

# CONNECTED

the LA ROCHE COLLEGE Magazine | SPRING/SUMMER 2017



## Welcome to La Roche's Snapchat



IN THE MOMENT ...





**GLOBE Fashion Show**

Students from the U.S. Virgin Islands take the stage for a dance performance in the Kerr Fitness & Sports Center on April 20.



PHOTO: BECKY THURNER BRADDOCK

This time of year, at the height of baseball season, you're likely to hear some quotes from the late Yogi Berra, the legendary Major League player, coach and manager. Those Yogi-isms, as they have come to be called, are laced with malaprops that usually prompt howls. But when the laughing stops, it's easy to see that in his down-to-earth way, he was a master at using simple sayings to inspire and motivate.

One Yogi-ism, in particular, rings true for those of us in the field of higher education: "If you don't know where you are going, you might wind up somewhere else."

We certainly have our share of challenges: Current declines in the college-aged population. Shifts in international recruiting. Increasingly higher demands of employers. Fast-moving trends of social networking.

But as daunting as these challenges may seem on the surface, they are leading us to a future filled with exciting new ways to communicate and educate.

The cover story of this issue of *Connected* tells of La Roche's innovative efforts to reach tomorrow's college students. Our recruiting and marketing professionals are using laser-like strategies to identify students who are most likely to succeed at La Roche and to graduate market-ready in their fields of study. La Roche is closely tracking digital trends to determine the best use of social media and the most appropriate networks for our recruiting strategies. And this strategy is a collaborative campus effort, involving faculty, staff and coaches.

While Facebook, YouTube and Twitter continue to be important components of our social media strategy, Instagram and Snapchat are quickly becoming the best tools for us to reach students in their college searches. Soon, our Social Media Squad of work-study students and interns will be using these platforms to share everyday moments on campus. Prospective students will be able to see just what their lives at La Roche might be like.

Social media may be significantly changing the way we do things, but those characteristics that truly distinguish La Roche from our competitors never change: Our low student-faculty ratio. Our safe suburban campus surrounded by employment and entertainment opportunities. The daily presence of the Sisters of Divine Providence in our classrooms, our dining hall and campus gathering spaces. Our belief in the value of lifelong learning. And our commitment to advancing the causes of justice and peace in an ever-changing global society.

Yogi once said, "The future ain't what it used to be."

No doubt about it. And we're truly looking forward to it!

Blessings,

A handwritten signature in blue ink that reads "Sister Candace Introcaso". The signature is written in a cursive, flowing style.

Sister Candace Introcaso, CDP, Ph.D.  
President  
La Roche College



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the LA ROCHE COLLEGE Magazine

SPRING | SUMMER 2017

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The La Roche College magazine, *Connected*, is published twice a year by the Office of Marketing & Media Relations and provided free to alumni, students, parents, faculty, staff and friends of the College. The contents are selected to demonstrate the interests and pursuits of the La Roche College community and to provide news about the College.

La Roche College does not discriminate on the basis of race, color, national origin, sex, disability, age or religion in its programs and activities.

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## La Roche Confers 379 Degrees at 52nd Commencement

PHOTOS: PHIL PAVELY

**L**a Roche College honored its 2017 graduates at the 52nd commencement on Saturday, May 6.

"I wish you a lifetime of human encounters that will wow any application you may ever download to any device," President Sister Candace Introcaso, CDP, Ph.D., told the graduates. "And I hope that you will remember to thank the many people, either in person or with an old fashioned handwritten note, who have made this day possible."

The College conferred 379 degrees, including doctoral, master's, bachelor's and associate degrees. This year the first class of Doctor of Nurse Anesthesia Practice students graduated from La Roche.

Frank Coonelly, president of the Pittsburgh Pirates, delivered the 52nd commencement address. La Roche presented Mr. Coonelly with an Honorary Doctorate of Business Administration in recognition of his career as a businessman, and his commitment to education, pursuit of his faith, community service and devotion to his family.

"Stay grounded. Stay humble. Continue to show gratitude when you are given blessings by others. Know how to dream and dream as big as you can," Mr. Coonelly said. "We all have a unique and powerful opportunity to help others. Do not underestimate your ability to honor your school's mission for the rest of your life."

During the ceremony, the La Roche College Woman of Providence Award was presented to Sister Maura Anne Dunn, CDP, whose life of service, as part of the mission of the Congregation of Divine Providence, is a compelling example of God's Providence made visible.

The College also presented the President's Awards for Leadership and Scholarship. These awards are offered to undergraduate students who exemplify the values and characteristics of the College's mission statement, who have exemplary academic records, and who are effective leaders on campus, in the workplace or in the community.

### 2017 Traditional Recipient: Sydney Harsh

Bachelor of Science: Biology

Minor: Journalism and Professional Writing

### 2017 Nontraditional Recipient: Michael Dye

Bachelor of Arts: Political Science

Minors: International Affairs, Management Information Systems and Criminal Justice



From top to bottom: La Roche honors its 2017 graduates in the Kerr Fitness & Sports Center on May 6.

Second photo: Heather Towers, Jessica Poole, Douglas Shaffer, Jacqueline Foster and Deborah Davison are La Roche's first Doctor of Nurse Anesthesia Practice graduates.

To the right: Pittsburgh Pirates President Frank Coonelly delivers the 52nd commencement address.

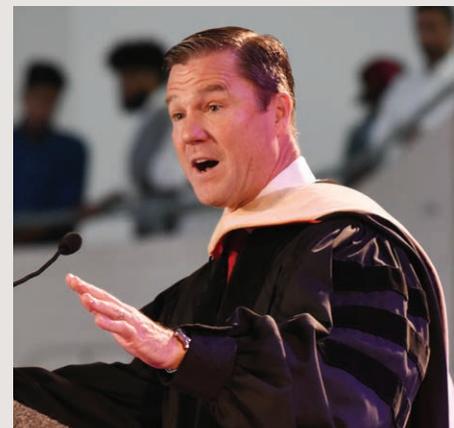


PHOTO: JAMES KNOX

## College Celebrates Baccalaureate Mass

The Class of 2017 and their families gathered at the Mother of Divine Providence Chapel for a Baccalaureate Mass before graduation on Friday, May 5.

The celebration included a performance by La Roche dancers, and a traditional candle-lighting ceremony as part of a closing prayer and final blessing.

## Design Students Continue Positive Space Tradition

**L**a Roche Design's annual Positive Space exhibit showcased more than 150 works of student art in the Cantellops Art Gallery this spring.

The show featured artwork across the following categories: 3-D modeling, branding, corporate design, drawing and painting, foundations, health care design, hospitality design, illustration, multimedia, package design, photography, typography, residential design and social design.

Junior Heather Clay said, "Positive Space is a memorable event that I love to share with my friends, family and mentors. It's awe-inspiring to walk through the gallery, exploring the amazing creativity and talent of fellow students, knowing the tremendous amount of work it took to create each piece."



## La Roche Welcomes Poet-In-Residence Sam Hazo

BY LAINE STANDIFORD '17

**R**enowned poet Dr. Sam Hazo is La Roche College's Poet-in-Residence for the 2017 academic year.

La Roche President Sister Candace Introcaso, CDP, Ph.D., said, "I am excited to welcome Dr. Hazo to La Roche because I have such a personal and high regard for him as a man of great wisdom and integrity. I think students will be mesmerized by Dr. Hazo's inspirational verse and powerful delivery."

As part of Dr. Hazo's residency, he conducted a noncredit community course this spring. The course titled, "The Spoken Page," explored the spoken act of poetry and was open to members of the local community. Dr. Hazo also will lead a class during the fall semester, as well as a poetry reading that will be open to the public.

Considered one of the most enduring poets of our time, Dr. Hazo is the author of poetry, fiction, essays, various works of translation and four plays. The founder and director of the International Poetry Forum and McNulty Distinguished Professor of English Emeritus of Duquesne

University, he served as Pennsylvania's first state poet from 1993 to 2003. Serving as the founder and director/president of the International Poetry Forum, Dr. Hazo brought more than 800 performers and poets to Pittsburgh over a span of 40 years.

During Dr. Hazo's residency, English Department Chair Janine Bayer, Ph.D., will continue her work on a literary biography about Dr. Hazo's life and work. She also is in the process of completing a multimedia project to enhance Dr. Hazo's online presence and provide resources for those who wish to teach or study his poetry.

"The La Roche community cherishes our deeply-rooted relationships with Sam Hazo: some of us were his students, others his colleagues and friends, and a great many of us were dedicated patrons of the International Poetry Forum," Dr. Bayer said. "His position as Poet-in-Residence for 2017 truly thrills us because it offers all members of our community an extraordinary opportunity to engage with the beauty and art of poetry as a spoken act."



## Faculty Accomplishments

**P**erforming Arts Department Chair Maria Caruso performed a full-length solo show at the Byham Theater in downtown Pittsburgh. The show featured an array of works including performances created by renowned choreographers Anjali Austin and James Martin, and collaborative works with Joshua Sweeny, Victor Prisk, Gabriel Ash, Tom Mosser and Bill Deasy.

Assistant Professor Pamela Chapman, Ph.D., RN, CCRN successfully defended her dissertation at Indiana University of Pennsylvania School of Nursing. Her research is titled "The Preceptor Experience of Associate Degree Nursing Students."

Assistant Professor Rishi Bahl successfully defended his dissertation at Duquesne University. His research is titled "Outsourcing Our Memory 2.0:"

Using Walter Ong's Orality and Literacy Studies to Recognize Technologies Effects on Memory."

The following faculty members published books and/or articles in the past year: Cristina Bahm, Ph.D., Joshua Bellin, Ph.D., Maria Caruso, Albert DeAmicis, Joshua Forrest, Ph.D., Natasha Garrett, Ph.D., Terese Jungle, Paul Le Blanc, Ph.D., Rosemary Martinelli and Azlan Tajuddin, Ph.D.

## Retiring Professor's Last Act Caps a Long and Varied Career

BY LAUREN VILLELLA

**H**arry Strickland, Ph.D., retired after 26 years as a professor at La Roche College in the administration, management and finance departments.

Dr. Strickland's time at La Roche capped a decades-long career that included stints as a security analyst, broker and university dean.

There are many things Dr. Strickland said he will miss about La Roche. "I'll miss the people," he said. "It's a special breed here. I've never had a harsh word here in 26 years. It's amazing."

In 1990 Dr. Strickland joined the La Roche faculty through a connection in Pittsburgh from his work at Merrill Lynch.

"I saw an advertisement. I applied, and they mistakenly hired me," Dr. Strickland joked.

His interest in finance stemmed from experiences with his Uncle Harry, who was the eldest in a family of 13 children.

"His father died, and he took over the management of the finances of that family," Dr. Strickland said. "When I was in high school, he would take me with him when he went down to the brokerage house, and he gave me the insight to it."

Growing up, Dr. Strickland had parents who routinely emphasized the importance of education to him and his brothers. His father was a Greek and Latin professor.

"We had to read *The New York Times* on Sunday, and at dinner, get up and say what we read," Dr. Strickland said. "I was brought up in a very strict family."

After high school Dr. Strickland spent 18 months in the army infantry.

"I always claim it was the smartest thing I ever did because I avoided the Korean War and the Vietnam War," Dr. Strickland said. "And because my older brother was missing in action, they kept me stateside, so I ended up in the Honor Guard out of Fort Meade, Md."

Dr. Strickland received his Ph.D. in finance from the University of Pittsburgh. In 1969 he wrote "Inside the Trojan Horse," a book on municipal authorities. He also served as the dean of the University of Scranton's graduate school, and he negotiated the school's first union contract.

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***"I'll miss the people. It's a special breed here. I've never had a harsh word here in 26 years. It's amazing."***

— Harry Strickland, Ph.D.

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When he started at La Roche, Dr. Strickland said he believed the business program needed to be revised. "I suggested that we go for ACBSP accreditation," Dr. Strickland said. "And so they came in, and I think that's my real accomplishment — that I got rid of the old program and got La Roche accredited."



Dr. Strickland also helped to launch new courses at La Roche, including personal finance and entrepreneurship. He said that macroeconomics was one of his favorite courses to teach, and that he enjoyed teaching finance courses that focused on investments or financial institutions. He said he always tried to instill in students the importance of staying up-to-date with changes in their fields.

The joy of teaching, he added, is sharing one's knowledge and insights with students.

"I read the local newspapers each day," Dr. Strickland said. "*The New York Times*, *The Wall Street Journal*, and I share that. Now who am I going to share it with? That's what I'm going to miss."

In his retirement Dr. Strickland said he plans to divide his time between Pennsylvania and Florida. He currently serves on the Bloomsburg State University Foundation Board, and on two subcommittees. He said he plans to maintain his commitment to these boards, as well as two other corporate boards and one public board.

He said he also may take up playing the piano again, a hobby his aunt taught him decades ago.

## Gilman Scholar Studies Abroad in Hong Kong

**S**hai Wudkwyh, a junior at La Roche College, was one of 850 undergraduate students from 359 colleges and universities across the U.S. to receive the prestigious Benjamin A. Gilman International Scholarship.

Sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, the scholarship enables U.S. citizen undergraduate students of limited financial means to pursue academic studies, or credit-bearing, career-oriented internships abroad. Ms. Wudkwyh, a chemistry and mathematics major, spent the spring 2017 semester at the Chinese University of Hong Kong.

The semester abroad was not Ms. Wudkwyh's first time overseas. She previously traveled to France and England through La Roche's Study Abroad+Study USA program, and visited China in the summer of 2015.

"I want to study abroad because I have always wanted to explore different cultures," she explained. "I want to experience a different education system, and I desire to expand my horizons."

Ms. Wudkwyh added that the Gilman Scholarship offered the opportunity for her to choose the destination of her study abroad experience. "What attracted me was the Chinese University of Hong Kong's unique college system and the fact that they are bilingual. The courses are taught both in Chinese and English, which wasn't very difficult for me because my first language is Chinese."

Gilman scholars receive up to \$5,000 to apply toward their study abroad or internship program costs. Students receiving a Federal Pell Grant from two- and four-year institutions who will study abroad or participate in an international internship for academic credit are eligible to apply. Scholarship recipients have the opportunity to gain a better understanding of other cultures, countries, languages and economies — making them better prepared to assume leadership roles within government and private sectors.

The program is administered by the Institute of International Education (IIE), the world's most experienced global



higher education and professional exchange organization. IIE designs and implements programs of study and training for students, educators, young professionals and trainees from all sectors with funding from government and private sources.

La Roche encourages its students to enhance their education by studying abroad. Students have the opportunity to earn college credit through traditional study abroad programs, or through the College's signature Study Abroad+Study USA program, which offers short-term travel courses included in the cost of tuition.

## La Roche Wins First Place in SNAP Student Nurse Challenge

**N**ursing students from La Roche College placed first in the 10th annual Student Nurses' Association of Pennsylvania (SNAP) Student Nurse Challenge.

Held at Penn State New Kensington, the challenge was organized by SNAP and sponsored by Indiana University of Pennsylvania and Citizens School of Nursing.

Eleven teams completed three rounds of questions based on the National Council Licensure Examination. After going head-to-head in the first two

rounds, the three remaining teams chose two members to represent them in the final round.

La Roche's team consisted of students from the Associate of Science in Nursing (ASN) Program: Amanda Ball, Kayla Bulat, Tyler Reichard, Samantha Sham and Madeline Toy. Ms. Bulat and Ms. Ball participated in the final round.

La Roche's ASN program, accredited by the Accreditation Commission for Education in Nursing Inc. (ACEN), can be completed in five semesters. The curriculum combines theory and practical knowledge to prepare students



Senior nursing students Tyler Reichard, Samantha Sham, Madeline Toy, Kayla Bulat and Amanda Ball pose with their plaque after winning first place at the annual SNAP Student Nurse Challenge.

for work in hospitals, clinics and community health care sites. The on-campus program provides a pathway for students to become registered nurses.



# Maria Caruso Returns to Her Roots as Director of Dance

BY VANESSA ORR | PHOTOS: JIM JUDKIS

**I**t's hard to believe that Maria Caruso's relationship with La Roche College came as the result of a fortune cookie's advice.

Ms. Caruso, founder of Bodiography and chair of La Roche's Performing Arts Department, was a gifted dance student who had been accepted into the Bolshoi Ballet's summer intensive at the age of 13. La Roche English Professor Dr. Linda Jordan invited Ms. Caruso, who was still in high school, to participate in the College's dual enrollment program under the direction of former President Monsignor William Kerr.

"I could take my high school classes in the morning, and attend college dance classes in the afternoon," Ms. Caruso said. "But I couldn't decide if that's what I wanted to do. I was at a Chinese restaurant and opened a fortune cookie that said, 'When you have the opportunity of a lifetime, take it.' So I did."

Ms. Caruso was able to complete her freshman year at La Roche by the time she graduated high school at age 16. She then decided to take a break from Pittsburgh and transferred to Florida State University (FSU), one of the top dance schools in the country.

"I loved dancing, but then my body started to develop, and I began to struggle because it did not fit the stereotypical aesthetic for ballet," she explained. "I was lucky enough to participate in a summer intensive at Dance Theatre of Harlem, where I felt good about my talent, my body and my reverence for technique. I realized that there was this big divide in the dance

community between the aesthetic of the body versus the aesthetic of technique."

Fast forward a few years, and Bodiography Contemporary Ballet, a performance outlet for professional dancers with non-stereotypical bodies, was born. Since it first opened 15 years ago, the Bodiography umbrella has grown to encompass Bodiography Contemporary Ballet, Bodiography Center for Movement (BCM), and Bodiography Fitness and Wellness.

"I started Bodiography Center for Movement as a way to provide quality dance education for talented students looking for a well-rounded program," she said. "I based my program around what I did at La Roche; high school juniors and seniors are able to take college credits and get ahead in dance academics so that they can get into elite programs at schools like New York University and Princeton."

## Returning to Her Roots

Six years ago Ms. Caruso received a call from the late Coach Scott Lang at La Roche, who asked if she would consider a position as director of the school's dance department. "It was kind of random," she said, "but I realized that a position at La Roche could allow me to interface what was happening in the community with what was happening in the arts. I also would be able to create a platform for dancers to get their undergraduate degrees that focused on the whole picture — not just ballet or contemporary, but everything in dance."

The La Roche position also enabled Ms. Caruso to scout for talent across the country, including in underserved areas where young performers might not be

able to attend college because of the cost; if accepted, eligible students may receive a merit scholarship of up to \$64,000 at La Roche.

Ms. Caruso sees roughly 1,000 students during auditions and accepts only 10 new students per year. "I keep the program auditions very rigid and only accept a small number of artists in order to foster the development of each individual," she explained.

One of the advantages of being in the La Roche dance program is that students have the opportunity to dance with professional artists through Ms. Caruso's work with Bodiography. "It is a very atypical college program. Every week our dance majors are able to take a class with a professional company. It's like going to New York and taking a class with Misty Copeland," Ms. Caruso said.

Students also dance with Bodiography professionals and BCM's student performance company at two performances each year.

Numerous guest artists work with La Roche dance majors, and the students also participate in outreach programs in the Pittsburgh Public Schools. "It's important for them to get outside the dance classroom and see what else they can do. Before they graduate I want to give them maximum opportunities to understand all of the possibilities of a career in the arts," Ms. Caruso said.

This approach is paying off; the La Roche program has seen a 117 percent increase in enrollment and boasts a 100 percent placement rate for students after they graduate. "In a field where only the top five percent of dance majors get jobs, 100

A young woman with blonde hair, dressed as a ballerina in a red and black lace tutu and pink pointe shoes, is captured in a graceful pose on a paved path. She is standing on her right leg, with her left leg raised and foot resting on her right knee. Her right arm is extended upwards in a classic ballet gesture. The background features a clear blue sky with scattered clouds, green trees, and a well-maintained campus environment.

***“My students tell me their dreams and goals, and we figure out a way to make it happen.”***

— Maria Caruso  
*Chair, La Roche College Performing Arts Department*

percent of our students get a full-time job in dance or in the arts,” Ms. Caruso said. “My students tell me their dreams and goals, and we figure out a way to make it happen.”

### Dancing Toward Their Goals

La Roche dance students come from diverse backgrounds and have very different goals, but the one thing that they have in common is a love of dance.

Derrick Izumi, who is now in his second semester at La Roche, said, “I was dancing and teaching at my mom’s studio in Hawaii when Maria found me while scouting for students. I didn’t know anything about the College at the time, but it turned out to be an amazing program, though it was very different from what I’d been doing.”

Working in a commercial studio, Mr. Izumi was more focused on contemporary dance, and it took some

time to adjust to the College’s emphasis on ballet. “At first it didn’t click with me, but I got into it more and more,” he said. “I appreciate the hard work that it takes to perfect seemingly small movements. It doesn’t matter what style you’re doing; it’s all about working your body and making yourself stronger internally.

Mr. Izumi, who is majoring in performing arts and considering a second major in writing, said he hopes to someday become a sought-after, cutting-edge dance teacher, as well as a published author.

“Maria really pushes us — not just our bodies, but our mental fortitude,” he said. “It’s hard, but it’s a blessing when you realize that all of your goals have been accomplished, even after just one class.”

Junior Valerie Szypulski initially came to La Roche for its biology program. But once she met Ms. Caruso, she decided

to double major in dance and biology before continuing on her path to become a doctor. Ms. Szypulski already has been accepted to the Lake Erie College of Osteopathic Medicine.

“Maria really pushed me to get all of my courses in,” Ms. Szypulski said. “She inspires me, pushes me and reminds me to make the most of every moment.”

Those moments include performing onstage at the Byham Theater as an apprentice dancer with Bodiography and performing in “The Messiah” at La Roche.

“Here, I get the opportunity to fulfill my desire to perform and to make the most of my undergraduate studies,” Ms. Szypulski said. “I don’t see myself performing after medical school, so I love that I can spend this time learning, making mistakes and pushing myself to get better. Everything I learn as an undergraduate will help better prepare me for the real world.”



## SAVE THE DATES

for the following performances

**NOV. 18, 2017**  
“The Messiah”  
at the Byham Theater

**DEC. 7, 2017**  
“The Nutcracker”  
at La Roche College in the  
Zappala College Center Square

## Graphic Design Student Named Finalist in Photography Competition





**P**hotographer's Forum Magazine selected junior Olivia Healy as a finalist for its 37th annual College and High School Photography Contest.

Ms. Healy's photography was selected from nearly 13,000 submissions entered by students across the United States, Canada and worldwide. Professional photographers and college-level photography instructors judge each entry and determine the first-through fourth-place winners and 100 honorable mentions. Ms. Healy's photograph depicts a woman she met while walking along the streets of Havana, Cuba, in March 2016.

"I saw a beautiful woman with so much character," Ms. Healy explained. "Her outfit was extravagant, but not as big as her personality. She wore this very pigmented purple, and set up a fortune-telling stand on the corner perpendicular to a bright, yellow wall. It screamed to me as a perfect moment to show the color and culture of Cuba to the world. The complementary colors of purple and yellow came together better than I could have imagined. I showed her the photographs, and she was so excited that she posed for more."

A junior graphic design student, Ms. Healy visited Cuba as part of La Roche's Study Abroad+Study USA program, which provides short-term travel courses included in the cost of tuition. The course, *Special Topics in Graphic Design: Cuba*, allowed Ms. Healy and other participating students to create a visual narrative that documented and communicated various components of Cuban life.

Assistant Professor of Graphic Design Andy Schwanbeck said, "I believe it's Olivia's inquisitive nature that enables her to create such thoughtful and impressive work. Whether graphic design or photography, she executes her

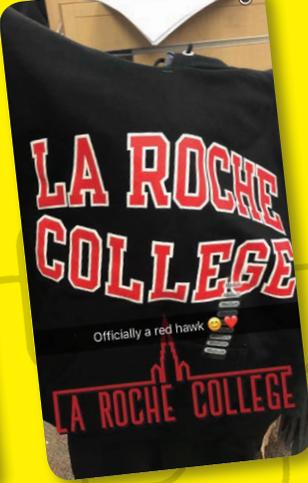


work with a skillful balance of passion, ability and humility — qualities that don't often come together this early in a person's career."

Ms. Healy, a 2014 graduate of Brentwood High School, is the daughter of Karen and Jeffrey Healy. Her work will be published in "Best of College and High School Photography 2017," a full-color, hard-bound publication with separate sections for college and high school finalists. The book is distributed to college libraries and instructors of photography, art and graphic design.

"It was amazing to go to such a raw, untouched country such as Cuba," she said. "I am so blessed that I am able to show others the world around them, especially places they otherwise won't get to see."

Established in 1977, *Photographer's Forum Magazine* is an award-winning quarterly publication dedicated to quality reproduction of photography in the United States and Canada. Each issue strives to facilitate communication and publication experience among emerging professionals.



# Get Social

## La Roche Turns to Snapchat to Reach Tomorrow's College Students



**S**ocial networking trends move fast. Thirteen years ago Facebook was the college-exclusive, niche alternative to the popular social media network MySpace. Now MySpace profiles exist as fossils of former users' youths, and only 36 percent of Facebook users are in the 18 to 34 age group.

As social media continues to evolve at a rapid pace, colleges that want to use it as a recruitment tool need to keep pace with today's digital trends. According to Brady Butler, La Roche's associate vice president for marketing and media relations, a successful strategy not only depends on how a college uses

social media, but on which networks they establish a strong presence.

"Research shows that 73 percent of Generation Z is connected to the digital world within an hour of waking up," Mr. Butler said. "We have to connect our social media sites with our offline communications. We've had a responsive website for nearly three years, but now that's simply the 'norm.' This generation on the rise wants to be wowed."

Mr. Butler added that La Roche plans to devote more time and resources to its social media strategy than ever before, which is crucial in a time of unprecedented challenges in higher education.

"Change is happening all around us. The marketplace is becoming more and more competitive, and Pennsylvania is one of the five states experiencing the largest declines in college enrollment," Mr. Butler said.

La Roche, like many colleges and universities, needs to be innovative in its response to these challenges. Tomorrow's college students want to see a realistic, unfiltered view of campus — something that traditional advertising and shiny brochures cannot always achieve.

Marketing Communications Manager Becky Jeskey said, "Social media provides

### GENERATIONS defined by age



**SILENT GENERATION**  
70-85 years old



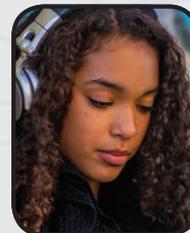
**GEN X**  
36-50 years old



**GEN Z**  
5-19 years old



**BABY BOOMER**  
51-69 years old



**MILLENNIALS**  
20-35 years old

## THE GROWING WORLD OF SOCIAL MEDIA



### Snapchat / 2011

An exclusively mobile application, Snapchat allows users to share photos and video overlaid with text. The app is known for its disappearing messages, geofilters and bite-sized Snapchat Stories.



### Instagram / 2010

A social network in which users share photos or short videos they've taken, usually on a phone. Some users apply filters to Instagram images to make them appear stylized.



### Twitter / 2006

A message-distribution system where users post updates using 140 characters or under. Followers can reply, like and retweet other users' content.



### YouTube / 2005

A video-serving network owned by Google Inc. that allows users to upload their own videos for access by anyone with a network connection.



### Facebook / 2004

The social networking site that revolutionized online communication, Facebook allows users to share text, photos, video clips and links to websites. Users also may communicate privately, form groups, play games or promote businesses and organizations.



### LinkedIn / 2003

This social media site is primarily used for professional networking, information exchanges, job searches and business opportunities.

Who are tomorrow's college students?

## GENERATION Z\*

The most digitally savvy generation yet, students who are currently 5 to 19 years old have never known a world without texting, social media and constant communication.

- They spend **7.5 HOURS** in front of a screen
- **73%** are connected within **AN HOUR** of waking up
- They send more than **100 TEXTS PER DAY**
- Social media is the **#1 REASON** they use the Internet
- **85% DO RESEARCH** online

\*Figures pulled from Ologie "This is Gen Z" research



a raw, authentic view of campus that brochures and billboards can't emulate. Social media, particularly Snapchat, allows us to document the small, in-between moments that make up the college experience. It's an exciting and inexpensive way to share what makes La Roche unique."

Snapchat is an exclusively mobile application that allows users to share photos and videos overlaid with text, with the option for them to disappear after a handful of seconds. Users also are able to post Snapchat Stories, a collection of bite-sized video clips or photos strung together to create a cohesive tale with a beginning, middle and end.

The platform has quickly amassed popularity, specifically among teenagers tired of scrubbing their social media accounts to avoid conflicts with parents or potential employers. In 2017 a social admissions report released by Chegg Enrollment Services revealed that 57 percent of high school students use Snapchat multiple times a day, more than any other social network. The report also noted that one in three students have used social media to research colleges and universities.

Vice President for Enrollment Management James E. (Chip) Weisgerber, Ph.D., said, "Social media allows us to move beyond

traditional outreach methods and bridge gaps in our communications cycle. The goal is to engage with prospective students earlier in the process and to deliver information in a way in which they can relate."

Dr. Weisgerber said that by the 2017-18 academic year, prospective students will be able to share their Snapchat usernames on La Roche's inquiry cards. "It's an exciting time for recruiters. There are so many new ways to reach prospective students. If applicants indicate an interest in

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***"Research shows that 73 percent of Generation Z is connected to the digital world within an hour of waking up. We have to connect our social media sites with our offline communications."***

— Brady Butler  
Associate Vice President for  
Marketing and Media Relations

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using Snapchat as a communication method, we want to use that platform to share admission decisions with them in a fun and exciting way. Obviously Snapchat won't replace

formal interactions with students, but it will go hand-in-hand with our offline communications strategy.”

Snapchat also offers the benefit of student-driven marketing. Next semester La Roche will launch Takeover Tuesday, which allows a student or faculty member to take over the school’s Snapchat account for 24 hours. Takeovers offer an authentic look at campus life through the eyes of a student rather than a marketing department.

“Snapchat shows those everyday moments in a sequence: student-life or athletic events, going to class, studying in the library,” Ms. Jeskey said. “Users get to see campus through the eyes of somebody who is actually experiencing it as it happens.”

In addition to student takeovers, Ms. Jeskey said that Marketing and Media Relations plans to build a Social Media Squad of work-study students or interns to capture the everyday moments that prospective students want to see.

“Student-generated content provides a more casual view of campus, but it also answers the important questions that students have before deciding where they’ll spend the next four years. With Snapchat we can answer the small but important questions such as: How far is the walk from the residence halls to class? What is there to do around campus? What is life like as a commuter? What are the residence halls like? How accessible is the faculty?”

The College also has created community and on-demand geofilters for student-life, athletic and enrollment events. Geofilters allow users to add overlays to their photos, based on their location.

“Branded geofilters accomplish three things: they drive engagement, promote school spirit and increase our number of impressions. We have the potential to reach users who don’t even follow us yet,” Ms. Jeskey said.

Despite La Roche’s debut on Snapchat, Ms. Jeskey said that Twitter,

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**“It’s an exciting time for recruiters. There are so many new ways to reach prospective students.”**

— Chip Weisgerber, Ph.D.  
Vice President for  
Enrollment Management

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Instagram, Facebook and YouTube still play an important role in the College’s social media strategy.

“Chegg’s research shows that while Snapchat is the social network most frequently used by high school students, Instagram is the number-one social network that students use

in their college search, followed by YouTube and Facebook. It’s important to establish a strong presence on all social media sites,” she explained.

In addition to launching Snapchat in February 2017, La Roche has adjusted its social media strategy so that it is a collaborative effort across campus and includes faculty, staff and coaches.

“As a smaller institution, we really need to gather resources across campus and make social media a collaboration between departments,” Ms. Jeskey said. “Throughout the coming months, we’ll focus on demonstrating the benefits of social media across campus and how we can use it to achieve our internal objectives.”



\*Figures pulled from Chegg Enrollment Services 2017 Social Admissions Report

## La Roche Dedicates Dr. Margaret A. Huber Academic Center

**O**n April 22 La Roche College honored its fifth president by naming the Annex Building the Dr. Margaret A. Huber Academic Center.

From 1981 to 1992 Dr. Huber guided La Roche through significant growth and transformation. Under her leadership the College expanded its curriculum, developed an active building program, launched three graduate programs and saw a 12 percent increase in enrollment. During her tenure the College also celebrated its 25<sup>th</sup> anniversary, opened the Zappala College Center, constructed the Magdalen Chapel, and began the initial plans and fundraising for the fitness and sports center.

The campus community celebrated the dedication of the building during Alumni Homecoming Weekend. Dr. Huber, her family and friends were in attendance.



## WAYS TO GIVE

**O**ur students' success begins with your support. From scholarships to donated gifts, your contribution ensures that La Roche students receive a well-rounded liberal arts education and opportunities to learn and live the College's mission of promoting justice and peace in a constantly changing, global society.

### CROWDRISE

The Office of Institutional Advancement recently introduced a new crowdfunding initiative, allowing donors to choose a specific project or cause to support.

Crowdrise, a crowdfunding platform, allows members and friends of the La Roche community to view a wide array of fundraisers and the opportunity to donate to the project of their choice. Anyone can view or share current project pages to their social media sites.

Director of Annual Giving and Advancement Services Craig Bruno said, "What drew us to Crowdrise was their fundraising model based upon the notion of making giving back fun. It also allows our community the opportunity to support La Roche in a variety of

ways that do not involve only making a monetary donation."

Go to [crowdrise.com/LRC1963](https://www.crowdrise.com/LRC1963) to access the La Roche Crowdrise page. Please contact Craig Bruno if you are a student, student group, team or department that is interested in using Crowdrise to fundraise: 412-536-1152.

### SENIOR CLASS GIFT

This year Institutional Advancement reintroduced the senior class gift as a way for graduating seniors to say thank you and give back to their soon-to-be alma mater.

Senior students were given the option to donate to this project when submitting their graduation application. Donors were able to vote on the ultimate use of the money. The senior class gift was one of the first three initiatives to be promoted through Crowdrise.

### *Ongoing Institutional Advancement Campaigns*

#### LA ROCHE BRICK CAMPAIGNS

The Red Walk at the Baierl Athletic Complex allows anyone to dedicate a brick in honor of a coach or teammate. The bricks come in two sizes and are displayed outside of the brand new

pavilion. All funds from this project go toward La Roche Athletics.

The La Roche College Commemorative Brick Walkway outside of the Wright Library is another area where you can purchase a brick in memory of someone or as a way to leave your mark on campus. These bricks come in one size, and the money supports the College's Annual Fund. All engraving is included in the cost of the bricks. Visit [laroche.edu/bricks](https://laroche.edu/bricks) to learn more about the tax-deductible prices and regulations.

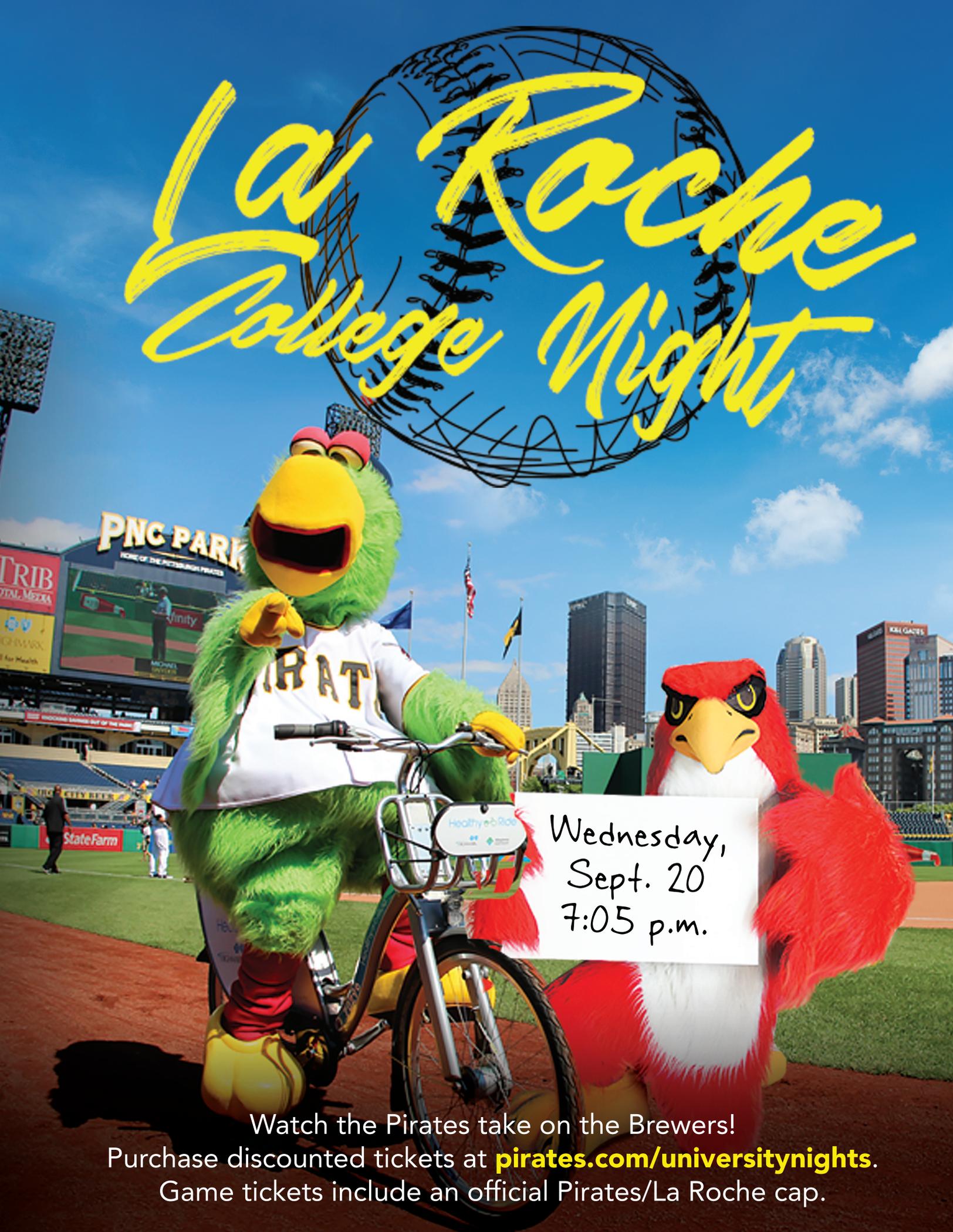
#### THE SAINT JOHN'S BIBLE ILLUMINATIONS COLLECTION

In 2013 La Roche acquired The Saint John's Bible Heritage Edition, a multicultural and contemporary handwritten and hand-illuminated Bible. To broaden its appreciation on campus, the College wishes to purchase fine-art prints of individual pages to display in classrooms, hallways and offices. Many of these prints have been purchased in memory or honor of special friends of La Roche College.

Visit [laroche.edu/saintjohnsbible](https://laroche.edu/saintjohnsbible) for more information.

*Please visit [laroche.edu/give](https://laroche.edu/give) for additional ways to donate to La Roche College.*

# La Roche College Night



Wednesday,  
Sept. 20  
7:05 p.m.

Watch the Pirates take on the Brewers!  
Purchase discounted tickets at [pirates.com/universitynights](http://pirates.com/universitynights).  
Game tickets include an official Pirates/La Roche cap.



Allard Elementary student Emily Wright models her Dr. Seuss-themed card before the La Roche Marketing Club sends it to U.S. troops stationed in Kuwait.



**T**his semester the La Roche Marketing Club organized an initiative to send 360 thank you cards to U.S. troops in Kuwait.

Marketing Club Vice President Allie Rouda said, “My brother Sgt. Jeff Rouda is a sergeant in the Army, and my family and I were discussing a way that we could lift his spirits while overseas in Kuwait. I didn’t just want to send cards to my brother, but all soldiers, because it must take a big toll on them being away from their families for nine months at a time.”

Ms. Rouda introduced the idea to her board members, and from there it spread. The Marketing Club teamed with the La Roche community, as well as Ridgewood Youth Group, a ministry group Ms. Rouda leads every Sunday, and J.A. Allard Elementary, where Club President Nikole Scappe’s cousin teaches.

“One of the high schoolers from Ridgewood Church made a card that said, ‘I wanted to say thank you for being so selfless. I need to remember to be more appreciative of what I have and the safety I possess because of you. I need to stop taking things for granted, like my parents, going to school and my freedom. Thank you for your service,’” Ms. Rouda said.

In celebration of Dr. Seuss’s Birthday and Literacy Week, the entire fourth-grade class at Allard created Dr. Seuss-themed thank you cards. “Students at Allard used their own personal designs and creativity while playing off the Dr. Seuss words and rhymes to create cards for the troops. Fourth-grade

teacher Lauren McCutcheon-Perkins organized the card project for Allard, and her class made the cards,” Ms. Scappe said.

During lunch hours Marketing Club members Maria Iellimo, Treasure Coholich, Ms. Scappe and Ms. Rouda sat at a table in the College Center Square and encouraged anyone who passed by to participate.

Ms. Scappe said, “We had red, white and blue paper, patriotic stickers and markers. We helped some students craft thank you messages, but others sat by themselves and wrote passionate messages. One international student wrote how he wished he could fight for this wonderful country, but couldn’t because his mom didn’t approve. He thanked them for his freedom and wished he could be alongside them. I was amazed how powerful some of the students’ thank you letters were.”

La Roche College has received Military Friendly status from Victory Media for the past eight consecutive years. The College offers students credit for military experience and is a part of the Yellow Ribbon Program, working with the U.S. Department of Veterans Affairs to reimburse 100 percent of veterans’ tuition cost.

# College to Offer Summer English Institute for International Clergy and Religious

**T**his summer La Roche College will prepare international clergy and religious to assume the challenges of ministry within the American Catholic Church.

From July 17 to Aug. 4, La Roche's Clergy and Religious Summer English Institute will help clergy who have been assigned to work in U.S. parishes to improve their English communication skills. Established three years ago, the Institute offers more than 60 classroom hours of English language and cultural instruction tailored specifically to the needs of a working priest. The curriculum focuses on accent reduction, targeted liturgical nomenclature, public speaking skills and building cultural competency.

Father Thomas Schaefer, Ph.D., founder of the Institute, said, "A concern of the United States Catholic Conference of Bishops is that many international priests and religious are coming to the United States to supplement the lack of American clergy and religious, whose numbers have dwindled dramatically over the last 50 years. The key issue is preparedness. Are these clergy and religious ready — linguistically and culturally — to assume the challenges of ministry within the American Church? The reality is that many are not adequately prepared for this work. We created the Institute at La Roche to respond to this need for training."

Participants have come from dioceses across the United States, as well as Colombia, India, Vietnam and Ukraine, and serve both the Western Roman Catholic Church and the Eastern Byzantine Catholic Church.

"Many people may not realize just how difficult moving and working across cultures can be for these priests," Director Laura Whitman said. "English



*Clergy and religious from around the world will have the opportunity to improve their English-language skills at La Roche this summer.*

language proficiency and accent reductions are one small part of a much larger cultural awareness and know-how that must be acquired in order to be successful within their parishes here in the United States. That is why our Institute is so powerful; it provides a safe place for clergy and their families to gain these competencies and cultural orientation within a low-pressure environment."

Program activities include practice in writing and delivering homilies, discussion of etiquette in various social situations and direction instruction on American communication norms, including verbal and nonverbal messages.

Instructor Christine Yaklich-Miller said, "In addition to focusing on essential discourse including vocabulary, grammar, accent reduction and colloquialisms, we include day outings to local religiously associated attractions and events, allowing for a variety of meaningful learning activities.

Priests also enjoy continuing their daily activities by having use of our beautiful Magdalen Chapel to celebrate liturgy. Having the ability to tailor the curriculum materials to focus on the needs of each student has received positive evaluation critiques from clergy attendees, which highlights a goal that we strive for in our focus."

The Institute also offers priests a cultural orientation specific to their unique duties, within the idyllic setting of its suburban northern Pittsburgh campus.

"It is worth noting that Pittsburgh has been the temporary home for hundreds of international clergy and religious, who have pursued graduate studies at local universities," Father Tom stated. "The city also is a permanent residence for some priests who have served parishes for decades and now call Pittsburgh their home. With a long history of immigrant clergy and religious serving the people, Pittsburgh is a fitting place for such an Institute."

# Mission & Ministry Launches Campus Kitchen Days

BY SYDNEY HARSH '17

## Think. Eat. Save.

**T**hese few words will soon inspire students of La Roche College to end food waste and hunger around the world.

The Office of Mission and Ministry plans to end food waste and hunger on campus and throughout our community through its new volunteer experience: Campus Kitchen Days.

Mariana Benitez, a sophomore biology major, was that one student who spoke up about ending food waste on campus and donating it to those in need.

"It made me realize that we are privileged to eat three meals a day when there are people who don't even get to eat one meal a day," she said.

The food that is being thrown out in the cafeteria, she added, could feed an entire small village in most countries.

"Their daily role is to pack the food that was not eaten and freeze it until delivery day. Light of Life Rescue Mission picks up the food on Fridays. The students and I take the food on Monday evenings."

Campus Kitchen Days takes place every Monday evening at 7 p.m. in the Cantelops Dining Hall.

"This experience will bring others satisfaction, especially since we are collaborating with the community for a good cause," Ms. Benitez said. "It also makes me feel that I am making a difference by helping those who are in need and not wasting food."

Sister Karina suggests that students keep these three words in mind: think, eat, save.

- **Think.** Wasting food is often a subconscious act. Become aware of how much food you throw away.
- **Eat.** Become a more mindful eater. Eyes bigger than your stomach? Serve yourself smaller portions if you are unsure whether you will like the food.
- **Save.** Save your food, save your money and save the environment. Donate to food banks and become a conscious consumer.

"Allegheny County has a population of 174,110 people who are food insecure. That's 14.2-percent of people who are not guaranteed a meal each day, whether it be hot or cold," she said. "The rate is even scarier for children. There are approximately 42,170 children who do not get fed each day. That's 17.8 percent of children who are not getting the nutrition they need to go about their day."

However, La Roche students can make a difference in the community.

"Students can become food rescuers, and make the world a better place," Sister Karina said.



*Student Taylor Rosso and Coordinator of Service Sister Karina Conrad package leftover soup for donation to Light of Life Mission and Northside Common Ministries.*

Sister Karina Conrad, coordinator of service for the Office of Mission and Ministry, said, "The Campus Kitchen Days were created because an international student shared their experience about food waste with me. Also, in the U.S., there is so much food waste. The campus and community can work together to help tackle food waste and hunger." Sister Karina added that the student noticed a lot of food being thrown out when it could be given to people who are hungry.

"By delivering food to places," Ms. Benitez said, "we are giving a warm plate of food to a person that needs it."

The Office of Mission and Ministry works directly with SAGE Dining Services to prepare the food for donation to Light of Life Mission and Northside Common Ministries.

"Throughout the week, SAGE freezes the leftover food," Sister Karina explained.

# Students Serve Chicago Community During Spring Break

BY SARAH REICHLE '16

**T**his year's Alternative Spring Break experience in Chicago exposed students and staff to the realities other communities face.

Each day the group ventured to two different service sites, ranging from an elementary school to a thrift store to a community resource center. Along the way students and staff met a diverse group of people.

"The most meaningful part of the trip was each individual I met," student Audrey Swanderski said. "I met people who had lost their homes, successful people who quit their jobs to help, and children who could not even play outside during recess in fear of being shot by a stray bullet."

At the Academy of Saint Benedict the African, an elementary school located in Chicago's Englewood community, La Roche students helped teachers and staff in their classrooms and interacted with the children.

Coordinator of Service for the Office of Mission and Ministry Sister Karina Conrad said, "This elementary school was not just any elementary school. It was unique in the sense that these children come from a neighborhood with very high violence."

*Nine La Roche students ventured to Chicago for Alternative Spring Break. Top left to right: sophomore Babin Thapa, freshman Shakira Rodriguez, sophomore Mariana Benitez, sophomore Dipina KC, sophomore Tiela Hunt and freshman Audrey Swanderski. Bottom left to right: sophomore Ashley Waltz, junior Megan O'Neill and freshman Morgan Ward.*



The group also assisted with the after-school tutoring program of Port Ministries, which offers free services and resources to South Side Chicago residents so they can better themselves and their families while strengthening the community.

Director of Diversity and Inclusion Candace Okello said that service projects such as Alternative Spring Break provide an opportunity for students to experience the world beyond the La Roche campus.

"Alternative Spring Break exposes students to realities outside of their own. It challenges them in a lot of ways to see how other communities navigate the world, who has access and who doesn't, and why these issues exist," Ms. Okello said.

Megan O'Neill, a student who participated in this year's trip, agreed. "The biggest impact this trip had on me is not to judge. You never know anyone's circumstances. It is not our job to judge, but rather to help and love each person we can," Ms. O'Neill said.

## GLOBE Fashion Show Unites Campus

PHOTOS: JAMES KNOX

**T**he annual GLOBE Fashion Show showcased clothing and culture from more than 25 countries represented in the La Roche student body.

Candace Okello, director of diversity and inclusion, and staff adviser to GLOBE said, "The Fashion Show is a chance for students to proudly represent not only their respective countries, but those of their peers, so this event has been a very intentional way of bringing together our multicultural community."

Proceeds from the show benefited the Global Peace Building Foundation, an organization focused on helping youth and children in conflict-affected areas to overcome fear, hatred, stereotypes and prejudice.

# SGA Fundraiser Benefits Ronald McDonald House

BY SARAH REICHLER '16

The Student Government Association (SGA) recently partnered with the nonprofit organization Cuddles for Kids to benefit the Ronald McDonald House Charities of Pittsburgh.

Founder of Cuddles for Kids and sophomore Conner Hagins said, "As Director of Community Service for La Roche's Student Government Association, this was right up my alley. I wanted to do more to help an agency that does so much good for others."

Mr. Hagins, along with junior Brooke Audino and sophomore Téa Miksch, presented \$700 in checks, and hundreds of hygiene products and toys to the Ronald McDonald House.

SGA fundraised \$350 by selling limited edition La Roche T-shirts. The group also placed collection bins around campus for students to donate items such as tooth brushes, deodorant, shampoo, razors and toys. Cuddles for Kids matched the money raised through T-shirt sales.

"Many families arrive at the Ronald McDonald House with barely anything



Students Brooke Audino, Conner Hagins and Téa Miksch present a check to the Ronald McDonald House Charities of Pittsburgh after a fundraiser organized by the Student Government Association.

*"I wanted to do more to help an agency that does so much good for others."*

— Conner Hagins

and do not know how long they will stay," Mr. Hagins said.

Cuddles for Kids and SGA donated the money and items in honor of Steelers

Linebacker Arthur Moats and his wife, Shonda, who attended the check presentation. Mr. Moats visited the College for a private event in April.

In 2006 Mr. Hagins created Cuddles for Kids. The nonprofit has since donated more than 107,000 items or roughly \$500,000 worth of goods to children's agencies around the world. The organization has sent toys to Haiti, to those living in Mexican orphanages and even had local soldiers transport toys to children in Afghanistan.





## Women's Basketball Wins Record Seventh Straight Conference Championship

**T**he Redhawks became the first team in AMCC history to win seven straight conference championships when they defeated Medaille 91-62 in the AMCC Championship Game. The team advanced to its seventh straight NCAA Tournament, where they fell to UMass-Dartmouth 71-64 in a First Round Game.

Kamela Gissendanner earned AMCC Coach of the Year. Seniors Sabrina McLin and TiChina Mitchell were named to the All-Conference First Team, while Mackenzie O'Donnell made the Second Team and Danasha Harris the Third Team. Ms. Harris also became the AMCC Defensive Player of the Year for the fourth time, and Ms. Mitchell was a D3Hoop's All-Region Second Teamer.

Four of the Redhawks' five starters concluded their careers as 1,000-point scorers. Ms. McLin graduates as the school's all-time leading scorer, and Ms. O'Donnell is right behind in second. Ms. Mitchell and Ms. Harris rank in the school's top 10, and Ms. Mitchell holds the school record in points per game.



## Nellie Kraus Joins La Roche as Head Women's Lacrosse Coach

La Roche College announced Nellie Kraus as head coach of the women's lacrosse program.

"We're very excited to welcome Coach Kraus to La Roche College," Director of Athletics Jim Tinkey said. "She brings with her an outstanding career as a student-athlete at Allegheny College and a very successful coaching career at Quaker Valley High School. We have complete confidence that Coach Kraus will develop our women's lacrosse program into a viable contender in the AMCC."

Coach Kraus comes from Quaker Valley High School, where she has headed the women's lacrosse program since 2012. She won a WPIAL Championship while at Quaker Valley and made appearances in the playoffs four times. She also coached three All-Americans and over 25 academic All-Americans.

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*"We have complete confidence that Coach Kraus will develop our women's lacrosse program into a viable contender in the AMCC."*

— Jim Tinkey  
Director of Athletics  
La Roche College

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Coach Kraus graduated from Allegheny College where she enjoyed a distinguished soccer career. While at Allegheny she was a three-time All-American, three-time All-NSCAA Midwest Region and a four-time All-NCAC performer. She is the school's all-time leading scorer and was inducted into their Athletic Hall of Fame in 1999.

The Redhawks competed as a club team this spring and will join the Allegheny Mountain Collegiate Conference as a member for the 2017-18 season. The AMCC will be a five-team league (D'Youville, Franciscan, Hilbert, La Roche, Medaille) and will host a conference championship game to determine the league's winner.

The women's lacrosse program is actively recruiting students for the 2017-18 season. If you are interested, please contact Coach Kraus at [nellie.kraus@laroche.edu](mailto:nellie.kraus@laroche.edu).



## Men's Basketball Falls in AMCC Championship Game; Bajgora, Phifer and Bonnaure on All-Conference Team

The men's basketball team enjoyed one of its best seasons in school history, advancing to the AMCC Championship Game and tying for second place in the AMCC Conference Regular Season Standings.

The Redhawks entered the AMCC Tournament as the #3 seed. They hosted #6 Pitt-Bradford in an AMCC Quarterfinal matchup and held on for a 77-72 victory over the Panthers. La Roche then cruised to a 75-50 victory over arch-rival #2 Penn State Behrend in the AMCC Semifinals. The Redhawks' magic ran out in the AMCC Championship, where they fell to Regular Season Champion #1 Medaille.

Three Redhawks received AMCC All-Conference recognition. Junior Arnes Bajgora and sophomore Rayquan Phifer were on the All-Conference Second Team, and senior Evan Bonnaure made the All-Conference Third Team.





# GRADUATE PROGRAMS

M.S. ACCOUNTING

M.S. HEALTH SCIENCE (*NURSE ANESTHESIA*)

M.S. HUMAN RESOURCES MANAGEMENT

M.S. INFORMATION SYSTEMS

M.S. NURSING (*ONLINE*)

Administration  
Education

MASTER OF EDUCATION

with Autism Spectrum Disorder Endorsement Certification  
with PreK-8 Special Education Certification

DOCTOR OF NURSE ANESTHESIA PRACTICE (*ONLINE*)

**Classes begin Aug. 28**

[laroche.edu/graduate](http://laroche.edu/graduate)



**La Roche**  
COLLEGE



CELEBRATE LA ROCHE!

# DISTINGUISHED ALUMNI 2017



Established during La Roche's 50th anniversary year, the Distinguished Alumni Circle honors graduates for their outstanding professional achievements and significant dedication to community service. In April 2017 at the annual *Celebrate La Roche!* dinner, La Roche inducted 16 additional alumni whose lives reflect the fundamental values of the College's mission.



**Melissa Blythe  
Altman '02**

*Lay Missioner in El Salvador  
Maryknoll Lay Missioners*

Melissa Blythe Altman '02 provides direct service to the poor and marginalized people of El Salvador in her role as a Maryknoll Lay Missioner.

Currently Ms. Altman works in a women's cooperative that makes clothing, embroidered goods and other sewn items. Her function is to animate the women, provide support and guidance, and assist with daily operations. Previously she was a Lasallian volunteer and the director of campus ministry at Bishop Loughlin Memorial High School in Brooklyn, N.Y.



**William F. Gruber '83**

*President  
Broker's Settlement Services Inc.*

As president of Broker's Settlement Services Inc., William (Bill) F. Gruber '83 is responsible for all business development initiatives including sales, marketing, client relations and social media for the company.

Mr. Gruber earned his bachelor's degree in business administration and management at La Roche, where he now serves on the board of trustees and is a member of the Strategic Planning Steering Committee.



**Miguel Ntutumu  
Evuna Andeme '03**

*Ambassador  
Embassy of Equatorial Guinea*

Miguel Ntutumu Evuna Andeme '03 is Equatorial Guinea's Ambassador to the United States. In this position he promotes the country's growth

and fosters its relationship with American businesses and government entities. At La Roche he earned his bachelor's degree in international studies and cofounded the International Forum of African Students as a way to bring awareness to African issues on campus.



**Nicholas J. Haller,  
MSN '98**

*Associate Chief Nurse,  
Long-Term Care  
VA Pittsburgh Healthcare System*

Nicholas J. Haller '98 works as the associate chief nurse of long-term care for VA Pittsburgh Healthcare System. Since 2014 he has functioned as the director of nursing for the system's nursing home, having administrative oversight for 207 nursing personnel. In addition to his work with VA Pittsburgh Healthcare System, Mr. Haller provides the palliative care/hospice lecture for senior-year nursing students at the University of Pittsburgh School of Nursing. He is a former adjunct professor of La Roche's undergraduate nursing program.



### Rufus Idris '11

*Adviser to the Governor on MSME  
Development and Wealth Creation  
Government of the  
State of Osun, Nigeria*

Rufus Idris '11 is the adviser to the governor on MSME development and wealth creation for the government of the State of Osun, Nigeria. Mr. Idris heads the Osun MSME Value Chain Development and Wealth Creation Program, which aims at developing a minimum of 10 market-driven value chains that will empower 50,000 sustainable MSME entrepreneurs, create jobs and increase incomes for 300,000 people.



### Theresa Orlando '78, M.S. Ed.

*Executive Director (Retired)  
Miryam Shelter*

For 15 years Theresa Orlando '78 served as the executive director of Miryam Shelter for Bethlehem Haven in Pittsburgh, Pa., and provided direct service to homeless women dealing with mental health issues and other risk factors. For 23 years Ms. Orlando was a director of Christian formation in the Diocese of Pittsburgh, serving in five different parishes. She started this career after Vatican Council II, and she developed the training and enrichment for all liturgical ministries. Ms. Orlando also was responsible for Pastoral Council and RCIA program development.



### Rijad Konjhodzic '98, Ph.D.

*Chief of Operations  
Alea Genetic Center*

Rijad Konjhodzic '98 is the chief of operations for Alea Genetic Center, a molecular biology center. Previously he was the director of forensic medicine and genetic testing for the

Department of Human Genetics at the Clinical Center Sarajevo. His experience includes working as the Clinical Center's chief of Human Genetics Division and DNA lab chief for the Department of Microbiology. He also has served as the DNA lab coordinator and DNA team leader for ICMF.



### Sokhom S. Pin '92, Ph.D.

*Head of In-Vitro Neuropharmacology  
Alkermes Inc.*

As head of in-vitro neuropharmacology at Alkermes Inc. in Waltham, Mass., Sokhom S. Pin '92 leads a group of scientists in discovering new therapeutic molecules to treat diseases of the central nervous system. Dr. Pin earned his master's degree from Johns Hopkins University in 1997. Ten years later he earned his Ph.D. from the University of Connecticut. After completing a doctoral degree in pharmaceutical sciences, he used his knowledge and experience in drug discovery to help launch the careers of other scientists and to bring new medicine to patients. He has had more than 30 research articles and abstracts published in peer-reviewed scientific journals.



### Driton Lajci '03, M.S. '05

*Advisor to Speaker of Parliament  
Kosovo Parliament*

Driton Lajci '05 currently works as advisor to the Speaker of Kosovo Parliament, where he is responsible for maintaining relations with partners, donors, parliamentarians, regional

and municipal councilors, party supporters and political parties in other countries. Previously he was the co-head of the U.N. Interim Administration Mission in Kosovo Youth Department and a sales, marketing and human resources manager for Telecom of Kosovo. He has been a member of parliament, capacity building advisor for U.N. Development Program, and an advisor to the deputy prime minister and minister of justice.



### Patricia C. Phillips '93

*Level-III Surgical Nurse (Retired)  
UPMC Shadyside Hospital*

Before retirement Patricia C. Phillips worked as a senior level-three surgical nurse and acted as role model of professional evidence-based practice at UPMC Shadyside Hospital in Pittsburgh, Pa. For more than 37 years, Ms. Phillips was a circulating nurse in most of UPMC Shadyside Hospital's 26 operating rooms including: cardio-thoracic, open heart, ortho, neuro, robotics and maxillo-facial. A veteran of the United States Air Force, Ms. Phillips was a captain in the Persian Gulf War in 1991 and a utilization manager for Tricare as a lieutenant colonel.



**Troy Rabenstein '91**  
*Senior Vice President, Audit Director*  
 Bank of the West

Troy Rabenstein '91 is senior vice president and audit director for Bank of the West, an \$80 billion retail and commercial bank in San Francisco, Calif. In this role he is responsible for directing, planning and managing all

audits related to consumer compliance, BSA/AML/ Sanctions compliance and wealth management business activities. His professional licenses include: Certified Regulatory Compliance Manager, Certified Anti-Money Laundering Specialist, Certified Fiduciary and Investment Risk Specialist, and Certified Fraud Examiner.



**Scott Sieg '87, Ph.D.**  
*Associate Professor of Medicine*  
 Case Western Reserve University

Scott Sieg '87 runs a research laboratory centered on HIV immunology at Case Western Reserve University. Dr. Sieg's research centers on understanding critical factors that underlie immune restoration

in treated HIV-infected patients and that may protect these patients against chronic inflammation. His work includes: directing research projects, applying for grant funding, attending and presenting at scientific meetings, and publishing scientific findings in peer-reviewed journals.



**Jean-Claude M. Rwigema '05, M.D.**  
*Senior Associate Consultant and Assistant Professor*  
 Department of Radiation Oncology,  
 Mayo Clinic

Jean-Claude M. Rwigema '05 is an award-winning academic oncologist

specializing in treating all types of cancers with radiotherapy in a multidisciplinary setting. Currently he works as a senior associate consultant and assistant professor for the Mayo Clinic in Scottsdale/ Phoenix, Ariz., and as an instructor/proton therapy fellow for the University of Pennsylvania's Department of Radiation Oncology. Previously Dr. Rwigema worked as a chemist and chemical engineer for Honeywell International Inc., and as an associate scientist for the Pharmaceutical Product Development Inc.



**Thomas (Tip) Solomon, M.S. '85**  
*President*  
 Solomon Sourcing Solutions, LLC

Thomas Solomon '85 is the president of Solomon Sourcing Solutions, LLC in Southlake, Texas. In this position he assists companies considering

information technology and business process sourcing alternatives. Mr. Solomon provides advisory services in organizational design and readiness through sourcing, implementation and delivery. He also has provided project leadership expertise and IT assessment through service provider contract negotiations for several companies.



**Timothy J. Shapiro '06, DNAP**  
*Nurse Anesthetist*  
 VA Pittsburgh Healthcare System

Timothy J. Shapiro '06 works in the anesthesia care team model for the Department of Veteran Affairs and provides anesthesia service to the

veteran population undergoing a wide array of procedures. His military service includes roles as a medical-surgical nurse/nurse anesthetist for the Army Professional Management Command; an infantryman for the Pennsylvania Army National Guard; and a medical specialist/licensed practical nurse for the United States Army Reserve and United States Army. He deployed six times in support of Operation Iraqi Freedom and Enduring Freedom.



**Gregory Weimerskirch '90, MFA**  
*Motion-Picture Art Director and Production Designer*

After graduating from La Roche College with a bachelor's degree in interior design, Pittsburgh native Greg Weimerskirch '90 went on to

become an architect and motion-picture art director, and contribute his work to several notable Hollywood films. Mr. Weimerskirch has art directed the movies "Fences," "The Fault in Our Stars," "Southpaw," "Unstoppable" and "Jack Reacher" among others. He was recently nominated for Excellence in Production Design for "Fences" from the Art Directors Guild and was previously nominated for the TV series "Seven Days."

Full biographies of our Distinguished Alumni are available online at [laroche.edu/dac](http://laroche.edu/dac).



# BEHIND THE LENS

Christina (Shields) Pearson '12 is one of New York City's emerging fashion photographers

BY KURT HACKIMER '12



**C**ristina (Shields) Pearson '12 has taken her camera all over the world and has had her work featured in magazines like *Marie Claire* and *Glamour*, in advertisements for Nordstrom and Bloomingdales, and in some of New York City's top fashion blogs.

Ms. Pearson, like most young college students, didn't know what she wanted to be when she grew up. Much like the 80 percent of college students who, according to the National Center for Education Statistics, switch their majors at least once, she entered La Roche as an accounting major because it was a "safe" option for employment after graduation. She quickly realized that a lifetime of crunching numbers was not appealing to her.

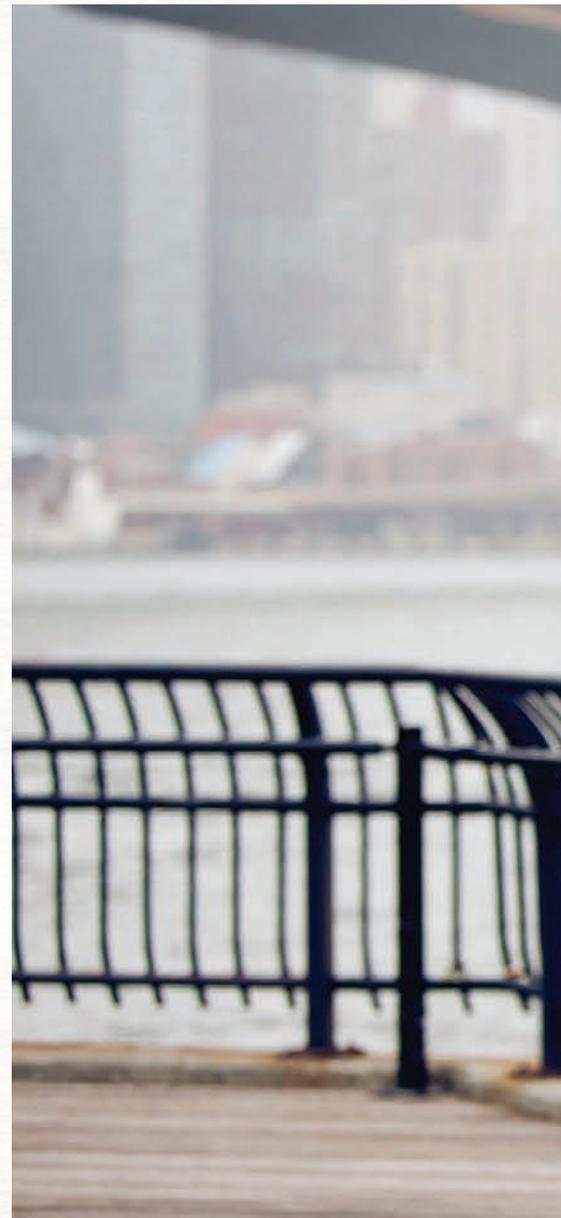
Following her third semester at La Roche, Ms. Pearson used her Christmas break to reconsider her options. She recalled painting in high school and how it made her feel alive. Naturally observant and freethinking, Ms. Pearson wanted to explore her creative instincts. Due to her finance credits not transferring to true liberal arts majors, she eventually settled on a marketing major and, in addition to a load of business courses, took a photography class on a whim.

What was initially supposed to be a respite, amidst an array of taxing business courses, soon became an outlet for her artistic passion.

"I'll admit this now: I was putting 90 percent of my attention into my photography course," Ms. Pearson said. "I couldn't put my camera down. I was truly discovering who I was as a person through the lens."

La Roche does not offer an extensive photography program, but Ms. Pearson used the school's tools to keep photography in her life. In her junior year, she took an internship at WPXI, where she was introduced as "the photographer" and came to the realization that her newfound hobby could actually become a marketable skill.

Following graduation Ms. Pearson briefly flirted with the idea of working for an advertising agency before she decided to "take the leap" and pursue photography full time. She landed a



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For Harper's BAZAAR

“Because I only studied the basics of photography, my mind is clear of all the rules,” she said. “My eye was developed through personal experiences and practice. I know what looks good, and I anticipate people’s next move through my lens and capture it.”

While her photography skills have largely developed outside of La Roche’s walls, Ms. Pearson uses her marketing

Ms. Pearson has used her knowledge of marketing to make a name for herself within the crowded fashion photography industry. She designed her first portfolio in an Internet Marketing class that she took at La Roche. Now, her Instagram account **@christinaemiliephoto** has more than 22,000 followers, and she has recently traveled to France, Mexico, California and Arizona for shoots.

**“I couldn’t put my camera down. I was truly discovering who I was as a person through the lens.”**

— Christina (Shields) Pearson '12

job taking photos at ModCloth, a clothing company based in Pittsburgh, and spent her spare time shooting weddings and other events.

Eventually Ms. Pearson came to the realization that if she was serious about fashion photography, she had to move to New York City. For the past two and a half years, she has lived in Long Island and has made her living shooting photos across Soho and East Village.

“The New York City fashion scene is very competitive, but I also will admit there is a large amount of work here,” she said. “But you can’t always wait for it to find you.”

On a shoot Ms. Pearson will typically work with seven to 10 people including a photo assistant, makeup artist, wardrobe stylist, hair stylist, art director, model and client. Ms. Pearson said she likes to work closely with her models in order to connect with them so that they are working with each other rather than for one another.

She added that her relationship with her clients allows for her unique style, which she has been told, “evokes emotion,” to come to the forefront. Her official training was limited to that single class she took in her sophomore year. While that may be an unconventional way to break into professional photography, Ms. Pearson said that it has actually worked to her benefit.

degree on a regular basis. The prospect of freelancing can be intimidating; there are no coworkers, no teams and no bosses to give direction. Freelancers have to carve their own path, learn from their mistakes and constantly work on building a network.

“I learned everything from trial and error,” Ms. Pearson said. “When I moved to New York City, it was definitely hard making a name for myself outside of Pittsburgh. I realized that I had to restart and do it the same way: one connection at a time.”

In the past year, she has been shooting campaigns for FEED, a charitable handbag company founded by Lauren Bush Lauren. In coming years Ms. Pearson plans to continue to travel and expand her business internationally. And the more her portfolio grows, the more she appreciates the lessons she learned at La Roche.

“At the end of the day, I’ve learned that photography is about way more than just taking photos,” Ms. Pearson said. “You are a business and have to act like a business.”



## ALUMNI CELEBRATE HOMECOMING WEEKEND

A weekend full of reunions and athletic events offered the chance for nearly 300 alumni to reconnect and reflect on their years at La Roche.

### Reunions, Cocktail Parties and Dinner

A mix of alumni returned to campus to network and reminisce during academic reunions, the general cocktail party and dinner, a 1970s reunion and a reception for nominees and awardees of the Presidential Awards for Leadership and Scholarship.



### President's Reception

Nominees and awardees of the President's Leadership and Scholarship Award reunited at a private cocktail party with President Sister Candace Introcaso, CDP, Ph.D.



### Athletic Events

Former members of the lacrosse and men's and women's soccer teams competed in the alumni games at the Baierl Athletic Complex.



## CALL FOR NOMINATIONS

Do you know an accomplished La Roche graduate? Nominate them for the Distinguished Alumni Circle Award. Submit your nomination at [laroche.edu/nominate](http://laroche.edu/nominate) by Aug. 1. For more information or to obtain a hard-copy nomination form, call 412-536-1085. Awards will be presented April 20, 2018.

## Renew Your Marriage Vows on Campus

Celebrate your marriage and renew your vows at La Roche's Magdalen Chapel. Two formats are available from mid-May to July:

- **Private ceremonies**  
Available on Saturdays and conducted by a member of the Sisters of Divine Providence
- **Public ceremonies**  
Available on Sundays at 11:30 a.m. during public Mass and conducted by the presiding priest

Reservations cost \$100, with a \$50 deposit due at the time of booking. All alumni of La Roche are eligible, along with married children and parents/grandparents of alumni.

For more information call 412-536-1071.

# CLASS NOTES

La Roche alumni celebrate professional and personal achievements in life after college.

**Olivia Baylor '06** opened an outpatient mental health clinic in Catonsville, Md., working with LGBTQ, polyamorous and heterosexual couples.

**Priscilla Bordogna '06** started a home-based bakery business called Priscilla's Italian Pizzelles. In October 2016 she joined True Partners Consulting as an office manager in Tampa, Fla.



**Tracie Brady '91** won the Excellence in Education Award at Pittsburgh Technical College (PTC), a student-nominated award given to a PTC faculty member for excellent overall performance as an educator in and out of the classroom. At PTC faculty have the opportunity to demonstrate commitment to and excellence in the areas of instruction, non-academic, student-centered activities and faculty support. Ms. Brady teaches full-time and serves as the faculty adviser for the Collegiate DECA organization. She is pursuing a doctorate of business administration.

**Mark Cochenour '83** retired from the Internal Revenue Service after working as a federal agent for 32 years.

**Ryan DeFazio '15** is now a part-time paraprofessional at Peters Township High School.



**Anthony Battaglia '95** took a trip to the Amazon.

**Jaffee Donaldson, PHR, SHRM-CP '06** accepted a position as a human resources manager with Millcraft. Mr. Donaldson attends continuing education courses in human resources at La Roche.

**Peggy Eddens '87** received the 2016 Ron Shane Human Resources Lifetime Achievement Award.

**Francis Feld '97** completed his DNP degree at Carlow University in May 2016 and celebrated his 25th anniversary with UPMC in November 2016. Dr. Feld is a CRNA at UPMC Passavant Hospital where he specializes in thoracic anesthesia. He is a member of a federal disaster medical team and has been deployed for hurricanes, floods, earthquakes and national special security events. Dr. Feld remains active as a paramedic with Ross West View EMSA.

**Linda Klingman '00** opened a human resources consulting and outsourcing firm called HR Coastal, LLC in Hilton Head.

**Theresa Orando '78** is a 2016-17 Jefferson Award Recipient in recognition of 20-plus years of anti-racism collaboration in North Hills. Her dedication to peace and social justice began as a direct response to the Documents of Vatican Council II and has been her guiding principle.



**Dan Pasqua '10** married **Becky Jeskey '11** at the Four Seasons Banquet House in Gibsonia, Pa. Both alumni are graduates of La Roche's Professional Writing program.



**Alyssa Rieffle '14** was hired by the Fairfax City Police Department. Currently she serves on night patrol working cases and assists with the department newsletter, mentoring and recruiting.

**Rebecca Williams '99**, market sales manager of Kimball Office, Health and Learning Furniture, is currently serving a two-year term as director of programs for Commercial Real-Estate Executive Women and is responsible for all Education Programs.

**Andrea Peck '00** joined La Roche as a full-time professor in the Education Department. Dr. Peck graduated in April 2015 with a doctorate in educational leadership from the University of Pittsburgh. In addition to teaching courses and supervising student teachers and field experience students at La Roche, she is an adviser to middle-level education majors. Prior to teaching at La Roche, she was the principal and assistant principal at Seneca Valley Middle School and a middle-school science and reading teacher at Pine-Richland Middle School.

## IN MEMORIAM

**Harry (Sonny) Beyer '78** on Aug. 20, 2016  
**Anthony Bytnar '74** on Dec. 24, 2011  
**Angela Wells Dillon '10** on May 1, 2017  
**Mary McGinley '90** on April 15, 2017  
**Norma Meredith '80** on Nov. 11, 2016  
**Jean Neidig '91** on May 18, 2017.  
**Richard Rom Rudolph '88** on Dec. 25, 2016  
**Sarah Villarreal '12** on March 7, 2017  
**Ron Willis '72** on Feb. 15, 2016

## SUBMIT YOUR CLASS NOTES!

Dear Alumni:

Let us know where life has taken you and what you have accomplished along the way.

Our 13,000-plus alumni population is a diverse, tremendously talented group of individuals, and we want nothing more than to share your news with the world.



I challenge all of you to submit a class note this year. **Let's fill the December issue of Connected magazine with multiple pages of career changes, promotions, marriages, births, volunteer service and other major life events.** Let's celebrate your milestones and create a network of alumni who are informed, connected and engaged.

Submit your class note online at [laroche.edu/alumni](http://laroche.edu/alumni).

Best Regards,

A handwritten signature in black ink that reads "Gina Battaglia Miller".

Gina Battaglia Miller '77  
Director of Alumni Relations



# IT'S TEE TIME!

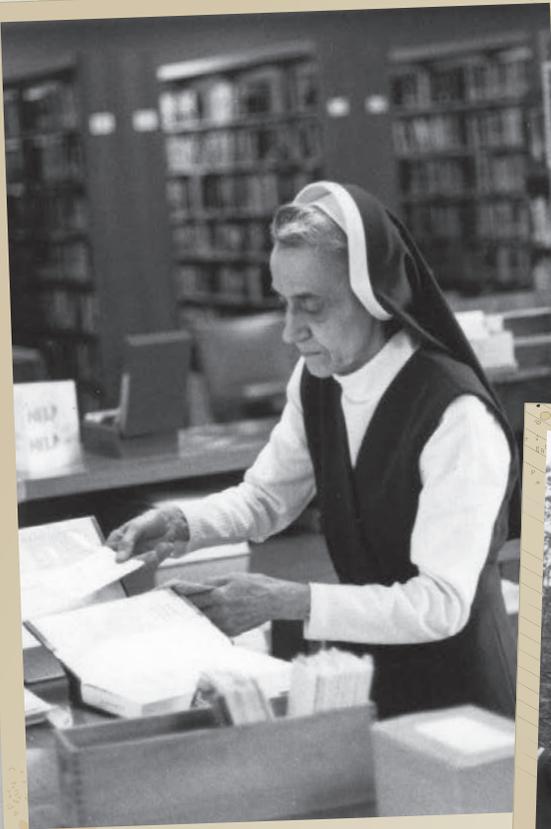
## Mark Your Calendar



Scott Lang Memorial Golf Classic  
**Monday, Sept. 18, 2017**  
Wildwood Golf Club | Allison Park, PA

# Wright Library Celebrates 50th Anniversary

*Groundbreaking ceremony for Wright Library, the first college-owned building, named for Cardinal John J. Wright.*



*Sister Georgine Sieber, Librarian, in 1981.*



*Upon completion of the Wright Library, the books from the original Providence House library were transported by basket across a long line of sisters and friends to the new library.*



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