

# Looking Beyond “The Usual Suspects” for Presenters & Trainers

Who says you have to be an expert on every topic? Nah. In fact, that’s one of the greatest benefits of working on a college campus—there’s an abundance of talent right at your fingertips!

Sometimes it’s easiest to tap into “the usual suspects” or the people we know are tried and true. The professor who always says yes, the staff member who has been doing a great workshop for years... they are all excellent resources. Yet, it may be time to freshen things up a bit and not overuse your usual folks. Consider tapping into others within your campus and community, for topics such as:

- **Customer Service.** Try career services, admissions, the business school, your community’s Better Business Bureau or a human resources professional from a local department store.
- **Alcohol and Other Drugs.** Try the wellness center, the athletic department, peer educators, student health, a local alcohol counselor, an emergency room doctor/nurse or an alcohol educator from an area high school.
- **Career Issues.** Try career services, faculty members, a Job Corps volunteers in town, a professional career counselor or the career writer for your local newspaper.
- **Teamwork.** Try recreational services, an athletic coach, a campus activities professional, a professor of organizational culture, a youth minister, a camp counselor, a Little League coach, a military officer or the director of a non-profit organization in town.
- **Publicity.** Try someone from the Chamber of Commerce, your campus public relations office, an advertising agency in your community, a graffiti artist, a sign maker in town or the advertising manager of your school paper.
- **Programming.** Try an events planner at a local hotel, a conference coordinator, someone from student activities, the community art guild, an activities director at the local nursing home, the director of a non-profit organization such as the American Lung Association or a local concert promoter.

- **Human Issues/Diversity.** Try the international studies program, your office of multicultural affairs, a member of the local NAACP or P-FLAG chapter, a senator or other political officer, someone from the campus ministry or interfaith staff, or a panel of students and staff from different backgrounds.
- **Wellness.** Try the campus wellness center, a local yoga instructor, a YMCA representative, a massage therapist, an aromatherapy expert, a coach or a nutritionist.
- **Safety.** Try the department of public safety, student safety escorts, information technology staff members, the local police or fire departments or peer educators.
- **Time Management.** Try a staff member from the Learning Assistance Center, an organizational expert in town, an academic advisor, someone trained through the Covey Leadership Center or an administrative assistant who juggles multiple tasks effectively.
- **Community Development.** Try local social service agencies, the Ombudsman, a residence life professional, a director of community theatre, the activities director at an assisted living facility or a student who runs a programming organization on campus.

Don’t be afraid to reach out beyond those trusty “usual suspects” to infuse new life and energy into your efforts!



...people coming in from outside the campus may not have the college “lingo” down and may need an orientation to

your students and your school. Don’t skip over this important step—it’s a way to make them feel welcomed and valued!