

Capital Campus

FEBRUARY 2014

Lunch and Learns Educate Staff

Creating the Future Today

The 21st century higher education market is like no other in educational history. Change and the opportunities that it presents for the School of Business and Management and the College was the focus of the November Lunch and Learn.

According to School of Business and Management (SoBM)

Dean Michael Williams, "Schools of business and management are being called upon to operate in increasingly complex environments characterized by rapid changes in global business education, recruiting and retention competition, and diminished federal and state education funding."

According to Williams, the primary challenges to advancing and sustaining business and management schools is



ensuring academic program quality and relevance while delivering continuous value and driving revenue production. The scope, intensity and relentlessness of these market conditions challenge any SoBM to continually reinvent itself in order to compete, survive and sustain.

Williams believes that implementing entrepreneurial-based, academically-oriented and practitioner-focused partnerships are central to advancing and sustaining schools of business and management.

"The School of Business and Management promotes a culture of partnership through proactively identifying and engaging educational/business partners with whom we can develop mutually beneficial outcomes," said Williams. "For our learners, building strong partnership with other TESC Schools and external industries fuels SoBM's strategic focus and the topic of our Lunch and Learn, 'Guiding Professional Achievement; Enabling Global Advantage'."

In attendance were School of Business and Management assistant deans, **Alicia Malone** and **Camilla King-Lewis**.

Serving Adult Students

At the Division of Enrollment Management and Learner Services Lunch and Learn in December, staff were presented with an overview of some of the many functions of this branch of the College community.

Enrollment Management, Planning and Outreach focuses on the College's strategic enrollment goals and works to develop and maintain the College's Enrollment Management Plan. The office collaborates with College leadership to establish annual enrollment targets and then analyzes results to produce an enrollment management scorecard. This helps the team to understand trends in higher education, the labor market and demographics, and the potential impact on enrollments.



Focus On: Greta O'Keefe

Greta O'Keefe had her sights set on a career at Thomas Edison State College long before she finally got the job. Her only regret is that she didn't know about the College when she was pursuing her undergraduate degree.

"I wanted to work here long before I did," explained O'Keefe, publications and recruitment specialist, W. Cary Edwards School of Nursing. "After commuting from the Jersey shore to Rutgers University, to earn my degree as an adult while working full time, getting married and having a baby, I can appreciate the mission of Thomas Edison State College. I wish I had known about the College before I started at Rutgers."

O'Keefe, who joined the College as the assistant to the dean in the nursing school in 2007, assumed her current position in 2011. Some of her duties include planning and editing the annual publications for the W. Cary Edwards School of Nursing; coordinating the assignment of all nurse-to-nurse recruitment events as well as planning for new recruitment events and monitoring the nursing marketing plan, which involves working closely with the School's dean, Institutional Marketing and Publications and the Office of Communications.

However, one of her biggest accomplishments is her work with the dean on the



Greta O'Keefe, Publications and Recruitment Specialist, W. Cary Edwards School of Nursing

coordination of the national nursing accreditation visits. The School just hosted the Commission on Collegiate Nursing Education (CCNE) for the second time in October 2013, and O'Keefe was responsible for preparing the self-study report, creating a document resource room, planning all meetings and acting as liaison to evaluators during the entire visit.

"I love the people I work with," O'Keefe said. "I feel so lucky that I get to come here and be with a family away from home. I think our connection is a rarity in the workplace, but we work hard and laugh hard too."

O'Keefe, who earned a BA in journalism from Rutgers and studied abroad in London, England, at Richmond University for a semester, is currently enrolled in the Thomas Edison State College MBA program.

"I am proud of how far I have come as a person; the first college graduate of my family," she noted. "I come from extremely humble beginnings, but by actually listening to the right mentors, making some good choices in whom I surround myself with and beginning the pursuit of my higher education at the age of 22, I found that the key to moving forward is lifelong learning."

O'Keefe lives in Yardley, Pa., with husband Dennis and 13-year-old son Ian. In her spare time, O'Keefe enjoys travelling nationally and abroad, and noted she would like to take a cooking class, if she ever finds the time. Volunteering on the committee of her son's Boy Scout Troop, O'Keefe has been the banquet chair for five years and plans the annual fundraising banquet.

When asked to share an interesting fact about herself, O'Keefe offered that before starting college, she pursued a singing career and performed at many clubs in Philadelphia, New York and London, and even sang on stage with Jim Carrey, "a comedic song of course."

continued from Page 1

Strategic Partnerships plans to strengthen current partnerships while continuing to develop new ones. The office's goal for 2014 is to position the College for sustainability by strengthening strategic enrollment partnerships through its continued work with Schools to develop/market industry specific programs for current partners.

For its part, Admissions identifies, manages and communicates with prospective students and handles the application process. The office responds to, informs and meets with prospects and applicants via email and phone as well as organizing and conducting College-Day events, Off-Site Information Sessions, and live and recorded webinars.

Financial Aid handles federal grants and loans, state grants and scholarship awards, and guiding students through the process. The office is also responsible for compliance, ensuring that students' attendance and withdrawals are accurately recorded.

"The Division of Enrollment Management and Learner Services is committed to delivering the highest quality customer service," said **Mary Ellen Caro**, vice president, Enrollment Management and Learner Services. "In an increasingly dynamic and complex environment, the division's focus is to provide prospective students with timely information to decide if the College is right for them, while continuing to ensure that its current student body is well served."

In addition to Caro, presenters included **Sylvia Hamilton**, associate vice president, Enrollment Management; **Dave Anderson**, associate vice president for Enrollment Operations; **James Owens**, director, Financial Aid; **Dave Hoftiezer**, director of Admissions; **Yolanda Hernandez**, acting assistant director, Enrollment Management; and **Kelli Parlante-Givas**, associate director, Strategic Partnerships.

Brightest Light

Tanisha McKinnis, Learner Support representative, was named Thomas Edison State College's November 2013 Brightest Light. McKinnis was recognized for her contributions to the College, for her ability to create a pleasant environment and for her pleasant attitude and willingness to go above and beyond the duties of her job.



Deborah Duffy, Judy Lucas and Maureen Marcus have fun striking a pose at the Thomas Edison State College Holiday Party photo station on Dec. 19. Approximately 180 staff, family and friends gathered at the at Rho Waterfront to celebrate the season with great food, dancing and camaraderie.

Happy Birthday U.S. Marine Corps!

College Staff Celebrate the 238th Birthday of the USMC



Pictured from left to right are: Anderson (colonel, USMC -ret.), Devery (colonel, Army -ret.) and Young (lieutenant colonel, USMC -ret.), who made quick work of portioning out the birthday cake with his USMC Mameluke sword.

A cake cutting ceremony celebrating the 238th birthday of the United States Marine Corps took place in the College's Prudence Hall on Nov. 11. Hosted by **Dave Anderson**, associate vice president for Enrollment Operations, and **Dr. Ray Young**, associate vice president and dean of Learner Services, the event recognized staff guest of honor **Dennis Devery**, vice president, Division of Planning and Research, who served in the U.S. Army for 30 years, most recently in Afghanistan and at Joint Base McGuire-Dix-Lakehurst. During his military career, Devery received numerous awards including the Legion of Merit, Defense Meritorious Service Medal and a Meritorious Service Medal.

Staff Activities

Marie R. Power-Barnes, director, Market Research and Assessment, Division of Planning and Research, attended the 2013 American Marketing Association Symposium for the Marketing of Higher Education, Nov. 10-13, in Boston, Mass.



Marie R. Power-Barnes

Juliette Punchello, director, Learner Support Center (LSC), presented at the 19th Annual Sloan-C International Conference on Online Learning in Orlando, Fla., in November. Her presentation, "Ready, Set, Go! Designing and Operationalizing a One Stop Service / Call Center in 12 Months," provided an overview of the operational steps utilized at the College to design and build the LSC. As a follow up to this presentation, the online educational environment newspaper, *The evolLLution*, asked Punchello to write an article "Creating a Support Center for Non-Traditional Students" that was published in December.



Juliette Punchello

Alisha Miller, associate director, Military and Veteran Education, conducted an official area visit to Alaska and Washington state in November. Her Alaskan itinerary included the Fort Wainwright Education Fair and visits with education services officers at Joint Base Elmendorf-Richardson and Coast Guard Sector Anchorage. Miller's Washington itinerary included a personal interview with the College's military base counselor, **George Berko**, base visits at Naval Station Everett, Coast Guard Sector Seattle and Naval Base Kitsap (Bangor); an education fair at Naval Hospital Bremerton; and attendance at the Council of Military Educators in Washington State (CMEWS) annual conference at Joint Base Lewis-McChord.



Alisha Miller

Dr. Charles M. Campbell, instructional designer, Center for Learning and Technology, was named as the inaugural recipient of Eastern University's Award for Dissertation Excellence for his dissertation "Leadership Through Multidimensional Partnership: An Organizational Case Study of the Intersection of Spirituality and Mental Health." The award was presented at a dinner at Eastern University on Jan. 8. Earlier that day Campbell gave a presentation of his dissertation to Eastern University students, faculty, staff and board members, and presented information to PhD students on the dissertation writing process.



Dr. Charles M. Campbell

Dr. John Aje, dean, School of Applied Science and Technology, has been appointed to the Editorial Board of *Procedia Computer Science*, an electronic product focusing entirely on publishing high-quality conference proceedings. Aje's initial appointment is for a three-year term.



Dr. John Aje

Welcome New Staff

AFT Holiday Project



Tom Callahan has been appointed Learner Support representative in the Learner Support Center. Callahan is located on the 1st floor of the Canal Banks Building and may be reached at extension 3030.



Margaret Ciocco has been appointed nursing program advisor in the W. Cary Edwards School of Nursing. Ciocco is located on the 3rd floor of the Townhouses and may be reached at extension 3264.



In keeping with the holiday spirit, Thomas Edison State College AFT Local 4277 spearheaded a College- and New Jersey State Library-wide drive to collect items for Children's Home Society of New Jersey (CHS of NJ). Pictured is staff who gathered in the College's Prudence Hall on Dec. 17, to celebrate the holidays and to prepare the gifts for delivery to CHS of NJ.



Alicia Murphy has been appointed administrative specialist in the Office of Military and Veteran Education. Murphy is located on the 2nd floor of Academic Center and may be reached at extension 2195.



Jeanie Nagrod has been appointed director in the Office for Assessment of Professional and Workplace Learning. Nagrod is located on the 3rd floor of the Canal Banks Building and may be reached at extension 3244.



Mark Stermer has been appointed application support specialist in the Office of Management Information Systems. Stermer is located on the 2nd floor of the Canal Banks Building and may be reached at extension 2482.

MIS Takes Email to the Cloud

MIS will be migrating Outlook 2010 Email to Microsoft Hosted Exchange Online in the Office 365 Cloud portal. Office 365 offers a consistent and secure platform for email.

After the migration, you will continue to use your current Outlook 2010 application to access email on-site. This will make this transition seamless for you. Online and in the Cloud, Office 365 provides access to the most up-to-date versions of software, including Outlook 2013 online, greater mailbox capacity, hosted voicemail and more.

Your department will be notified with a schedule for migration. Until then, begin cleaning your mailbox of old items you no longer need; smaller mailbox, faster migration. Look forward to enhanced access and features of email in the Cloud.

Women's Professional Network



The Women's Professional Network of Thomas Edison State College chapter welcomed New Jersey State Secretary of Higher Education Rochelle Hendricks as its keynote speaker at its Nov. 12 "A Story of Success Event" held in Prudence Hall.

Pictured from the left are Jaclyn Joworisk, Office of Development; Melissa Maszczak, Office of the President; Rochelle Hendricks; and Kristin Gonzalez, Division of Community and Government Affairs.

Capital Campus is produced by the Office of Communications and the Office of Institutional Marketing and Publications at Thomas Edison State College. To submit a story idea for the newsletter or for more information, please contact Linda Soltis at extension 2065.

CONGRATS!

Wendy O'Hare, fiscal administrator, Office of the Controller, became a grandmother on Nov. 10, 2013, when Charlotte Mary McGowan was born. Charlotte Mary, who weighed 6 pounds, 5 ounces and was 19 ¾ inches, joins siblings 6-year-old Hannah Rose and 5-year-old Charles Patrick; her parents are Charles and Faith McGowan.