



## Connecting at the campus web site



Perhaps the most eye-catching display during I Heart UTM Week was the Unity Public Art Project. Seen between the Blaylock Inspiration Oracle and the Paul Meek Library, it was a circular arrangement of 32 poles, with each pole labeled with an identifier that people relate with, like "I'm a student," "I'm single," "I love sports" and "I'm a survivor." With yarn, participants tie to each pole with which they identify. A canopy of interconnectedness formed as more people participated.

## Annual UTM Spring College Rodeo set for April 17-19

The 57th annual UT Martin Spring College Rodeo is set for Thursday, April 17, through Saturday, April 19, at the Ned McWherter Agricultural Complex.

Doors will open at 6 p.m. each night, and the performance rounds will start at 7:30 p.m.

Annually recognized as one of the biggest events on campus, the UT Martin Spring College Rodeo includes timed events and rough stock events (including bull riding) each night. The Skyhawk men's and

women's teams will compete against fellow Ozark Region National Intercollegiate Rodeo Association (NIRA) members in one of the final regular season outings before the 77th annual College National Finals Rodeo, which is scheduled for June 15-21 in Casper, Wyoming.

Wendell Alexander Realty, Top Tier Auctions and the Tennessee Department of Agriculture are sponsoring a shrimp boil on Wednesday, April 16, at 5:30 p.m. Hosted by the UT Martin Rodeo Booster Club, the

event is open to the public. The cost is \$25 per plate (hamburgers and hot dogs will also be served) at the American Legion Post 55 building at 221 Central St. in Martin.

The 57th annual UT Martin Spring College Rodeo officially begins on Thursday with Tyson, Obion County Complex sponsoring the performance round. Day 2 of the event will take place on Friday, as that performance round is sponsored by Tennessee Tractor LLC.

Continued on PAGE 5



## YoUTMs

highlighting the excellence of our faculty and staff

**Dr. Erik Nordberg**, dean of the Paul Meek Library, participated in two recent conferences.

He was the organizer and co-presenter for the three-hour workshop “Fundraise with Confidence: Get Started with Philanthropy Work in Your Academic Library” at the 2025 annual conference of the Association of College and Research Libraries, April 2-5, in Minneapolis, Minnesota.

He was also co-presenter on the session “Measuring What Matters: A Back-to-



**Nordberg**

Basics Approach to Library Assessment” at the 2025 annual conference of the Tennessee Library Association, April 8-10, in Chattanooga.

**Julie Alexander**, assistant professor of marketing, attended the Spring 2025 Institute for Global Research Conference on April 11.

Alexander gave the oral presentation “Corporate Social Responsibility as a Marketing Tool for Consumer Purchase Decisions.”

The presentation provided an overview of the impact a company’s corporate social responsibility has on consumer purchasing decisions, the possible willingness to pay



**Alexander**

higher prices, increased customer loyalty, and market competitiveness.

**Dr. Christopher Brown**, professor of philosophy, gave an invited lecture on Zoom, Jan. 14, in the 2024-25 Hylomorphism Series.

The series is sponsored by the Project for Science and Religion at the Angelicum Thomistic Institute in Rome, Italy.

The talk was entitled, “The Problem of Material Constitution: Some Contemporary Alternatives to Hylomorphism.”

The talk surveyed some contemporary philosophical

accounts of compound material objects other than the Aristotelian-Thomistic account, showed how such accounts respond to a problem philosophers call “the Problem of Material Constitution” (PMC), and argued that the Aristotelian-Thomistic account of material objects offers a better solution to the PMC than the accounts alternative to the Aristotelian-Thomistic account.

The Honors Programs and the Department of History and Philosophy sponsored the 2025

**Dr. Brittany Cole**, assistant professor of finance, presented the preliminary project “Creating Student and Employer Value Through Internships” at the Experiential Learning Leadership Institute (ELLI) Conference on April 3.

**Dr. Jason Roberts**, professor of animal science, is a co-author on the project.

ELLI was hosted by UT Martin at the Discovery Park of America in Union City.

The project surveys employers who offer internships and students who complete internships to determine where internships create value.

Nearly 100 companies that

employed interns and 100 students who completed an internship from August 2016 to December 2024 were surveyed.

The survey results show employers find value in using internships to identify future hires, accomplish project-driven tasks, and train lower- to middle-level managers in employee supervision.

Some 91% of employers report that including interns in the company culture increases workplace collegiality and positivity.

Overall, the results provide a good initial picture of the role internships play for employers and students.



**Cole**



**Roberts**

West Tennessee Regional High School Ethics Bowl on Jan. 25 on the campus of UT Martin.

Brown served as director of the event. Ethics Bowl matches feature two teams discussing difficult ethical questions, developing arguments in defense of answers to those questions, and responding to comments from judges and other teams.

Nine teams competed in this year’s competition, including teams from Westview High School, Union City High School, Dresden High School,



**Brown**

Christian Brothers High School of Memphis, Harpeth Hall School of Nashville and Little Rock (Ark.) High School.

# UTM Piano Ensemble to perform spring program April 17

The UT Martin Piano Ensemble program will take place at 7:30 p.m., Thursday, April 17, in the Blankenship Recital Hall in the Fine Arts Building.

The ensemble is dedicating its spring 2025 program to the memory of Dr. Allison Nelson Neal Loebbaka (1927-2025). She was professor emeritus of music and the founder of UTM's Piano Ensemble over 50 years ago.

**Dr. Elaine Harriss**, professor of music, is the director of the Piano Ensemble. She will retire at the end of the school year after more than 50 years of piano instruction and 24 years at UT Martin.

The unusual aspect for this program will be the large groups of pianists performing at one time. It will include three pieces scored for two pianos eight hands: Bedrich Smetana's classic "Rondo," Camille Saint-Saens' exciting "Danse Macabre," and William Gillock's delightful "Champagne Toccata."

In addition, the group will perform Arthur Frackenpohl's "Intro and Rag" written for four pianos, 16 hands.

This last piece is made possible by the former Community Concert Association of Union City and Obion County which recently gifted its nine-foot Steinway grand piano to the UTM Department of Music,



**Dr. Elaine Harriss, professor of music, is shown in photo taken in July 2023. Harriss will direct her final UTM Piano Ensemble program April 17 in the Blankenship Recital Hall of the Fine Arts Building.**

making a total of four grand pianos available for performance.

The late Turner Kirkland of Union City gave the piano to the association in 1975.

Performers in the program include university piano students Grace Browning of Memphis, Jacob Callender of Clarksville, Thomas Holcomb of Puryear, Konami

Ishikawa of Japan, Doo hee Kim of Korea, Katie Lownsdale of Union City, Timothy Odle of Trenton and Christopher Ostenson of Martin.

Area piano teachers performing include Linda Farmer of Dresden, Linda Williams and Rita Winter of Union City and Harriss.

## Chancellor to host 'Building Buzz Sessions'

**Chancellor Yancy Freeman** is launching mini-town halls called "Building Buzz Sessions" this week to hear what's on the minds of UT Martin faculty and staff.

Freeman plans to hold these sessions for each major building on campus.

Building managers for each building have been contacted to assist in determining the time and location for that building's session.

Building Buzz Sessions for this semester have been scheduled for Gooch Hall, Brehm Hall and the Johnson EPS Building.

Faculty and staff are welcome to attend any Building Buzz

Session, even if it is in a different building than the one they work in.

Each building with multiple occupants will have its own session.

Building Buzz Sessions scheduled for this week are:

- 2 p.m., Tuesday, April 15, Room 219 Johnson EPS Building.
- 3 p.m., Wednesday, April 16, Room 343 Gooch Hall.
- 1 p.m., Thursday, April 17, Room 258 Brehm Hall.

These sessions are open to all employees — no one is excluded. Scheduling is still ongoing for Building Buzz Sessions in other buildings.



**Chancellor Yancy Freeman is shown speaking to students at Union City High School in 2023. Freeman will host three "Building Buzz Sessions" later this week.**



# Cybersecurity students take part in hands-on project

Students in CYBR 352 – Secure Software Development – partnered April 8 with the university’s Information Technology Services (ITS) team for a hands-on service-learning project focused on cybersecurity awareness and phishing resilience.

ITS leads Olivia Fernandez, director of ITS, and Brian Stubblefield, IT security administrator, guided students through the process of designing, conducting, and analyzing phishing simulations used in the university’s spring campaign.

CYBR 352, taught by **Dr. Lily Pharris**, assistant professor of computer science, introduces students to design principles and practices for secure software development.

By the end of the course, students are equipped to handle vulnerabilities, design for security, implement protections, test for weaknesses and maintain security in deployed software – skills that aligned with the goals of this campus-wide simulation

project.

As part of their service-learning component of the course, students in the course completed five hours of outside work, which included developing realistic phishing scenarios.

After a competitive internal review, two simulations – created by Blanca Negrete, a senior majoring in computer science, and Daniel Way, a senior majoring in cybersecurity – were selected and implemented during the university’s spring phishing campaign, part of UTM’s quarterly security awareness initiative.

The results were eye-opening:

- Campaign 1, a credential harvesting phishing attack sent to 198 recipients, saw a 73.2% open rate, with 11.1% compromised.
- Campaign 2, a malicious attachment phishing attack sent to 99 recipients, resulted in a 66.7% open rate, but a significantly higher 25.3% compromise rate, along with

15.2% replies and only 11.1% reporting.

“Working with the students gave them the chance to apply what they’ve learned in a real-world context, and it was clear how much they grew through the process,” Fernandez said. “They gained a better understanding of how users respond to threats, how to think critically about security awareness and how their work can directly impact an organization. Watching them connect the dots between theory and practice was incredibly rewarding.”

“This kind of partnership is incredibly valuable for everyone involved,” said Pharris. “It allows students to move beyond the classroom to gain hands-on experience that builds their confidence, sharpens their skills and adds meaningful work to their resumes. They not only leave with technical knowledge but also with real-world insights and a compelling story to tell as they launch their careers.”



Shown at the cybersecurity hands-on learning project April 8 are (l-r) Dr. Lily Pharris, Jose Hipolito, Zack Rippee, Mason Enochs, Josiah Tripp, Anna Hensley, Jared Goodlow, Justice Watkins, Daniel Way, Gabe Speer, Blanca Negrete, Duc Vu and Olivia Fernandez.

## You Tell Me

• **Question** – Why was the “Find Your UT” marketing campaign created and how does it benefit UT Martin?

• **Answer** – The campaign is funded by the UT System and evolved from the successful “Everywhere You Look, UT” campaign created by UT System Communications and Marketing that spread this message across Tennessee using prominently placed murals (one located at Robinson & Belew Inc. in Sharon). The “Find your UT” campaign launched in late fall 2024 promotes the value of a UT degree, the choice of five campuses, and markets unique differentiators that help students find the campus that provides the best fit for them. The campaign utilizes multiple communication channels, including social and digital advertising, radio and local cable. A video team working with MP&F agency in Nashville will be in Martin on April 16 gathering content for a new 30-second video in support of the ongoing campaign. Learn more at [FindYourUT.com](https://FindYourUT.com).

Submit your questions to Addenda at [addenda@utm.edu](mailto:addenda@utm.edu).

# Alumnus speaks at annual Honors Day program

Nicholas Glenn, the regional executive director of Law Enforcement Against Drugs and Violence (LEAD) Inc., and a 2005 graduate of UT Martin was the guest speaker at the university's annual Honors Day program April 13.

Glenn has also been the team chaplain for the UT Martin football team since 2008.

The program honored several students and faculty for their achievements during

the 2024-25 school year.

Glenn spoke about how people behave at an airport can correlate with behavior in life.

"When you start off that journey or that brand-new job that you get, remember that it's OK to wait in line if you're in the right line," he said. "When you get to that new job or that new place or that new opportunity, whatever it may be, keep in mind that

somebody was there before you. There is somebody working at that place who has some knowledge that can be passed on to you, knowledge that can be shared with you.

"It's OK to wait in line behind some individuals who have already gone before you. From time to time, you get caught up and want to be in the front of the line, and we don't take the time to learn the lessons

**Continued on PAGE 6**



Calf roping, barrel racing, bull riding and goat roping are among the events to be seen at the annual UTM Spring College Rodeo, held April 17-19 at the Ned McWherter Agricultural Complex. The Skyhawk men's and women's rodeo teams will compete against other colleges and universities from the Ozark Region of the National Intercollegiate Rodeo Association.

## RODEO from PAGE 1

The top 10 finalists from each event (bareback riding, calf roping, breakaway roping, saddle bronc riding, steer wrestling, goat tying, team roping, barrel racing and bull riding) then advance to Saturday's Martin Paving Company Championship Finals performance round.

Award-winning public address announcer Garrett Yerigan from Pryor, Oklahoma, and rodeo clown/funny man Dusty Myers out of Jumpertown, Mississippi, each return to those roles to

provide a festive atmosphere. Hampton Pro Rodeo, based in Springdale, Arkansas, is the stock contractor for this year's event.

The UT Martin online silent auction features different items as bidding runs through noon Saturday. Proceeds go directly to the Skyhawk rodeo program for needs such as scholarships, facility upkeep, etc. A link for this year's silent auction can be found [at this site](#).

Tickets are still on sale for each nightly session for \$12 on Thursday and \$20 for each

of the Friday and Saturday performance sessions. Children 5 and under receive free admission, but must sit in an adult's lap. All seats are reserved and can be purchased online [at this site](#).

For fans who cannot attend, a live stream of each night's performance round will be provided online for \$10 per session [at the ticket link above](#). Star 95.1 FM will broadcast each night of the rodeo live with David Brewer and Paul Tinkle on the call on the radio dial as well as [at this site](#).

## This Week's Skyhawk Home Events

**Monday, April 14**

- Golf, Carpenter/Chaney Classic, Country Club of Paducah (hosting with Morehead State).

**April 17-19**

- Rodeo, Spring College Rodeo, 7:30 p.m. nightly, Ned McWherter Agricultural Complex.

**Thursday, April 17**

- \*Baseball vs. Morehead State, 5 p.m., Skyhawk Baseball Field.

**Friday, April 18**

- \*Baseball vs. Morehead State, 3 p.m., Skyhawk Baseball Field.

**Saturday, April 19**

- \*Baseball vs. Morehead State, 1 p.m., Skyhawk Baseball Field.

\* - conference competition.

Full athletics schedules can be found at [utmsports.com](#).

Dates and times are subject to change.

• Watch "Skyhawk Sports Talk" each week, archived at [utmsports.com](#)! New episodes are posted each Monday.





## Students attend marketing conference in Knoxville



Marketing students at UT Martin, the UT Martin Parsons Regional Center and the UT Martin McNairy County/Selmer Regional Center built lasting network connections, explored the use of artificial intelligence in marketing and sales, and learned innovated approaches to marketing and sales at the 2025 UT Knoxville Marketing and Sales Innovation Conference on April 9-10. Attending the conference were (front row, l-r) Julie Alexander, UTM assistant professor of marketing; Emily Grant of the UTM Parsons Regional Center; Lauren Laws of UT Martin; (back row, l-r) Morgan Sanders of the UTM McNairy County/Selmer Regional Center and Janay Chapman of UT Martin.



Nicholas Glenn, a 2005 graduate of UT Martin, regional executive director of LEAD Inc. and UT Martin football team chaplain, speaks to students at the annual Honors Day ceremony on April 13.

### HONORS DAY from PAGE 5

that we can pick up while we are waiting in the line.”

Glenn added that we need to note how we treat people while getting on the plane – and taking off in life.

“Sometimes, in airports, it’s hard to eat, and you may have a tight connection,” he said. “So, you get your food and you take your food on the plane with you.

“There is something that I’d like you to keep in mind when you sit next to me on an airplane: Not everyone enjoys the smell of onions and anchovies. So, when you’re bringing your meal onto the plane, be considerate of

the people around you. Maybe they don’t want to smell that particular meal.”

Glenn said that it is OK to take care of your career and make decisions about yourself.

“But do not burn up the people around you,” he said. “Don’t put your family out; don’t put your family down; don’t put all your friends down. Don’t treat people rude just to make what you feel is right.”

Among those honored at the ceremony were University Scholars, Phi Kappa Phi initiates, Who’s Who honorees and Department of the Army superior cadets.

### Campus Calendar

#### Tuesday, April 15

- Building Buzz Session, 2 p.m., 219 Johnson EPS Building.

#### Wednesday, April 16

- Student Employee Luncheon, noon, Russell Duncan Ballroom, Boling University Center.
- Building Buzz Session, 3 p.m., 343 Gooch Hall.

#### April 17-19

- UTM Spring College

Rodeo, 7:30 p.m. nightly.

#### Thursday, April 17

- Building Buzz Session, 1 p.m., 258 Brehm Hall.
- UTM Piano Ensemble spring program, 7:30 p.m., Bill and Roberta Blankenship Recital Hall, Fine Arts Building.

*Events are subject to cancellation; dates, times and sites are subject to change.*

## addenda

Published weekly during the academic year and biweekly during the summer by UT Martin, Martin, TN 38238  
Randy Boyd – President, University of Tennessee System • Dr. Yancy Freeman Sr. – UTM Chancellor • David Snow – Addenda Editor  
UT Martin is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA employer. E05-0415-00-001-25