

# THE BERKELEYfocus

FALL 2008

COVER STORY:

## Commencement 2008: Be True to Yourself – Success Will Follow

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FALL 2008



## UPCOMING QUARTERS START DATES 2009

WINTER – Monday, January 5

SPRING – Monday, April 6



**ON THE COVER:**  
Berkeley graduates received messages of hope, success, and commitment at this year's ceremonies.

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**D**ear Friends and Alumni of Berkeley College:

I am very pleased to inform you that the Middle States Commission on Higher Education has reaffirmed the accreditations of our New York and New Jersey campuses through 2018. Meanwhile, in 2010, we will be providing the Commission with an interim report on our progress in assessing student learning outcomes and institutional effectiveness. Based on my own experience with Middle States self-studies and evaluation visits, I know that achieving these wonderful results required a considerable effort. As I begin my term as President, I am so pleased that Berkeley's effort and excellence have been recognized.

This fall I am looking forward to working with the Berkeley College community in developing the strategic plan for the period 2010-2015. We begin this process

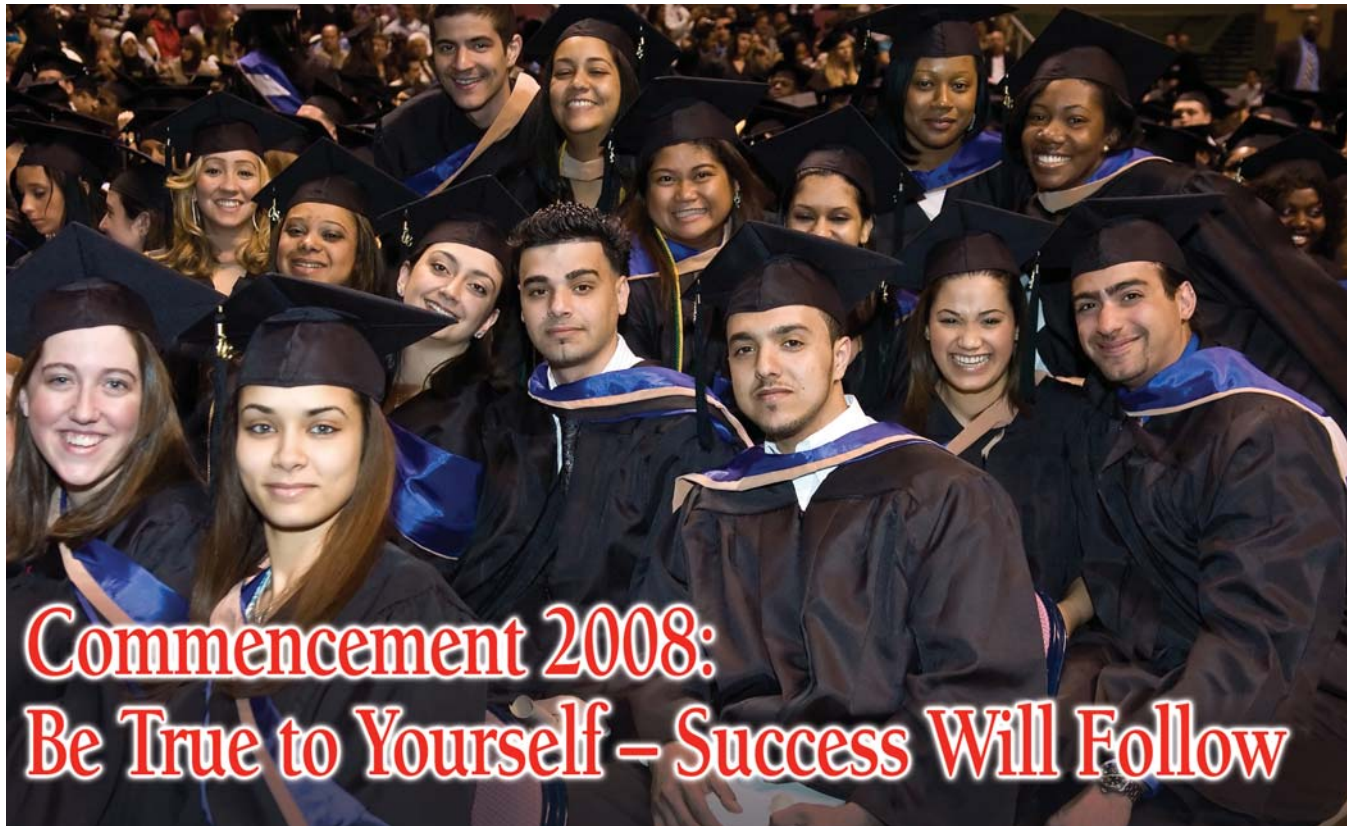
**“We begin this process (of developing a strategic plan for 2010-2015) now so that we can meet the educational and career needs of the future by exploring issues from various points of view.”**

now so that we can meet the educational and career needs of the future by exploring issues from various points of view. In academics, for example, what types of skills and knowledge will be critical to those who will enter business careers in the future? In student services, how will students' expectations change and how will we respond? Administratively, what facilities need to be in place to support growth? And, as an institution, where will students be coming from and what programs are needed that provide new opportunities?

Over the course of this year we will assess how Berkeley College can identify new initiatives as well as sustain what works best, given this era of increasing globalization in which we live. Together, we will move Berkeley College forward so that future students and graduates - just like those in the past 77 years - will prosper.

Sincerely,

Dario A. Cortes, PhD  
President



## Excitement, coupled with an overwhelming sense of pride, filled the air as Berkeley College graduates received their diplomas during the 2008 Commencement Ceremony at the IZOD Center in East Rutherford, NJ.

These graduates had plenty to be proud of. When they started their journey, the goal for each student was the same: do the work, fulfill the dream, earn the degree. Now, at the end of their journey, success greeted those who stayed the course with a diploma.

Ready to embark on new paths and experience new successes, Joseph Delfino, the Berkeley College commencement speaker and the Mayor of the City of White Plains, NY, reminded the graduates that when “you’re true to yourself, success will follow.”

### Commencement Speaker Joseph Delfino Shares Success Secrets with Graduates

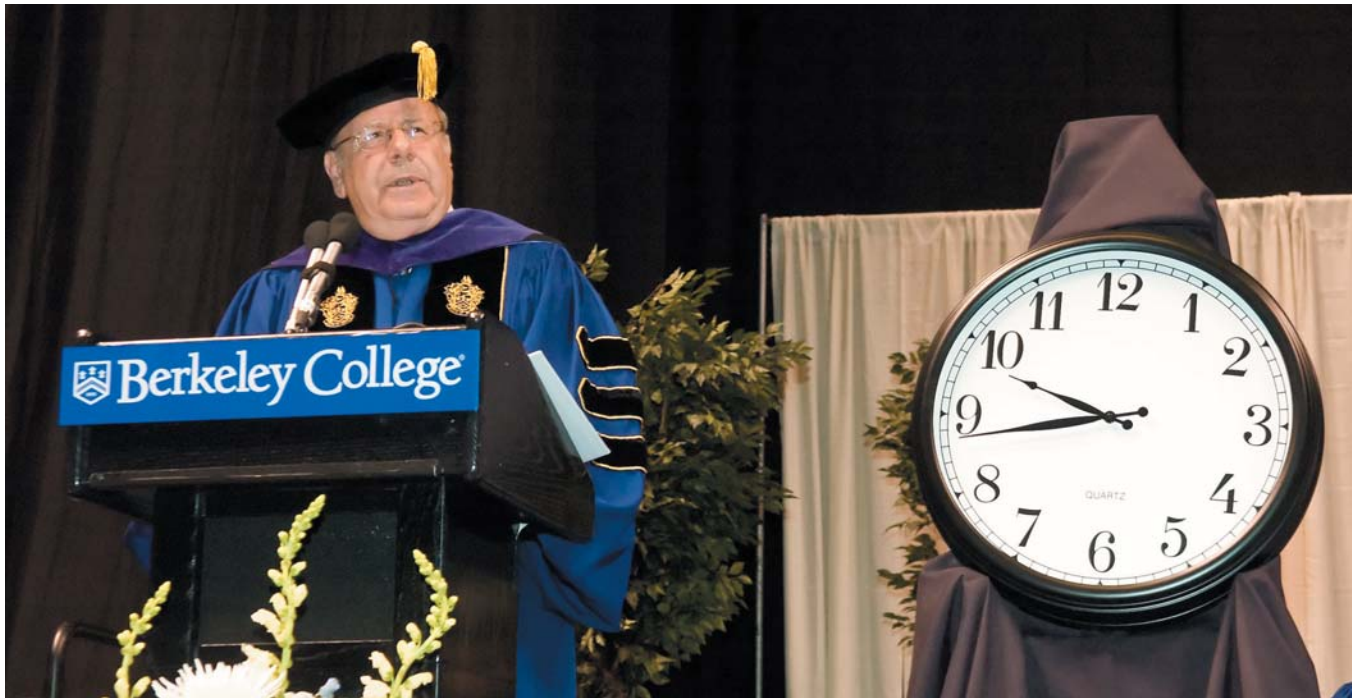
With a lifetime devoted to public service, Joseph Delfino lives his advice. He shared his story of growing from a disadvantaged boy to a successful business person

by “embracing the humanness that connects me to others.” This, he said, has brought him happiness, self-satisfaction, and a sense of accomplishment that no one can take away.

“I refuse to turn a blind eye or a deaf ear to those in need,” Mayor Delfino told the graduates. And, yes, his actions speak louder than his words.

As Mayor of the City of White Plains since 1997, Mayor Delfino has overseen a renaissance enjoyed by few communities. His desire to build a better community and serve the people of White Plains came about as a result of his comprehensive revitalization plan for the downtown business district which spurred more than \$3 billion in new developments.

In 2001, Berkeley College became an important partner in the economic development of the City by providing the trained workforce for the many new companies with offices in White Plains.



## Life is Now, Don't Wait to Make a Difference

Mayor Delfino urged the graduates not to wait to have a positive impact on people's lives. Those who never realize their dreams or experience success wait for the "perfect time" or the "right" moment. But those who savor success know better and go after it.

"Do not wait to be of service to others and to the world," said Mayor Delfino, as he pointed to the clock by his side. "Do not wait. Because life is what happens while we're busy making plans."

Success, of course, comes in many forms. And it means different things to different people. But success is within reach for those that follow Mayor Delfino's wise, yet practical, parting advice to the Berkeley College Class of 2008:

*Be true to yourself.*

*Stay human.*

*Serve.*

*Use your time well.*

*Use your talents completely...*

*And have a great life!*

## Finding Success 'My Way'

### Paul Sucec: 2008 Alumni of the Year

Paul Sucec, a marketing services manager for ESPN, knows how to climb the ladder of success. A marketing major while attending Berkeley College, he earned a Bachelor's degree from the NYC Midtown Campus in 2002.

Mr. Sucec began his career with ESPN in 1997 after serving in the United States Army. Starting in the mailroom, not only did he advance through several careers, but he attended college while working full-time at ESPN and earned an Associate's degree (AAS), a Bachelor's degree (BBA), and a Master of Business Administration (MBA). In 2003, he was called up with his National Guard Unit to serve a tour in Iraq and spent a year in An Nasiriyah, located in Southern Iraq.

He credits Berkeley College for setting the foundation and discipline to move ahead in his career and earn an MBA. "Several professors made a strong impression on me," he says. "The experience and knowledge they brought into the classroom from the



real world helped the class see how the education they were receiving could be translated into necessary skills.”

Mr. Sucec said that one of the most rewarding aspects of his career is watching the company grow, knowing that his work has made a positive impact. His advice to graduating students about to embark on a new journey is what he learned from ESPN President George Bodenheimer: “Always be a student.” For Mr. Sucec, education is the key to success. “If you want to succeed in the business world,” he says, “you really need to keep educating yourself about the industry you are in. Education never stops.”

With the same enthusiasm that his Berkeley College instructors showed when he was a student, today Mr. Sucec helps others connect and grow. In addition to a rewarding career, he and a friend have created the Web site, fellastrip.com, a community for men to share advice and tips about “guy” vacations. “I am using my Berkeley College education to push forward with an entrepreneurial spirit,” he adds.

A resident of Stratford, Connecticut, Mr. Sucec grew up in Deltona, Florida. In addition to earning a Bachelor’s degree from Berkeley College, he earned an MBA in Marketing from Regis University and an Associate’s degree in Accounting from the Technical Career Institute (TCI). He is a member of Veterans of Foreign Wars, the American Legion, and Disabled American Veterans.



## The Robert Maher Outstanding Student Awards

The Robert Maher Outstanding Student Awards are presented annually to one New Jersey graduate and one New York graduate for meeting high standards of academic excellence while overcoming personal, professional, or financial obstacles. Each year, a committee of faculty and administrators chooses a recipient who understands the value of education, and demonstrates the tenacity and persistence to improve under difficult circumstances.

### Mimi Betancourt: 2008 Robert Maher Outstanding Student, New Jersey

Mimi Betancourt, of Bloomfield, NJ, who completed her Associate in Applied Science (AAS) degree in Interior Design, is a shining example of someone who thinks big and realizes her dreams, while jumping over every hurdle thrown in front of her.

Ms. Betancourt, who joined the workforce after completing her sophomore year in high school, worked in an office, and then as a bartender. In 2000, this married mother of a three-year-old daughter, who was still bartending, acquired a large corporate investor and launched Girl 28, Inc., a trendy bath and body company with projections of \$1.2 million in sales for 2001- 2002. Her business accounts included Nordstrom, Henri Bendel, House of Fraser (London), and Rustans Beauty Bars (Philippines).

However, as a result of the tragic events of September 11, 2001, Ms. Betancourt lost the investor and suffered significant personal financial losses. Undeterred, in 2003, she started Pink Tango Floral Design in West Orange, NJ, and ran an online business selling vintage furniture on eBay.

After the birth of her second child in 2005, she decided to pursue her dream of becoming an interior designer. To make her dream a reality, Ms. Betancourt completed her high school requirements, enrolled at Berkeley College in September of 2006, and closed her floral design business. She graduated with a 3.97 GPA while juggling academic and extracurricular activities, and raising a family.



Interim President Rose Mary Healy, PhD, poses with Mimi Betancourt at the 2008 Commencement Ceremony.

Ms. Betancourt was one of five students selected to attend the Berkeley Leadership Retreat and was a student mentor for the Berkeley College Freshman Mentoring Program. She also served as a board member for the Berkeley College Student Center Remodel Project. Ms. Betancourt also attended the American School of Floral Design in Madison, NJ, and the Christine Valmey Skin Care Institute in Pine Brook, NJ.

### **Sarah Elsayed: 2008 Robert Maher Outstanding Student, New York**

Sarah Elsayed, of Patchogue, NY, who attended the NYC Midtown Campus, earned a Bachelor of Business Administration (BBA) degree in Management. Always one to help others, Ms. Elsayed was a home-schooled student whose first experience in a classroom with people she didn't know was at Berkeley College.

She admits to being so shy that she didn't speak to anyone in her classes until halfway through her courses. Overcoming shyness was a big challenge. "Not only was I able to get past it," she said, "but I now take every opportunity to present in public and have fun with it."

Ms. Elsayed served as the Chief Editor of the *Berkeley Chronicles*, a student newspaper. Her position as Chief Editor made her an automatic member of the Student Council, which worked with the Student Government Association and Student Development on ways to improve student life outside of the classroom.

Ms. Elsayed was also a member of the Muslim Student Association, which was created for sharing information about Islam with non-Muslim students, as well as giving Muslims a place to get together and discuss the challenges of being a young Muslim student. In addition, she was a member of Lighthouse International, an organization that provides aid to the visually impaired.

Her advice to the graduates is this: "Allow well-established business people to share their experience with you. They love it. Most important, don't be miserable! If you don't like what you're doing now, change it. Make sure you put everything you've learned up to this point to good use."



Sarah Elsayed joins with Interim President Rose Mary Healy, PhD, for a photo following the 2008 Commencement Ceremony.

***Congratulations to all the Berkeley College Graduates of 2008!***

# Berkeley Celebrates 10 Years of Online Learning

Online teaching has never been a difficult sell to the faculty at Berkeley College. In fact, from the beginning there was a waiting list of professors ready and eager to explore the virtual classroom.

“I get asked by colleagues all the time if we give stipends or special benefits to encourage our faculty to teach online classes,” says Mary Jane Clerkin, DA, Coordinator of Online Faculty, who also teaches online classes. “The truth is that our online instructors are very interested in new technology and eager to explore this exciting way of teaching.”

Berkeley College students also welcome this high-touch learning environment that provides the flexibility they need to successfully and smoothly juggle family responsibilities, work, and the pursuit of a college education.

This fall Berkeley College celebrates 10 years of online learning that started out with one online class and grew into distance learning options in a multitude of disciplines, including Liberal Arts, Sciences, Math, English, and Computer Information Systems. In addition, Berkeley College Online™ offers 28 Bachelor’s and Associate’s degree programs completely online. The online campus is approved by the Middle States Commission on Higher Education, and most of the online professors have been at the college a long time – they also teach on-site courses.

## Serving the Needs of Students Always Comes First

According to Dr. Clerkin, the decision at Berkeley College to begin offering online learning options in 1998 was a natural progression, given its longstanding commitment to incorporate technology into curriculum and the computer expertise of its students.

“This anytime, anywhere learning fit in perfectly with the busy schedules of many of our students, and

was one more method by which Berkeley College opened up new learning opportunities and adapted to the special needs of its students,” says Dr. Clerkin, the 2007 recipient of the Best Practices Gold Award for Distance Learning Teaching Online in Online Higher Education. The national award was presented by the United States Distance Learning Association.

## The Right Approach Led to Ongoing Growth and Success

The success of the online program is largely due to the fact that the College started out slowly, offering one online class at a time.



Mary Jane Clerkin, DA, is Coordinator of Online Faculty Development at Berkeley College.

“We didn’t expand without doing the necessary research into the best approaches to distance learning,” says Berkeley College Provost Rose Mary Healy, PhD. “A Distance Learning Task Force was set up early on to review literature and attend conferences on online learning. This group reported back to College Administration on the best way to launch an expanded online program.”

To prepare for online teaching, faculty members are required to take a preliminary *Road to Success in Online Teaching* course designed by Dr. Clerkin. In addition, Berkeley instructors have access to a wide variety of on-site and online workshops.

### Lively Discussion Takes Place in Online Environment

Because of this ongoing support, learning new technology was never an issue for Professor Manuel Correa, who has been teaching business courses online at Berkeley for five years.

“The real challenge as an online instructor is how do you get the same understanding from your students when you are not physically in a classroom? How do you get the information across to your students in the same manner?” says Professor Correa, who also teaches on-site classes. “What you learn as an online instructor is that

you don’t; online instruction is different. However, you can still accomplish the same thing as you do in the classroom environment.”

At Berkeley College many online professors present their lectures using video technology to bring presentations to life for their students. And, while it’s true that distance learning students don’t experience the dynamics of classroom discussion, online faculty are in agreement that their students don’t miss out on dialogue. In fact, online students often have to work harder to earn credits for “classroom” participation because in many courses they are required to respond – not only to the instructor’s question – but also to at least two or three of the responses posted by other students.

“You get two or three students responding back and forth, and then others join in and the whole magic of dialogue happens,” says Professor Correa. “It’s exactly the same type of learning taking place as you have in the classroom, except that this discussion is happening over the course of a couple of days.”

### Distance Online Learning Not for the Faint of Heart

Berkeley’s online instructors and administrators advise that online learning is definitely not for everyone.



To view the video, go to: [http://www.berkeleycollege.edu/Online/10\\_anniversary\\_online.htm](http://www.berkeleycollege.edu/Online/10_anniversary_online.htm)

Successful online students need to be disciplined and dedicated to getting the work done without scheduled class time. Berkeley's *Road to Success in Online Learning*, a prerequisite for enrollment, provides an opportunity for students to prepare well for learning.

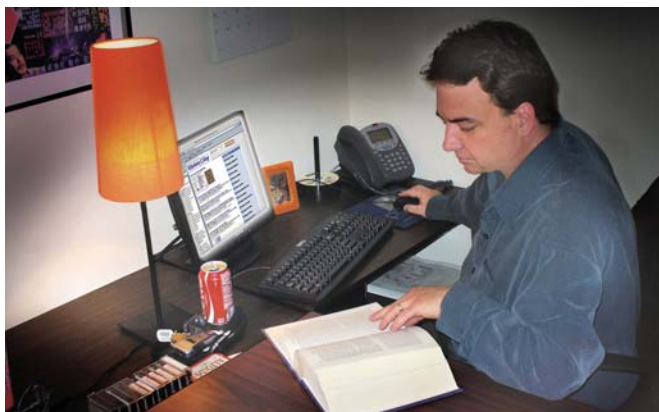
### Strong Support System in Place for Online Students

Dawn Stevenson enrolled in Berkeley College Online in September 2007 to pursue an Associate's degree in Health Management. She chose distance learning because it allowed her to be at home when her sons Tyler, 15, and Cody, 10, return from school. Also, with just one car in the family, getting to campus would have been difficult. Ms. Stevenson was attracted to the online program at Berkeley College because of the strong focus on career preparation and the online academic support and online career fairs.

"Our online students have terrific access to the faculty, the library, and librarians, as well as their advisors in student development, advisement, and career services," says Interim Online Dean Beth Coyle, EdD. "In addition, our online graduates have access to a lifetime of career assistance."

Distance learning students also benefit from interactions with a wide range of international students, an important asset in this age of globalization.

"Online classes include not only students from the New York and New Jersey campuses, but also students from Europe, Asia, and South America," says Dr. Clerkin. "My 'boundaryless' online classroom with its diverse student body has produced more interesting interactive discussions than I ever could have imagined."



## Berkeley College celebrates 10 years of delivering excellence in online learning

### ONLINE LEARNING MILESTONES

#### 1998

- Learning Spaces implemented in preparation for online learning.
- First online classes offered through the New York City Midtown Campus; less than 25 students enrolled.

#### 2001

- Blackboard Course Management and Portal System implemented to better accommodate faculty and students.

#### 2002

- Blackboard Day, sponsored by NJEdge.net at the Garret Mountain Campus in West Paterson, New Jersey, brought together online faculty from area colleges to share experiences teaching distance learning courses.
- Online Faculty Resource Center developed as a support center for online faculty.

#### 2003

- Middle States Commission on Higher Education included the New Jersey institution's B.S. degree in Business Administration offered via distance learning within the scope of its accreditation.
- First New Jersey online degree students started classes.
- Road to Success in Online Teaching established as a prerequisite to teaching online classes.
- Road to Success in Online Learning established as a prerequisite for students taking online classes.

#### 2004

- Middle States Commission on Higher Education included the New York institution's B.B.A. degree in General Business offered via distance learning within the scope of its accreditation and agreed that Berkeley would no longer be required to seek Commission approval for additional programs offered via distance learning.
- First New York online degree students started classes.

#### 2005

- Berkeley College Online™ established.
- Berkeley College Online joined other institutions nationwide in offering free courses through the Sloan C Consortium's Sloan Semester, which offered free courses to students displaced by Hurricane Katrina.

#### 2006

- Berkeley College faculty member Mary Jane Clerkin, DA, receives award for "Innovative Excellence in Teaching, Learning, and Technology" from the International Conference in College Teaching and Learning.

#### 2007

- Berkeley College faculty member Mary Jane Clerkin, DA, receives "Best Practices Gold Award for Excellence in Teaching Online in Online Higher Education" from the United States Distance Learning Association (USDLA).

#### 2008

- USDLA Distance Learning Week Committee includes a representative from Berkeley College.
- More than 1,600 students enrolled in online classes at Berkeley College in Business, English, Fashion, Health, International Business, Justice Studies, Liberal Arts, Management, and Marketing.
- 28 degree programs offered online.

# How to Succeed as an Online Student

This fall Berkeley College celebrates 10 years of excellence in online learning. What began in 1998 with just one online class has grown today to include choices among 188 classes and 28 Bachelor's and Associate's degree programs online. More than 1,500 students enrolled in Berkeley's online classes in 2008. Berkeley College Interim Online Dean, Beth Coyle, EdD, offers the following advice on how to succeed as an online student.

## Develop Good Time Management Skills

Time management is important for the success of any student whether taking classes on-site or online. The most successful online students will budget their time so that they can actively participate in discussion boards, "attend" lectures, complete required readings and assignments, and interact with their peers. Students should seek out an online program that has the flexibility to fit their busy lifestyles.

## Find a Balance between Personal Obligations and College Education

Online students at Berkeley College are raising families, working full-time, and juggling multiple responsibilities. They achieve a comfortable balance



between personal responsibilities and college by completing assignments at a time that is convenient for them. That may be early in the morning before work or late at night when the kids are asleep. Many online students and faculty members at Berkeley College are awake and interacting on the College's learning portal while others are sleeping soundly.

## Create a Comfortable Study Environment

An environment conducive to reading, writing, and interacting with classmates and faculty is essential for all students. And since students have different learning styles, there's no cookie-cutter approach to creating an ideal academic setting. What is important is for each student to find a comfortable space – whether a quiet room in the home or a corner of the local library – that meets his or her personal needs as an online student.

## Stay Connected to College Community

Creating a sense of connection with peers is important for distance learners. At Berkeley College online students are encouraged to join clubs such as the Parents' Cafe, the Online Book Club, and the Healthy Cafe. An online Student Government Association, along with a Peer-to-Peer Mentoring Program, creates



leadership opportunities while also providing much needed support for new students.

## Stay Motivated

For many distance learners getting involved in extracurricular activities helps them stay motivated. In addition, online students should reach out to campus resources including the academic support center for guidance on setting goals. Distance learners need to be self-directed when it comes to attending class, completing assignments, and meeting deadlines. This leads to good grades, which in turn leads to greater motivation. Sharing the online learning experience with family can also prove rewarding for students. Family members typically enjoy hearing about assignments, faculty, and classmates, and are proud of the spouse, parent, or sibling who is working so hard to obtain a college degree.

Berkeley College is approved by the Middle States Commission on Higher Education, and its online professors are seasoned faculty members, most of whom also teach on-site courses. Berkeley's *Road to Success in Online Learning*, a prerequisite for enrollment, paves the way for students transitioning into the virtual classroom. For more information on Berkeley College and its online classes and degree programs contact (800) 446-5400 or visit [www.BerkeleyCollege.edu](http://www.BerkeleyCollege.edu).



## A COMBINATION OF ONLINE AND ON-SITE CLASSES HELPS STUDENTS STAY ON THE FAST TRACK TO GRADUATION

When Marie Chapin of Belleville, NJ, first enrolled as an on-site student at Berkeley College, she skillfully managed her course load and a part-time job at UPS. But things got more challenging when her company promoted her to a full-time Industrial Engineer Coordinator.

"I was on call 24 hours – including while I was in the classroom – and I had to travel to UPS hubs throughout New York and New Jersey," says Ms. Chapin, who is working towards a Bachelor's degree in Human Resources Management.

Thanks to Berkeley's online program, Ms. Chapin was able to accept her job promotion while staying on track with her education. She took all online classes for the last six quarters, and only switched back to taking classes at the Garret Mountain Campus this semester so that she could complete her required courses on time for a March graduation.

Linda Ruff, of Pleasantville, NY, chose online learning when it became impossible to schedule on-campus classes around her two part-time jobs. She not only saved time, but also travel and parking expenses.

"It's a great opportunity and it makes your life so much easier," says Ms. Ruff who enrolled at Berkeley in 2006, and is working towards a Bachelor's degree in International Business.

As an International Business major, Ms. Ruff is required to take a minimum of nine classes on campus. So this semester she is taking three evening classes at Berkeley's White Plains location while serving as a full-time intern at Ramp Up Technology in Manhattan. Her internship includes an online course.

By using her time productively, Ms. Ruff has found a way to keep her life in balance. She uses the two-hour round-trip train ride to and from work to type online assignments and postings on her laptop. These assignments are then ready for uploading once she arrives at a destination with Internet access. On Monday through Friday evenings she divides her time between on-campus and online classes.

"I always try to keep the weekends for socializing," Ms. Ruff says. "That's important. It's what keeps me going the rest of the week."



## Berkeley Alumni Entrepreneurs

Many alumni who have graduated from Berkeley have gone on to be vice presidents of major corporations. Others have become paralegals in some of the top firms or buyers at major fashion companies, while some have started their own businesses. These alumni have become successful in starting their own careers. Here are a few who are finding success in their own ventures as entrepreneurs:

**Busie Matsiko – Co-Founder, Fashionindie.com**  
917-620-6780  
busie@fashionindie.com

Busie graduated from the New York City Campus in 2004 with a Bachelor's degree in Business Administration - Management. With the help of a fellow alumnus, Daniel Santiago (BA, 2004, e-Business) she put together a website that is dedicated to fashion in New York City. Their team's objective is to inform the public about fashion in the city and the new trends. You can visit their site at [www.fashionindie.com](http://www.fashionindie.com)

**Harriet Lehrer – Owner, Imagine a New Image**  
718-459-3803  
hlehrer@earthlink.net

Harriet graduated from the East Orange Campus in 1963 with an Executive Secretarial diploma. She is a past officer of the Alumni Association and has an extensive background in the business world, but one of her passions was to teach the younger generation how to create a better image for themselves in the real world. That is why she created her company, Imagine a New Image. You can visit her website at [www.imagineanewimage.com](http://www.imagineanewimage.com)

**Arnita Harden – Referring Travel Agent, yourtravelbiz.com**  
973-223-2217  
bluemagic9041@yahoo.com

Arnita graduated from Berkeley in 2002 with a Bachelor's degree in Business Administration - Management. Arnita owns a franchise from yourtravelbiz.com. This company gives you the opportunity to franchise your business through them to get your own company started. Franchisees are called Referring Travel Agents. To check out more of their site, visit Arnita's website at [www.YTB.com/gogotravel1](http://www.YTB.com/gogotravel1)

## ALUMNI ASSOCIATION CHAPTER EVENTS

*Times and dates are subject to change.*

*Comments? Questions? For more information and to confirm your attendance, contact Robert Wood, 973-278-5400, ext. 1338, [alumni@BerkeleyCollege.edu](mailto:alumni@BerkeleyCollege.edu).*

### Name of Event:

**Alumni Town Hall Meeting**

### Date and Time:

**Third Tuesday of Every Month**

### Place:

**NYC Midtown Campus**

### Price:

**Free**

Come join the NY Chapter at the monthly discussion meeting on topics that are important to you. Fall topics included Financial Planning with Juan Lewis, Berkeley alumnus, and a financial planner from John Hancock Financial, as well as having a mortgage in this ever-changing economy. Do you have a topic of particular interest?

### Name of Event:

**Breakfast with Santa**

### Date and Time:

**Saturday, December 6, 9:00 am - 1:00 pm**

### Place:

**Berkeley College – Garret Mountain Campus  
Community Room  
West Paterson, NJ**

**or**

### Date and Time:

**Saturday, December 13, 9:00 am - 1:00 pm**

### Place:

**Berkeley College – Newark Campus  
Newark, NJ**

### Price:

**\$10.00 – Child**

**\$12.00 – Adult**

Includes full breakfast, photos, raffle items





## Berkeley College Joins in the New York City Mayoral Challenge to Reduce Greenhouse Gas Footprint

In late October, Berkeley College joined New York City colleges and universities in accepting New York City Mayor Michael R. Bloomberg's challenge to reduce greenhouse gases and increase energy efficiency by developing and executing plans within their own institutions. In accepting this challenge, Berkeley College commits to reducing greenhouse gas emissions 30 percent over the next 10 years at its New York City locations.

"It's exciting to be part of the Mayoral Challenge, working with this network of well regarded institutions," said Berkeley College President Dario A. Cortes, PhD. "Like our Project GreenPath, it demonstrates leadership and concern not only for each other, but also for our future, for generations to come."

At the Mayoral Challenge Press Conference, held at Bronx Community College on October 23, New York City Campus Operating Officer Kristin Rowe saluted the Mayor and City Council as well as other dignitaries for their efforts in helping to sustain the environment.

"We appreciate this opportunity to make a difference and look forward to working with our colleagues who share our concern," said Ms. Rowe during her address at the Press Conference.

Ms. Rowe said that while Berkeley's campuses had been conducting their own environmental protection initiatives separately, last year the College launched Project GreenPath to coordinate these efforts. The mission of the organization is to promote environmental awareness through education and to encourage a sense of responsibility in staff, faculty, and students. The opportunity to be part of the Mayoral Challenge, Ms. Rowe said, "dovetails so well with the mission of Project GreenPath.

"Being 'green' is realizing that all human beings are a part of nature and that we have the responsibility and power to apply our knowledge and technology to create a more efficient and sustainable society that

doesn't compromise resources or the environment for future generations," Ms. Rowe added.

To help institutions meet the Mayoral Challenge, the Mayor's Office will host a series of roundtable discussions. Each session will include representatives from participating colleges along with environmental experts who will share ideas on how other institutions are successfully lowering gas emissions.

A leader in business education for 77 years, Berkeley College currently maintains an enrollment of over 7,200 students, with more than 700 international students in its Baccalaureate and Associate degree programs. The College has four New Jersey campuses located in West Paterson, Paramus, Woodbridge, and Newark; two New York campuses in Midtown Manhattan and White Plains; and an Extension Center in Lower Manhattan in the Wall Street area. In addition, the College offers Berkeley College Online™ and its Corporate Learning Partnership program. All campuses are accredited by the Middle States Commission on Higher Education. The College's website address is [www.BerkeleyCollege.edu](http://www.BerkeleyCollege.edu).



Berkeley College NYC Campus Operating Officer Kristin Rowe addresses Mayor Bloomberg (left) and others at the PlaNYC Challenge news conference held at Bronx Community College October 23. At far right is Pace University Senior Vice President of Administration William McGrath.

# International Alumnus Well Prepared for Global Marketplace

After a year and a half at a university in Uppsala, Sweden, Henok Kidane opted to enroll in a six-month study abroad program. He discovered Berkeley College through the Center for International Studies, a Swedish-based company that officially represents overseas universities.

“Berkeley appealed to me because of its focus on business, its location in the heart of New York City, and its small class sizes,” says Mr. Kidane, who enrolled in finance and real estate classes at the NYC Midtown Campus in 2004.

Halfway through his second quarter, Mr. Kidane was hooked on the College, the professors, and Manhattan.

“Everything that was going on in the business world was just around the corner from the Midtown Campus. It was so exciting and so alive,” says Mr. Kidane, who decided to enroll as a full-time international student at Berkeley to complete his degree.

A combination of transfer credits, challenge exams, evening, day, and online classes allowed Mr. Kidane to graduate with a Bachelor’s degree in International Business in less than two years.

“One of the great benefits of being a student at Berkeley is a flexible schedule,” Mr. Kidane says. “If a class you need one quarter is not available during the day, it will almost certainly be available online or in the evening.”

As an international student, Mr. Kidane’s visa allowed him to work for a year in the United States after graduation. The Career Services Department at Berkeley College led him to his current position as Information and Knowledge Officer at Global Capacity in New York City. Global Capacity is a cutting-edge company that assists corporations with the logistics of setting up secure telecommunications systems between global offices.

“It’s very interesting and exciting for me to be part of this new technology. I’ve been to Cape Town, Prague, Lisbon, and Scandinavia. This job is the perfect fit for me,”

says Mr. Kidane, who is responsible for clients in the Middle East, Africa, and Scandinavia. In November, he will be working for a few months from the company’s offices in Portugal and England.

How well did Berkeley prepare him for the global marketplace?

“The professors at Berkeley College have an amazing track record within the business world.

Many of them are true entrepreneurs, and they give students knowledge beyond the literature and the books,” says Mr. Kidane, who still turns to Berkeley’s faculty members for professional guidance.

Internships at UBS Investment Bank and at Bear Stearns also helped him get his “feet wet in the finance industry.”

“At Bear Stearns I was working on the same floor as interns from Harvard, Yale, Princeton, and Columbia University. I was sitting in on meetings with a team that included the third top broker in America. That was an incredible feeling,” Mr. Kidane says.

So where does he go from here?

When Mr. Kidane’s work visa expired earlier this year, Global Capacity extended it for another three years.

“All the opportunities I’ve been given here would not have been as available to me in Europe,” he says. “In New York City, if you don’t have experience but you’re willing to work hard, employers will give you a chance to prove yourself. It’s a rewarding place!”



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