

Initiative: The Lake

Initiative Description: The "lake" is our most important natural asset. As such, we will develop new curricular, co-curricular, and research opportunities to support student engagement and enrollment. Additionally, we will actively explore options to better engage with the lake, as well as more intentionally market the lake to prospective students and families.

Success Metric: Increased usage and marketing of the lake to promote recruitment and retention. Increased academic and social events using the lake and surrounding areas by adding new programs involving the use of the lake each year.

Initiative Owner: Director of Recreation Services

Cabinet Sponsor: Chief Marketing Officer

BeaverNet Update:

As part of the Transforming Communities theme, The Lake initiative aims to promote recruitment, retention, and increase social events throughout the year.

The first of many exciting happenings on the lake occurred on Saturday, Sept. 14 when several teams of students assembled for the return of the Cardboard Boat Float before the Community Night football game. Cardboard flotation creations glided (and sometimes plunged) into the water thanks to the long-time BVU tradition, enjoyed on an 80-degree day at the beach near Scout Park.

However, the most famous—and most treasured—natural asset at BVU is not just to be used in the spring and summer. Trevor Berneking, the initiative owner and director of recreation, seeks to rejuvenate BVU's WinterFest in February. "There are several people who like to ice fish, and, to be honest, I enjoy ice fishing more than conventional fishing," he says. Beyond the fun in the sun—and the snow—there are a number of professors and students who venture onto, or into, the lake in their quest to protect it.

Sophomore Wren Klump, for example, hails from ranch country in Arizona. A class lab session on the lake's turbulence and soil/debris in the lake affirms her decision to study environmental science. Other students take kayaks on Storm Lake to check biology experiments—that is, when the equipment isn't checked out. "Last May there were several days when every piece of water equipment we have was checked out."

As students immerse themselves in the water, the fun, and exploration of the 3,097-acre lake, Trevor will continue to plan events for every season which involve the University, the community, and local schools.