

## Cambridge College Community News Blast (7/24/08)

Dear Colleagues:

Here is the latest installment of the Cambridge College Community News Blast. This email blast will be sent out every other week, documenting the people, programs and events of the College. Please inform me of your news by 5 p.m. on **Monday, August 4<sup>th</sup>** in order to be considered for the next installment.

Thank you and enjoy!

### Cambridge College News

- On Tuesday, July 15<sup>th</sup> members of the Cambridge College community joined Acting President and Chancellor Eileen Brown and several members of the Board of Trustees for a luncheon in Room 152. The lunch also served as a forum for the attendees to ask any questions regarding the state of the College and the search for the new President. Trustees Ginny Loeb and Derek Davis were present to provide updates. Acting President and Chancellor Eileen Brown said: "The mission of this College matters to the whole community, matters to the students, and matters to us. We have to be our best selves and stay pointed to tomorrow."



Trustee Derek Davis addresses the College community.

### School of Management

- On Saturday, July 12<sup>th</sup>, the School of Management held their summer faculty retreat at the 17 MOB location. More than 30 new and returning faculty members attended this five hour event sponsored by Associate Deans John Bove and Bill Hancock. Dr. Joe Miglio delivered a presentation on the Cambridge College teaching and learning model and Diah Schur instructed the faculty on portal usage and web site navigation. Dean Bove and Hancock doled out tips to the faculty on how to run a seminar. The next training session for those that missed this event is scheduled for September 10<sup>th</sup> at the School of Management.
- Marylou Butler, a Massachusetts Eye and Ear Infirmary R.N. who is currently working toward her Master's degree in Management at Cambridge College, was recently awarded the Norman Knight Clinical Practice Excellence award. Ms. Butler has been an employee of Massachusetts Eye and Ear Infirmary for 39 years and has been a clinical leader in the Emergency Department for the past

three years, where she coordinates clinical aspects of the emergency department and oversees the day-to-day tasks of nurses and nurse assistants.

### School of Education

- The School of Education is pleased to announce that several students from the second doctoral cohort defended their dissertations this summer at the NITE campus at Curry College in Milton, MA:
  - On Monday, July 7<sup>th</sup> doctoral candidate Idamay Denny successfully defended her dissertation, entitled *Myth or Reality: Principals' Perceptions of Organizational Factors that Influence Instructional Leadership at the Primary School Level in Barbados*. The dissertation committee was chaired by Dr. Stephen Maio, faculty member in the Ed.D. Program.



(Left to right): Senior Faculty member Dr. Neill Crosslin, Dr. Sandra Bridwell, Dr. Maio, Dr. Butin and Idamay Denny (seated) gather after her successful dissertation defense.

- On Saturday, July 12<sup>th</sup> doctoral candidate John Moschella successfully defended his dissertation, entitled *Setting Academic Fires: Towards a Best Practice Graduate Curriculum for Fire Studies*. The dissertation committee was chaired by Dr. Dan Butin, Assistant Dean and faculty member in the Ed.D. Program.
- On Thursday, July 17<sup>th</sup> doctoral candidate Sylvia Henry successfully defended her dissertation, entitled *Does Mentoring Matter? Rethinking Support for New Primary School Principals in Barbados*. The dissertation committee was chaired by Dr. Maio.



Senior Faculty member Dr. Lynne Long, Dr. Dan Butin, Sylvia Henry and Dr. Stephen Maio celebrate Henry's dissertation defense.

- On Monday, July 21<sup>st</sup> doctoral candidate Maureen Gaughan successfully defended her dissertation, entitled *From Research to the Classroom: The Implementation of Evidence-Based Practice in Special Education*. The dissertation committee was chaired by Dr. Maio.
- On Wednesday, July 23<sup>rd</sup> doctoral candidate Julio DeCarvalho successfully defended his dissertation, entitled *The Uncertain Journey: The Diasporic Effects on the Identity, Education and Achievement of Cape Verdean Immigrants*. The dissertation committee was chaired by Dr. Butin.

#### **Chesapeake, VA Regional Center**

- The Chesapeake Regional Center recently participated in the Business to Business Networking Conference at the Virginia Beach Resort and Conference Center in Virginia Beach. The Conference included business leaders from throughout the Southeastern part of the country. Center Director Chris Sawyer gave a presentation about Cambridge College and its programs to the standing room only crowd.

#### **South Boston, VA Regional Center**

- Chesapeake Regional Center Director Chris Sawyer, South Boston Regional Center Director Dr. Ella Benson and Academic Coordinator Dr. Paula Crawford held a reception at the Southern Virginia Higher Education Center for perspective undergraduate students on July 10<sup>th</sup>. The event was a way for students to learn more about the programs the College has to offer and provided direct access to the college's staff who were available to answer any questions the attendees might have had.

#### **Springfield, MA Regional Center**

- On Thursday, July 10<sup>th</sup> the Cambridge College Springfield Regional Center hosted a workshop entitled "Zen and the Art of Management." The event was facilitated by Center Director Dr. Rick Turner. The purpose of the event was for participants to learn how to reduce stress through managing in the moment, improve through cooperation instead of competition, help oneself while helping others and gaining respect, discover a new and enlightened modern of management, and to learn to listen on the way to becoming an effective manager and leader.



Rick Turner (center) listens as an individual takes part in the workshop.

- On Thursday, July 17th, Cambridge College was one of three sponsors present at the Young Professional Society networking event in Springfield, MA. The event went very well and was well attended by several companies such as Northwestern Mutual, SDVC, Fast Signs, WEEI 105.5 FM, Sumner & Toner Insurance Agency, Baystate Children Mass Live and BusinessWest. Jeffery Cabral, who currently attends the Springfield Regional Center for his Master of Management, attended with several of his friends. Admissions Counselor Yvonne Barnes represented the College at the event, and was able to network with many of the above companies, and even made plans for the College to host an outreach event with SDVC.



Yvonne Barnes and the Cambridge College display at the event.

### Medical Interpreter Training Program

- On Monday, July 14<sup>th</sup> the Medical Interpreter Training Program (MITP) welcomed Carol Zurek, an American Sign Language consultant, to address the combined first and second semester MITP students in the Cross Cultural Communication course. A native ASL speaker herself, Ms. Zurek

was accompanied by two community interpreters who facilitated the discussion on deaf culture, guidelines for communicating with deaf people and myths about deaf persons.

- MITP is happy to add two new internship sites to its list of health care organizations that accept Cambridge College interns: Dorchester House and Newton-Wellesley Hospital.

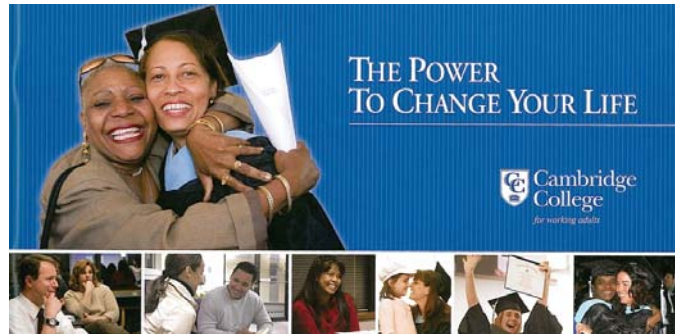
### Development Office

- In November 2007, Cambridge College Trustee and alumna Susan Ifill (M.M., '97) challenged the alumni to match her generous gift of \$10,000 to the College in an effort to increase participation in the giving program. We are pleased to report that you responded to that challenge, and as of today donated an additional \$10,055 to the Annual Fund! Susan said: "Together, my fellow alumni and I met this challenge and I am so proud! On behalf of the college, I thank all of you who contributed to the match. This tremendous response shows what being a Cambridge College alumnus means to each of us. By helping future students succeed at Cambridge College, we have proven that together we have the ability to make a lasting impact in this world; we have all 'paid forward.' We are no longer just successful alumni, we are relevant. Thank you again."
- The College has been invited by four Boston area foundations to submit grant applications which total more than \$800,000 for three programs. Many foundations will not accept applications which are not invited or sponsored; being asked to submit means that the quality of the College's existing and potential programs is recognized. The three programs which attracted these invitations are:
  - The Dudley Square Neighborhood College, which began offering courses in 2007 at Project Hope's building in Roxbury. We expect 40 residents from the Dudley Square neighborhood to enroll over 2008-09 in an expanded curriculum of early childcare courses, as well as writing, mathematics and computer training. There is a long waiting list of qualified adult learners hoping to enroll. The Dudley Square program, spearheaded by the College's Institute for Lifelong Learning, already has received \$120,000 in support from the Mabel Louise Riley Foundation and has attracted the attention of Boston foundations with a community-building mission.
  - The Medical Interpreter Training Program (MITP), which has graduated 400 interpreters, native speakers of 15 different languages, since 2000. The excellence of the College's program has been recognized by a large number of foundations with a mission of eliminating barriers to quality health care faced by patients who are not fluent speakers of English. Research confirms that, in the absence of a professional medical interpreter, these patients often receive the wrong diagnosis, do not understand their prescribed medications, or are reluctant to seek health care at all despite serious illness.
  - A new Master of Science in Nursing (MSN) program, with an expected launch of September 2009. The MSN will specialize in preparing RN's to become faculty in nursing programs, with a focus on hospital care. Not having enough faculty to train new nurses is one of the largest contributors to a shortage of over 4,500 nurses in Boston-area hospitals. The MSN program will build on teaching relationships with more than 20 hospitals established through the College's Master of Management in Health Care. It also will seek students whose ethnic, racial and socio-economic backgrounds reflect the health care patient population in the Boston area.

### Marketing and Enrollment Department

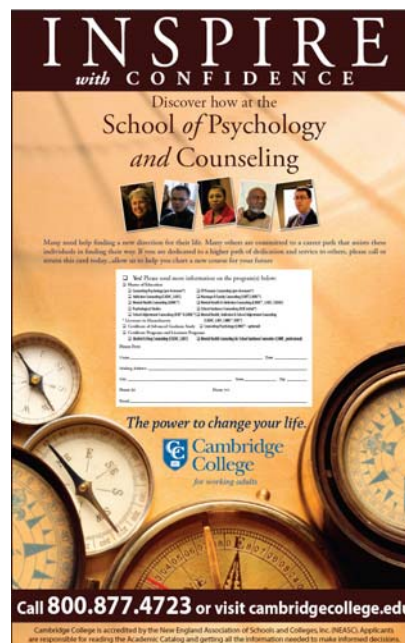
- The Marketing and Enrollment Department (MED) has completed the new Cambridge College viewbooks. Each Regional Center and the Main Campus will have a version specific for the

campus. The piece has been designed to improve response time to prospective students, bring campus specific program listings, present all of the benefits of attending Cambridge College and add a personal touch. The goal is to have the new books delivered to the respective campuses by the end of July.



Above: the cover of the new center and campus specific viewbook.

- MED has launched a new online project order system called the Online Marketing and Advertising Request (OMAR). Each Regional Center, the enrollment counselors and the different schools can now request marketing and advertising work by visiting the OMAR site and entering their request. This new system will assign job numbers, track estimates, provide status and help ensure accurate, cost-effective and on-time delivery of requested marketing and advertising materials. OMAR can be accessed here: <http://projects.cambridgegifts.org>.
- The first national Ambassador Referral Program has been launched and is being conducted throughout all the Regional Centers and the Main Campus. Each College location will have 11"x17" posters for every classroom that will encourage current students to refer their friends and colleagues. In return, the newly referred student(s) will have the \$30 application fee waived. For their assistance in helping Cambridge College grow, the Ambassador (current students and alumni) will receive a "Thank You."



Above: a sample of an Ambassador Referral Program poster.

- MED announces a new work distribution and organization plan. Two advertising coordinators are working hard to insure a quality, on-time marketing and advertising product. Bonnie Jo Brashares, who works out of the Chesapeake, VA Regional Center, is responsible for the marketing needs of the Augusta, GA, Chesapeake, VA, South Boston, VA, Memphis, TN, Ontario, CA, and Puerto Rico Regional Centers. Michiko Hirose, who works out of the 315 Broadway building in Cambridge, MA, will work with the main campus, Springfield and Lawrence, MA Regional Centers. Each coordinator will work through the OMAR system assigning print/advertising projects to Cambridge College Graphic Artists Peter Wetherbee (Cambridge) and Tracy Schrum (Chesapeake).
- The Marketing and IT Department have launched a temporary campaign of "landing pages." The landing page URLs will be promoted in advertising and offer major benefits. First, the inquiry will have a "one-click" log on for information requests. Second, the inquiry will receive his or her information much faster than in the past. Third, the College's enrollment counselors will receive information requests in "real-time" for follow-ups.

Above: a sample of a landing page.

- Dr. Ezat Parnia, former Executive Vice President of Cambridge College, has returned to the College as a consultant regarding the marketing efforts of the main campus in Cambridge, MA. Dr. Parnia is under contract with the College to develop the campaigns for the fall marketing efforts. He will be working closely with the Marketing and Enrollment Department to help ensure a successful fall marketing period for Cambridge College. His office is currently located in the School of Management at 17 MOB; please extend him a warm welcome and helping hand.

## Alumni News

- Rodney Long (M.Ed. in Counseling Psychology, '04) has published his first book. The Fullness of A Man. Written and illustrated by Mr. Long, this book contains powerful and straightforward verse as well as illustrations aiming to show the full range of a man's feelings. Born in Yonkers, NY, Mr. Long grew up, like most men, holding in his feelings. As a result, he has emerged to write creative and assertive poetry. Mr. Long received his master's degree in counseling psychology and is licensed in drug and alcohol counseling. He currently works at S.M.O.C. Behavioral Health Services in Framingham and also has a private practice. Mr. Long's book is available through Vantage Press.
- Marty Shannon (M.Ed., '01) passed away unexpectedly at her Lexington, MA home on May 12, 2008. Despite numerous chronic health issues and obstacles, Ms. Shannon achieved much in life.

She enjoyed many hobbies like swimming, walking, hiking and cooking, but her real passions were education and physical fitness. Before her passing, Ms. Shannon planned on returning to Cambridge College for her license in Mental Health.

- Two brand new Cambridge College alumni—both received their M.Ed. in School Nurse Education at the June 2008 Commencement—are already putting their new degree to excellent use:
  - Roberta Sherwood of West Bath, ME is now a published author. Ms. Sherwood's ILP was focused on the idea of helping children and supporting parents when the children are dealing with chronic illness, in particular, Type I Diabetes. Ms. Sherwood's life-long dream was to write and have published a book for children that would provide educational information, but also one that would be fun to read and insure that these young chronically ill kids knew that just because they had to deal with their illness did not preclude them doing and enjoying all the things that others without their illness did every day and throughout their lives. She took her ILP to another level, hiring two English professors as her proofreaders/editors and a very creative illustrator. The result: [Come Play with Me! I Have Diabetes](#), published this spring by Monkey Publishing and is available on the publisher's website for a very reasonable price. It is also now on the publisher's top selling books list. The publisher has proposed that Ms. Sherwood write a series of books for children, each one targeting another pediatric chronic illness. She is now researching and preparing to write about CP.
  - Bianca Ainski of Ship Bottom, NJ wrote her ILP on Fetal Alcohol Syndrome and the school nurse's role as the gatekeeper for recognition and intervention within the school setting. As Ms. Ainski explains, she was putting away her Cambridge College ILP materials and moving them to a less dusty location in her home for storage, when she happened to receive an e-brochure from the National Association of School Nurses (NASN) advertising their upcoming national conference in Albuquerque, NM scheduled for the end of June. After spotting a Staples ad for posters, Ms. Ainski applied to do a poster presentation at the NASN National Conference. She figured if she could survive writing an ILP, she could certainly survive a bit of a disappointment delivered by NASN if she was not selected to present at the Conference. Ms. Ainski's proposal was accepted, and so was born the poster presentation entitled, "Are You An FASD Gatekeeper?" Bianca promised to take and send pictures to Pat Johnson, the School Nursing program coordinator, for the purpose of sharing them with incoming school nursing students, and perhaps, to inspire some of them to take their ILPs " o the next level" as well.

## Faculty

- On June 28<sup>th</sup>, Professor Shirley Harrell attended a webinar on Strategies for Web Based and Participant Center Learning hosted by the Harvard School of Business. As part of the webinar, attendees are given free access, for classroom use, to a number of Harvard Business School online simulations.

## Online Library

- The Cambridge College Online Library EBSCOHost has just updated its site and added many new helpful features. Millions of scholarly journal, magazine, and newspaper articles are provided by EBSCOHost for the Cambridge College Online Library. Visit the EBSCOHost 2.0 Support website for more information regarding new features, user guides, and training schedules. The six-minute video on the website is a good way to get a look and learn about the new features. This can be

found by logging on to <http://support.ebsco.com/ebscohost2/>. For instructions on how to log into the Cambridge College Online Library, visit <http://www.cambridgecollege.edu/library/index.cfm>.

### **Schott Fellowship at Cambridge College**

- The Schott Fellowship in Early Care and Education at Cambridge College has changed its name to the CAYL Institute. The Schott Fellowship will remain a program of the CAYL Institute, along with the nationally-recognized Principals Fellowship program. The vision of the CAYL Institute is a nation where the right to high quality early education and care is embedded in public policy and professional practice. Our mission is to organize, equip and empower people to create change on behalf of children. More information can be found at <http://www.schottfellowship.org> or by calling 617-873-0678.

\*\*To report your department or school news, events, and happenings, please contact Kimberly Dunbar at X1228 or [Kimberly.Dunbar@cambridgecollege.edu](mailto:Kimberly.Dunbar@cambridgecollege.edu) \*\*