Dear Friends,

Susan and I are grateful for our associations with the expansive Brigham Young University–Hawaii ‘Ohana. In our first year, we have loved getting to know the students, the faculty, the supporters, the alumni — everyone who makes this university such a beacon of light to the world. Your stories inspire us.

We love the word "LIGHT" and all its significance. We have felt strongly that those affiliated with BYU–Hawaii are light bearers. We believe that we should radiate light just like the temple does. I love the way that the Church lights up its temples at night. When I see a temple illuminating the night sky, it reminds me that we, as Latter-day Saints, are supposed to be beacons of light on a hill for an ever-darkening world. I hope you will remember this each time you see our beautiful temple here in Laie — and any of the magnificent temples of the Church — shining majestically against the night sky.

When you see it, remember that you and I are to be such a light on a hill. We are to be light bearers for a dark world that desperately needs the light of the gospel.

This is exactly what President David O. McKay foresaw when he dedicated the Church College of Hawaii. He prayed that there would be "an aura of light" radiating from both the buildings and the people here, "influencing all to live clean and upright lives."

This is what we want for our students—that they will take the light of the gospel back to their homes and countries after they leave BYU–Hawaii, by becoming holy, living temples. They, you, and we will bring a bit of Zion with us wherever we go “in this dark world and wide.” (Milton, Sonnet 19).

Our hope is that this school will savor so strongly and so sweetly of Zion that it creates an appetite in its graduates to build Zion everywhere, and that your influence, though small in number, will be significant as light bearers.

Mahalo nui loa,

John S. Tanner
President
Drawing on core strengths and unique competencies within the university, academic centers align students with areas of expertise that prepare them with critical knowledge and experience. The centers focus on disciplines that are part of the university’s mission to develop learners, leaders and builders. They also feed industries that are in greatest demand throughout the Pacific Rim and beyond.

Center for Hospitality and Tourism
BYU-Hawaii’s recently established Center for Hospitality and Tourism is housed in the College of Business, Computing, and Government. The center aims to fulfill the growth-oriented goals of the Hospitality and Tourism Management academic program, academic enhancement, program expansion, and industry engagement.

The J. Willard and Alice S. Marriott Foundation supports activities of the Center for Hospitality and Tourism, which helps the BYU-Hawaii hospitality program develop across the Asia-Pacific region and the rest of the world.

The center will offer an enhanced Hospitality and Tourism Management curriculum beginning in Fall Semester 2016, along with a range of new extracurricular and experiential learning opportunities to support program growth and student development.

The focuses of the center include greater academic rigor and flexibility, new practicum and internship experiences, and more industry engagement and placement support.

The Hospitality and Tourism Management program at BYU-Hawaii has consistently been one of the most popular majors at the university and feeds one of the most prominent and fastest-growing industries in the world, with graduates all over the Pacific, Asia and the Americas. And being in Hawaii, the program is aptly located to take advantage of one of the world’s strongest tourism markets. It is also the only hospitality and tourism program in the Church Educational System (CES).

Center for Learning and Teaching
Announced in 2012 and officially opened in 2013, BYU-Hawaii’s Center for Learning and Teaching is a campus and online resource dedicated to the advancement of learning. The center is part of the strategic imperatives that guide the university to continue improving the quality of education.

The center was established to focus on the learning and teaching that happens at BYU-Hawaii, to share experiences with other CES schools, and to help build a foundation of research findings from the work of students and faculty. As part of this effort, the center seeks to make significant contributions to the national discussion regarding the environment of student learning in higher education.

Efforts include the identification and implementation of new media into innovative pedagogies of learning, as well as dedicated research on learning.

Center for Learning and Teaching
The center organizes and sponsors conferences, seminars, and workshops each year. One example of the center’s success is the organization of the Faculty Teaching & Learning Study Group, which meets monthly to study and discuss quality teaching and the promotion of lifelong learning.

Willes Center for International Entrepreneurship
The Willes Center for International Entrepreneurship provides classes, competitions, and events that teach and encourage entrepreneurship. Students enhance their ability to be leaders while learning both business and social entrepreneurial skills. Classes are open to all students regardless of class or major.

By taking entrepreneurial classes and participating in competitions and events, students have the opportunity to earn the Certificate of Entrepreneurship, which is included on their permanent BYU-Hawaii transcript. More importantly, entrepreneurship students graduate and return to their home countries with an enlarged vision of what they can accomplish. By earning the certificate, students develop courage, confidence, and practical entrepreneurial skills applicable to every field of interest.

To help the large population of international students at BYU-Hawaii, the Willes Center coaches them through the process of preparing their ideas and business plans so they will be well prepared to apply what they have learned once they return home.

The Willes Center sponsors two entrepreneurship competitions each year: Great Ideas (Fall) and Empower Your Dreams (Spring). These competitions challenge students to apply entrepreneurial rigor to make their dreams a reality and provide crucial support to start-ups, many of which have become international success stories through BYU-Hawaii graduates.

Centers at BYU–Hawaii bring specialized training, resources, opportunities, and blessings to all students.
Center for English Language Learning

Established in 2015, the Center for English Language Learning has three main areas of focus. First, to facilitate the production of quality online and face-to-face instructional materials for English language learners. Second, to support faculty within the Church Educational System who work with English language learners to encourage continued development and growth in language proficiency. Finally, to prepare English language learners for vocational and/or academic learning opportunities.

From the beginning, the faculty who teach English as an International Language (EIL) at BYU–Hawaii have been developing high-quality curricula and resources to advance the university’s prophetic vision of sending graduates forth to make a significant difference in the world. High levels of English language proficiency are needed. The bachelor’s degree program in Teaching English to Speakers of Other Languages (TESOL) began in 1967 and was designed to prepare teachers to be professionally prepared to address the linguistic and cultural challenges faced by learners of English.

While many international students have studied English prior to BYU–Hawaii, they may not have the necessary academic vocabulary to succeed in university courses. The EIL program, with instruction offered at intermediate and advanced levels, helps non-native English speakers improve their academic English proficiency, enabling them to excel in college and be prepared to speak English in their careers.

The established TESOL program prepares students to serve in a fast-growing industry. The demand for qualified English teachers is ever-increasing, in areas such as immigration/refugee settlement and counseling organizations, adult basic education or bilingual education programs, and corporations. TESOL coursework and training are greatly enhanced by the multinational campus environment and opportunities for experiential learning.

David O. McKay Center for Intercultural Understanding

Founded in 2005, the David O. McKay Center for Intercultural Understanding, aims to enable students, faculty, staff, and alumni to fulfill David O. McKay’s prophecy articulated at the 1955 groundbreaking that “from this school...will go men and women whose influence will be felt for good towards the establishment of peace internationally.” The McKay Center functions as a cross-cultural peace-building laboratory that provides theoretical and practical tools needed to be leaders and peace-builders, and sponsors practical community-building and cross-cultural leadership opportunities in the university, community, and the world.

McKay Center projects include Anatomy of Peace workshops, Peace in the Home workshops, a BYU–Hawaii Peer Mediation Program, and others.

The McKay Center offers the Intercultural Peace-building Certificate, a professional program seeking to refine and mold the divine potential of BYU–Hawaii graduates to influence peace at home, in the workplace, and in communities, and throughout the world. The certificate draws on a broad range of theories and techniques from the disciplines of anthropology, communications, cultural studies, political science, psychology, history, economics, law, and business. It is designed to enhance an undergraduate major’s field of study and provide opportunities for employment in the public, private, and non-for-profit sectors. Students who earn the certificate acquire an understanding of the theories of conflict and sustainable community building and development. They also receive the skills and experience necessary to navigate the intricacies of intercultural communication and negotiation in their chosen professions.

Devotional Videos Live and On-Demand

devotional.byuh.edu

every Tuesday at 11:00 AM HT
O
n November 10, 2015, John Sears Tanner was in
augurated as the 10th president of Brigham Young University–Hawaii. Recognized for his role in church leadership and for his service in promoting lifelong learning, President Tanner, along with his wife Susan, brings an abundance of experience and perspective to lead BYU–Hawaii forward in continuing to fulfill its prophetic mandate.


BYU–Hawaii was imagined, created, and directed by the light of revelation, an approach and pattern that is close to President Tanners’ heart. From his first day at BYU–Hawaii, President Tanner has articulated a vision of the school that builds on the community’s rich history and the school’s prophetic mandate to create a Zion university. At the campus devotional where President Tanner was introduced to the university and community, he said, “I am inspired by the vision that prophets have had for BYU–Hawaii. I intend to build on that wonderful legacy of aloha and learning and service that exists here to bless the international Church…”

I don’t know of a university where there is such an intimate and powerful prophetic connection between the location of the university and its mission, destiny, and history.”

Appropriately inscribed on the presidential medallion are the following words chosen by President Tanner: A House of Learning. A House of Light. This references not only the temple and its significance, but the aspiration of a Zion university that shares a common goal of learning and light. Talking about this connection between the temple and the university, President Tanner said:

This university was intentionally erected in the shadow of a temple—the only Church college to be so located from its inception. Those who built the Church College linked the temple and school spatially by laying out two new intersecting streets: the streets of Hale Lani (Hawaiian for “holy house”) and Kalanui (Hawaiian for “big school”). May these houses of learning and of light also remain linked spiritually. I see a school that strives to be worthy to keep company with a House of God…

President Tanner is distinguished for his many years of both church and academic service. He joined the faculty of BYU in Provo, Utah, after receiving his Ph.D. in English at the University of California, Berkeley, and teaching at Florida State University. He eventually served as chair of the English department, as an associate academic vice president, and then as vice president of academics. In 2011 he left BYU to serve as a mission president in Brazil, the same country where he served as a young missionary and later worked as a Fulbright professor. Upon his release as mission president in 2014, he was called as a member of the Sunday School general presidency. He served in this capacity until his appointment as president of BYU–Hawaii.

President Tanner’s life is marked by his constant efforts to improve the quality of learning. As academic vice president of BYU he was instrumental in revising the university’s general education requirements and in developing a program called the “Freshman Academy,” a program designed to guide incoming students. Likewise, as a member of the Sunday School general presidency, President Tanner traveled throughout the world to assist in the implementation of the new youth Sunday School curriculum focusing on active learning and he has contributed to the preparation of similar curriculum for adults. Reflecting on his accomplishments, Elder Kim B. Clark, CES Commissioner, said, “[John] is a wonderful teacher, an accomplished leader, a scholar, a writer, a poet, and a man of great capacity of the mind and heart.”

No less noteworthy is the service and leadership experience of President Tanner’s wife, Susan W. Tanner. Sister Tanner is well known for her service as Young Women general president (2002–2008) and for authoring “Daughters in My Kingdom”, a history of the Relief Society. Together the Tanners have been well prepared to lead BYU–Hawaii by light.

From the beginning of their service, the Tanners have been deeply involved in the university ‘ohana while continuing to learn of Laie’s sacred history and the university’s role here. One cherished example of that is a collection of on-going essays called Pacific Pondering that President Tanner writes periodically. These inspired essays weave the gospel, the history of the greater Pacific, and the university’s unique mission together to illuminate the grand destiny of BYU–Hawaii and the work and faith needed to accomplish it. On September 11, 2015, he wrote, “The 1839 Hawaiian Declaration of Rights begins: ‘God hath made of one blood all nations of men to dwell on the earth, in unity and blessedness…’ If all people could but come to know the unknown God of [whom Paul speaks)—whose offspring they are and who has made of one blood all nations—they would realize that they are brothers and sisters. This understanding provides the foundation for the peaceful communities ‘united in brotherhood’ that President McKay envisioned.”

Yet nowhere has this light-inspired vision been more clear than at President Tanner’s inauguration on November 10, 2015. Each speaker counseled the university ‘ohana on building Zion on the foundations of our forbearers. Elder Clark testified:

You will see President Tanner lead this school with a deep understanding of, and love for, the roots of this place, its core of truth, prophetic vision, and divine appointed purpose. Grounded in that core, he will lead this school into the future, guided by living prophets, and by the hand of the Lord. The school will change and grow in the Lord’s way. There is something else you will see: the hearts and minds of the people of BYU–Hawaii will be aligned with the Lord and with the prophets of God who will guide President Tanner. The people will walk in obedience, humility and faith in Christ, and they will feel the Lord’s love, His light and power in their families, in their work and in their lives. In all these experiences you will have a confirming witness from the Holy Ghost that the Lord Jesus Christ is in truth the head of His Church, and the head of this university. You will know that this is God’s holy work.”

A Vision of Light
President Tanner’s own address, “I See a School,” boldly articulated the vision he has found in his search for the light of revelation to lead the university:

I have found it in many places. I have found it in my interactions with you. I have found it as I have walked the campus and read the history of the university and of Laie. I have found it in the whisperings at night that filled my soul with joy and in the illumination at dawn that brought light to my mind. Above all, I have found revelation in the revelations that founded this school.

I see a university that is intended to be not only a “school in Zion” but a Zion university—a place where people from many nations learn together in purity, peace, unity, and love. May this school savor so strongly and so sweetly of Zion that it creates an appetite in its graduates to build Zion everywhere.

President Henry B. Eyring, First Counselor in the First Presidency of The Church of Jesus Christ of Latter-day Saints, confirmed this inspired vision:

There is a divinity that shapes the remarkable development of this school. The Lord is its founder. Elder David O. McKay, in his remarks at the little school in Laie, in February of 1921, was inspired to describe in brief outline the Lord’s purposes for this university and for its students. In prayer and in deep study of the prophetic roots of this university, President Tanner has seen a vision of a Zion university. He has seen it as a place of “purity, peace, unity, and love.”

All the presidents of BYU–Hawaii I have known have felt the same charge that President Tanner has received and all have felt the appreciation of the Lord whose school this is. Each has made a personal contribution to the university’s rising to its destiny as a Zion university. And each has found ways to allow students to be transformed into men and women of character who have become an influence for good across the world wherever they have served God and those around them.

BYU–Hawaii welcomes John and Susan Tanner and the light that guides their service. The university is fulfilling its destiny for each generation of students and leaders that pass through this sacred place and are led by light.

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Make a one-time, recurring, or matched donation online today at give.byuh.edu/kokua. Or make a planned gift through a will, trust, gift annuity, life insurance policy, or retirement account. There is no cost and no gift minimum. Go to give.byuh.edu/cowley or call 1-800-255-8074 to learn more.
The first story that I would like to share is about a person who is special to me: my mother. Emma Broderstrow Lobendahn was born in Savaii, Western Samoa, on August 14, 1921. As a young child, she was sickly and at the age of 13 became gravely ill, bedridden and in pain for months. Despite many visits to the doctors, nothing seemed to be working, so my grandmother went to the branch president and asked him to give my mother a blessing. The branch president sent a message to the members and asked them to fast for my mother the next day. My mother shared this about the blessing:

“I remember the branch president laying his hands on my head to give me a blessing. As he prayed he blessed me with many things — the one thing that I remember are these words: ‘Emma, you are not going to die yet — the Lord has work for you to do.’” (Grant Underwood, Pioneers of the Pacific).

As a result of the fast and blessing, my mother was completely healed in two weeks. She was never sickly again, and to this day remains physically strong at the age of 94. It is her testimony that she was preserved by the Lord for an important work that she would do later in her life in Fiji.

Several things about this healing account are important. First, this story shows the faith of my grandparents, who believed in the power of the priesthood and trusted the authority of the branch president. Second, it shows the faith and obedience of the branch members, who all gathered together to fast and pray for one who was seriously ill among them. This is a powerful example of members qualifying to receive blessings through unified service “with one heart and one mind.”

My mother moved to Fiji in 1943, where she married and started a family. The Church had not yet been established in Fiji, and she missed attending church meetings. Over ten years later, in 1954, the first LDS missionaries to arrive in Fiji, Elder Boyd Harris and Elder Sheldon Abbott, held a meeting to organize the Church in Suva. My mother, my two older brothers, and I attended, along with ten others. In my mother’s words, “The meeting was wonderful — it felt good to be among members of the Church and I was happy. Something dear to my heart was finally happening. I was going to be able to renew my baptismal covenants every Sunday during the blessing and passing of the sacrament.” I was going to have the Church in my children’s lives” (Grand Underwood, Pioneers of the Pacific).

A few weeks after the Church was organized, the elders asked her to be the Relief Society president. But after not attending church services for a decade and without much formal education, she felt inadequate to accept the calling. She told them that “I could not do it — that the responsibility was too much for me.” I was afraid that I would make mistakes — the thought of being a Relief Society President scared me” (Grand Underwood, Pioneers of the Pacific).

Over a period of several days, the elders came back a second and then a third time to extend the calling to her. I want you to listen carefully to how she responded, despite her fears:

“When the elders came back the third time I knew that I had to do something different. I had to take my fears and worries to the Lord. When they told me that the Lord wanted me to be the Relief Society president — I felt different — a peaceful feeling came over me and my mind went back to a place and time in Samoa when I was a young girl who was very ill and thought that I would die. I finally remembered the blessing that my branch president gave me: ‘Emma, you are not going to die, the Lord has work for you to do.’ I told Elder Harris and Elder Abbott that I would accept the calling and I wanted to serve to the best of my abilities. Once I said ‘yes’, followed by diligence and sacrifice, the Lord blessed me by helping me with good health and strength and above all with His spirit to do my best.” (Grant Underwood, Pioneers of the Pacific).

Later, during one of our many sharing times, she proclaimed: “Accepting the call as Relief Society president was one of the best things that I have ever done.” Even though she felt fear and personally unqualified to take on this calling, her faith qualified her for the work. My mother served as Relief Society president of the Suva Branch of the Fiji Suva Mission from

In D&C 4:5, the Lord reveals that developing faith, hope, charity, and love “qualifies” us for the work of building Zion. And what does it mean to build Zion? In modern revelation, Zion is defined as “the pure in heart.” Moses taught that the Lord called his people Zion because “they were of one heart and one mind, and dwelt in righteousness; and there was no poor among them” (Moses 7:18). In order to succeed in being of “one heart and one mind,” we have to have faith in each other and, most especially, in the Lord. Today I want to share some stories of individuals who cultivated these attributes of faith, hope, charity, and love — “an eye single to the glory of God” as they helped to build Zion.

Stories of Faith, Hope, and Charity

Faith

Building Zion at BYU–Hawaii:
1954 to 1977, a total of 23 years. As her daughter, I remember many of the things that she did as part of that calling, which she held for my entire childhood, teen, and early adult years.

She led the labor missionaries who had been brought in from her native Samoa regularly while they built the first chapel in Fiji. She organized bazaars for the women in the branch to sell goods and fundraise money to support their families. There were times I remember vividly just the two of us would be present for Relief Society meetings, where she would sing an opening hymn, say an opening prayer, read the lesson aloud to me, sing a closing hymn, and say a closing prayer. When I got older, she would often use me as her visiting teaching companion during her travel, sometimes requiring several days to fulfill her leadership assignment. All of this was done with four of her own young children to care for.

My purpose in sharing these virtues and accomplishments is to emphasize the extraordinary transformation in my mother, from being fearful and lacking confidence in her abilities to someone who was an effective leader, exercising faith, hope, and charity with an eye single to the glory of God.

President Monson has taught: “Now, some of you may be shy by nature, perhaps feeling yourselves inadequate to respond affirmatively to a calling. Remember that this work is not yours and mine alone. It is the Lord’s work and we are entitled to the Lord’s help. Remember that the Lord will be with you. He will give you power to stand as a witness of the truth, and will guard you from what is evil” (“The Sacred Call of Service,” April 2005).

How many of us here today are like my mother, at times filled with fear or inadequacies? How can we prove our dependability to the Lord so that, like her, we may receive added capability, courage, and wisdom to fulfill our church and academic responsibilities, our work and family commitments? How can we be more faithful, charitable, and Christ-centered to qualify for the work?

The next story that I would like to share with you is related to the first, and demonstrates the power of faith and hope when building Zion even when we don’t immediately see the fruits of our labor.

In 2004 my oldest daughter was called to serve in the Utah Provo Mission and she was assigned to the St. George Temple Visitors’ Center. At one point in her mission she remembers pleading with Heavenly Father to help her understand why she got called to the Utah Provo Mission.

One day shortly after she and her companion were knocking on doors in a retirement community in St. George, an elderly gentleman opened the door and invited them in. He introduced himself, and my daughter and her companion introduced themselves. He was pleasantly surprised when he found out that my daughter was from Fiji and began speaking to her in Fijian. He told her that he had served his mission there many years ago. After a few minutes of conversation, my daughter realized that this was Elder Abbott, the same missionary who, with his companion, Elder Harris, organized the Church in Fiji and called my mother, Emma, to be the first Relief Society president in 1954. He quickly went and got his missionary Book of Mormon to show my daughter. He had the names and signatures of the 14 members of the Church that attended the first meeting in Fiji. He then told my daughter that on his mission he never had one convert baptism — and it was hard for him. All these years he had felt his mission was unsuccessful.

It was at that precise moment that it became very clear to her that one of the reasons she was sent to the Utah Provo Mission and assigned to the St. George area was for this elderly man. My daughter pointed to four names on the list in Brother Abbott’s Book of Mormon and said, “Brother Abbott, this person, Emma Lobendahn, is my grandmother. These two people, Brian and Elliott Lobendahn, are my uncles. This person, Irene Lobendahn, is my mother. I am her eldest child.”

She told him that he was the missionary who gave her mother (me) a baby blessing, that he was the missionary who extended the call to her grandmother and gave her a special blessing to help her fulfill her call; and that she served faithfully in that calling for 23 years, long after he returned home from his mission.

My daughter told him how her father, my husband Meli Lesuma, joined the Church in 1973. He served a mission in Fiji in 1977 and converted his whole family. His three younger brothers and now his four children have all served missions. She told him that Fiji now has a temple, four stakes, one district, and many wards and branches. Church membership in Fiji is over 12,000. She then said, “Brother Abbott, because of you and your work as the first missionary in Fiji, you accomplished many great things, and I and my family will always be grateful to you. Your work has brought thousands of people into the Church in Fiji.”

My first reaction when I heard this story was to reflect on what a loving Heavenly Father we have, who knew to send help and reassurance to this man. When I spoke with Brother Abbott on the phone, he said that when he called my mother to be the Relief Society president he knew that she was the one the Lord wanted to help build Zion in Fiji, and that all she needed to do was to overcome of her fears.

President Dieter F. Uchtdorf said recently: “To put it simply, having charity and caring for one another is not simply a good idea. It is not simply one more item in a seemingly infinite list of things we ought to consider doing. It is at the core of the gospel— an indispensable, essential, foundational element. Without this transformational work of caring for our fellowmen, the Church is but a facade of the organization God intends for His people. Without charity and compassion we are a mere shadow of who we are meant to be—both as individuals and as a Church. Without charity and compassion, we are neglecting our heritage and endangering our promise as children of God. No matter the outward appearance of our righteousness, if we look the other way when others are suffering, we cannot be justified” (December 4, 2015).

The description of Zion as a community with “no post among them” also applies to the poor and needy in spirit. President Thomas S. Monson has defined what it means to charitably fill spiritual needs: “Charity is having patience with someone who has let us down. It is resisting the impulse to become offended easily. It is accepting weaknesses and shortcomings. It is accepting people as they truly are. It is looking beyond physical appearances to attributes that will not dim through time. It is resisting the impulse to categorize others” (“Charity Never Fails,” October 2010).

This article is based on a devotional address given on December 8, 2015, by Irene Lesuma, executive assistant to the vice president for academics. The entire address can be viewed and read online at devotional.byuh.edu.
In return for the opportunity to attend BYU–Hawaii, Filipino alumni promise to return home upon graduation. Most alumni fulfill their promise and return to the Philippines. “God keeps His promises so we should keep ours,” says Liahnne.

“God led me to BYU–Hawaii. I prayed hard and God granted my desire to attend BYU–Hawaii. In return, I promised that I will go wherever He wants me to go. I know that at this time, I should be serving my home country. We need to help build Zion in our inherited lands. For those who have the opportunity to study at BYU–Hawaii, we need to go home, stay and serve. It is a privilege to be entrusted by the Lord to build His Kingdom in the Philippines,” Liel adds. “Honoring the agreement to return home is a conscious and selfless decision. I decided long before coming to BYU–Hawaii that if ever I made it, I would come home after I graduated. Yes, there were lots of temptations to stay. The fear of losing an abundant lifestyle was daunting. However, because I had made the decision long before, I did come home. I’m glad I did because I have been blessed richly with opportunities that I would have missed had I not kept my commitment to return.”

Charlie Revillo and his wife, Piere — BYU–Hawaii alumni who graduated in 1994 — reinforce the importance of returning home. “Our motivation for going home was to serve the country and to serve the Church in the Philippines. My wife and I are fulfilling President McKay’s prophecy by serving in various community and civic organizations, school organizations, and the Church,” says Revillo. Brother Revillo has served in a hospitable and a stake presidency and was a mission president in the Philippines for four years. “Our BYU–Hawaii experience prepared us well and instilled the desire to work for the betterment of other people’s lives. We encourage all to return and serve.”


Top right: Roberto B. and Elsie V. Querido with their five children James, Lu Rae, Pia Sandra, Dausunie Los, and Johnner Veil. Roberto served as mission president of the Philippines Olongapo Mission (2011-2014). Four of their five children are BYU–Hawaii graduates.
Learning from the Experts: An Analysis of Résumé Writers’ Self-presentation on LinkedIn

By Dr. Ban Phung and Dr. Stephen Bremner

By Dr. Ban Phung and Dr. Stephen Bremner

An Analysis of Résumé Writers’ Learning from the Experts: in influence of the platform on shaping public identity [1]. The effect of LinkedIn on deception in résumés [14], and the benefits of the medium [9]–[11], the formation of trust relations [12], website architecture [7], impact on social interaction [8], the ben-

First developed in 2002 in the living room of co-founder Reid Hoffman and launched in 2003, LinkedIn has since increased its popularity to the point that it has become “the largest professional matchmaker site in the world” [1, p. 207]. Currently, LinkedIn has more than 400 million members representing over 200 countries and territories and a membership joining rate of two members per second among many professions across the board, including executives from every Fortune 500 company. LinkedIn’s fastest-growing demographic is college students and graduates, accounting for 30 million of its current members [2]. Many students use LinkedIn to market themselves to large audiences and create network connections to further employment opportunities [3]. With a total of 3 million companies utilizing LinkedIn company pages, these students have a large supply of prospective employers at their fingertips. The emerging use of LinkedIn and other social networking sites is also reported in career centers in US universities [4]. The importance of this networking platform, as evidenced by the increasing levels of engagement reported here, makes it a worthy focus of research, in addition to the value of the medium, rather than on the textual mechanics of creating a profile.

Research Focus

Our research examines how LinkedIn profiles are written from a genre analytic perspective [5, 6]; it analyses the profiles of 50 experienced résumé writers, looking specifically at the ways in which the Summary sections are constructed in terms of their rhetorical moves, and at the strategies the writers deploy to achieve their goals. The purpose of the study is to gain insights into the construction of the Summary of a LinkedIn profile through an analysis of how experienced professionals in the field of employment communications, these professionals would serve as good models of self-presentation in the context of LinkedIn. By analyzing the profiles of 50 experienced résumé writers, looking specifically at the ways in which the Summary sections are constructed and at the strategies the writers deploy to achieve their goals, there emerged six categories that were common to all of the LinkedIn profiles examined.

From the pedagogical perspective, it has been noted that “virtually nothing has been written in the scholarly business literature regarding using LinkedIn as a medium in the classroom” [15, p. 15]. However, work is beginning to emerge that addresses pedagogical issues relating to the medium, describing projects aimed at helping students develop their self-marketing and social networking skills [15]–[18], and also considering the ways in which students engage with LinkedIn [18]. Typically such projects might require students to join LinkedIn and to develop a network of contacts, but the emphasis is on experiencing and reflecting upon the value of the medium, rather than on the textual mechanics of creating a profile.

Examples of the different strategies identified in the data

<table>
<thead>
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<th>Research Data</th>
<th>Examples to Teaching and Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishing credentials</td>
<td>With 25 years in the business, I know how to position clients for success.</td>
</tr>
<tr>
<td>Identifying client needs</td>
<td>I can relate to the struggles and frustrations that come with the job hunt and accelerating career progression.</td>
</tr>
<tr>
<td>Detailing service</td>
<td>Professional services include résumé writing, interview coaching, and career planning.</td>
</tr>
<tr>
<td>Indicating value of service</td>
<td>She develops career portfolio documents that empower professionals, attract employers, and win interviews.</td>
</tr>
<tr>
<td>Identifying target market</td>
<td>My clients include ... senior executives, stay-at-home mums and dads, new college graduates, and military professionals.</td>
</tr>
<tr>
<td>Personal branding</td>
<td>But there’s also a touch of curiosity and stubbornness at play when I’m chipping away at the details until a client’s professional brand starts coming to light.</td>
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LinkedIn is relatively new, and for this reason only a certain amount of research has been conducted into this social networking site. Research thus far has looked at diverse issues such as website architecture [7], impact on social interaction [8], the benefits of the medium [9]–[11], the formation of trust relations [12], [13], the effect of LinkedIn on deception in résumés [14], and the influence of the platform on shaping public identity [1].

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The primary goal of this study has been to analyze this particular genre, so that it can be understood which strategies are commonly included by professionals in the field, and whether they are organized in similar patterns, and to exemplify the variety of possible ways in which these can be realized. It should be stressed that we are not prescribing an approach on the back of these findings, rather we are seeking to highlight what appears to be common practices among expert resume writers as a point of reference.

The fact that the LinkedIn Summary does not have a distinctive schematic structure allows writers to arrange their moves in ways they think might meet their personal goals, by foregrounding elements that they think need to be most prominent, whether it be their credentials, their services, their target audience, or the needs of that audience. In the case of fresh graduates, for example, there might be an emphasis on credentials through the currency of their recent studies, their internship experience, or certifications such as SAP (Systems, Applications, and Products) or CPA (Certified Public Accountant). LinkedIn Summaries of this nature should be seen as examples to consider rather than models to copy closely, and in the university classroom, they could be used as a springboard for discussion.

Suggestions for Future Research
Future research can explore different professional sectors to see if they take a similar approach to resume writers, or if they have a particular approach that is specific to their professional community. Similarly, since LinkedIn is used in over 200 countries, additional studies can look at ways in which career coaches in other contexts present themselves in their LinkedIn profiles to see the extent to which cultural factors influence strategies deployed by writers. Finally, there is a need to examine the relative effectiveness of different approaches and strategies from the reader’s perspective. The reactions and insights from employers would be particularly valuable in this regard.

Footnote:
Enactus Team National Champions, World Cup 2nd place

The BYU–Hawaii Enactus team, 2015 US Enactus National Champions, placed second against 36 other country teams in the October 2015 World Cup in Johannesburg, South Africa. Enactus, an international organization committed to using entrepreneurship to transform lives, holds competitions for student teams to show case sustainable projects with demonstrated success in improving the world. The BYU–Hawaii team’s projects included building a school, cutting fertilizer costs for cocoa farmers, and empowering women through micro-financing programs, all in support of Well Africa. Well Africa, a non-governmental organization founded by BYU–Hawaii graduate Sery Kouma Kone, fights child slavery and poverty in Cote d’Ivoire through innovative, community-based solutions.

In describing the team’s success at the competition, Kewan Hendrickson, the current team president, said, “The thing is our school only has around 2,700 students, and all these other schools had 30,000 or more... we’re competing against amazing schools with huge populations. But our school does so well because we have students that are so passionate—they really care about what they’re doing and who they’re serving.”

Performance Tour to Kauai
BYU–Hawaii’s Salsa Orchester and its Brass Ensemble, directed by Dr. Darren Da-erden and Dr. David Kammerer, took their talent on the road with a four-day tour to the island of Kauai on February 11–14, 2016. Ensembles from BYU–Hawaii regularly tour through the Hawaiian Islands to serve and build ties with Church members on Kauai, Maui, Oahu, the Big Island (Hawaii), Lanai, and Molokai.

The BYU–Hawaii students were kept busy with concerts, performing at Waimea High School, the Kekaha Ward building, Kauai Community College, and the Kuki Grove Shopping Center. The ultimate highlight of the tour, however, was the Saturday-night evening Valentine’s Day dance put on by the group for the Lihue Stake. “Providing live music for a dance was something we hadn’t done before, so we were excited to give it a try,” said Dr. Duerden. “It exceeded all expectations—one of the most energetic and enjoyable moments for me as a musician, a performer, and a director.”

First student from Nauru
On December 30, 2015, the flag of the Republic of Nauru joined the 69 other flags in the BYU–Hawaii Flag Circle for the first time in the university’s history. Jane-Lyn Scotty, BYU–Hawaii’s first student from Nauru, raised the flag herself with the help of President John S. Tanner and others. Jane, a political science major, plans to take her education and experience back to Nauru and make a difference in the country’s future. “We’re so excited to have this true modern pioneer here at the university,” said President Tanner. “As the first student from Nauru, she will have a long-lasting impact on her country as she follows the mandate to ‘go forth to serve’ and become a leader, as David O. McKay prophesied.”

Prime Minister of Tuvalu Visits BYU–Hawaii
The Prime Minister of the island nation of Tuvalu, Enene Sopoaga, visited BYU-Hawaii on March 18, 2016, during a weeklong trip to Oahu. While on campus, the prime minister met with President John S. Tanner, toured the university, addressed students, and participated in a review of an ongoing Tuvaluan educational project that had its beginnings with BYU–Hawaii Enactus.

A group of BYU–Hawaii students started the project in 2011 to strengthen the education and economy of Tuvalu. Further initiatives have come of that first effort, including workshops and training on entrepreneurship, marketing, and technology, and recently a new school. Saileko Enene, wife of the prime minister, reported that the school now has 80 students participating.

BYU–Hawaii currently has three students enrolled from Tuvalu, a nation of approximately 10 square miles and 10,000 people. In his address to students, the prime minister expressed his hope that more students from Tuvalu would get their education at BYU–Hawaii.

Worldwide Devotional
BYU–Hawaii was honored to host the January 2016 worldwide devotional for young adults, featuring President Russell M. Nelson, President of the Quorum of the Twelve Apostles. The devotional, broadcast from the Cannon Activities Center, was transmitted over the Church broadcast system in 20 languages and was available around the world. The BYU–Hawaii Concert Choir performed “Come Thou Fount of Every Blessing” as a prelude to Sister Wendy Nelson’s talk, “Becoming the Person You Were Born to Be,” and President Nelson’s address, “Becoming True Millennials.” In his stirring remarks, President Nelson said, “My dear young friends, you can know the mind and will of the Lord for your own life. You do not have to wonder if you are where the Lord needs you to be or if you are doing what He needs you to do. You can know! The Holy Ghost will tell you ‘all things that ye should do.’”

Hale Rededication
On November 1, 2015, Elder D. Todd Christofferson of the Quorum of the Twelve Apostles rededicated hales 3 and 5 following their remodeling. Originally built by labor missionaries in the 1950s and ’60s, the hale foundations and walls were strong enough to support the addition of a third floor as the buildings were expanded to accommodate more students. Elder Chris- tofferson highlighted this as a pattern for students to follow, building upon the foundations left by our forebears: “I hope that as you reflect upon this day and what was built here it will be a symbol to you of the sacrifice, the effort, and the manifestation of faith of those who have gone before, and that we will similarly follow that same pattern of faith.”

Thailand Trip
During the summer of 2015, the BYU–Hawaii Political Science department co-ordinated the university’s first study abroad program, sending students to Thailand to study international development through internships and research. Ten students, most of them political science majors, participated in the program.

For their first month, the students inter- terred with the Raks Thai Foundation to serve rural villages through activities as diverse as K-12 English classes, community clean-up days, home medical visits, village council meetings, and an anti-bullying campaign. They spent the next two months in Bangkok studying develop- ment through classes with BYU–Hawaii assistant professor Band Blimes and field trips to organizations such as the US and Mexican Embassies and the World Bank regional offices. Altogether, the program provided a once-in-a-lifetime educational experience for students who plan on mak- ing a difference.

On August 12, BYU–Hawaii students participated in the university career center’s Career Connect trip to Fiji. The Career Con- nection program, which has led previous trips to Tahiti, the Philippines, Japan, Kiribati, China, Tonga, Thailand, and U.S. mainland cities like Boston and Seattle, aims to over- come the major job-placement obstacles posed to BYU–Hawaii graduates by Hawaii’s isolated location. On the trips, students visit government ministries, major hotels, universities and medical schools, financial institutions, non-profit organizations, LDS Church schools, and other entities to net- work and build beneficial relationships for themselves, the university, and future BYU–Hawaii students.
Leo Tautus Reed ('72)  
Leo graduated from the Church College of Hawaii in 1971 after having played college football at Colorado University as well as playing in the NFL for a short time. He met his wife in Colorado, but they returned to Hawaii to finish their schooling. In 1972, Leo finished third place in the United States Olympic Judo. In his career, Leo worked as a business agent for Hawaii Teamsters. Before retiring, Leo became the principal officer for the Teamster Union in Hollywood where he supervised a union of 5,000 members from truck drivers to casting directors that cover major movie studios such as Paramount, Sony, Fox, and MGM.

Michael Hoer ('78)  
Michael Hoer studied Chinese and Business during his time at BYU–Hawaii and built an impressive career on those strengths. He worked in China, Taiwan, Japan, Singapore, and Hong Kong as president and managing director of Continental Gion Company’s Asian Operations, overseeing 30 companies in Asia and 12,000 employees in China alone. He was able to serve as a bishop in Hong Kong and as the first branch president of the Mandarin Branch in Hong Kong. In all of his work and travels, he was supported by his wife, Laurie, whom he met at BYU–Hawaii. After living and working in Asia for much of their lives, they were called to pre-side over a mission in Taiwan. More recently Michael and Laurie spent three months in Kenya doing humanitarian work and agri-cultural consulting in a rural village. They love to serve and to life others and actively seek more opportunities.

Benjamin Lim ('89)  
Benjamin served his mission in the Manila Philippines in 1984. He met his beautiful wife Cathy at BYU–Hawaii and has been happily married ever since. He has served as the first Washington Alumni Chapter Chair and continues to find ways to give back gratefully. Benjamin can be found today working with The Boeing Company as a staff analyst.

Seiko Tanner ('81)  
After finishing an art degree in 1981, Seiko returned to Japan to work for the GEDS & OWLS Company. She also had the opportuni-ty to serve in the Church as a volunteer interpreter. In 1993 Seiko married Al Tanner in the Laie Temple. Today they live in Utah, where Seiko works from home as an inter-preter for Lingolet. She is also a part-time art teacher for home-school children.

Normand Schafer ('95)  
Normand left BYU–Hawaii with big ambi-tions to see the world. He started his own travel agency within three months of finish-ing school, and Cheap Tickets Canada still continues strong today. Profit Mag-azine named it one of Canada’s top 100 Fastest-Growing Companies for two con-secutive years. Normand and his family recently finished a year-long sailing trip to the Pacific Islands and are loving life.

Ling James ('92)  
After graduating Magna Cum Laude in Inter-national Business Management, Ling started working as a stock trader in Singapore. She also wrote and published “A History of The Church of Jesus Christ of Latter-day Saints in Singapore,” donating the net proceeds to the General Missionary Fund. In 2001 she married Brian James, and they currently live in Utah where Ling works as a research ana-lyst for LDS Philanthropies.

Amber DeGrave ('01)  
Amber is a native Hawaiian, but today she lives far from her home town. She graduated with a degree in elementary education and cur-rently works as a project manager of the 21st Century Community Learning Center in a small farming community in the middle of Wyoming. Amber said that her children are the only members of the LDS Church in their class at school, but she is working with her husband to teach their children to build their testimonies and be righteous leaders among their friends.

Caprice Bailey ('01)  
Caprice graduated in 2001 with a B.A. in TESOL, then taught English in Taiwan for two years before returning to Utah. There she taught English to refugees and immi-grants working at Deutzer Industries in West Jordan. Exactly 10 years after grad-uating from BYU–Hawaii, Caprice earned her M.A. in TESOL from BYU-Provo, and she published her master’s project in the December 2013 TESOL Journal. Now Caprice teaches in the English Language Learning Department at Utah Valley Uni-versity and in online classes with BYU-Ida-ho’s Pathway Program. On top of it all, she is currently serving as a Provo Temple worker and loving it.

Shane & Chelsea Armstrong ('05)  
After graduating from BYU–Hawaii with degrees in biology and exercise science, Shane and Chelsea moved to Washington for work. Shane worked as a consul-tant for an action sports start-up company before attending Gonzaga University, where he graduated with a Juris Doctor and an MBA in 2009. Shane and Chelsea now have two little boys and have settled in Mesa, Arizona. Shane is currently the CEO of Southwestern Eye Center. The Armstongs love to share their BYU– Hawaii experiences with all their friends, “particularly with non-members… it’s been a good ice breaker.”

Julie Harman ('03)  
Julie was awarded first runner-up in last year’s “Ms. America Pageant” but an illness left the winner unable to fulfill her duties and Julie was passed the crown. As opposed to the scholarships offered in other well-known beauty pageants, the “Ms. America Pageant” is known as “a crown with a pur-pose.” Julie is excited to share all she knows on her self-reliance platform as she carries it to the nation.

Isaac Warbrick ('05)  
Isaac returned to New Zealand in 2005 after graduating with a B.S. in exercise and sports science. Eventually he was offered a doctoral scholarship from the Health Research Coun-cil, earning a Ph.D. in exercise physiology in 2010. Along the way, Isaac found his beau-tiful wife, Rachel, and they now have four children and one more on the way. Isaac has been involved in teaching and research at Massey University and Te Wainanga o Rau-kawa, and is currently a senior research fel-low at Auckland University of Technology. His most recent project involves research- ing Maori and indigenous health and epi-genetics. In 2011 he started Whanau Fit, a health fitness program providing commu-nity-based activities such as group fitness sessions and workshops.

Alejandro Cifuentes ('07)  
Alejandro feels extremely grateful for the opportunities his education at BYU–Ha-waii has provided him. After leaving Laie, he attended an MBA program, was hired for a one-year internship at Hawaii’s larg-est commercial real estate consulting firm, and then was brought on for another four years. Now Alejandro works for Wyndham Vacation Resorts as an analyst of the com-pany’s portfolio of timeshare investments in the South Pacific.
Alexis & Elena Cottam ('09)
The Cottam sisters have not hesitated in fulfilling the words of the prophets to seek further education. Both sisters served full-time missions in Nicaragua and the Dominican Republic, respectively, before BYU–Hawaii. From there Alexis earned her M.A. in statistics at BYU Provo and is now pursuing a Ph.D. in statistics at Colorado State University. In the meantime, Elena worked for a law firm, Gunderson, Denton, & Peterson, P.C., and went to law school at Arizona State University. After graduating, she returned to work for the same firm.

Ricarda Meincke ('11)
Ricarda graduated from BYU–Hawaii Mag- nus Cum Laude, then went on to graduate Summa Cum Laude with a pharmaceutical degree from Charles University in Prague, Czech Republic. She has had the chance to work as an intern for Pharmacovigilance at the University Hospital of Zurich, and more recently at the University of Otago in Dunedin, New Zealand. She continues to work to help those around her, and was even invited to present some of her work in the 15th Annual Congress of the International Society of Pharmacovigilance.

Alana Talivakaola ('10)
After graduating with a degree in internation- al cultural studies, Alana and her hus- band Israel moved to Utah to seek jobs. Ini- tially Alana worked for a small car dealership in Salt Lake City, but she always dreamed of working at the Church Office Building. When the time was right, she applied and became the senior clerk in the Finance and Records Department of the Risk Manage- ment Division.

Khalid Hamberg ('12)
A year after graduating, Michael and his wife Ruth left for an internship in Cambodia. Michael worked with Women Peacemakers Cambodia, an NGO that educates people on women’s and children’s rights and aims to curb domestic violence in Cambodia. Af- ter finishing their work in Cambodia they returned to Washington where Michael is now working towards his master’s in history at Central Washington University. They have two little girls ages 4 and 1. Michael and Ruth enjoyed serving in the Church together as primary teachers before Michael was called to serve in the elders quorum.

Alana Talivakaola ('10)
After graduating, Alana was just beginning her major-specific classes when she felt the desire to serve a mission. She considered serving after she graduated, but after meeting with her stake president she knew that she needed to put her studies on hold and serve the Lord. After serving honorably in the Phillip- pines Cebu Mission, she returned to BYU– Hawaii and graduated in 2013. Nyla now works for Quickstrike Manufacturing Cor- poration in Utah as a resident agent.

Kenneth Lee ('99)

Michael Hamberg ('12)

Nyla Person ('13)

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“I envision a university where relationships are sustained by shared covenants, spiritual kinship as brothers and sisters, and an aloha spirit that emanates from the pure love of Christ.”

- President John S. Tanner
Inauguration, November 10, 2015