Emily Owens

AFMIX X

Reflection and Project

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My name is Emily Owens and I am a Marketing Project Manager at Xavier University. I decided to enroll in AFMIX after only a few months of employment at Xavier so that I could develop a deeper sense of the University’s Mission and Identity in order to best convey it to external audiences in my role. But I got a lot more than that. . .

The first semester is mostly the history of St. Ignatius, Jesuits and Xavier-interesting, useful information, but hardly life-altering. Second semester was more about the how to go about living the Jesuit values-little did I know that practices I had been raised with were Jesuit in nature. This course taught me to further appreciate them, including the values of discernment and reflection. These values are such a part of the University’s culture and this also gave me insights into how the University functions.

The third semester was our small group semester, taking a deeper dive into our views and the views of others. This semester I really began to see the journey I was taking through AFMIX. I found it engaging to think of Jesus’ humanness along with his divinity-something I had not been taught in such a way previously. This semester really gave me a sense of how anyone can connect with the Jesuit philosophy even if they were not Catholic, which some members of my small group were not. It shared how we can all connect and relate deeply although we have different core spiritual beliefs.

And finally, our fourth semester has been a deeper view of the Jesuit values and how they are actively practiced in people’s different roles at Xavier. This was timely for me as during this semester, I was also asked to present how we share our Jesuit tradition in our communications with the Mission and Identity subcommittee of the board. This was what I had set out to do.

And the answer is. . . we communicate the mission always, though sometimes more subtly than others. In every story about the university, say for the alumni newsletter, we tell not only the amazing accomplishments of our alumni but also how what they learned at Xavier, the values, helped them to accomplish these things. Sometimes we say it outright. Like our Together. For Others. campaign logo.



One new opportunity that arose from the meeting was regarding the JesuitResource.org. There are many resources on the site that we need to share with our audiences. Therefore, I am working on incorporating links in digital platforms to the site, such as our alumni newsletter, using this new icon (the Jesuit Resource logo won’t fit in the allotted space).



Overall, it’s been a great experience and one that I would recommend to anyone at Xavier.