

Message from the President



Welcome to *The Berkeley Post*. In this first issue of 2019, I am pleased to introduce you to our new Provost, Dr. Marsha Pollard. You can also read about some of the strategic initiatives currently

underway that are directed at strengthening our mission, enhancing our teaching and learning resources, and improving student outcomes.

Marsha will continue to visit each of our campuses over the next several weeks as part of her OnBoarding orientation. Throughout her career, she has successfully established educational programming and partnerships focused on expanding career pathways for students (*for a Q&A with Marsha, see page 2*).

For the sixth consecutive year, *U.S. News & World Report* has ranked Berkeley among the Best Colleges for Online Bachelor Degree Programs. Berkeley was one of 12 colleges and universities to place 102 out of 348 colleges ranked nationwide. In the subcategory of faculty credentials and training, Berkeley is 25th, a testament to our outstanding faculty and our longstanding commitment to teaching excellence and innovation (*see page 3*).

Congratulations to the Canvas Implementation Committee, our faculty, and the Information Systems (IS) Department on the launch of a new digital Learning Management System (LMS). The accompanying story and "Roadmap" diagram illustrate the extensive effort involved in developing the Canvas system. The implementation of a comprehensive LMS enhances the College's educational effectiveness, efficiency, and reputation in teaching and learning. Most importantly, we are counting on Canvas to enhance our students' learning outcomes.

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Canvas and Engage Enhance Teaching and Learning

In December 2018, Berkeley College completed its first semester using Canvas, a Learning Management System that replaced the Blackboard system. The migration to Canvas, as well as the introduction of the Engage portal for student services, resolved an Institutional Tactic of the Strategic Plan related to enhancing technology to support teaching and learning.

"Engage and Canvas support the retention and graduation of students," said Mary Farlie, Associate Chief Information Officer, Berkeley College. "Students become more engaged with their coursework and have a one-stop shop for resources where they are most – whether that be on their phone, tablet, or on a desktop computer."

In preparation for the introduction to Canvas, staff from Information Systems, the Helpdesk, and the Online Faculty Support Team, as well as department Chairs and other campus leaders, attended intensive "Canvas Hosted" and "Train the Trainer" sessions.

More than 260 faculty and staff users completed a "Learning Canvas" training and 542 online and on-site courses were converted to Canvas. The Center for Academic Success

offered student Canvas training, and content was added to the "Road to Success in Online Learning" workshop, which is a prerequisite for any student enrolled in an online course.

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Canvas Implementation Committee

Co-Chairs:

Joseph Canova, Senior Director, Systems
Joseph Scuralli, D.P.S., Dean, Online

Len DeBotton, Chief Information Officer
Mary Farlie, Associate Chief Information Officer

Brian Luing, Senior Vice President
Michael Samman, Director, Online Faculty

Support and Instructional Design
Gina Okun, Assistant Dean, Online

Jean Daros, Senior Systems Integrator,
Information Technology

Marianne Vakalis, Ed.D., Dean, Strategic Initiatives

Jim Williams, Senior Systems Architect,
Information Systems

Sunder Nagarajan, Director, Systems Data Analytics

Beth Castiglia, Ph.D., former Provost

Subcommittees

Engage, Organizations, Innovation, PR/Support and Training

Roadmap to Canvas





New Provost: Faculty Hold the Key to Student Retention, Success

Berkeley College has named **Marsha Pollard, Ph.D.**, as Provost of Berkeley College, effective December 17, 2018. Dr. Pollard has nearly two decades of experience in higher education at top-ranked national

universities. She served in academic administration, strategic planning, and operational roles at Stony Brook University in Stony Brook, NY, and at New York University (NYU) in Manhattan, NY.

Dr. Pollard recently shared her thoughts and goals as she begins her new role at Berkeley College:

Q: What are Berkeley College's strongest assets as an institution of higher learning?

A: I believe in the mission of Berkeley College – a student-centric, practitioner-oriented institution that is committed to providing students with a high-quality education that is accessible, affordable, robust,

and relevant. The College's workforce-relevant academic programs create career pathways for our students, as well as lead to community and economic development. The diversity of the Berkeley

“A higher education institution's faculty and students are the building blocks upon which the institution is built.”

College academic community demonstrates a deep understanding that students from all racial/ethnic groups will need to be able to engage effectively with an intercultural community in order to sustain the global work force.

Q: What do you envision for academics at Berkeley College in your new role as Provost?

A: It is evident that the College's faculty, staff, and administration are highly qualified, passionate, and

dedicated. I look forward to working with them on continuing to build and support a diverse college community that strives for inclusive excellence. The development of additional high-demand, workforce-relevant academic programs that serve the needs of our students is a priority. I would also like to see us strengthen programming and support for the recruitment, professional development, and retention of faculty. Furthermore, our students will benefit from increased partnerships between academics and student affairs.

Q: What role do faculty play in the lives of students in helping them meet their academic and career goals?

A: A higher education institution's faculty and students are the building blocks upon which the institution is built. Higher education research has consistently demonstrated that faculty have the most significant impact on student retention and success. Berkeley's distinguished faculty are not only effective educators, but also industry experts within their respective fields.

Office of Institutional Effectiveness Examines Departmental, Overall Strategic Planning



The Office of Institutional Effectiveness (IE) continues to meet with Berkeley leadership to examine department alignment with the Strategic Plan and to discuss potential Key Performance Indicators (KPIs). Additionally, in spring 2018 IE initiated a working group composed of representatives from Academic Affairs, Finance, and the Office of the President to take a broader look at the strategic planning process.

During its first meeting, the working group adopted the use of the term “Operational Assessment Plan” after determining that the term “Continuous Improvement Plan” was not consistent with industry and Middle States terminology.

Berkeley College will move forward using three types of plans: Academic Assessment Plans, which examine programs, degrees, and other academic-based initiatives; Campus Assessment Plans, which evaluate location-based projects; and Operational Assessment Plans, which explore the day-to-day functions of the College.



What is an Assessment Plan?
An Assessment Plan provides an outline for continuous improvement at Berkeley College.

The Office of Institutional Effectiveness is analyzing the Strategic Plan on both a broad and a department level. (Clockwise from top left) Tolley St.Clair, Project Manager; Katherine Chi, Ph.D., Research Analyst; Rebecca Drennen, Director, Institutional Research; Adam Milczarski, Senior Research Analyst; Katy-Ann Blacker, Ph.D., Research Analyst and Michael Ng, Director, Data Integrity.

Institutional Goals Up Close: Teaching and Learning

In 2018, Berkeley College added Teaching and Learning as a new Institutional Goal under *Living Our Mission: The Berkeley College Strategic Plan 2018-2019*. This goal highlights academically oriented initiatives and better connects Academic Affairs efforts to the Strategic Plan.

MISSION

Berkeley College empowers students to achieve lifelong success in dynamic careers.

INSTITUTIONAL GOALS

- Teaching and Learning
- Retention and Graduation
- Employment Outcomes
- Accessibility and Affordability
- Innovation and Competitiveness
- Identity and Reputation

Outlook for Financial Planner Careers Promising for Berkeley Graduates

Today, promising careers abound for qualified financial planners because demand exceeds supply. Selecting a college that prepares a graduate for career success through a relevant curriculum is paramount. According to the U.S. Bureau of Labor Statistics, growth for professionals as a financial advisor is estimated at 15 percent through 2026.

“The biggest reason for the shortage of planners and analysts in the field is that many of those currently active are planning retirement in the next decade,” Joanne Snider, D.B.A., CFP, ChFC, CLU, Assistant Chair, Accounting and Finance, Berkeley College Larry L. Luig School of Business®, said.

Dr. Snider, who earned a Bachelor of Arts in Math at the University of Michigan, a Master of Business Administration in International Business at Long Island University, and a Doctor of Business Administration – Finance from Walden University, also has certifications as a financial planner, a chartered financial consultant, and a chartered life underwriter. An advocate in her field, she fostered a scholarship program for students in Financial Services to become members of the Financial Planning Association in New York, has authored articles, presented at conferences, and served as a financial consultant to firms in Michigan and New York.



Recent Berkeley College graduate Avi Harkishun (left), joins Joanne Snider, D.B.A., CFP, ChFC, CLU, Assistant Chair, Accounting and Finance, Berkeley College Larry L. Luig School of Business®, in a financial counseling session with Marc Thompson, Business Developer, and Milagros Cornejo, Career Counselor.

At age 29, Mr. Harkishun has established a strong foundation that has set him on a path for success in his chosen field. In 2016, he graduated from Berkeley College with an Associate's in Applied Science in Financial Services. During his undergraduate career, he interned at the YWCA of the City of New York, working as an Assistant Budget Analyst, at Northwestern Mutual as a Financial Associate, and at Cormorant Capital as a Private Equity intern for commercial real estate investments. Mr. Harkishun continues to learn by seeking additional credentials and licenses in his field.

“At first I chose this field because people in financial service careers are respected and I wanted to have that feeling,” Mr. Harkishun said. “Then I noticed how much I enjoyed it because I get to help people. Putting a financial plan together with a person to help her or him achieve their goals and independence has a lot to do with alleviating the person's stress. The feeling of making such an impact in someone's life made me feel good about myself and gave me a sense of purpose.”

“The opportunity for successful careers in the financial services field is vast. At Berkeley we have a program that puts our students ahead of the curve.”

– Joanne Snider, D.B.A., CFP, ChFC, CLU, Assistant Chair,
Accounting and Finance, Berkeley College Larry L. Luig School of Business®

“The opportunity for successful careers in the financial services field is vast,” Dr. Snider said. “At Berkeley we have a program that puts our students ahead of the curve. It is intensive and distinct in that we offer an undergraduate degree that includes the courses required by the Certified Financial Planner Board of Standards, Inc. in Washington, D.C. Berkeley also offers courses necessary for a corporate financial analyst. Students can specialize in personal financial planning, corporate finance, or both.”

Avi Harkishun of South Richmond Hill in Queens, NY, recently graduated from Berkeley College with a Bachelor of Business Administration – Financial Services. He works as an Investment Advisor Representative at Primerica, Inc., a distributor of financial services to families in North America.

Recent Teaching and Learning Recognitions



Third Best
Accounting Degree
Program in
New Jersey

Certified Financial
Planning
Board-registered
Degree Programs

Innovation Task Force Builds Creativity on Campus

Innovation and Competitiveness, an Institutional Goal of the Strategic Plan, embraces a culture that empowers faculty and staff to be creative. Tactics focus on professional development, adaptability, and collaborative dialogue.

As part of this Institutional Goal, Berkeley College has appointed a task force to define innovation and to foster a pipeline of creative ideas toward implementation. According to Michael Iris, Associate Vice President, Career Services and Alumni Relations, and Chair of the task force, associates have made more than 40 submissions regarding several areas of the College, from academics to associate relations.

In addition to developing an Innovation Life Cycle, which outlines the process for proposing, evaluating and implementing suggestions, members of the Innovation Task Force have created a Berkeley365 page on SharePoint and have visited Executive Committee Meetings to introduce Innovation Think Tanks. The green balloon will serve as a systemwide symbol of innovation at the College.



[Click here to make a suggestion to the Innovation Task Force.](#)



Michael Iris, Associate Vice President, Career Services and Alumni Relations (third from right), visits the Executive Committee Meeting in Brooklyn to share news about the Innovation Task Force.

Convocations Highlight State of College

Fall Convocations were held at each campus between October 23, 2018, and November 7, 2018. Michael J. Smith, President of Berkeley College, updated faculty and staff on the state of the College, emphasizing the 2018-2019 One Berkeley theme of "Know Your Goal."

During the presentations, President Smith highlighted the reaffirmation of Berkeley's accreditation by the Middle States Commission on Higher Education earlier in 2018, as well as key graduation metrics. He detailed Berkeley College's new dynamic Strategic Plan model, titled "Living Our Mission," and outlined actions taken as a result of the Every Voice Matters survey, including the creation of an Innovation Task Force (see related story above).

"It is important that our students know their goal and understand how to reach it," President Smith said. "Every Berkeley faculty and staff member plays a role in guiding our students to the graduation stage and on to successful careers."



President Michael J. Smith addresses faculty and staff in Woodland Park during Fall Convocation on October 30, 2018.

The President announced that in recognition of strong retention outcomes over the past year, and utilizing feedback from the Every Voice Matters survey, the College would be closed on the day after Thanksgiving in 2018.



Canvas (continued from page 1)

According to Information Systems, all associates and students have access to round-the-clock Canvas support, however the implementation resulted in fewer-than-expected Helpdesk tickets. The Information Systems team continues to work closely with academics, operations, Academic Affairs and senior management to gather feedback to improve the Canvas experience.

Blackboard is available for faculty to reference until fall 2019. For more information on Canvas, email CanvasCurious@BerkeleyCollege.edu.

President's Message (continued from page 1)

The research, surveys, and assessments provided by the Office of Institutional Effectiveness (IE) touch on all aspects of our institution, including strategic planning. See page 2 to learn more about various Assessment Plans and to meet the members of the IE team.

The Institutional Goal of **Teaching and Learning** provides us with an important opportunity to focus on optimizing methods for experiential learning. Page 3 includes a story about how Joanne Snider, D.B.A., Assistant Chair, Accounting and Finance, in the Larry L. Luig School of Business®, prepares students for careers in financial services.

The Innovation Task Force is a hub for creative ideas that support the Institutional Goal of **Innovation and Competitiveness** (see story above). Follow the green balloons and submit your ideas on ways we can continue to innovate at Berkeley.

During Fall Convocation presentations (see story at left) held in October and November, I addressed the state of the College and emphasized the 2018-2019 One Berkeley theme – "Know Your Goal." The ultimate goal, as we know, is graduation. Strategic planning allows us to imagine Berkeley's future and to deliver educational journeys that will best serve our students and achieve our goal. *Enjoy the journey!*

Save the Dates!



Commencement, May 10, 2019
All Associates Day, June 28, 2019

Berkeley College®

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