



# Sedler Xavier Center for Experiential Learning (XCEL) in Business

June 2024 Newsletter

Sedler XCEL is where students discover relevant real-world business experiences that complement and amplify classroom learning. We are experiential learning in action!

## Letter from the President

"When I joined the Sedler Center, it was post-COVID, and we had virtually no students involved. Flash-forward to now, and we have 700+ student engagements each semester, 2 student-run verticals, nearly 50 students employed through the center, and multiple events we're hosting each week... all to get students real-world business experiences! I'm so honored to have been a part of the relaunch of the Sedler Center (Fall 2023) - and to help lead its transition to become completely student-led, student-run, in-service to students. I believe that is what makes our center so special!



This year, we've accomplished so much that it's hard to condense! It's the 1st year we've done two trips. The 1st year we've done a workshop series. The 1st year we hosted Power Couples. The 1st year we had a podcast. The 1st year we did 40 events in just a 16-week semester. But what I'm most proud of is the growth I've seen in the students I get the honor of working with. After all, none of what we do would be possible without them!

It's bittersweet to be graduating and leaving the center, but I can't think of a better person to pass the torch to than **Max Prok**, who will be taking over as Sedler XCEL's new President. Stay tuned for more exciting things next semester... Maybe something including a new student-run food place on campus? But, you didn't hear it from me!"

Signing off,  
**Olivia Pendleton**, Class of 2024

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**□ Meet the 2024-2025 Student Leads □**



**ANN MOONEY**  
EXECUTIVE DIRECTOR



**MAX PROK**  
PRESIDENT



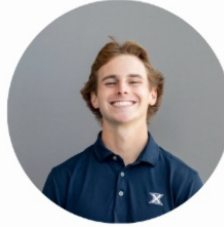
**BETSY FINLEY**  
OPERATIONS COORDINATOR



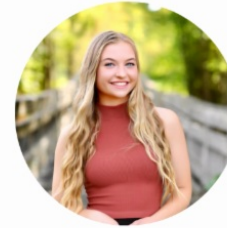
**ANNALYNN LONG**  
FINANCE COORDINATOR



**BEN HALL**  
EVENTS COORDINATOR



**ADAM FOWLER**  
INNOVATION & STRATEGIC  
MANAGEMENT COORDINATOR



**MADDIE MORGAN**  
SOCIAL MEDIA & BRAND  
DESIGN COORDINATOR

We're student-led, student-run, in-service to students - and work under the direction of our Executive Director, **Ann Mooney**. We currently have two student-run verticals run through the Center: 1) Sedler XCEL and 2) Xavier Element. Sedler XCEL in Business is responsible for putting on all of the experiential learning programs, events, and trips and Xavier Element is a student-run digital marketing agency. In all we do, we're committed to providing students with relevant, real-world business experiences that complement and amplify their classroom learning. This semester, we introduced 4 new members to our XCEL team and hired over a dozen new Element student consultants.



**Our Sedler Ambassadors**

 Katie Morrill Junior	 Daniel Reichardt Junior	 Afriyie Asamoah Sophomore	 Emilie Meyer Sophomore
 Graham Lelle Freshman	 Patrick Berry Junior	 Keith Rouse Sophomore	 Tyler Bush Freshman
 Thomas Bonnici Senior	 Thomas Puetz Sophomore	 Brianna Adebayo Freshman	 Cecilia Hill Sophomore
 Ella Kerstin Sophomore	 Ian Hartmann Freshman	 Shanelle Ruppl Sophomore	 Andrew Deddens Freshman

## Sedler Ambassadors

This semester we re-ignited our Sedler Student Ambassador program and welcomed 16 new Ambassadors to the Center! These Ambassadors are highly engaged, top-performing students who were hand-selected by our team. They help spread Sedler's mission and build awareness of our Center on campus. Our ambassadors play a key role in the execution and impact of experiential learning opportunities on Campus!



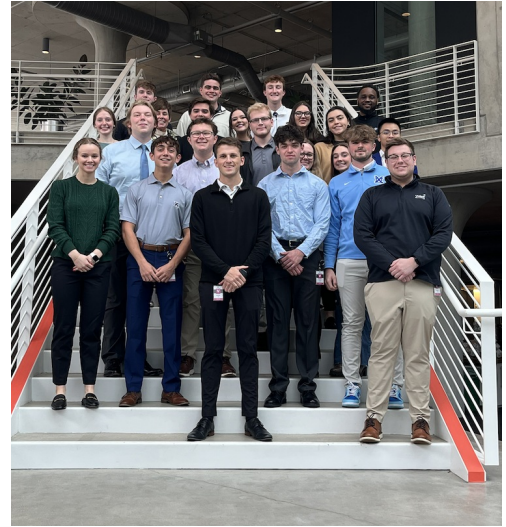
**Apply to become a Sedler Ambassador here!**





**XAVIER UNIVERSITY**  
**SEDLER XAVIER CENTER**  
**FOR EXPERIENTIAL LEARNING**  
**IN BUSINESS**

Student-led, Student-run Center for Experiential Learning in Business



## Spring 2024 Semester Wrapped

In just a short 16-week semester, we have been able to provide students with a wide variety of ways to get involved and build their networks and experiences - beyond the classroom. Let's take a look at the last semester:

**27**  
**Events**  
**Hosted**

**725+**  
**Student**  
**Engagements**

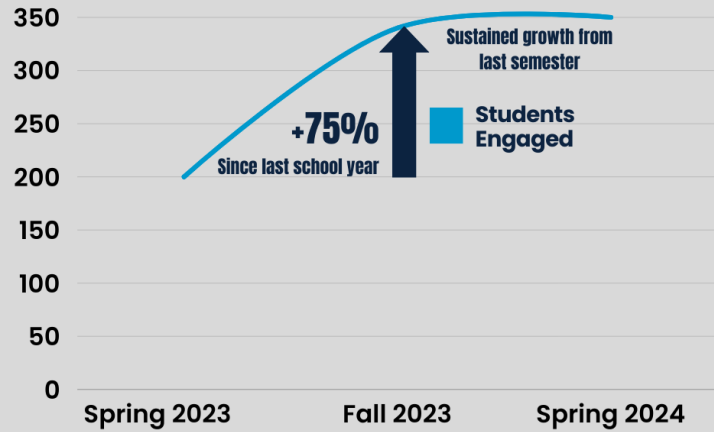
**36**  
**Collabs &**  
**Partners**

### Spring 2024 Programming:

- 7** Community Events
- 2** Campus Collaborations
- 3** Social Events
- 2** CLE Collaborations
- 6** Panels
- 3** Workshop
- 4** Company visits

20 Guest Speakers  
1 Trip

## SEDLER XCEL IN BUSINESS STUDENT INVOLVEMENT 350+ STUDENTS INVOLVED WITH SEDLER



Connect with  
Sedler XCEL!



Connect with  
Xavier Element!



Stay notified about upcoming events by joining our mailing list!

## Workshop Series Continued

### A.I. Workshop

In March, Sedler hosted an A.I. Workshop - a mega-collaboration with **Delta Sigma Pi**, the **American Marketing Association**, the Finance Association, and the **Women in Business Club**. XU Assistant Professor of Management, **Dr. Jarrod Humphrey**, who specializes in utilizing A.I. in an ethical and practical way led the session. We learned how A.I. can be integrated with educational purposes and everyday life.



### Mock Interview Competition

In partnership with **XU Career Development**, Sedler put on its first-ever Mock Interview Competition. Here students got to put their interview skills to the test through a 2-round





competition. All candidates got valuable feedback on how to hone in on their interviewing capabilities and finalists got the chance to do live interviews with employers including Kroger, Cintas, Cincinnati Financial, and Fifth Third for a chance to win prizes!

## Wellness Workshop

We decided to wrap up our semester with a workshop focused on wellness to help students prioritize their overall health going into finals. First, we heard from JOVA, a smoothie packet startup that came to talk to us about nutrition and their entrepreneurial journey launching their company as female founders. Next, we heard from a former Xavier Psychology Professor and Neuro-science expert, Mark Nagy who came to talk to us about mental health, performance science, and how we can leverage Wendal's TeamPrint behavioral assessment for overall wellness and career success. From personality profiles to smoothie tastings, this was certainly a workshop to remember!



## Experiential Learning in Action: Columbus, Ohio

In April, 16 XU students embarked on an enriching trip to Columbus, Ohio. This marked our first-ever trip collaboration with **NKU Chase Law & Entrepreneurship Program**; a strategic partnership we've been cultivating over the past 2 years!

Our first destination was **Nationwide**, where we engaged with a divisional HR leader and Chief of Staff, delving into the company's ethos and principles. Here, we learned the importance of investing in both people and the broader community.

Our itinerary then led us to the **Ohio Chamber of Commerce**, where we had the privilege of listening to Secretary of State Frank LaRose, Senior Vice President of Government Affairs Rick Carfagna, and Workforce Program Manager Mike Kahoe; who offered valuable insights into Ohio's economic landscape and employment opportunities. After hearing from this panel we got the opportunity to tour the Ohio Statehouse, which was led by CEO of **BRITE** Rick Stockburger, and finally spent the evening at the hotel rooftop where students got the chance to network with Alumni and Local Business Professionals!

The second day was dedicated to innovation, entrepreneurial insights, and the world of start-ups.

## In Partnership with Northern Kentucky University's Chase Law & Entrepreneurship Program



We spent the day at COhatch and took away profound wisdom from the seven panelists: Even Spencer, Bailey Hanley, Suresh Rachurri, Krystopher Scott, Ryan Fogelman, David Butcher, and Wolfe Star. They emphasized the importance of forging meaningful connections, understanding that failure serves as a vital lesson, and how to lean into our curiosity. We are grateful for this experience and the wealth of knowledge we acquired, but let's hear what students have to say about the trip!



## Trip Takeaways & Student Testimonials

"A loss isn't always a loss. In fact, a loss can end up opening more doors and could lead to relationships that you wouldn't have made otherwise. Keep an open mind and do not be afraid to take risks because even if you fail, it's a lesson you can learn from.

**Kevin Howse, Class of 2026**



"Be intentional about the rooms you enter - make sure they align with your personal mission and values. Spend a little time every day growing knowledge, even if it's just snippets."

**Morgan Kuehl, Class of 2025**

"Business is people. They are and always will be our greatest asset. Create meaningful connections that are mutually beneficial and remember relationships move at the speed of trust."

**Tyler Bush, Class of 2027**





# What's New with the Sedler Center?

## Our first-ever Podcast: The Real!

In April, Sedler XCEL launched our first-ever podcast, hosted by our very own Adam Fowler! *The Real - Xperiential Learning Powered by Sedler XCEL*, will start by hosting exceptional Williams College of Business students.

Students will be asked about their unique backgrounds and experiences, and the impact they have been able to make while at Xavier. The first episode features Xavier Element Co-Founder Maggie Pryor. This episode dives into her involvement at Xavier, her work in the Center, and her work experiences, including Xavier Element.



Stay tuned for a new episode released with Jack Deddens this upcoming week!

Listen on  
Spotify

Watch on Youtube

## Power Couple Series

This semester, we launched a brand new series to the Center: The Power Couple Series!

This is a panel series featuring couples working in Cincinnati's business ecosystem! Students get to learn about our panelists' career journeys from the unique perspective of the person who knows them best. Not only do we get a fun report between the couples we host who share memories, delve into stories, and speak to each other's strengths, but students gain valuable insights from industry experts.

Couples we have heard from:

- Brennan Shepardson & Blaike Finley
- Steve and Sue Baggott
- Max Dworin and Catherine Baxter



## Wendal Collaboration

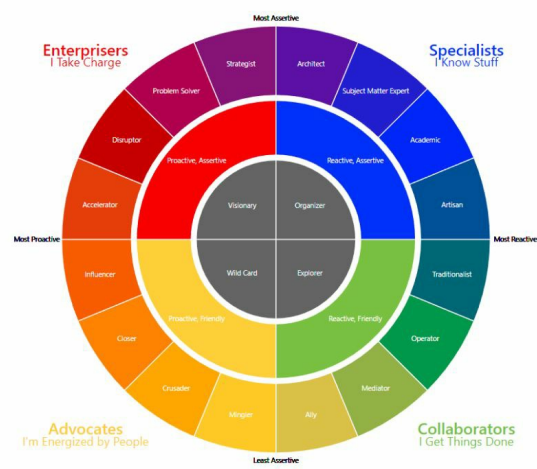
Wendal® is an automated, machine learning due diligence platform that removes bias and allows businesses to make smarter decisions on talent and teams.

We began using Wendal for our team at the Sedler Center this Spring to assess our team's strengths, and weaknesses, and how we can work together to be optimally productive. We are planning on implementing

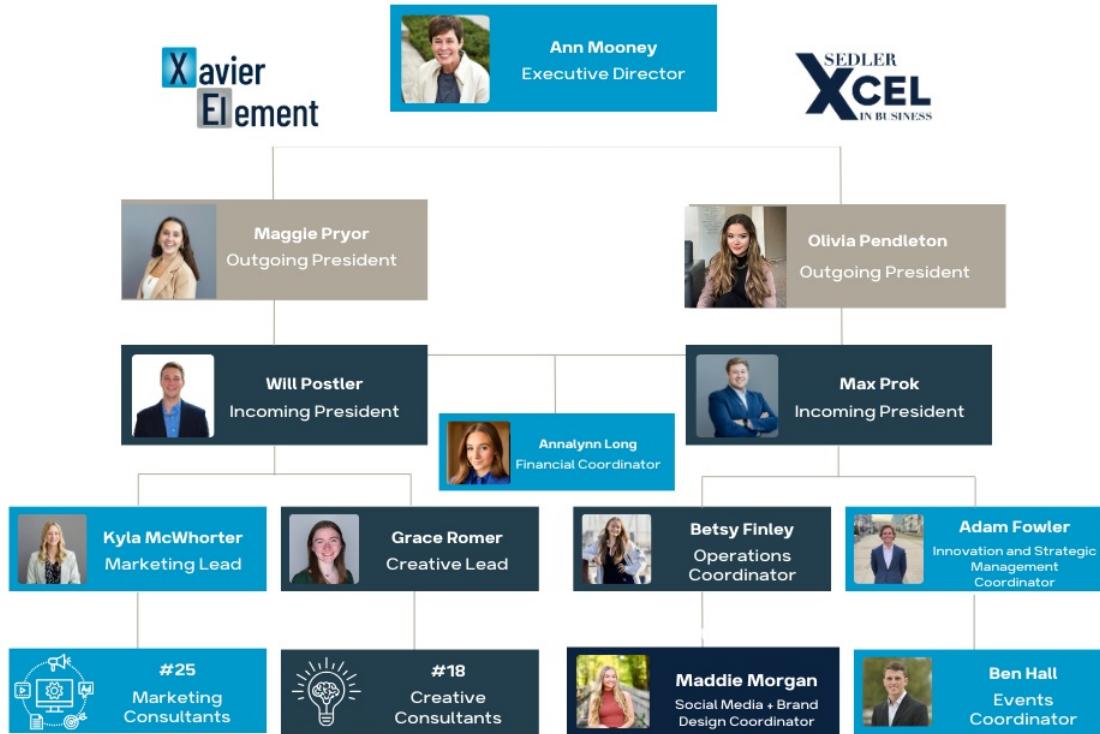


Wendal into our ongoing team building, as well as our hiring process, to make sure our team is well-balanced and can collaborate as effectively and efficiently as possible.

In preparation for Spring semester finals, we brought Wendal to our Wellness Workshop and allowed all attendees the opportunity to take the Team Print assessment.



## Our Organization Chart



May 2024



Student-Led, Student-Run Digital Marketing Agency & Consultancy





**Will Postler**  
President



**Kyla McWhorter**  
Marketing Lead



**Grace Romer**  
Creative Lead

## Element Updates

Xavier Element has some exciting new updates to share with you! Our new leadership team is here, and they are super excited for the adventure and opportunities ahead! **Will Postler** is our new President. He hails from Rochester, NY, and is a rising Senior majoring in Marketing with a minor in Entrepreneurship and Economics. Will was the previous Marketing Lead and is super excited for his new responsibilities as Element President! For the Summer, Will is interning with ADM as a Category Management Intern on the Global Proteins team. We are so proud of Will and cannot wait to hear all the knowledge and skills that he can bring back to our Element team this Fall!

Next, our new Marketing Lead is **Kyla McWhorter**. Kyla comes to us from Hamilton, OH. She is a rising Junior majoring in Marketing and minoring in Business Analytics and Political Economy. She has worked on a wide range of clients, including Ripple water bottles. We could not be more confident in her ability to step into the Marketing Lead role. For the summer, Kyla is interning full-time with Xavier Element, where she will be managing client work, cultivating new internal processes, and planning for the Fall semester.

Finally, **Grace Romer** is our new Creative Lead. Grace is a Cincinnati native. She is a rising Senior majoring in Graphic Design. For the summer, Grace will also be interning full-time with Xavier Element. She will oversee all Creative consultants as well as help build out other internal agency processes and capabilities. Along with Xavier Element, Grace works part-time with the Digital Media Lab at Xavier. Kyla and Grace cannot wait to crush this summer!

Congrats again to our talented new leadership team: Will, Kyla, and Grace! All of them were part of Xavier Element's first class of student consultants hired with our January 2023 launch. They have enjoyed growing alongside the agency and are passionate about furthering Xavier Element's continued impact on our Element student consultants and the internal and external clients we serve! Join us in congratulating the new Element leadership team!

## Clients Leads Worked With:



## Element Client Testimonials

**Ripple Testimonial**

*"Working with Element in the early days of Ripple allowed us to outsource and lower the cost of our social media output, which continued building our audience and freed up my time to close more sales that ultimately led to our quick acquisition."*

**X**avier  
El element      *-Founder, Joe Knopp*





*"The work done by Xavier Element for the Cincinnati Athletic Club was nothing short of amazing. Jack Deddens, Nick Greiber, and Quinn Keller worked hard to accomplish the goals we set for them. They created wonderful graphics and videos to be used by the establishment. This was accompanied by thorough analytics tracking and data consolidation. The team even worked to track down social media account access lost during a management transition. Thank you, Xavier Element, for the hard work and the success that it brought the CAC!"*

- Joe Sundermann

Xavier  
Element



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## **Xavier Element Client Highlight:** **Send A Boxful**



Shoutout to Jen Barcenas and her start-up Send A Boxful! This amazing local start-up provides custom care packages that open with a warm and friendly hug. When you open the box, the stuffed animal inside greets you with a big hug! Can you believe it? The idea originated in the early days of COVID when Jen's close friend was sick and sending flowers didn't feel personal enough. But now, with Send A Boxful, you can send a care package that truly shows you care.

Xavier Elements' very own **Ella Kobak** and Grace Romer have been hard at work all semester creating content for Send A Boxful's social media. Ella has even made website updates to enhance the company's search engine optimization. She's a rockstar!

Ella has established herself as a paid advertising expert creating campaigns on Meta, Google, YouTube, and even Pinterest! Within the last month, they have increased Boxful's Instagram and Facebook by 20 followers and also saw an increase in the average number of clicks-per-ad by 1,000 clicks. Ella has uniquely created Pinterest ads this semester, which have seen a 27% increase in clicks this month. The team is just getting started - they're now marketing and creating content on Send A Boxful's TikTok account and have much more in store. Trust me, you won't want to miss out on what Send A Boxful has to offer!

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## **Special Recognitions**



## Employee of The Year Nominations

Both Olivia Pendleton, President of Sedler XCEL, and Maggie Pryor, President of Xavier Element, were nominated for the [Employee of the Year Award](#). Xavier University employs students in over 1,000 positions during the academic year, Maggie and Olivia were 2 of the 16 nominated students for the award. Thank you both for all your hard work!

## Beta Gamma Sigma Inductions

This year, Sedler Employees, Olivia Pendleton, Maggie Pryor, and Morgan Kuehl were selected as the top 10% of Business Undergraduate Students and were selected for membership in [Beta Gamma Sigma](#), the international honor society for collegiate schools of business. Congrats on this special honor - we're ecstatic to have these 3 Sedler ladies representing Xavier's Chapter of BGS!

[View Other Nominees!](#)

[See Instagram Highlight](#)

## Senior Send Off

**CONGRATULATIONS**  
**2024 SENIORS**

(Left to Right) Katie Fuller  
Katherine Keady  
Jack Deddens

Ben Harig  
Brody Spears  
Caroline Palermo  
Olivia Pendleton

Nick Naymar  
Maeve Sheldon  
Maggie Pryor

## Get To Know... [Sedler's Class of 2024](#)

[Katie Fuller](#); originally from Cincinnati is an Honors student graduating with a degree in



Marketing and Business Analytics. Katie got her start with Xavier Element when it was known as Xavier's Digital Marketing Agency. Her first client was the Williams College of Business and then transitioned to Elevate Pelvic Fitness where she built a personable relationship with the founder and set the standard for Elevates marketing strategies. She worked with Elevate Pelvic for all 4 years she attended Xavier. Good luck Katie with all future endeavors!

**Katherine Keady**; originally from Boston, MA majored in Marketing. Katherine was hired to work with the Cincinnati Reds to promote a summer concert with Quinn XCII. Katherine crushed her first client project with the Reds that when Plankk, an app development company for fitness influencers, wanted to work with Element, we knew Katherine was perfect for the job. Katherine developed terrific advertising and sales skills while at Element. We are confident she will excel no matter what the future holds for her.

**Jack Deddens**; a marketing major from Cincinnati who was heavily involved across campus in groups such as Xavier Element and Delta Sigma Pi. Jack has worked with a multitude of clients like the Reds, Coneyheads, and Cincinnati Athletic Club to name a few. Due to Jack's hard work and enthusiasm, he was able to secure a job at Duracell as a Junior Key Account Manager. We wish Jack the best as he moves into his full-time job!

**Ben Harig**; majored in Business Analytics and Marketing has been extremely active at Xavier. Ben was involved not only in Xavier Element but also Delta Sigma Pi and Xavier Singers. Ben worked with multiple clients ranging from Blue Collar Dollar to Open Bay Autos. We wish Ben the best as he begins the next stage of his life.

**Brody Spears**; an Accounting and Business Analytics major from Indianapolis IN was our Financial Lead who was a crucial piece to systematizing our financial records. Brody was joy to work with as he brought a positive attitude and valuable problem-solving skills to Element. After graduation, Brody will be joining Blue & Co. in Indianapolis as an Audit Staff Accountant. We hope Brody continues to bring the same passion he brought to Xavier Element to Blue & Co.!

**Caroline Palermo**; a graduating Graphic design major who has been a crucial piece to our Creative team. Caroline worked across multiple clients - filling in work for whoever needed it whenever! She was able to build an especially strong client relationship with the Move by Their Compassion team, where she designed the non-profit's website, as well as some key branding items. Thank you Caroline for your hard work, and good luck with what's next for you!

**Nick Neymar**; a graduating Film and Graphic Design major from Cincinnati, OH seems bound for greatness! Nick is truly a Jack of all trades who worked with a cross many clients who desired his creative talents. Nick is versatile being able to go from editing videos for Tik Tok to creating promotional graphics. Nick's work is extremely strong and we look forward to what is in store for Nick in the future.

**Maeve Sheldon**; a Marketing Major has been with Xavier Element since it was the Digital Marketing Agency. Maeve worked with Multiple clients most recently developed crucial Sales strategies for Plankk, the app development company for fitness influencers. We wish Maeve the best as she continues to strive for greatness!

**Maggie Pryor**; is a Marketing and Entrepreneurship major from Delaware. Maggie is Co-Founder and outgoing President of Xavier Element. Maggie is extremely driven and worked hard to put systems in place that have helped lay the foundations for Element's success so far. Maggie will be joining Kenvue's Leadership Development Program. We wish Maggie the best of luck as she starts her career at Kenvue!

**Olivia Pendleton**; in addition to being the President of Sedler XCEL in Business, she also brought her talents to the Element team leading multiple analytics projects for clients and setting a standard of tracking metrics for our student-run consultancy. She will be sticking around Cincinnati post-grad to join 84.51 full-time. She'll be joining their Early Development Program as a part of the Consulting function in June! Of Course, she still plans to stay involved with Sedler as a part of the Center's Alumni Advisory board.

## Our Summer Plans



### Summer Plans

This will be the second year that Xavier Element will be continuing to work over the Summer! We are very thankful that we can provide this opportunity to all our consultants and clients. Last year, we had the privilege of serving 11 external clients and 1 internal Xavier client. We are starting off this Summer with 9 external clients and 1 internal client. Our external clients are a blend of long-standing collaborations, alongside newer additions we've had the pleasure of collaborating with for just a few months. The leadership team is looking for more clients to expand our reach and provide opportunities for Element's 40 student consultants, many of whom will be working at least part-time over the summer!

We have also expanded our positions within the agency to take our skills and services to a new level! Joining Xavier Element's summer staff, and working alongside Kyla and Grace, we are introducing **Jack Farkas** into our new Strategist Consultant position. In this position, Jack will be overseeing the market strategy across all clients, leveraging the quality of service to our clients. In addition to the strategist position, we have also implemented an Analytics Consultant position, which we will be further developing over the summer to ensure responsibilities for these consultants are clear starting the fall semester.

During the Summer, student consultants are expected to attend mandatory office hours weekly to check in with their student lead but also contribute to a collaborative environment over the Summer. Outside of client work, each consultant will prepare an end-of-the-summer presentation to showcase their hard work, and the strategies they implemented, and evaluate success through analytics and client and lead team feedback. This is being implemented as a way for consultants to reflect on their work and also present to their clients to reassess opportunities for the Fall semester. We are ecstatic to see these amazing presentations!



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