

**From:** Official ESU Email

**Sent:** Friday, April 17, 2020

**To:** ESU Students

**Subject:** Message to ESU students from President Marcia G. Welsh, Ph.D. - April 15, 2020

Warriors,

Another week of social distancing has passed and I hope that you, your family members and friends continue to be safe and healthy. This week there are many mixed messages in the media about flattening the curve and harnessing the threat of COVID-19. Some are positive and make us hopeful while others continue to keep us cautious about what our new normal will look like in the weeks and months to come. I know that you'll continue to be diligent in following the recommended guidelines for your health, and the health of your community.

Nevertheless, I'm certain that many of you miss one another, the ESU campus and its surrounding community and so I thought it might be a good idea to share some updates of what's been happening locally, similar to the messages I've been receiving from our students, faculty, staff and graduates all around the globe. Please stay safe and have a good weekend.

- ESU Art + Design Professor Darlene Farris-LaBar and Assistant Professor Xue (Stella) Dong have teamed up with Verde Mantis 3D Printing Co., a company participating in the ESU Business Accelerator, to launch a community-wide effort to provide critically-needed supplies to area hospitals and medical care facilities in the midst of the COVID-19 pandemic. See more at <https://quantum.esu.edu/insider/esus-art-design-faculty-take-the-lead-in-3d-donations-to-area-hospitals-in-need/>
- Our television studio has become the broadcast location for a series of weekly briefings to the regional community about COVID-19. ESU has partnered with the Pocono Mountains Visitors Bureau, Lehigh Valley Hospital – Pocono and St. Lukes/Monoe Campus and other community leaders to provide a live broadcast titled: *COVID-19 Weekly Briefing: A Resource for Pocono Residents* every Friday at 10:00 a.m. on the Pocono Mountains Visitors Bureau television channel (<https://www.poconomountains.com/covid-19/>).
- The ESU Foundation has reached out to alumni, faculty, staff and friends to set up an emergency fund to help Warriors in need during this pandemic. To date, the Foundation has raised \$28,000 and has helped to provide support to more than 90 students with specific, emergent needs. The Foundation continues to raise funds at <https://www.esufoundation.org/emergency-response-fund>, and students may continue to apply for assistance at <https://www.esufoundation.org/esu-emergency-response-form>.
- A number of years ago, ESU's Koehler Fieldhouse was identified as a Mega Shelter by the Pennsylvania Emergency Management Agency (PEMA) during Hurricane Sandy. In light of the COVID-19 Pandemic, ESU has been called upon again by PEMA and the Pennsylvania Department of Health (DOH) for assistance. Earlier this week, ESU staff prepared the fieldhouse for anticipated use to help our crowded medical centers if there is a need. We know very little about who we will serve at this time, but I will be sure to share news with you as it becomes available.

- Pocono Raceway has introduced a special social media campaign, “#Air5Challenge,” and are asking for your help. If you want to publicly thank someone who is doing something inspirational during these unique times, they are asking you to share a video on social media thanking them, then post using the hashtag “#Air5Challenge.” Every time you use the hashtag, Pocono Raceway gets one step closer to their commitment of donating \$5,000 to the local United Way’s Crisis Response Fund for residents of the region. Pocono Raceway has published a video message from its president, Ben May, which details the #Air5Challenge on its social media channels, @poconoraceway. You can also visit [www.poconoraceway.com/air5challenge](http://www.poconoraceway.com/air5challenge) for complete information and details on how you can participate. Please give an ‘Air 5’ to an individual as opposed to a large group/organization so that person can then give an Air 5 to someone else, and use the hashtag in its entirety as #Air5Challenge. For information about the United Way Crisis Response Fund, visit: <https://poconounitedway.org/covid-19/>
- Another initiative by the Pocono Mountains United Way is Community Cares Certificates. The United Way is taking donations through a [GoFundMe](https://www.gofundme.com/), each donation will be used to purchase a gift card to a local restaurant, and that gift card will be sent to a family in need. Those donating can even chose a restaurant they'd like to support. <https://poconounitedway.org/covid-19/>

As this week ends, I wish you all good health, happiness and laughter. And if you need help of additional support as we continue our push to the end of this most unusual semester...please ASK! The ESU faculty and staff, along with many of your peers, are here to help. Be #WarriorStrong!

Marcia G. Welsh, Ph.D.  
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