



MEDIA RELEASE

Abilene Christian University's Student Team Earns Alpha Chi's Top Collaborative Research Prize

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LITTLE ROCK, Ark.—Alpha Chi National College Honor Society is proud to announce that a team of student researchers from its **Texas Psi chapter at Abilene Christian University** has won the 2025 Trisha M. Yarbrough Collaborative Research Competition for their project entitled, **“Marketing and New Member Engagement in the Health and Wellness Industry.”**

As a multidisciplinary honor society, this annual competition is one way the Society actively promotes interdisciplinary undergraduate research. Named in honor of Dr. Trisha Yarbrough, Alpha Chi's third executive director and the driving force behind the competition, the Collaborative Research Competition encourages students to focus on finding solutions for real-world issues, thus exemplifying the society's long-standing commitment to making “scholarship effective for good.”

This year's national competition took on the theme, “New Frontiers in Academia and Beyond” and was judged by a multidisciplinary panel of professors who assessed the five collegiate teams submitting a written research paper, a slide presentation, and a live national convention presentation that concluded with a question-and-answer period with competition judges.

Texas Psi's interdisciplinary student team was comprised of **Michael Campbell**, a junior psychology major; **Adrian Puckett**, a junior pursuing a degree in health sciences; and **Jennifer Wadlow**, a junior studying organizational leadership. On behalf of the judging team, Dr. Autumn Marshall of Lipscomb University remarked:

“It was evident to us that this group truly collaborated. They were not students on the main campus..., and so added the challenge of constant communication to their work. They learned how to overcome struggles of mishaps in data collection, and were able to make practical recommendations for one of the biggest challenges in healthcare: motivating behavior change. Theirs was not a case of three separate projects stapled together and labeled a collaborative project; they truly worked together to design and implement the project, collect and analyze the data, and report their results efficiently and effectively. It was evident that all of them worked together on the project because they all answered the questions and handled the presentation very professionally. We were impressed with their teamwork and dedication to seeing the project through to its conclusion.”

ACU Team Earns First Prize for Collaborative Research

Alpha Chi National College Honor Society invites to membership juniors, seniors, and graduate students from all disciplines in the top ten percent of their classes at its member institutions. Chartered on more than 300 campuses nationwide, chapters induct approximately 8,000 students annually. Since the Society's founding in 1922, Alpha Chi members, charged with upholding the tenets of Truth and Character, have dedicated themselves to "making scholarship effective for good." Alpha Chi is a certified member of the Association of College Honor Societies.

For more information on Alpha Chi National College Honor Society and the Collaborative Research Competition, please visit <https://alphachihonor.org/collaborative-research-competition>.

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