

Cabinet Roundtable
College Relations
September 9, 2009

Darryl Strawberry If you're attending Darryl Strawberry's Sept. 14 visit to the Performing Arts Center, you may see Journalism Assistant Professor Debbie Mura and about 20-or-so Journalism students scribbling notes on steno pads in the back. You might also see a diminutive lady named Jacquie—a former Monmouth Park jockey, in fact—back there with Debbie's class. Jacquie may be someone whose hand you want to shake. Last week, Journalism Instructor Debbie Mura wondered whether her students would have access to the former Met and Yankee superstar as part of a class assignment. It turns out that Jacquie, the person arranging Darryl's book-signing tour for the company Book-mark It Events, is herself a former Brookdale student. Her response to Debbie: "Absolutely. I'd like to do a pre- and post-event meeting with them as well. Maybe we can coordinate going forward for each event and I can work with them on publishing their articles." Jacquie says she owes much of what she's achieved in life to her Brookdale education and is doing what she can to "thank the college." She has worked in the past with Brookdale Public Radio's Michelle McBride and has teamed up with Cheryl Cummings and the Brookdale Network and with the College Store's Marguerite Stocker to run events. She's making plans for a number of other celebrity tours, including a book tour/cooking exhibition by Chef Mario Batali and a visit from Chesley Sullenberger, the pilot who saved hundreds when he landed his US Airways plane in the Hudson last January.

"Gateway to a Better Job, Career, Life" During June of 2008, about 30 Marketing Users' Group members had their Sandy Hook retreat to "brainstorm" ideas about the nontraditional-age student. What emerged from the retreat was a committee of about a dozen employees from several different departments. After a great deal of research and reflection, the group came to the conclusion that Brookdale has the services to address the needs of nontraditional-age students, but what's lacking is a clear and seamless integration of all we have to offer in both credit and noncredit education.

On Aug. 26, the group collaborated for an "open house" whereby they invited about 30 adults in order to find out what this elusive cohort wants from Brookdale. From this event, the committee saw ways of integrating their services. Employees from both the noncredit and credit sides began working hand-in-glove to develop a "One Stop Shopping" Web portal for this key market.

Last week, the group presented a series of integrated Web pages to the MUG and College Relations. Shortly after the start of the Fall term, this "Gateway to a Better Job, Career, Life" will appear on the homepage from which a nontraditional student will have access to a wide range of information, such as noncredit training, career training, testing, Distance Education, experiential learning, ABE/GED/ESL, and the Teaching and Learning Center. Special recognition should go to OBCD's Riina VanRixort, who collected all of the information and created clickable links to each information piece.