

October Featured Initiative

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Featured Initiative: Marching Band/Cheer & Dance Sports

In her short time here, Tiffany Wurth, director of bands, has added new life to Buena Vista University's music department through the implementation of a pep band and a marching band. The pep band made its debut during Homecoming 2018, and by basketball season, the gym was filled with sounds of the BVU fight song—where they had a presence at the majority of BVU home games. 2019 marks the resurgence of BVU Marching Blue as well, but preparation for the return began much earlier through recruiting new students last August, holding fundraisers, and purchasing uniforms. Tiffany and her bands have already been marching at the home football games and performing in the stands. They are also beginning preparation for the upcoming basketball season which kicks off next month.

On top of continued recruitment, Blue Steel will soon be traveling to local high schools to showcase their talent and attract new students to campus. Furthermore, BVU will be hosting a marching band leadership camp for high school students, and for the second year in a row, a Drum Corp International competition on Peterson Field to raise funds for the band and to provide a unique learning experience for BVU band members.

Kezia Molinsky, the co-owner of this initiative and the director of cheer and dance, is seeing equal levels of progress and success. The cheer team has brought vibrancy and spirit to football games this year and continues to practice and prepare for the upcoming basketball season. Meanwhile, the dance team is readying for their own competitions starting on Dec. 6 when the team will compete at the ISDTA State Championships in Des Moines. This also will be the first year that the program will compete at nationals. In the future, Kezia looks first to be competitive within the American Rivers Conference, and eventually claim recognition on a national scale. But, more importantly, she wants members of her teams to be successful in the classroom and quality ambassadors for the University.

In an effort to continue growing the program, Kezia holds daily meetings with prospective students, invites them to campus to engage with the teams, and communicates through newsletters and social media. Additionally, Kezia will continue traveling to high school cheer and dance competitions to increase program awareness.

Initiative Description: Add co-curricular activities to drive enrollment

Success Metric: Increased enrollment

Initiative Owner: Director of Athletic Bands and Dance/Cheer Coaches

Cabinet Sponsor: Provost, VPSS (primary), Vice President for Enrollment Management, and Vice President for University Development and Alumni Engagement