

Berkeley College, The New York Campus!

The Berkeley story that began in our last issue, with the history of New Jersey's first campus, continues with expansion to New York and Berkeley's growing influence on a rapidly changing business community. Institutional success, predicated on preparing successful students for the challenges of competition, has been a Berkeley tradition — one that guided the business of education in those first years as it does today.

The Origin of Growth: An Early Vision Expands with the Opening of the New York Campus and Ultimate Development of the Lower Manhattan Extension Center

Only five years after the opening of the Berkeley School in East Orange, founder Alyea Brick took a bold step by opening a second campus, this one in midtown Manhattan. Located on the top floor of the landmark Graybar Building, adjacent to Grand Central Station, its program mirrored the mission of its counterpart — to train qualified professionals for successful business careers. As on the East Orange campus, the core commitment of the new school was to focus on excellence in its educational curriculum through the recruitment of a faculty with business credentials, enabling them to teach by example as well as by the book. In the New York of 1936, this must surely have been an intrepid concept in itself. It was matched by the equally challenging recruitment message that asked prospective students, “Why do you believe you deserve to come to Berkeley?”

The responses came back loud and clear. They were wide-ranging but with a similarity that reflected a collective search for the personal tools of success, education to meet contemporary workforce demands, and a progressive administration that partnered with leading employers to identify and meet those demands.

New York enrollment grew rapidly and, as it did, additional classrooms in the Graybar building opened to new program opportunities for students. New York was a different market than East Orange, and the administrative insight that understood the differences sought to capitalize on this. In addition to the East Orange program that combined college subjects with shorthand and typing, the New York campus opened an accelerated program, the Executive Secretary Course for College Women. Its purpose was to equip women who held



New York City Midtown Campus, 3 East 43rd Street.

undergraduate degrees with the skills to find suitable employment in the highly competitive New York market of the time.

It is that kind of logical approach to growth that has kept pace with evolving needs of the business community and contributed to the success of the New York campus. By 1942, more than 120 high schools in the metropolitan area were represented among Berkeley students, and by 1945, more than 1,000 leading companies in Manhattan and surrounding communities employed 5,000 alumni of both the New York and East Orange Schools.

With the acquisition of the Claremont Secretarial Schools in 1969, Claremont's New York School on Lexington Avenue became part of Berkeley's New York campus and was housed in the Chrysler Building, which later became home to the entire New York campus. The name of the School became the Berkeley-Claremont School until 1972 when it was changed to The Berkeley School. Inevitable growth spurred by the school's reputation led to the purchase of the 43rd Street building, close to Grand Central Station; in 1985, the new

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campus opened with room for 600 students. In 1996, an annex was opened on Fifth Avenue, near the main campus, to accommodate the still burgeoning growth.

The 70s witnessed both change and progress. Word about the value of a Berkeley education spread. In 1975 the New York State Education Department asked Berkeley to assume teaching students from the Stenotype Institute, a recently closed school for court reporters. A degree privilege was initiated and the program ran until 1978 when the Board of Trustees voted to discontinue it. Around the same time, the innovative Cooperative Secretarial Development Program was introduced, offering an option of half-day class attendance sponsored by participating employers, which gave enrolled students an opportunity to earn salaries while getting an education. In the early part of the decade, the New York and Westchester campuses became the first authorized in the Metropolitan area to award the newly created Associate in Occupational Studies (AOS) vocational degree.

Throughout its history, the New York campus has continued to reach milestones that distinguish it among leading business schools. One of the most significant, in terms of enrollment and its response to the changing business climate, was a six-quarter business administration program with options for specialization in management, marketing, and accounting. It opened in 1983, awarding an Associate in Occupational Studies degree. In 1993, the campus became fully accredited by the Middle States Association, and received approval from the Board of Regents to change the school's name to Berkeley College of New York City. Two years later, a vision long held by Berkeley leaders reached a high point when the New York campus was authorized to award its first Associate in Science degree. The vision was finally realized when approval for a Bachelor of Business Administration degree was granted in 1998.

By the turn of the new century, Berkeley College of New York City was again poised for future growth. Late last year a building was acquired on 41st Street that soon will house expanded facilities of the 43rd Street campus.

Trustees also had the foresight to contemplate an additional presence in another part of the city. Where else, they questioned, but in lower Manhattan, amid the world's most influential businesses and financial



Lower Manhattan Extension Center, 130 Williams Street.

institutions? The concept of an extension center began to grow, and the advantages of locating to the Wall Street area were explored. It would make commuting more convenient for students in Brooklyn and Staten Island, lead to increased internship opportunities for all students, and be a part of the redevelopment of the area.

The new extension center of the New York campus opened on William Street in September, 2004, with accommodations for 375 students.

While rigidly maintaining the academic standards that have driven Berkeley achievement for 75 years, lower Manhattan soon evidenced its unique positioning in the heart of the financial district. One early example has been the inception of free business breakfast seminars directed to the corporate community, including topics such as *How to Motivate Sluggish Employees and Outsourcing Your Training and Development Function*. As the fledgling offspring of its midtown parent, the Lower Manhattan extension is today on the threshold of the kind of inevitable milestones that mark the Berkeley experience. Like its counterparts in both New York and New Jersey, its success will be earned through the success of its students.