addition, Club Rush provided UIMF members the chance to learn more about the activities of other clubs, which resulted into agreement of cooperation with, for example, Brazilian club - promising opportunity for the causes of both organizations.

In the end, it is important to conduct the analysis of the event like this, as it helps to determine the successful tools and strategies used, so that they can be applied for the future club activities. When it comes to the parameters on which our club can improve on, those are to make changes to the design of the table area to visually attract interest of the passing students, as well as to modify the ways of visual delivery of information (flyers and posters) for the students who already are interested in the topic, so that they would perceive the message with more clarity and engagement.

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