

**Marketing Mindfulness:
A Three-Step Meditation Practice for the
University's Post-Pandemic Community**

**Practice Session with by Dr. Jacqueline (Jakki) Williams
2022 Conference on Higher Education Pedagogy**



AGGIES CARE

NORTH CAROLINA A&T STATE UNIVERSITY

Practice Session Outcomes

1. Describe Contemplative Practices for Campus Stakeholders
2. Experience the Sura Flow™ Effortless Meditation Practice
3. Share Ideas for Contemplative Community Practices



A Community of Practice is a group of people who "share a concern or a passion for something they do and learn how to do it better as they interact regularly".

The concept was first proposed by cognitive anthropologist Jean Lave and educational theorist Etienne Wenger in their 1991 book *Situated Learning*.

What are contemplative practices?

Activities that we undertake to intentionally cultivate awareness and develop a stronger connection to our surroundings and our inner wisdom

CMind. (2021). The Tree of Contemplative Practices [Illustration]. The Center for Contemplative Mind in Society.

<https://www.contemplativemind.org/practices/tree>





From: The New York Times -- “No Texts, Please, We’re Meditating”

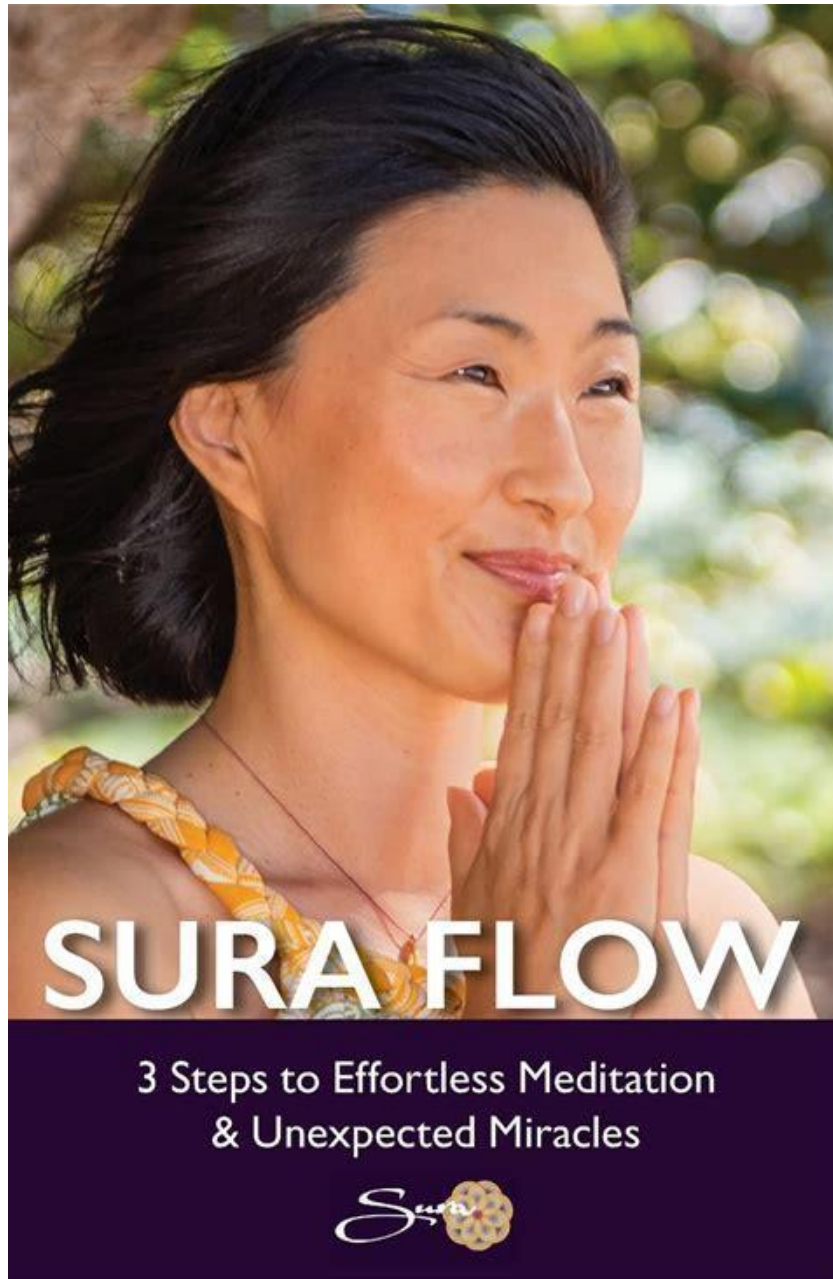
<https://www.nytimes.com/2016/03/20/nyregion/no-texts-please-were-meditating.html?smid=em-share>

Benefits of Contemplative Practices:

- **stress reduction**
- **enhanced attention and awareness abilities**
- **improved self-regulation**
- **enhanced empathy awareness**

**Wang X., Hegde S., Son C., Keller B., Smith A., and Sasangohar F. (2020), “Investigating Mental Health of US College Students During the COVID-19 Pandemic: Cross-Sectional Survey Study”, J Med Internet Research
<https://www.jmir.org/2020/9/e22817/>**





- 1. Relaxation
- 2. Heart Listening
- 3. Intention Setting



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- 2. Heart Listening
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Let's Meditate











Top Meditation Apps in the U.S. for February 2020 by Downloads











Overall Downloads

- 1  Calm
- 2  Headspace
- 3  Meditopia
- 4  Breethe
- 5  Synctuition
- 6  Insight Timer
- 7  Meditation App
- 8  Abide
- 9  Sanity & Self
- 10  Aura

App Store Downloads

- 1  Calm
- 2  Headspace
- 3  Breethe
- 4  Meditopia
- 5  Synctuition
- 6  Insight Timer
- 7  Meditation App
- 8  Abide
- 9  Sanity & Self
- 10  Aura

Google Play Downloads

- 1  Calm
- 2  Headspace
- 3  Meditopia
- 4  Synctuition
- 5  Insight Timer
- 6  Let's Meditate
- 7  Aura
- 8  Deep Meditate
- 9  Abide
- 10  Stop, Breathe & Think



Worry Less, Live More.

Learn to manage your anxiety during these uncertain times.



Daily Shine

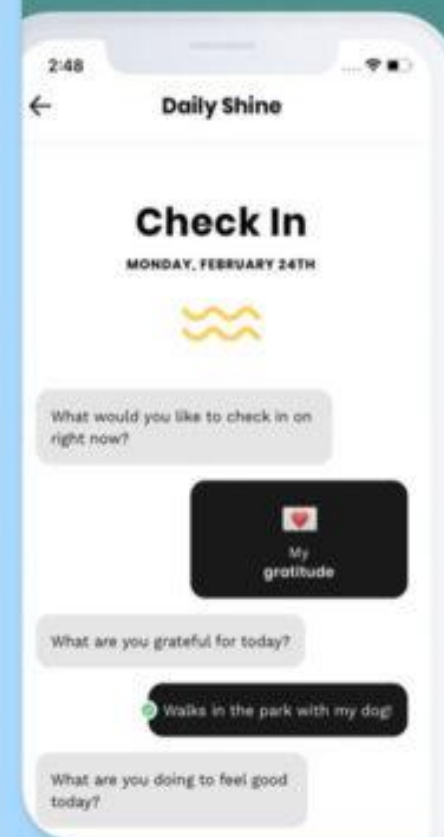
0:01 8:05



Listen to meditations

for your COVID-19 anxiety.

Check in daily
with your mental
health.



Ideas

- 1) Try a meditation app...
- 2) Dedicate time & space for sharing contemplative practice ...



- 3) Insert a contemplation practice into an academic activity...



Thank you & Feel free to contact me:
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