

Connections

A Newsletter for the New England College Community

COLLEGE CONVENTION 2012 JANUARY 3 - 6



WHERE THE ROAD TO THE WHITE HOUSE BEGINS

NEC ANNOUNCES COLLEGE CONVENTION 2012

The Center for Civic Engagement at New England College announces the dates for College Convention 2012. The three-day program runs January 3 through 6 and will be held at the Grappone Center in Concord, New Hampshire. Scheduled immediately before New Hampshire's First In The Nation Primary, College Convention provides a venue for students around the country to interact with presidential candidates, surrogates, issue advocates, and the media, in a convention-like setting. Programming for College Convention 2012 includes presentations by presidential candidates, issue forums, workshops, and panel discussions with those most closely involved in New Hampshire's presidential primary.

According to Dr. Wayne F. Lesperance, Jr., Director of the Center for Civic Engagement, College Convention traces its roots to the 2000 presidential primary with New England College taking the key leadership role in programming for 2004, 2008, and 2012. "College Convention is a unique opportunity for students to participate in the laboratory of democracy that is the New Hampshire primary," said Lesperance. "Students from a variety of academic disciplines have attended College Convention in the past because of the broad range of topics, issues, and perspectives that are represented in the programming."

"College Convention is an excellent example of the kind of educational experience that we offer our students," states Dr. Michele Perkins, President of New England College. "Civic engagement is a cornerstone of each of our academic programs. Through direct involvement in a program like College Convention, we encourage students to become active and responsible citizens."

Lesperance noted that all current presidential candidates have been invited to College Convention 2012. "As candidates indicate their commitment to participating in College Convention, we will share that information both on our website at collegeconvention.nec.edu, and through social media channels," he said. "For this year's College Convention, social media will play a much more significant role than ever before. Our Facebook page has been active for quite some time and we plan to maximize the power of social media throughout the event." In conjunction with College Convention 2012, New England College will award five full renewable scholarships to both incoming and transfer students who are the winners of a juried Youtube short video project.

"The role of social media continues to increase our ability to communicate and interact," notes Lesperance. "College Convention presents a perfect opportunity to reach a world-wide audience with up-to-the-minute news as New Hampshire takes center stage in the presidential primary. We are looking for creative projects where students can share their insights into the 2012 presidential election." Additional details about the scholarship contest may be found on the College Convention website.

In addition to Lesperance, New England College faculty members Dr. James Walsh, Professor of History, Dr. Ben Tafoya, Lecturer in Political Science, Dr. Philip Huckins, Professor of Education, and Dr. Chani Marchiselli, Assistant Professor of Communications, are the College's key organizers for College Convention 2012. Lesperance has also finalized an [advisory board for College Convention](#). "The Advisory Board is a who's who of distinguished leaders who have demonstrated their commitment to good citizenship, and who have encouraged active participation in the political process and support for the New Hampshire primary," he said. "This is, by design, a bi-partisan group that represents a cross section of political ideology and includes civic, corporate, and elected leaders, educators, and members of the local, regional, and national media."

For more information on College Convention, visit www.nec.edu/college-convention or contact Dr. Wayne F. Lesperance, Jr., Professor of Political Science, at 603-428-2295. Dr. Lesperance is a frequent contributor to the dialog on public policy, the political process, and emerging trends in politics.

FREE REGISTRATION

The NEC community is encouraged to attend College Convention 2012. Registration is FREE for NEC faculty, staff, students, and alumni. Families of NEC faculty and staff are also eligible for free registration. Interested participants should email collegeconvention@nec.edu no later than Friday, December 30.

SHADOW AND LIGHT:



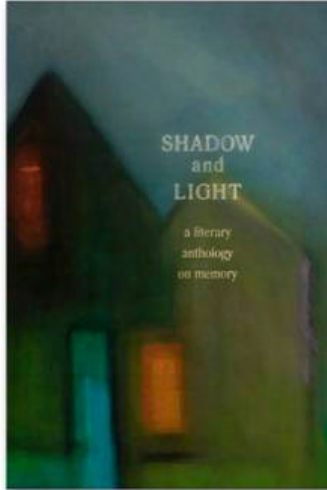
Maura MacNeil



Maura MacNeil

A Literary Anthology on Memory

Two members of the New England College faculty are featured in the new anthology of poems, *Shadow and Light: A Literary Anthology on Memory*, published by the Monadnock Writers Group. Included in the anthology are, "Fall House," by Maura MacNeil, Professor of Writing, and "Ghosts," by Martha Andrews Donovan, Professor of Writing. In this sixth anthology published by the Monadnock Writers Group, a variety of artists share their perspectives on memory, its role in our daily lives, and its influence on our futures. The publication features 65 poems, 12 works of prose, and 13 photographs. In addition, Maura served on the anthology's editorial board as one of the poetry editors. A link to the anthology may be found at www.monadnockwriters.org/publications.html.



This summer, MacNeil and Donovan participated in a writer's retreat sponsored by A Room of Her Own Foundation. The program, "A Dream of Our Own: Women Writing New, Women Writing True," was held at artist Georgia O'Keeffe's Ghost Ranch in northern New Mexico. Following the conference, both Maura and Martha were interviewed about their experience in the retreat for the series "AROH Speaks: Writer to Writer." Maura's interview may be found at <http://arohospeaks-writertowriter.posterous.com/82569423> and Martha's interview may be found at <http://arohospeaks-writertowriter.posterous.com/80795012>.

ON THE ROAD WITH PRESIDENT PERKINS

President Michele Perkins has been on the road throughout December and will continue to travel in the New Year. Early December brought her to Connecticut and New York, meeting with alumni at several events. On December 15, Michele spoke at the Judicial Induction of New England College alumnus W. Franc Perry '83, sworn in as Judge for the New York City Civil Court, New York County, 5th District.



After the holiday break, President Perkins will attend the annual College of Independent Colleges (CIC) Presidents Institute in Florida. This year's theme is "Champions of the Liberal Arts: Presidential Leadership in Independent Higher Education." Featured speakers include keynote Nannerl O. Keohane (*former president of Wellesley College and Duke University*); Ronald G. Ehrenberg (*Irving M. Ives Professor of Industrial and Labor Relations and Economics at Cornell University and Director of the Cornell Higher Education Research Institute*); and Eboo Patel (*Founder and President of the Interfaith Youth Core (IFYC)*).

President Perkins will be the banquet awards reader, introducing the three awards and honoring the respective recipients. The three awards being presented are the Allen P. Splete Award for Outstanding Service; Award for Philanthropy (Individual); and Award for Philanthropy (Organization).

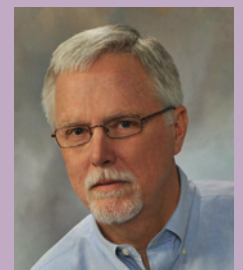
January wraps up in Philadelphia with Michele participating on a panel at the 2012 Penn Higher Education Leadership Conference at the University of Pennsylvania, hosted by Dr. Bob Zemsky.

NEWS FROM THE SCHOOL OF GRADUATE AND PROFESSIONAL STUDIES

Dr. Peter Jordan, a member of the faculty in the School of Graduate and Professional Studies, has been named President of Tarrant County College's South Campus in Fort Worth, Texas. He will assume his new role in January 2012.

Dr. Jordan, who teaches in the NEC master's program in higher education administration, has an extensive background in education and has served in a variety of capacities for thirty years. He previously held the positions of vice president for student affairs and vice president of enrollment management and student development at LaGuardia Community College in New York. Dr. Jordan also served as interim vice chancellor for student affairs at The City University of New York.

David Shirley, PMP, a member of the faculty in the School of Graduate and Professional Studies, has been honored with the 2011 Project Management Institute David I. Cleland Project Management Literature Award, for his ground breaking book, *Green Project Management*. Along with the book's co-author Richard Maltzman, the two received the award at the Project Management Institute's annual Awards Ceremony in October, and were recognized for advancing the field of project management, its concepts, practices, and procedures. The first-of-its-kind publication, *Green Project Management* offers strategies for increasing savings while maximizing resources, and provides examples of tax incentives, grants, and rebates available for green projects.



The Project Management Institute is the largest membership organization of its kind in the world, numbering more than 600,000 practitioners in 185 countries.

“BRINGING THE MESSAGE HOME”

by Margie Lindsley

Life keeps Margie Lindsley, Student Financial Services Customer Care Coordinator, active in many ways. As a member of Parents, Family, and Friends of Lesbians and Gays (PFLAG), she tries to attend the National Convention as often as she can. This year's convention, “Bringing the Message Home from Our House to the White House” took place in Alexandria, Virginia in early November.

When PFLAG has a convention near the capital, there is always a “Lobby Day” for members from all over the nation to meet with their senators and congressmen - a chance to discuss current concerns and bills regarding the gay, lesbian, bisexual, and transgender (GLBT) community. This was Margie's first time participating in “Lobby Day.”



The New Hampshire delegation consisted of five people and their purpose was to explain two federal Safe School bills: Safe Schools Improvement Act (HR 1648/S.506) and the Student Non-Discrimination Act (HR 998) - both will provide important protections for the GLBT community. Margie explains, “Specific protections are so needed in schools since this class of students and those even perceived to be gay are often the target of bullying.”

The New Hampshire delegation met with Senators Kelly Ayotte and Jeanne Shaheen, Representative Charlie Bass, and Representative Frank Guinta's staff assistant. They shared their stories, explained the need for a federal Safe Schools laws, and asked them to co-sponsor both bills. Margie states, “Meet-

ing with each member was very exciting and shed light on how much time, energy, and work goes into making one bill a law. Our PFLAG group visited more than 100 Congressional offices that day!”

The conference opened with keynote speaker Dr. Jill Biden, wife of Vice President Joe Biden, speaking in support of PFLAG's work against bullying and harassment in schools. Congressman Barney Frank spoke on this issue, as well as the status of the Defense of Marriage Act (DOMA) and “Don't Ask Don't Tell.” He expressed the true power and importance of “Telling Our Stories” - bringing awareness about real people and real issues that affect more than just “those people.” A panel of FBI members was also present, speaking about hate crimes. All participants were given a surprise keepsake - a signed letter from President Obama, thanking PFLAG for all of its work in supporting, educating, and advocating for the GLBT community.

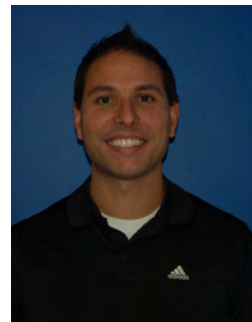
Margie shares, “On a lighter note, Ellen Degeneres couldn't make our gala dinner, but her mom Betty entertained us - I know where Ellen gets her humor from! An added plus to the night was my son Matt and his partner Brian attending the dinner. As the advisor for GSA- SOUP at NEC, we continue to educate and teach diversity and provide safe places for not only our GLBT and questioning students but all of our students.”



NEC NAMES NEW TRACK/ CROSS-COUNTRY COACH

New England College Director of Athletics Lori Runksmeier is pleased to announce the hiring of Wilson Perez as the new head men's and women's cross-country and indoor/outdoor track coach.

“New England College is blessed to have a coach with Wilson's background and expertise lead our distance programs to what we believe will be even greater success,” expressed Runksmeier. “Wilson's pedigree shows that he has the knowledge to make runners better, and combined with the natural beauty of our facilities I truly believe we have something great to offer.”



Perez joins NEC after serving three seasons as the head men's and women's cross-country coach at in-state rival Colby-Sawyer College. In addition to his position at Colby-Sawyer, Perez has been the assistant cross-country and track coach at

nationally recognized Keene State College since February 2006.

Perez graduated from Keene State College with his bachelor's degree in health science. While at Keene, Perez ran both cross-country and track and was a three-time cross-country all-american and a five-time track all-american. After college, Perez trained in South America, Puerto Rico, and Rochester, New York with Team USA Brownstone Marathon Training Group.

“Being on campus all year will allow me to be able to push my student-athletes day in and day out,” states Perez. “I will be looking to put both the men's and women's cross-country and track teams on the map. I believe we will quickly climb the conference ladder and, over time, become one of the premier running programs in New England.”

Perez will inherit a men's cross-country program that captured the North Atlantic Conference (NAC) Championship this past season and a women's program that finished seventh in the NAC. This spring, he will take over the indoor men's program in their second season of varsity competition and women's program which will be making their inaugural debut as a varsity program.

LORI RUNKSMEIER NAMED TO NCAA DIVISION III MANAGEMENT COUNCIL

New England College Athletic Director Lori Runksmeier has been named to the NCAA Division III Management Council effective at the conclusion of the annual NCAA Convention in January.



“Being nominated to serve on the Management Council is both an honor and a responsibility,” expressed Runksmeier. “I look forward to serving the NCAA membership as I continue to learn about Division III issues. I am very excited for this opportunity, and I hope to represent both New England College and the North Atlantic Conference well.”

The NCAA Division III Management Council consists of athletic directors, institutional presidents, faculty athletics representatives, and members of campus student-athlete advisory committees (SAAC). The Council is responsible for a majority of the governance of Division III athletics, charged with resolving issues, overseeing various sports and association-wide committees, and paying special attention to financial aid and women’s athletics. These committees report their actions to the Council which then reports to the NCAA President’s Council.

Lori has served as the athletic director at New England College since 1999 and has been influential in moving both the athletic department and the institution forward. During her tenure at New England College, she has been instrumental in the addition of seven varsity sports, including women’s ice hockey, men’s and women’s cross-country, men’s and women’s indoor track, and men’s and women’s outdoor track.

Runksmeier has overseen several facility upgrades at New England College, most notably the construction of a new turf field and major renovations to the ice hockey rink and training room. The overall success of New England College Athletics can not only be measured by the conference championships and NCAA Tournament appearances since Runksmeier’s arrival, but also by the off-the-field achievements of the student-athletes, including community service, campus involvement, and success in the classroom.

Runksmeier has served on several NCAA Committees, chaired the NCAA DIII Women’s Ice Hockey Committee, and served on the NCAA DIII Budget Committee. She currently chairs the NCAA DIII Interpretations and Legislation Committee.

Prior to New England College, Lori served as the Coordinator of Athletic Department Relations at College of St. Benedict and Administrative Assistant to the Director of Women’s Athletics at St. Cloud State University.

NEC NAMED IN TOP TEN ONLINE COLLEGES FOR PUBLIC ADMINISTRATION

New England College has been named among the top ten online colleges for Public Administration by Embanet-Compass Knowledge Group. Embanet, a full service provider of online learning services for colleges and universities, conducted a ranking of their partner programs to determine the best online colleges, the best online MBA programs, the best colleges for public administration, the best online master of science in nursing programs, and the best online communication and public relations master’s degrees.



The online college and university rankings took into consideration student satisfaction, peer and instructional quality, affordability, and credibility. Graduates of the College’s program have commented on the rigor and quality of their learning experience at NEC.

NAMI WALK 2011



More than 70 New England College students formed the “NEC Super Team,” participating in the NAMI WALK 2011. Students walked or volunteered their time and energy, helping raise awareness for suicide prevention, education of mental illness, and to defeat the stigmas associated with mental illness.

The National Alliance for Mental Illness (NAMI) is “dedicated to improving the lives of individuals and families affected by mental illness.” Visit www.nami.org for details.

INTERNATIONAL STUDENTS TEACH THE TEACHERS

Twenty-three recent immigrant students from Concord High School visited New England College in December to share their expertise with future educators. Accompanied by Anna-Marie DiPasquale, a member of the NEC Class of 1987 and a social worker for Lutheran Social Services assigned to Concord High School, they taught students in Dr. William Preble's *Principles of Education* class what they know best – what it's like to be a new English language learner.



For many immigrant students, English is not their second language. It is far more common for ELL students to speak multiple languages and English may be the third, fourth, or even fifth language in which they will become proficient.

These ELL students had powerful suggestions for working more effectively with new American students. According to the group from Concord High School, teachers should slow down when speaking to ELL students. Giving them additional time to consider the words in their own native language and translate them back into English is essential. Teachers should also take an interest in getting to know ELL students, their personal stories, who they are, and where they come from. One student from Nepal commented, "If your teacher knows your story, it makes you feel better." Other students recommended extra time to process questions on tests, and several commented on the challenges of working in groups.



Concord High School's effective approach to English language learning has become a model for other schools in the region, and these ELL students are both advocates and ambassadors. Last year, Anna-Marie DiPasquale brought fourteen students to the College to address Dr. Preble's class, and since then, members of the group have been involved in professional development training with faculty and staff of the Concord School District. Recently, several of the students gave a presentation to Governor John Lynch and the Executive Council on their visit to Concord High.



In response to their work with new English language learners, Dr. William Preble, Professor of Education, and Dr. Carlton Fitzgerald, Associate Dean of the Education Division, have published an article, "Learning From New Americans," in the journal *Educational Leadership*. In the article, Dr. Preble and Dr. Fitzgerald explore the changing demographics of American society and the need for more talented educators who are able to address the increasing student diversity in their classrooms with knowledge and respect. A version of the article is scheduled to be published in an upcoming edition of *New Hampshire Journal of Education* and will discuss not only the needs described by new American learners, but the variety of programs and practices developed by school systems to assist them. Dr. Preble's second book, *Transforming School Climate and Learning: Beyond Bullying and Compliance*, co-authored with Dr. Rick Gordon, was released this summer and offers teachers and school leaders concrete ideas for empowering their students to help create safer, more respectful, and effective schools.



Recognized for his groundbreaking work on the effects of school climate on student performance and learning, Dr. Preble has long held the belief that students are experts on their own school experiences. This "dignity of expertise" is at the core of Dr. Preble's work in promoting respectful effective schools. "If educators want to know what works best to teach ELL students – or any student – and what doesn't," observes Dr. Preble, "they simply need to ask them. That is all we are doing here."

STAY TUNED!

The presentation by students from Concord High School was part of the Contemporary Issues in Education series. The series of five programs allows New England College students and experienced educators to participate in a discourse on important issues facing educators in today's society. The three remaining presentations will be scheduled during the spring semester. Stay tuned for topics and dates!


You are cordially invited to New England College's

WINTER OPEN HOUSE

Master of Fine Arts in Creative Writing: Poetry

Friday, January 6, 2012

9:15 am-1:30 pm in the Simon Center at NEC



New England College
Where Innovation
Meets Tradition

Concentrated Studies:
New Media Poetics
Performance
Translation
Prose


Celebrating 10 Years
MFA Creative Writing:
Poetry

Mentor Faculty:
JamesHarms PaulaMcLain BrianHenry MalenaMorling
IlyaKaminsky EleniSikellianos CarolFrost TaraRebele

NOW ENROLLING

For individuals interested in finding out more about our MFA Creative Writing: Poetry program, please join us for a day of events at our Winter Residency. Come and meet faculty and students to explore and see what a perfect fit our program is for your journey.

Please RSVP at
603.428.2906
cmcguinness@nec.edu


New England College
School of Graduate and Professional Studies

DATES TO REMEMBER

NEC Winter Break (offices closed)

NEC offices close at 4:30 p.m. December 21 and resume normal business hours January 2, 2012.

J-Term 2012

January 2 through 20

College Convention 2012

January 3 through 6

Residence Halls Open

January 22 at 8:00 a.m.

Spring 2012 Classes Begin

January 23

Founders Day

January 24

Winter Carnival

February 10 through 12

Mark your calendars and join us for the winter festivities. Skiing and riding at Mt. Sunapee and Pats Peak, NEC bonfire, snow sculpture contest, and more! Contact alumni@nec.edu for details.

WEATHER-RELATED CLOSINGS AND DELAYS AT NEW ENGLAND COLLEGE

In the event of a weather-related closing or delay, New England College will attempt to broadcast this information in as many different ways as possible. Currently, we have been using the following resources:

NEC website – www.nec.edu

Email blasts

Voicemail messages

Text messages

WMUR-TV

Radio stations:

WGIR 610 AM and 101 FM, WJYY 105.5 FM, WFNQ 106.3 FM, WLNH 98.3 FM, WEMJ 1490 AM, WNHV 93.3 FM, WWHK 102.3 FM, WZID 95.7 FM, WFEA 1370 AM, WMLL 96.5 FM

TV and radio websites:

www.wmur.com, www.WZID.com, www.965THEMILL.com,
www.WFEA1370.com

In the past, some media sources have temporarily lost the ability to broadcast and were not able to carry our message. To ensure that you have the most current information, please check with more than one of these options.

One of the most effective methods of communication has been the text messaging service. You may still sign up for this service by following the link: www.e2campus.com/my/nec. To register, simply follow the on-screen instructions and you will receive a text message confirming your successful registration.

NEC FACULTY ACCOMPLISHMENTS

Associate Professor Mary Ellen Alger received the 2011 National Association of Girls and Women in Sport (NAGWS) Pathfinder Award, honoring her “continuous dedication to the advocacy, recruitment, and enhancement of girls and women in sports and sport leadership.”

Professor Sylva Boyadjian-Haddad's chapbook, *Salt*, was published by Finishing Line Press and released in October. *Salt* received Third Honorable Mention in New Women's Voices Series.

Professor Aaron Daniels' first book, *Imaginal Reality, Volume One: Journey to the Voids*, was published by Aeon Books in August. His second volume, *Imaginal Reality: Volume 2: Voidcraft*, was released on December 1.

Professors Martha Donovan and Maura MacNeil were featured in the new anthology of poems, *Shadow and Light: A Literary Anthology on Memory*, published by the Monadnock Writers Group.

Assistant Professor Bryan Partridge's doctoral dissertation, *W8... b4IM, how did u rite? Digital Writing in the Composition Classroom*, was featured in Union Institute & University's magazine, *Inside Union*.

Professor Bill Preble's second book, *Transforming school climate and learning: Beyond bullying and compliance* was co-authored with Dr. Rick Gordon and published by Corwin Press in June. He and **Associate Professor Carlton Fitzgerald** also have published an article, “Learning From New Americans,” in the journal *Educational Leadership*.

STRATEGIC PLANNING UPDATE

Members of the New England College community have begun to identify, explore, and implement a variety of initiatives associated with the three major areas of the College's Strategic Plan - Innovative Pedagogy, Sustainable Growth, and Image and Reputation. This month's ConNECtions newsletter features an update on the areas that these working groups are currently addressing and the progress that has been achieved so far. Please contact the staff member associated with your area of interest to express your willingness to participate in a working group or to contribute to the implementation of one of the initiatives associated with it.

INNOVATIVE PEDAGOGY

Contact: Dr. Hilton Hallock, Vice President of Academic Affairs hhallock@nec.edu

New Academic Programs

The Strategic Plan calls for the development of a number of new undergraduate and graduate degree programs that are industry focused and build on New England College's distinctive educational experience. This fall the School of Graduate and Professional Studies launched the first two MBA programs in College history. The MBA in Digital and Social Media and the MBA in Strategic Leadership are currently accepting students and will start in January 2012. These MBA programs allow students to focus on their specialization in all of their coursework and address the needs of growing industries and career opportunities. A new undergraduate major and minor in legal studies was also launched this fall.

NEC is currently exploring a relationship with Bisk, a provider of on-line degree completion programs for adults. This working group is reviewing curriculum development for an associate's degree in liberal studies, an associate's degree in business, and a bachelor's degree in business. Like the MBA programs offered by the School of Graduate and Professional Studies, these degree-completion programs represent the first of their kind at New England College.

Twelve-Month Campus

A working group has formed to conduct an in-depth analysis of our move to a twelve-month campus and identify the opportunities that exist for students, faculty, and staff. The group is currently reviewing planning assumptions and potential outcomes for this innovative new structure and will conduct a market assessment and identify curricular and co-curricular options available to the College. Initial discussions have focused on exploring ideas and identifying an overarching educational theme that could be supported by the structure of the twelve-month programming. The group is comprised of members of the faculty and staff, and will be meeting with faculty, staff, and students to determine the needs of the entire community.

First Year Program

Another group that has emerged from the strategic planning process is reviewing effective first-year programs with the goal of developing a robust program at NEC. This program would build a dynamic connection between first-year students and the College by assisting them in establishing their academic goals, identifying their strengths and learning styles, creating opportunities for peer mentoring, and developing a seamless transition to their sophomore year. Integral to this first-year program will be a first-year course. The first-year working group has been discussing learning outcomes for the course prior to submitting their findings and recommendations to the appropriate faculty groups for review and approval.

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STRATEGIC PLANNING UPDATE *(continued)*

Residence Life

New England College has identified an exceptional opportunity to revolutionize residential opportunities available to our students on campus and has taken swift action to implement a program that holds great appeal for current and prospective students. The College has converted an entire floor in Charter Hall to single studio units with apartment-style furniture and amenities. Students may choose from two floor plans based on their lifestyle needs. The program has been an instant success with all units under contract and more than a dozen students requesting to be wait listed. Staff members will explore additional opportunities to offer a customized campus living experience to New England College students.

SUSTAINABLE GROWTH

Contacts: Paula Amato, Vice President of Finance and Administration, pamato@nec.edu; and Dr. Barbara Layne, Vice President of Enrollment and Marketing, blayne@nec.edu

Growing Our Enrollment

A plan to increase undergraduate and graduate enrollment to optimal levels of capacity and sustainability is currently under review by members of the NEC community. Target goals of 2,000 undergraduate students by the year 2016 and 2,000 graduate students by the year 2013, have been incorporated into the College's new Strategic Plan. The increases represent a 100 percent growth in undergraduate students, and a 66 percent growth in our graduate population. According to Dr. Layne, stakeholders are reviewing multiple scenarios to increase the College's pools of inquiries and applicants and the number of students that process yields, along with retention models, to determine the right mix that would support the growth in enrollment. The group is considering a range of models from aggressive, to moderate, to conservative growth rates in conjunction with potential gains in retention and the impact that would have on the selection of a particular plan. A dynamic first year program will be an integral part of this initiative and a special projects budget is currently being reviewed that will support innovative programming. As Dr. Layne notes, "The way to get to 2000 is to do all of that." Incorporated into the plan to grow enrollment will be a realignment of financial aid matrices to assist in meeting enrollment goals. The enrollment group is also in the process of selecting a vendor to provide the College with a comprehensive marketing plan.

Academic Building

A number of faculty and staff members have participated in the development of an RFP for the design and build of a new academic building on the site of Larter Hall.

Financial Viability

The Finance Committee is working to identify a consultant to analyze the College's portfolio. The Committee hopes to make a selection in January. Financial consultant Karen Backus has been working with the College for several months to formulate an investment strategy with the goal of leveraging the College's debt capacity. A work group will be formed in the spring to consider new funding sources and to identify strategies and initiatives to draw revenue to the College. More information will be available after the February meeting of the Board of Trustees.

IMAGE AND REPUTATION

Contacts: Dr. Barbara Layne, Vice President of Enrollment and Marketing, blayne@nec.edu; Paula Amato, Vice President for Finance and Administration, pamato@nec.edu; and Gaye LaCasce, Assistant Vice President for Advancement, glacisce@nec.edu

Accentuate Our Distinctiveness

This group of stakeholders is in the final stages of creating an RFP for rebranding New England College. This all-inclusive plan will guide the look, feel, and messaging of the College and will encompass everything from the admission function to the College's first capital campaign, all College publications, and the website. The purpose of the rebranding campaign is to build awareness of the College and to ensure that we are communicating our message both internally and externally. The rebranding campaign will take into consideration our historical, geographical, philosophical, and academic distinctiveness, and the experiences of our alumni. Members of each of the College's audiences will be interviewed for their thoughts and impressions of New England College and what we do. This group hopes to identify and select a vendor by the end of January.



New England
College

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