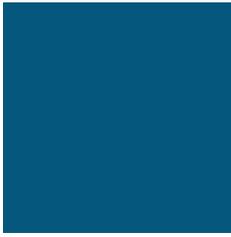


February 17, 2008



# Creating a Customizable Textbook

essentials for success

**Annual Conference on The First-Year Experience, San Francisco**

Presented by:



**Scott F. Peska** and **Denise L. Rode**, Orientation & First-Year Experience,  
Northern Illinois University



**Mark Kesson**, Director of New Business Development  
**Lisa LaRew**, Managing Editor  
Hayden-McNeil, LLC, Plymouth, MI



### Slide 1



#### Creating a Customizable Textbook Essentials for Success:

**Scott F. Peska & Denise L. Rode**  
Northern Illinois University  
speska@niu.edu  
drode@niu.edu

**Mark Kesson & Lisa LaRew**  
Hayden-McNeil Publishing  
kesson@hmpublishing.com  
larew@hmpublishing.com

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### Slide 2



#### Session Outline

- Introductions
- History of NIU's FYS and textbook
- Overview of the process
- Benefits of a customizable textbook
- Organizing, editing, and revision process
- What we've learned

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### Slide 3



#### UNIV 101/201 at NIU

- 1-credit course that meets for the first 12 weeks
- A recommended course for traditionally admitted students and a required course for students entering through our CHANCE alternate admission program
- Over 90 sections with 77 instructors, 65 peer instructors, and 1,900 students (58% of freshmen) enrolled

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**Slide 4**



**Customized Text – Overview of the Process**

- Conducted a needs analysis
- Created a realistic and aggressive timeline
- Terminated contract with existing publisher
- Identified a publishing partner
- Developed a three-year action plan
- Determined what to include in a textbook
- Located campus authors
- Secured photos, activities, etc.
- Created an assessment plan

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**Slide 5**



**UNIV Textbook Needs Analysis**

Prior to this process, NIU used a content-provided publisher to have a semi-customized textbook (1 chapter and a few textboxes)

Course evaluations and feedback from instructors indicated:

- Students did not like the textbook
- Format was rigid (e.g., could not add pictures, lack of binding choices)
- Students did not feel the information provided was relevant or specific to their needs
- Lacked the ability for NIU to emphasis what was important

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**Slide 6**



**Timeline**

- January 2005
- Conducted the needs analysis
  - Created the action plan
- February 2005
- Identified publishing partner
  - Ended our existing contract
  - Determined what the textbook should include
  - Identified authors
- March 2005
- Wrote content
  - Created editing timeline

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**Slide 7**



**Timeline**

- April 2005
- Edited content
  - Secured photos and worked with publisher on layout (see pages 11–18)
  - Wrote chapter openers and activities
- May 2005
- Finalized draft and sent to publisher
  - Promoted to instructors
- June, July, and August
- Edited content
  - Created editing timeline
  - Received textbook

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**Slide 8**



**Contracts and Publishers**

- Make sure you have campus stakeholders' support for change (instructors to President)
- Contact University Legal Council to ensure there are no hidden clauses with breaking or signing a contract
- Allow for two weeks to a month for this process

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**Slide 9**



**Identifying a Publishing Partner That Is Right for You!**

- Be careful of what you wish for... (e.g., 1,000 textbook offers, e-mails, phone calls)
- Identify what values are most important to you
  - Cost
  - Flexibility
  - Ownership
  - Professionalism
  - Customer Service
  - Integrity

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**Slide 10**



**Identifying a Publishing Partner That Is Right for You!**

- Make certain you understand the contractual agreement (who owns the content)
- Explore different options for customizing textbooks (what limitations are there?)
- Solicit feedback from other campuses which use the publisher and talk to bookstore managers

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**Slide 11****Decisions about What to Include**

- Brainstorm – dream big!
- Identify areas NOT feasible
- Prioritize by importance
- Seek stakeholders' (instructors, students, and key administrators) suggestions
- Think about how you'll address what is not covered in the textbook

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**Slide 12****Locating Authors**

- Offices/services that are commonly associated with the chapter topic
- Faculty who teach these topics
- Important factor: It helps if these individuals can "write," and "write" with first-year students in mind

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**Slide 13****Benefits of a Customizable Textbook**

- Control over content
  - Specific and pertinent to your campus and relatable to your students
- Strengthen and create collaborative partnerships
- Establish more campus buy-in for FYS (authors can serve as guest speakers)
- Ability to change year to year as does your campus

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**Slide 14**



**Editorial Process**

- Establish a style guide (e.g., consistent language, format, voice, chapter layout)
- Secure permission to use content (e.g., author permission, photograph permission)
- Create an editing plan (edit, revise, edit, revise, edit, revise...)
- Send draft to publisher

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**Slide 15**



**Proofing Process**

- Publisher sends author a proof
- Author red-lines proof with changes
- Publisher incorporates changes into file
- Publisher sends author a final proof
- Once proof is approved, book goes to press

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**Slide 16**



**Revision Process – Next Edition and Beyond**

- Publisher sets schedule with author
- Author red-lines a desk copy with revisions (see pages 19–32)
- Publisher (designer, illustrator) incorporates revisions into new edition
- Proofing process
- Approved text to press!

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**Slide 17****What We've Learned**

- Poor authors make editing very difficult
- Be specific with authors on what you want (length, tone, level of formality, and the time frame you want it)
- Be aware of author/departmental agendas on your campus (page count can explode)
- Give yourself enough time to get the textbook to the bookstores
- Customizing a textbook is not a one-time, one-year process

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**Slide 18****What We've Learned**

- Be sure to add in the contract desk copies for your instructors
- Use undergraduate and graduate students in determining, writing, and editing content
- Develop a multi-faceted formative assessment plan
- Build in more time than you think you'll need
- Use an advisory board to help guide text decisions

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## Notes



The following pages show the development of the NIU Essentials for Success custom layout:





## Chapter 2 Getting Involved

*Jasmine looks around her room. She has been flipping through the channels for what seems like hours.*

*"There's nothing on!" she vents in frustration, flicking the TV off and tossing the remote to the end of the bed. "I can't believe I've only been here a few weeks and I'm already bored. Isn't there anything to do here?"*

*Knocking on the slightly ajar door, Lucas, the community adviser, pops his head in.*

*"Hiya, Jasmine! How's it going?" he asks.*

*"Fine. Boring, but fine," she replies half-heartedly.*

*"Boring? Things are boring in this crazy place?" Lucas says with a laugh.*

*"I don't really have homework, there's nothing on TV, and there's nothing going on."*

*"There's a lot going on," Lucas counters.*

*"Not that I've seen."*

*"It's hard to see things locked in your room with your door shut and the TV on," Lucas admonishes playfully. Receiving an eye roll from Jasmine, he continues, "Seriously, Jasmine, this is a happening place with a lot of stuff to do. You just have to find it."*

*"Whatever," Jasmine retorts. "I'm not in the mood for guessing games or hide-n-seek."*

*"It really doesn't take that much to find something to do, you know."*

*"It sure feels like it. Everyone says, 'Oh, college is SO MUCH FUN,' but really, it's been kind of boring."*

*"Jasmine," Lucas says, "it can be so much fun. You just have to go out and get involved."*

*"I don't like 'going out,'" Jasmine grumbles.*

*"I don't mean partying, Jasmine. I mean getting out of your room, meeting new people, things like that."*

*"How am I supposed to do that?"*

Material in this chapter is based on contributions from Rachel L. Helfrich,  
First-Year Connections Student Intern.



## CHAPTER 2

### GETTING INVOLVED

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#### Rachel L. Helfrich

2005 NIU Alumna

with special thanks to:

Denise L. Rode & Sara Boykins





And revise the material for future editions.

Step 3 showcases the color printing that we applied throughout the book. Color printing is a fantastic way to highlight illustrations and photos, as well as draw attention to custom features such as full-bleed tabs for easy chapter selection. (*current edition, August 2007*)

## CHAPTER 2

### GETTING INVOLVED

Dear New Student,

Welcome to NIU! Now that you've begun your first semester, you're probably just getting used to campus, the residence halls, and classes. But there is another major part of your college experience that you should remember: getting involved.

A university the size of NIU has a variety of opportunities, many of which may interest you. In fact, there are over 200 student organizations on campus recognized by the Student Association, ranging from community service groups to ethnic and cultural clubs to athletics to academic and professional societies to campus ministries to Greek organizations. There is something for everyone!

My best advice to you is to get involved now. During the first few weeks of school you will see flyers, e-mails, and chalkings around campus publicizing more meetings and events than you will have time to fit into your schedule, so why not attend one of the informational meetings? After going to Friday Fest organizational fair last August and receiving countless invitations, I grabbed a friend from my floor and headed out to some meetings. Some I decided were not for me, but others were organizations that I loved and which I am still an active member of today.

Going to meetings and the fun events hosted by these organizations helped me meet even more people—people who share my interests and who are some of my closest friends today. Getting involved helps you meet people, have fun, and make a difference in the NIU community and the world around you. For me, getting involved has been fundamental in making my college experience as amazing as it has been so far.

I hope your first year is full of wonderful memories and experiences. Best of luck to you—now go out and get involved!

**Chelsey Newcomb**  
Spanish Languages &  
Literatures major  
'07 UNIV Peer Instructor

**Lauren A. Kauffman**  
2007 NIU Alumna

**Rachel L. Helfrich**  
Orientation & First-Year Experience

**Monica Trevino**  
Student Involvement &  
Leadership Development





The following pages highlight the revision process:

step



The author red-lines a desktop copy with changes and submits files for any new text or imagery.



step



HMP makes changes and sends a proof to the author for review. Once approved, the book goes to press.

Revision ↓

# CHAPTER 2

## GETTING INVOLVED

Replace with Text REPLACEMENT ©

Dear First-Year Student,

As a recent NIU graduate it is my pleasure to give you a little insight into what it's like being an NIU student and how this school can help you grow. When I first came to NIU, I was a very shy young woman. I wasn't looking to get involved, and I didn't have much school spirit.

When I went through Orientation, I was encouraged to get involved in UNIV 101. Like many other first-year college students, I was reluctant to listen to anything my adviser said. Fortunately, I decided to take the class, and it made all the difference in my college career.

Being involved in the UNIV 101 class not only allowed me to meet other students, but it also gave me the opportunity to appreciate NIU and all that it has to offer. I slowly began coming out of my shell, started meeting more and more people, and became involved in organizations. I even went out and purchased a school sweater!

I went from not being able to give a presentation in front of a class to spending the summer of 2005 as an Orientation Leader. Being a college student is about opening doors for yourself and meeting new and interesting people. Most importantly, it is about getting to know yourself and growing into adulthood in an atmosphere of positive influence and support. I am sure that you will find your place at NIU, and in a couple of years, you will proudly wear your NIU Alumni sweater just as I do today!

Best of luck,  
**Luz Gonzalez**  
*'05 Orientation Leader*

<sup>A.</sup>  
**Lauren Kauffman** X  
*First-Year Connections*  
*Student Intern* X  
*2007 NIU Alumna*

**Rachel L. Helfrich** X  
*2005 NIU Alumna*  
*First-Year Experience : Orientation*

**Monica Trevino**  
*Student Involvement & Leadership Development*

Replace with Photo (H) X



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*Orientation & First-Year Experience*

**Monica Trevino**  
*Student Involvement &  
Leadership Development*



# Revision



**S T U D E N T N O T E S**

*“Getting involved is like the real world; sometimes you have to take yourself out of your comfort zone in order to meet people who you normally wouldn’t talk to but who may end up being your best friend.”*  
 –LaRhonda Bagby,  
 Communications major

*“The happiness I have found in student-based organizations and administrative positions serves to supplement my academic education immensely. Through campus involvement, I have gained strength, understanding, patience, and focus that I know I could not have received anywhere else.”*  
 –Kiarri Andrews,  
 Journalism major



22 • GETTING INVOLVED

At Northern Illinois University, you will have the opportunity to define who you are and who you want to become. A major component of who we are is determined by what we do. While students are primarily encouraged to excel and succeed in their college education, NIU also supports students’ active interest and involvement in the university community. This chapter will express why getting involved will benefit you, and it will share information you need to know to get started.

## Why Get Involved?

Perhaps the most obvious reason for you to get involved is to take full advantage of your time at NIU. Studies show that students who actively participate in their campus community are more satisfied with their overall college experience. Campus involvement provides many opportunities, resources, and benefits to support students’ satisfaction.

You can meet other students, faculty, and staff members by joining campus organizations. People attending the same group functions will have common ground to build a social relationship beyond the classroom or their residence hall floor. Joining an organization also gives you the chance to develop a connection with the organization’s faculty/staff adviser. Every registered campus organization is required to have an adviser. These connections with faculty or staff advisers could lead to possible references for you later in your academic career.

Future employers will look to a student’s involvement on campus to gauge how active he or she will be as an employee, and to see how students’ applied experiences match their education. Individual skills and interests that you possess will be reflected in your campus involvement. More importantly, employers will look for students who have taken on leadership ~~skills~~ <sup>roles</sup> through their campus involvements.

Students can develop leadership skills in an organization by

- running for an officer position;
- organizing an event;
- developing new programs within an organization.

# Final



## STUDENT NOTES

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# Revision



### Engaging. Empowering. Evolving.

Denise L. Rode, Ed.D.  
Director of Orientation

*First-Year Experience*

The evidence is clear. Students who get involved in activities outside of the classroom are more likely to complete their degree and have a more satisfying college experience.<sup>1</sup> Why is this the case?

For one thing, involved students have more interaction with their peers, faculty members, and staff of the university. They are more likely to form friendships, have leadership experiences, and know about and use campus resources. In other words, they are more *engaged* in the college environment than students who choose not to become involved with structured cocurricular activities or even more casual activities such as intramural athletics, working out at the Rec Center, and attending plays, concerts, or football games.

If you're typical of most college students, your peers will have the strongest influence on you during your undergraduate years at NIU. Interacting with the students who surround you in classes, on the residence hall floor, at work (if you choose to work on campus), or in clubs or organizations will help you develop a support network, have fun, and learn about yourself and the world around you, which is a prime purpose of higher education. Here in your UNIV class, you may have a Peer Instructor whose role is to help you get involved at Northern and *empower* you to make the most of your time here.

By engaging with people, in your classes, organizations, and programs and services, you'll form the CONNECTIONS that will help you become successful in college and in life and help you *evolve* into the individual you aspire to be.

<sup>1</sup>a) Kuh, G. D., Schuh, J. H., Whitt, E. J., et al. (1991). *Involving Colleges* (pp.8-9). San Francisco, CA: Jossey-Bass. b) Kuh, G., Kinzie, J., Schuh, J., Whitt, E., et al. (2005). *Student Success in College* (pp. 8-9). San Francisco, CA: Jossey-Bass. c) Light, R. J. (2001). *Making the Most of College* (pp. 14). Cambridge, MA: Harvard University Press. d) Astin, A. W. (1993). *What Matters in College?* (pp. 195-197). San Francisco, CA: Jossey-Bass.

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# Final



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# Revision



## STUDENT NOTES

*"Try everything! Go to different meetings to see if any peak your interest. And don't be afraid to ask questions."*

—Kristin Surch,  
Early Childhood Studies major

While courses at the college level require independent learning, students often overestimate the study time they have to put in outside of the classroom. Although, as you'll find out in the chapters to come, studying usually takes at least 10–15 hours a week, there is plenty of time to get involved. You might find yourself having unexpected free time at college. Campus involvement is a fun and beneficial way to cure boredom or get out of your room and into the community. Getting involved also helps balance classes and studying.

Many benefits await students who participate in campus involvements. A number of organizations award scholarships to outstanding members. Students may also have the opportunity to travel to regional, sectional, and national conferences, as well as attend workshops at these three levels in order to meet students from different universities around the United States. Guest speakers also give presentations on valuable information and resources that may not be introduced in academic courses. One of the best benefits is meeting peers who share the same interests as you.

Campus involvement includes a variety of interest groups. Over 200 NIU student organizations fit into different categories listed at the end of this chapter. Involvement categories include, but are not limited to:

- academics;
- sports;
- religion;
- ethnicity;
- programming;
- performing arts;
- honor societies;
- military interest groups.

Students can maintain their physical health, practice their faith, develop specialized academic skills, and socialize. A list of these organizations, and more detailed information about them, can be found in the NIU *Student Handbook* on pages 42–48.

### How to Get Involved

It couldn't be EASIER to get involved on campus! You probably already attended Friday Fest, where organizations had tables so that new students could learn about their programs. However, if you did not pick up enough information there, you can access information about NIU campus organizations through **Student Involvement and Leadership Development** and the **Student Association**. Student Involvement and Leadership Development advises campus organizations, Greek letter organizations, and the Campus Activities Board (CAB). They also provide students with volunteer and scholarship opportunities. The Student Association is NIU's student governing body, which is run by students. Information is provided at the end of this chapter so you can visit either of the offices or their websites to gain information about how to get involved here at NIU.

## STUDENT NOTES

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# Revision



Another way to get involved is to attend informational meetings. These meetings generally introduce students to the organization's membership, mission, and goals. Students may be asked to give their e-mail address and name to receive important dates and upcoming events in which to participate. These meetings will oftentimes provide snacks or pizza for interested members. Some organizations may even start out with an ice breaker to help new members feel comfortable. It is always a good idea to bring an academic planner to any meeting in order to check your availability for future events.

Students are also encouraged to ask their classmates, roommates, Community Advisers, instructors, professors, and academic advisers for any suggestions they may have about campus involvement and activities. Grab another new student and attend informational meetings or events together. It is always easier to approach a new situation with others, if possible.

If you don't find an organization that seems like a fit for you then take steps to create your own organization. Student Involvement and Leadership Development will help you go through the process of developing your own organization on campus!

Organizations advertise their recruitment and events on campus through the following ways:

- The *Northern Star* runs listings of campus activities daily in its "60115" section. Pick up a copy in your residence hall or other campus buildings. Reading the paper is an ideal way to stay up to date on the happenings around campus and in the community. FYI X
- Flyers and chalkings are a way for campus organizations to publicize their events. Read the flyers while you are on a Huskie Bus or hanging out in the hallway before class, and keep an eye out for the colorful reminders on your walk to class. Many of these events are offered for little or no cost to students.
- Check postings on classroom chalkboards and dry erase boards to keep an eye out for any events or informational meetings.
- Information tables are occasionally located around campus for you to pick up some information and ask questions about different organizations on campus. DuSable and Cole Hall are primary locations for information tables. Sometimes you can even find them in the MLK Commons on a nice day.
- The NIU EASY Calendar system is an online resource that lists campus events. From sporting events to club meetings, this online calendar posts information regarding upcoming events and even academic and university deadlines. The website is interactive and available 24 hours a day for your convenience. Visit [www.niucalendar.niu.edu](http://www.niucalendar.niu.edu) to get started.

## On-Campus Students

Living on campus gives new students the opportunity to be in an environment that promotes active participation in campus activities. There are often events for individual floors and halls, as well as events for the entire residential community. The Residence Hall Association (RHA) is an active student organization that all students who live in the residence halls are automatically a part of. RHA also gives students the opportunity to be as active and involved as they would like.

- Attend Hall Council meetings, which are held every Tuesday night at 9 p.m. Ask your Community Adviser for the location for your specific hall.
- Your Community Adviser is a great resource as well. Community Advisers are often aware of many events across campus and might even go with you if you ask. X

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bullet  
point >

- Participate in an Academic Residential Program and live on a special interest floor (i.e., Business Careers House in Lincoln Hall, Fine Arts House in Neptune Hall, Honors House in Douglas Hall, etc.).

# Final



Another way to get involved is to attend informational meetings. These meetings generally introduce students to the organization's membership, mission, and goals. Students may be asked to give their e-mail address and name to receive important dates and upcoming events in which to participate. These meetings will often provide snacks or pizza for interested members. Some organizations may even start out with an ice breaker to help new members feel comfortable. It is always a good idea to bring an academic planner to any meeting in order to check your availability for future events.

Students are also encouraged to ask their classmates, roommates, Community Advisers, instructors, professors, and academic advisers for any suggestions they may have about campus involvement and activities. Grab another new student and attend informational meetings or events together. It is always easier to approach a new situation with others, if possible.

If you don't find an organization that seems like a fit for you then take steps to create your own organization. Student Involvement and Leadership Development will help you go through the process of developing your own organization on campus!

Organizations advertise their recruitment and events on campus through the following ways:

- The *Northern Star* runs listings of campus activities daily in its "FYI" section. Pick up a copy in your residence hall or other campus buildings. Reading the paper is an ideal way to stay up to date on the happenings around campus and in the community.
- Flyers and chalkings are a way for campus organizations to publicize their events. Read the flyers while you are on a Huskie Bus or hanging out in the hallway before class, and keep an eye out for the colorful reminders on your walk to class. Many of these events are offered for little or no cost to students.
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# Revision



**S T U D E N T   N O T E S**

*"Make sure you leave your residence hall room door open to meet people. Get out there and get involved. It'll make your overall NIU experience more enjoyable."*

*—Michelle Monks,  
Elementary Education major*

X  
SWAN is located in the basement of the Holmes Student Center within the Commuter and Non-traditional Student Services office.

INSERT photo caption:  
The Northern Star is published Monday-Friday during the academic year and features an "FYI" section of scheduled events and activities.



- Your roommate(s) and floormates are other resources if you are in need of things to do. Ask to join them to a meeting or activity that they are going to, or invite them along with you.

### Off-Campus Students

If you live in an apartment or an off-campus residence hall, or if you are a commuting student, there are also ways you can get involved.

- Get to know your neighbors and build a community which you can feel a part of. Just like floormates, you can ask your neighbors if you might attend a meeting or event with them.
- Become a part of organizations like SWAN (Students Who Are Non-traditional) or the College Parents' group. SWAN is not just open to students who are older and/or returning, but also those who are married, commute, served in the military, or have children. ~~The SWAN office is located in the basement of the Holmes Student Center for the convenience of its members.~~

### Things to Consider When Getting Involved

You have a lot to consider when becoming involved on campus. You should try to figure out what you want out of an organization. Is it more important to you to play outdoor sports or to volunteer for a fundraiser like Relay for Life? Would you rather join a social sorority/fraternity or join an academic honor society? Fortunately, you can do a combination of any of these.

You may have to prioritize your involvement and activities, however, in order to reserve time for your studies, a job, or personal time. It is important for you to manage your time to avoid overwhelming yourself with activities.

The requirements of the organization may also help you decide which activities are right for you. The following are some questions to keep in mind when learning about a new organization:

- How active do I have to be?
- What is the time commitment (events, fundraisers, meetings)?
- Are there any membership dues or fees I have to pay?
- How long will my membership last?
- Do I need to have or maintain a certain GPA?
- Do I need a certain amount of credit hours?
- Is there a pledging process?
- Is there an initiation ceremony?

Campus involvement is largely defined by membership or participation in organizations and clubs. However, you may become involved in the NIU community in other ways. You can attend social events and trips organized by the Campus Activities Board or other campus organizations. Also, take advantage of the ~~Campus~~ <sup>Student</sup> Recreation Center and the Outing Centre. You can enroll in recreational classes such as yoga, Tae Kwon Do, kickboxing,

## STUDENT NOTES

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