

**Outreach, Business and Community Development  
Cabinet Roundtable  
November 2, 2011**

**Professional Continuing Education**

**Various**

- New healthcare programs for spring include: Revised Medical Coding Specialist, ICD-10 Training for Current Medical Coders, EHR for Medical Office Staff, EEG Technician, and Organ and Tissue Donation and Recovery (requirement for all nurses).
- The new Brookdale Community College Professional Pathway Grant is underway. Additional courses in CNA, Applied Math in Healthcare, EKG, and CPR have been added for November-January for grant participants only.
- We currently have 30 people going through the Entry Level Photovoltaic Systems program on Saturdays.
- The instructor for our Certified Bookkeeper program, Andrea Murowski, reports that students in the class have taken 2 of the 4 required tests to date and have passed.
- On Thursday, the 18-hour Enrolled Agent class starts with 9 students.
- We will be offering Lean Six Sigma Black Belt training beginning in January, 2012. Please let us know if you have contacts at companies for marketing purposes.
- Conference call meeting with Anita Voogt and Elisa Varon was conducted on Friday, October 21<sup>st</sup> to discuss the expanded partnership between "Brookdale at Freehold" Branch Campus and OBCD. Several joint marketing recommendations will be implemented including highlighting the "HEC's at a glance" in the spring Healthcare Training brochure. A flyer is being developed, listing all OBCD offerings, specifically health care and professional development, and will be available at the Centers and distributed at area business events.
- Career Training Info Session, Tuesday, November 15, 6:00-7:30 pm., Navesink I

**Contacts:**

Dominic Latorraca, [dlatorraca@brookdalecc.edu](mailto:dlatorraca@brookdalecc.edu), ext. 2301

Mary Ann Waclawik, [mwaclawik@brookdalecc.edu](mailto:mwaclawik@brookdalecc.edu), ext. 2508

Janet Spetko, [jspetko@brookdalecc.edu](mailto:jspetko@brookdalecc.edu), ext. 2011

Linda Roma, [lroma@brookdalecc.edu](mailto:lroma@brookdalecc.edu), ext. 2602

**EHR**

Electronic Health Records advisory board meeting is next week. We are working on internships for students and hope to engage more of the board members as internship sponsors.

**Contact:** Marian Smith, [msmith@brookdalecc.edu](mailto:msmith@brookdalecc.edu), ext. 2796

**Lifelong Learning**

**Camps**

- Development has begun for Summer '12 Academic Camps-On-Campus. New plans and partnerships are in-the-works. New science, digital arts and humanities programs will be offered for the traditional camp audience of children ages 7-14.
- The Step Up program for high school students aims to include more hands-on opportunities for students to explore fields of study not commonly available in high school. Summer '12 will target new programs in the culinary and health care fields. The MCVSD camp partnership will expand to include a BCC Culinary exploration for high school students at the end of June (thanks to Dean Pat Gallo for making the culinary connection to MCVSD). A hands-on allied health program will also be offered at the Hazlet HEC. The search for new opportunities is underway; new ideas encouraged!

**Contact:** Linda Martin, [lmartin@brookdalecc.edu](mailto:lmartin@brookdalecc.edu), ext. 2303

### **Personal Enrichment**

This month, OBCD concludes its offering of "Justice". This class, built around Harvard's Justice lectures taught by Michael Sandel, has been enjoyed by over 150 people thus far. Our talented facilitator, Brooks Susman, will now shift his focus to "Events That Changed History." Classes built around Professor J Rufus Fears' lectures about events that defined human history will be offered beginning spring '12.

**Contact:** Linda Martin, [lmartin@brookdalecc.edu](mailto:lmartin@brookdalecc.edu), ext. 2303

### **Contracted Training**

- Facilitated a meeting with the Monmouth County Prosecutor's Office in which the needs and parameters of a performance review training program were discussed. A report of the findings will be delivered shortly and a follow-up class, based on those findings, will be delivered near the end of November.
- Have been given the green light to deliver BTOP classes to Matawan/Aberdeen, Brielle and Monmouth County Library headquarters in Manalapan.
- Jim met with the Ladacin Network and we are developing a schedule of PC, Communications and ESL classes for them.

**Contact:** Jim McCarthy, [jmccarthy@brookdalecc.edu](mailto:jmccarthy@brookdalecc.edu), ext. 2186

### **SBDC**

On Friday, December 2, 2011 the NJSBDC at Brookdale Community College will present the Small Business Success Award to William Zengel and Richard Ginn, owners of **Black Rocket Productions LLC**, at the NJ Small Business Development Center's Annual Small Business Growth Success Awards Luncheon. The event allows the NJSBDC network to recognize the efforts and success of small businesses in the state, and to share their stories about the power of ideas, vision and perseverance. It also is a testament to the value and effectiveness of the services and expertise that the NJSBDC network provides to small businesses to assist with their development and growth.

Black Rocket Productions LLC is currently one of New Jersey's leading independent educational services providers. They deliver summer camp programs and year-round workshops to children ages 6-17, primarily through established community based organizations such as: community colleges, public libraries, home-schooled groups, after-school programs and town recreational organizations. Their "hands-on" programs are primarily in the area of digital arts enrichment and STEM (Science, Technology, Engineering, Math) programs. In order to achieve their desired level of success, the business owners realized that they needed to become more knowledgeable on the financial aspects of the business. They attended NJSBDC's financial and recordkeeping workshops, which provided them with critical financial information required to achieve their goals. Black Rocket Productions has doubled in size and tripled in revenue each year and anticipates continued growth thanks to the support received through the NJSBDC at Brookdale Community College.

**Contact:** Jackeline Fuertes, [jfuertes@brookdalecc.edu](mailto:jfuertes@brookdalecc.edu), ext. 2437

### **HGHREC**

- The name of the center has been re-arranged and we are now known as the Center for Holocaust, Human Rights and Genocide Education at BCC. This name re-arrangement (and some literary license) gives us the opportunity to use a new acronym CHHanGE.
- The value engineering re-design of our new facility is complete and will go out to bid shortly. The new expected time frame is for construction to begin in March with completion by September 2012. The Center is engaged in a Campaign for Change to raise funds needed to complete the physical facility and fit-out as well as our permanent exhibit.

- We are most fortunate that Sari Boren, daughter of survivor and board member, Claire Boren, is an exhibit developer. She has volunteered her time and expertise to help us plan our new permanent exhibit.
- This year, for the first time in our 33 year history, we have a successful energized group of descendants of Holocaust survivors working with the Center. Their initiative is called Generations: Descendants of Holocaust Survivors and the first event they are planning is a Brunch on December 4<sup>th</sup>. Attendees will be invited to sign up for a myriad of activities including planning trips to their family homelands/Holocaust history sites, a Yiddish Club, becoming docents for our permanent exhibit, or learning how to share their parent/grandparents stories in schools.
- Interestingly, our program theme this year has on its own evolved around the theme of the transition of trauma through the generations. We will have a program on the Cambodian Genocide in the spring presented by a 2<sup>nd</sup> generation and hopefully we will welcome Peter Balakian, descendant of Armenian Genocide survivors and a brilliant writer, poet and professor for our Armenian Genocide Remembrance program.
- Please join us on Thursday, November 10 at 7PM in Navesink 1 for “Only a Number” a film presentation that tells the story of two Holocaust survivors, their experience and how they met and fell in love in a concentration camp despite speaking two different languages.
- Our newest initiative this year is a program called “BE a Buddy – Not a Bully” for kindergarteners and first graders. This program designed by Laraine Gaunt has been demonstrated to change the behavior of pre-schoolers who participate in the program. It is a 15-week curriculum with training of parents and teachers provided. **If you know a school that might be interested, please contact Dale.**

**Contact:** Dale Daniels, [ddaniels@brookdalecc.edu](mailto:ddaniels@brookdalecc.edu), ext. 2074

### **Metrics/Marketing**

- Website Redesign: Individual group meetings being scheduled for week of October 31st. Meeting scheduled for November 1st with SunGard Web Services Team and OBCD reps for discussion of the redesign of the Brookdale website.
- Career Training: Dominic and Riina are scheduled to present OBCD’s short term career training programs at the Counseling Division’s meeting on October 31.
- Email Marketing: Email promoting Come to Campus and half-price admission to the Monmouth Museum generated approximately 15 additional registrations and six shares on social media.
- Direct Mail: New strategy includes carrier route postal patron postcard mailings for spring Healthcare Training and Lifelong Learning.

**Contact:** Riina Van Rixooort, [rvanrixooort@brookdalecc.edu](mailto:rvanrixooort@brookdalecc.edu), ext. 2130

### **Operations**

- Implementation of Web-based Datatel Colleague UI 4.3 : In November we will be advised of training and testing schedules with OIT arranging to have a couple of classroom sessions for OBCD. Note: OIT currently working on a problem that won’t allow a new customer to register on-line. This should be fixed by November 2.
- Adapting WebAdvisor for internal use, allowing OBCD staff to take registrations on the phone using the online registration workflow: Danielle Propert and Frank will be doing a trial with sample customers in November.

**Contact:** Frank McGorry, [fmcgorry@brookdalecc.edu](mailto:fmcgorry@brookdalecc.edu), ext. 2349