

Berkeley College, the Garret Mountain Campus!

Now that we're 75, it's the perfect time to share "The Berkeley Story" with our Berkeley family, starting with this issue and continuing throughout our anniversary year. Whether you're a seasoned member of the family or a newcomer, you can take pride in Berkeley's accomplishments. After all, it's because of you—our dedicated faculty and staff—that we have reached 75 and have never looked better.

The Beginning: From East Orange to Garret Mountain... the evolution of Berkeley College's first campus in New Jersey

(Subsequent issues will include articles about the evolution of the other campuses).

The Berkeley School of Secretarial Training offered a one-year program that combined college subjects with shorthand and typing when it opened its doors in 1931. Although the school opened during the Great Depression, the founder, Alyea M. Brick, believed the time was right for a school that prepared women for careers in business.

Above all else, Mr. Brick wanted Berkeley to gain a reputation as a respected institution, recognized as an attractive alternative to college, so the setting was a formal one. Students, who were addressed by last name, were required to wear hats, heels, stockings, and gloves. Anyone not dressed appropriately was denied entrance into the building. On the first day of classes, 30 women showed up at the Berkeley School of Secretarial Training—eager to acquire new skills that would lead to much needed jobs during the Depression.

Far from the two-room school it used to welcome its first 30 students, the first step toward diversification came in 1970 when the Berkeley School of East Orange opened The Fashion Institute across the street from the main building. In 1976, after 45 years in East Orange, the School moved to Garret Mountain in West Paterson—the former home of Tombrock College, a two-year Catholic college that had closed a few years earlier. With 337 students enrolled, the School occupied only two buildings and shared the property with the landlord—the Missionary Sisters of the Immaculate Conception—until Berkeley completed the purchase of land and facilities.

Meanwhile, Berkeley Schools had opened in New York City (1936) and White Plains (1945), NY. The Berkeley Schools in NY were among the first business schools to



East Orange Campus

seek and obtain voluntary accreditation in 1946 from the Board of Regents of the State of New York. Claremont Secretarial Schools were acquired in New York City and Hicksville, NY; and in Ridgewood, NJ, and their names were changed to the Berkeley Claremont School.

Always a trailblazer and a leader in business education, in 1980, the Berkeley School of Garret Mountain became the first proprietary school in New Jersey licensed as a college and authorized to award the Associate in Applied Science degree to graduates of the Professional Secretarial Program and the Fashion Marketing and Management Program. In 1983, the Garret Mountain Campus became fully accredited by the Middle States Association. In 1989, the New Jersey Commission on Higher Education approved the Garret Mountain campus name change to Berkeley College of Business.

Striving for nothing short of excellence, Berkeley College continued to reach higher and higher. In 1995, the Paralegal Studies Program in New Jersey was accredited by the American Bar Association. And in 2001, the New Jersey Commission on Higher Education approved Berkeley's petition to award the Bachelor of Science (B.S.) degree at Garret Mountain. With that approval,

(Continued on next page)

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Berkeley's New Jersey campuses introduced five areas of specialization in 2002: Accounting; Management; Marketing; International Business; and E-Business. And in 2004, the B.S. in Fashion Marketing and Management was offered at all campuses.

In 1998, Berkeley started offering online courses, and in 2003, the New Jersey campuses received approval from the Commission on Higher Education of Middle States to offer the complete Bachelor of Science in Business Administration in an online format. The first students enrolled in that program graduated in April, 2005, and this September, three areas of specialization are being offered both on campus and online. These include Management; Management – Human Resources; and Management – Entrepreneurship.

Today, the Garret Mountain campus comprises 25 wooded acres, eight buildings, and more than 111,000 square feet of space. This fall the Campus' enrollment is more than 1200 full-time equivalent students. This includes more than 120 students who reside on Campus.

Where will we go from here? Wherever the needs of our students, businesses and communities take us!



Do you know how Berkeley College got its name? Click on one of the answers below to see if you are correct:
(Turn up the volume)

The founder, Alyea M. Brick, was a graduate of UC Berkeley.

The founder, who wanted a distinguished name for the school, wrote to the descendants of Lord Berkeley in England and received permission to use the name.

The founder's grandmother was a member of the Berkeley family, so he named the school Berkeley to honor her memory.

The founder thought the name Berkeley would be an easy name to remember.