IdeaFest Promotes Student Success

Sarah Wetzel For the Plain Talk

The University of South Dakota's annual IdeaFest last Wednesday was hailed a success by many involved.

Dr. Jim Moran took the opportunity before the keynote speaker to express his enthusiasm.

This is the largest one we've had in number of participants,' he said. "It's wonderful to look out there and see a packed house."

According to Moran, this was more than just a fun time.

"It's these kinds of experiences that make your experience at USD exceptional and valuable," he said

Moran went on to sav events like these where students present their creative ideas and research help foster critical thinking, judgement, sorting relevant information, problem solving and critical analysis.

The impact is not just within the campus of USD according to Moran.

"Focus in the impact your work is making," he said. "The fact that you are contributing to a better society.

Moran said he hopes the IdeaFest helps create an excitement for the process of discovery and breeds leaders of the future.

Students filled the ballroom to hear the keynote speaker, Dr. Jacquelynne Eccles, a motivational psychologist currently on the faculty of the University of California Irvine.

Eccles has received numerous awards and recognitions for her research which she is still in the process of conducting.

Eccles gave a presentation



TALK Keynote speaker for USD's IdeaFest, Dr. Jacquelynne Eccles, described her research on gender and life choices to a packed ballroom last

Wednesday. on work she has been doing her entire career.

She reported just finishing gathering data from 45-year-olds that she began studying when they were in seventh grade.

Though Eccles and her many colleagues were studying why more women don't go into careers such as math and science, she said an underlying question that popped up was why does anyone do anything?

"In order to answer that ques-tion, you have to think about both the world in which a person lives and their own agentic processes," she said.

One theory, Eccles said, is a deficit theory of females, believing that females don't have as much confidence as men to do certain things.

According to Eccles, at the time of the study's initiation, a cognitive revolution was just beginning and new venues of thought and development were beginning to emerge such as how children influence their own development.

Eccles looked into these

internal psychological aspects and how they affected career and life path choices.

'They're picking their own path in a very subscribed world that has very specific ideas about where they should be going," she said. "We wanted to be sure as we thought about this question of why women don't go on in math that we took into account the fact that people's pathways are influenced both internally and externally."

One thing that Eccles and her colleagues tried to look at was what gives something value to us since value heavily influences our choices.

Eccles cited five components of her model: intrinsic motivation, utility, attainment value, costs and previous investments.

The intrinsic value of an activity is the interest and enjoyment we experience which makes us want to repeat the given activity.

Utility activities are not necessarily enjoyable but they help us meet our goals in live.

The attainment value of an activity helps one fulfil their personal identity.

"People will do things because it shows people they are who they want to be," Eccles said. "It's like saying 'I don't just want to be a USD student, I want to be a Coyote.'

Costs involve the weight the negative consequences of an activity play in placing value which include stereotype threats.

"Stereotype threats are experiencing the sense that somehow I'm going to confirm other people's notions that people like me aren't good at this," Eccles said. "That

makes me anxious because I'm representing my group and that's a cost that I have to bear by doing this activity.'

Eccles pointed out that our list of priorities and values change as we age and mature. Our first choices may not always be first. Eccles presented parenthood

as an example of how gender and age influence our choices. According to her becoming a mom in general increases the desire in mothers to spend more time at work and make more money. Becoming a father creates the opposite effect because he now has another person to support.

Personal and social identities also play a part in our choices, Eccles said.

The questions of "How am I unique and how am I the same?" or "How am I special and how do I fit in?" determine much of the value and costs of life choices.

This is, according to Eccles, what childhood and adolescence is all about.

"There are cultural stereotypes about which gender is good at which skills and extensive socialization pressure makes sure these stereotypes are fulfilled," she said. 'We live in a culture where certain beliefs about which bender is good at what which is not the same as other cultures and we engage in a lot of practices from the time a child is born to try to make sure they develop that set of skills and interests that are consistent of our view of that gender role."

For more information on this particular study, visit www.rcgd.isr. umich.edu/msalt/home.htm.



Boys State And Girls State Orientation To Be Held May 3

Boys State and Girls State Orienta-tion for District 8, of the South Dakota American Legion and American Legion Auxiliary (made up of Bon Homme, Charles Mix, Clay, Douglas, Hutchinson, Turner and Yankton counties will be held May 3 at the Centerville American Legion Post Home and Tabor American Legion Post Home.

Registration starting at 1:30 p.m., with orientation starting at 2 p.m., with a lunch at the end of programs.

This is a very important informa-tion orientation for the Boys Stater and Girls Stater to go to, so that they have a better understanding of what will be going on for them at Boys and Girls State. It is good for the Parents or Guardians of the Boys and Girls Stater to come, too, so they will have an idea as to what is going on with their sons and daughters for their week at Boys State (June 1-5 in Aberdeen at Northern State University) and Girls State, June 1-6 in Vermillio at University of South Dakota.) This is the 73rd session of Boys State and the 69th session of Girls State.

Tennis Parents Club To Hold Tennis Fundraiser At Main Street Pub

By Shauna Marlette shauna.marlette@plaintalk.net

The ongoing capital campaign established by the Vermillion Athletic Boosters will get a boost to their efforts on April 28, when the Main Street Pub, owned by the Radigan family, will host a tennis appreciation night.

'The Main Street Pub, which is owned by Todd and Molly Radigan, have been very generous with us in the past and have agreed to host the third annual Tennis Appreciation Night, with proceeds from the evening going to the VHS tennis program," said tennis parent David Dav. "About three years ago Todd came to us and asked if there was any way he could help and offered to do an evening like this. It has been very successful and we are grateful

so we must raise all of the operating funds ourselves. This is one way we can do that." Day also said the reha-

bilitation of the VHS tennis courts is greatly needed. "We currently don't

practice on the VHS tennis courts," he said. "The teams practice on the city courts. Matches that are hosted here in Vermillion are played at the courts at the University of South Dakota. We would like to get them rehabilitated so we can use the courts and provide the community with and east side tennis facility.

Day said the tennis parents group was approached to help raise the rehabilitation funds. The parents responded and said they would attempt to raise \$10,000 of the needed funds, with the additional \$13,000 coming from the Boosters.



that he and Molly continue to support us.'

Some of the proceeds from the event will be used in the rehabilitation of the VHS tennis courts, part of the VAB capital campaign, but more importantly it will help keep tennis as a sport in Vermil-

"Todd played tennis for six vears and I believe it is a program that is very close to his heart," Day said. "About four years ago tennis funding was cut from the school budget,

"Another great thing about the 28th is that is the day of the home match against the Yankton tennis team and the coach has said that all the players and some of the parents will be attending the event in support of us," said Day. "This is for all local tennis supporters, from the high school to the college. We just want as many people to come out and help us as possible. An extra 10-20 people there will make a huge difference.'

Saturday, May 9th, 2015 NFAA Easton Archery Complex NEW !

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COURTESY PHOTO: AARON PACKARD

Aaron Packard, local photographer and business owner, has been making a name for himself in the creative community for years. His talents were recognized this year when his work won the regional Gold American Advertising Award (ADDY). Pictured is one of his winning photographs Slim Butte.

Gold

FROM PAGE 2

says Alley. "This is pretty rare, and we wanted to capture it through a creative angle using tintypes.

The tintype process, used considerably less today, was implemented widely during the 1860s and 1870s, and involves creating a positive print on a thin sheet of metal. Packard had one month to figure out the process because he had never done it before.

'We tried to take beautiful, mysterious and foreboding landscapes and give context to the company," says Alley. "We landed on the tintype because it seems to

make time stand still. Nothing compares.'

The campaign features landscapes of the Black Hills and Western South Dakota. Packard, Alley, and an assistant student from Black Hills State spent nearly a week carrying around 250 pounds of equipment to and from various locations, including a portable dark room that enabled them to develop on the spot. They avoided shooting anything involving technology and focused on the historical background of the landscapes.

You can find more of Packard's work at Lumo Studios located on Main Street as well as on his website http://www. aaronpackard.com, which is still under construction.