

UIMF Participates in spring club rush at Utah Valley University



Joseph Lloyd, VP of UIMF during club rush talks to UVU student

On January 23rd and 24th, 2019, the Utah International Mountain Forum (UIMF), a coalition of student clubs at Utah Valley University (UVU), took part in the Spring semester edition of club rush. Club rush is a chance for all of the clubs at UVU to promote themselves and what they do and advocate for on campus. UIMF and the Foreign Affairs club took advantage of this opportunity to promote mountain issues and the United Nations' (UN) Sustainable Development Goals (SDG). The most important use for club rush is recruiting new members. This was an excellent chance to find students who may be interested in the club and get them to join and work in an area that fits their strengths and interests. In addition, participation at club rush allowed UIMF to earn funds that will help to implement different initiatives by our coalition throughout the year. This took coordination from the club members as someone always had to be at UIMF's table during the event both days.

During this event, the main concern was recruiting new members who can bring different skills and abilities to UIMF. One way I attempted to do this was by explaining the goals of UIMF and how everyone can help in reaching those goals. Our club utilizes people from every major and background and I really focused on trying to get this across to the students I interacted with. It's difficult to be a multifaceted organization if all of our members are from the same areas of study. We need people who have a knowledge in for example, editing, photography, or cinematography

to give us the opportunity to do more. I feel that club rush accomplished this. We had various students interested in the club that were studying something that was not really related to mountain development at all. People like this will help UIMF achieve more and do more for mountain causes. Overall, this year's club rush was a huge success. It allowed members of the club a chance to test their knowledge about what we do and share it with people who are interested. We also used this event to bring in new potential members of the club. In the end, this was a perfect start to what will be a great new year and semester for UIMF and the sustainable mountain development (SMD) agenda.

Hagen Isaacson, Director of Service and Treasurer, UIMF