Welcome to the Media Lab
Students learn tomorrow’s technologies here
A generation ago, journalism majors focused on writing and art majors on design. “Now you need to do it all,” says Precious Yamaguchi, Ph.D. The new assistant professor of communication is a guiding light for two recently-launched programs at Cedar Crest: the Media Convergence Lab and New Media major.

“Tomorrow’s communicators must know how to navigate search engines, record their interviews, create compelling visual and verbal messages and distribute them effectively,” Yamaguchi says. “The more media-literate and versatile you are, the better positioned you’ll be to pursue a career—or create one for yourself.”

The new Media Convergence Lab gives students access to the leading-edge technologies and software they’ll use in those future jobs. It’s built on Apple computers, the preferred platform for social and digital media. Besides 20 iMacs, the lab contains media production software for newspaper, photography, videography and more; a post-production and video editing lab; studio cameras and equipment; three 50-inch wall-mounted televisions; LCD projection system; Smart Board technology; advanced printers; and videoconferencing capability.

“We’re immersing students in technologies that may not yet be the norm, but will be by the time they graduate,” Yamaguchi says.

In the lab, students also see the power of these technologies to connect them with people anywhere. In her very first semester at Cedar Crest, Yamaguchi involved one of her New Media students in Los Angeles, but it could just as well be India, China or Kenya.

Through the Media Convergence Lab and our New Media major, we are preparing students for jobs that haven’t even been created yet.”

Carmen Twillie Ambar, President of the College
Media classes in a mentoring project called “LA to PA.” They used the Facetime app (similar to Skype) to chat virtually with Latino middle school students in East Los Angeles. “The L.A. children got to see inside a college classroom and have a college friend,” Yamaguchi says, “and our students got to connect with younger people of a very different background.”

The New Media major—one of Cedar Crest’s 22 Strategic Initiatives—is designed to prepare students for a career in on-demand news, social networking, multimedia design, computer graphics, web design and many other related fields. Dual majors are encouraged, Yamaguchi says. The major prepares students “to adapt to rapidly evolving technology and trends while maintaining the core skills of professional communicators: discussing topics intelligently, thinking critically and connecting with audiences in new and exciting ways.”

It’s a hands-on major, she says. “We want our students to be actively involved with apps and websites in the process of being developed. We focus on three things: interactivity, mobility and convergence.” (A good example of convergence—several different types of media converging into one device—is the iPad.)

One of the reasons Precious Yamaguchi is an excellent fit for Cedar Crest is her global perspective (read more about her background at www.cedarcrest.edu/exchange), and she’s bringing that perspective to the New Media major. Next year she’ll offer a Digital Cultures class on how media affect political and economic developments around the world—for example, the Arab uprisings, and Singapore’s emergence as a force in financial consulting.

And students in the 2012 summer session can sign up for a class called Culture, Communication and Food. “So much of what we eat and know about food has come through new media, like all the food websites and channels,” says Yamaguchi (who once worked at a culinary institute). “You never get to taste the food on TV shows but because of their communication skills, you’re convinced it’s delicious.” Food choices and options are becoming more and more global, she says—an everyday reminder of the power of new media that affect this and so many other aspects of our lives.
Bringing Social Media to Luther Crest
Students act as resources for hands-on presentation

What do Twitter, Facebook and YouTube have to offer the residents of a retirement community? Plenty, as a group at Luther Crest Retirement Community discovered this fall.

The facility is just a few miles from campus and home to a number of Cedar Crest alumnae, friends, trustees and former faculty and staff. Since many of them can no longer easily come to campus, the College came to them with a hands-on program titled “Social Media 101.” Assistant professor of communication Elizabeth Ortiz ’01, M.A., and several of her students gave a live presentation on the virtual world. More than two dozen residents attended, and President Carmen Twillie Ambar was among the guests.

Attendees learned how the various social media vehicles are being used by businesses today as an integral part of marketing and sales. They also discovered how Facebook and Twitter have become preferred ways of communicating for their grandchildren’s generation—and how they themselves might use these new media to keep in touch with the kids.

Ortiz walked everyone through the various sites and their features, projecting information from her laptop to a large screen. A question-and-answer period followed the presentation. Cedar Crest students sat at each table demonstrating activity on their mobile communication tools, and President Ambar even “tweeted” from her iPad during the event that she was enjoying time with friends at Luther Crest.
ACADEMIC NEWS

Psychology Courses Go Beyond the Expected

Students majoring and minoring in psychology at Cedar Crest learn more than just the fundamentals. In addition to the core courses all psychology students must take, the department offers a number of topics that expose students to the full breadth of the field and educates them on all the career possibilities available with their degree. Through courses like “Women in the Workplace,” “Criminal Behavior and Profiling” and more, students graduate with a solid foundation as they move on to their career or graduate school.

Social Work Students Get Hands-On Learning

Cedar Crest’s social work program (the only accredited program in the Lehigh Valley) continues to educate students inside and out of the classroom. Social work students have many opportunities to gain the kind of hands-on experience that gives them a solid foundation in their field. For example, students are required to participate in community organization and complete 450 hours of service for their senior internships. In addition, many choose to take experience-based courses that involve community activities. They’re also required to take part in simulated counseling sessions where they can review and critique their work.

Education Department Excels in Preparing Students

The Cedar Crest education department now offers state certification in all of the three newly defined levels of education: Early Childhood (PreK-4), Middle Level (4-8) and Secondary Education (7-12). Along with this addition, the department continues to offer extensive pre-teaching and student-teaching experience to prepare students for their future careers in the classroom. Cedar Crest secures field placements and student teaching placements for all students during their undergraduate education.

Thank you to the The Century Fund!

At the close of the Luther Crest event, Jack Leh, a trustee of The Century Fund, announced that the fund is pleased to assist in underwriting the new media initiatives at Cedar Crest. The organization has awarded a two-year grant totaling $100,000 to the College for the Media Convergence Lab and startup of the New Media major. A long-time supporter of Cedar Crest College, The Century Fund continues to offer scholarship funds each year in addition to this special grant. Also attending the announcement was Alice Anne Miller, life trustee of the College and daughter of the late Donald Miller, who started The Century Fund.

Afterward, guests enjoyed talking with each other and with College staff and the president over desserts and beverages. The event was prompted by exciting media initiatives on campus including the building of the Media Convergence Lab and approval of a new major (see story on previous pages). These developments put Cedar Crest at the forefront of communication technologies.

In top photos (L-R), Assistant Professor Elizabeth Ortiz ’01 addresses the group and meets with The Century Fund Trustee Jack Leh; Life Trustee Alice Anne Miller enjoys the company of students Roxanne Addino, Nicole Shute and Brenna Mateljan.

Marion Kayhart (on right), Cedar Crest biology professor emerita, greets Linda Halma, whose late husband, Bob Halma, was another longtime biology professor.

Thank you to the The Century Fund!
A Business Plan for Cali Burrito
Cedar Crest students help local restaurateur

In the four-year existence of Allentown’s Cali Burrito, college students have been a vital component of the restaurant’s success, consuming thousands of California-style tacos and burritos. Now, students from Cedar Crest are helping the restaurant’s owners with plans for expansion.

During the fall semester, students from Gaetan Giannini’s Principles of Management class met co-owners Shawn McHugh and Nick Sorrentino (who came up with the idea for Cali Burrito while surfing together in Monterey, Calif.). The students toured the restaurant and sampled foods from the menu as part of a classroom project to write business plans for a second Cali Burrito location.

McHugh says he’s been very deliberate in trying to find just the right site. “I’ve been approached a lot about expanding, but nothing fit what I’m looking for,” he says. “I want to make sure we don’t hurt our existing location.” He looks forward to working with the students to determine which area locations make good business sense, and hopes that “one or more of them will continue to help us grow the business as we move forward.”

Students in this class have helped other local businesses in the past, says Giannini, M.B.A., associate professor of business and chair of the department of business, economics and management. They’ve also created business plans that they themselves have turned into successful businesses. See one example—

How One Student’s Business Plan Came to Life
Elizabeth Saleb ’09 is a successful daycare entrepreneur

Elizabeth Saleb ’09 is barely into her twenties, yet she’s already the owner and operator of a successful Allentown daycare business with two locations. Her achievement is all the more remarkable at a time when many entrepreneurs struggle under the weight of a sluggish economy.

Saleb, a political science and history major, never gave daycare much thought until she enrolled in Gaetan Giannini’s Principles of Management course in 2008. Required to develop a business plan, she chose a daycare center over other options such as a retail clothing store or salon. As she crunched the numbers, she came to a life-changing conclusion: actually opening this theoretical daycare center would be a way to combine her mission of teaching young children to live ethically while making a good living herself.

Originally, the Allentown native was going to call her center Children of the Future, reflecting its primary goal of educating strong citizens. While this is still a major function, Saleb changed the focus somewhat after taking a psychology course with Professor Micah Sadigh, Ph.D. “Dr. Sadigh was totally about learning through creative play,” she says. “That’s how I got the name Creative Minds Daycare Academy.”

Meanwhile, her political science classes with Professor Kim Spiezio, Ph.D., prepared her for the challenges of entrepreneurship. “The political science classes at Cedar Crest were my favorite courses,” she says. “They were academically rigorous. You would read a chapter but you couldn’t find the answers in the book; you had to think.”

Saleb is the first one to arrive at the daycare center at 5:30 a.m. and the last to leave after locking the doors at 9:30 p.m., Monday through Friday. The job comes with a number of challenges—concerns of parents, surprise visits from state and local inspectors, management of employees, and much more.
Elizabeth Saleb ’09—in the story below. Another student created an online jewelry business by combining her entrepreneurial spirit with her artistic ability.

Giannini’s students were impressed with the way Cali Burrito provides fresh meals in short order, as well as the owners’ commitment to customer service. “They’ve found the right niche and it’s something they knew about already from being surfers—surfers spend a lot of time eating at fast-food places,” says junior nuclear medicine major MaryAnn Custard. Her recommendation for a location: near a medical center with “a lot of young employees who would appreciate quality food at a reasonable price.”

“The steak quesadilla was the best I ever had,” says junior accounting major Taylor Murphy. “I thought it was really cool being here—normally you wouldn’t be able to get inside a business like this.” Murphy favors a location close to colleges for the second Cali Burrito. After all, McHugh estimates that up to 20 percent of his existing business comes from local college students.

The Cedar Crest-Cali Burrito partnership is a natural in more ways than one. Partner Nick Sorrentino’s mother, Carol, is a part-time faculty member at the College.

Fortunately, Saleb isn’t in this alone. Her parents, Joseph and Mary Saleb, and her sister Christine also work at the center and provide support. Christine, a Cedar Crest senior majoring in accounting and psychology, helps with the books as well as the children. “It’s been great for me because I get to help my sister while seeing how a business works,” she says.

It took longer than Elizabeth expected—a full six months, in fact—for her to reach a critical mass of little customers, but she now has 125 children at Creative Minds. And she recently opened a second facility in Allentown called Academic Minds Daycare Academy. Now that her business is well on the road to success, she can enjoy some of the perks of the job.

“I really like the children,” she says. “I like when they do something I can send home to their parents and tell them, ‘Look, this is what your child did in school today.’ It feels good to be there to celebrate birthdays and successes.”

The business plan she wrote for a management class led to a thriving career for Elizabeth Saleb ’09.
When Blenda Wilson ’62 comes to campus for her 50th Reunion in June, she’ll bring a unique perspective: she is the only person to have experienced Cedar Crest as a student, alumna, donor, trustee, and President of the College. A distinguished educator with honorary degrees from 27 colleges and universities, Wilson has never forgotten the role Cedar Crest played in launching her success—and it all began, she says, with an overheard conversation on a bus.

She was a high school student in Woodbridge, New Jersey, at the time. “I wanted and intended to go away to college,” she says, “but that meant finding enough scholarship money. On the bus one day I heard some women talking about women’s colleges providing scholarships to ‘Negro students’ with good grades.” There were many more women’s colleges then—over 300. Cedar Crest stood out by offering the four-year scholarship (and campus job) Wilson needed.

“I was so grateful to the College for giving me access to an undergraduate residential experience,” Wilson says. “Four years later I valued it even more for the sense of confidence and competence I gained.” The all-female environment—“whatever gets done here gets done by women”—was key.

Wilson began her career teaching high school English in Woodbridge. Then she had the opportunity to create Middlesex County’s first Head Start program, and eventually to head the agency responsible for Head Start and other federally-funded programs for low-income people.

Blenda Wilson Celebrates 50 Years with Cedar Crest

The noted educator has experienced the College from every angle

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It was a seminal time for the young educator. “What you learn is that the poor do not have the means to advocate for themselves,” Wilson says. “I came to believe that the only way underserved populations are going to get a fair shake is to ensure they get a college education. My career has been framed around that mission.”

In the 1970s, Wilson spent 10 years as an administrator at Harvard University. “It showed me I could swim with the big fish—but also that the Harvard ‘pond’ would not be changed by my presence,” she says. Strong public university systems, she found, were her preferred setting: here, low-income students had access to an excellent education. Building the middle class in this way is a key mission for colleges in return for the tax advantages they enjoy, Wilson believes—and the mission is under fire in today’s economy. It’s only the latest in a series of higher education crises she has faced. She was president of California State University Northridge when the 1994 earthquake devastated the campus. “Everyone came together in the most extraordinary way,” she says.

Cedar Crest faced its own, smaller-scale crisis in 2007: the College was grieving the death of long-time president Dorothy Blaney, and her successor was not the right fit. Wilson, who’d just retired, agreed to serve as acting president. Her time in the post reacquainted her with “the power of Cedar Crest as an intimate, high-quality teaching institution,” she says. “I would compare this faculty favorably to any I’ve ever seen.”

Cedar Crest is coping assertively with today’s challenging times, Wilson says, through new programs like SAGE and the Media Convergence Lab (see stories in this issue) that make a quality education more accessible. She’s particularly impressed with the Strategic Plan and with President Ambar’s leadership in “crafting a platform everyone in the college can find a place in. The plan shows us what kinds of questions we must answer to attract this generation of students, and how to get more efficient so our resources can sustain the College.”

Wilson herself is a committed sustainer of Cedar Crest. Besides annual gifts, she donates to the Blenda Wilson Scholar fund launched in 2007 by her colleagues at the Nellie Mae Education Foundation. “Cedar Crest is my primary charity,” she says. “Historically, women’s colleges have had a philanthropic challenge in that the money in a family tends to go to the husband’s college. I believe our society needs colleges where young women can have the benefit and imprint of an environment devoted to them.”

Memories of Cedar Crest—Blenda Wilson is shown with her fellow song leaders (L-R) Joan Behan Hostetter ’65, Gloria Van Straten Kessler ’64 and Ginny Krech Jasko ’63. Wilson’s class of ’62 won the annual competition.

Blenda Wilson

• B.A., English, Cedar Crest College 1962
• M.A., remedial education, Seton Hall University 1965
• Ph.D., education administration, Boston College 1979

Career Highlights:

• Harvard University, senior associate dean of Graduate School of Education 1972-82
• Independent Sector, vice president 1982-84
• Colorado Commission on Higher Education, executive director 1984-88
• University of Michigan Dearborn, chancellor 1988-92
• California State University Northridge, president 1992-99
• Nellie Mae Education Foundation, founding president 1999-2006
• HERS (national leadership development organization for women higher education administrators), current board chair
• Cedar Crest College, acting president 2007-08; Board of Trustees 1988-89; 2007-2008; 2009-present
Bobbe Allen ’36 Is Deeply Mourned
Every student has been touched by the legacy of this ‘great ambassador for Cedar Crest’

One of Cedar Crest College’s most loyal and beloved alumnae, Roberta “Bobbe” Ritter Allen ’36, passed away in September. A college community is like a family in many ways, and when someone as cherished in the Cedar Crest family as Bobbe Allen is no longer present, the impact is felt on many levels.

“Every student who passes through Cedar Crest College has been touched in some way by Bobbe Allen—whether they knew it or not—and everyone who befriended her has memories that will last a lifetime,” says President Carmen Twillie Ambar. “Bobbe’s energy, enthusiasm and compassion made her a great friend to the thousands of alumnae, faculty and staff with whom she came in contact as a student, lifetime member of the Alumnae Association, and chair for her class’s 45- and 50-year reunions. For many years, Bobbe served as one of the College’s greatest ambassadors.”

The generosity of the Allen family has funded many scholarships including the Allen Scholarship, which she established with her husband, Bill. More than 185 young women have graduated from Cedar Crest as beneficiaries of endowments from the Allens.

She was also a driving force behind the Allen Family Foundation. Established in 1992, the foundation created the Allen Chair in Nutrition Outreach and the Allen Center for Nutrition at Cedar Crest, which promotes nutrition-related research and study and sponsors college and community outreach programs to educate all age groups on how to adopt a healthy lifestyle.

The center’s Nutrition Outreach Program includes community service projects as well as educational workshops and lectures for community groups, health care facilities, school districts, daycare centers, senior citizen facilities, and the College’s students, faculty and staff.

Cedar Crest students and faculty have taken part in many Allen Center outreach efforts. A few examples: heart health programs at Lutheran Manor Home in Bethlehem; a healthy eating and body image program at Lehigh Valley Performing Arts Charter School in Bethlehem;
The Nutrition Program at Cedar Crest College

The Allen Center for Nutrition is a key resource for Cedar Crest College’s nutrition program; it gives students opportunities for experiential learning and civic engagement that put them ahead of the competition when they enter the job market. The Center is one reason why the College’s nutrition program is highly respected regionally and nationally.

Here are some of its other impressive features:

- The Didactic Program in Dietetics—first step in becoming a registered dietitian—has earned the highest level of accreditation available to an undergraduate nutrition program.
- The College offers a dietetic internship, the second step in becoming a registered dietitian. Ten qualifying Cedar Crest graduates are assured placement in the internship program each year.
- Nutrition students get to conduct research and present at Cedar Crest’s annual Health and Wellness Conference each spring in addition to local, regional and national conferences.
- Graduates are desirable to employers. Cedar Crest nutrition grads are currently employed at some of the area’s most well-respected health care facilities and organizations, including St. Luke’s Hospital, Lehigh Valley Hospital/Pediatrics, Advantage Nutrition, Aetna, Lehigh University and the U.S. Veterans Administration.
- Nutrition is a popular minor—a way for Cedar Crest students, regardless of their major, to ensure a healthy lifestyle now and in the future.

Bobbe Allen was also a great friend to her communities of Midland, Mich., and La Jolla. She supported the Midland Arts Council, Midland County Historical Society and St. Germaine Children’s Charity, and was recently honored by the Midland Center for the Arts and the Historical Society for her volunteer work.

As the letter from the College announcing her passing reads: “Rest in Peace, Mrs. Allen. Words cannot really describe how much you will be missed by the family members you left behind—three children and four grandchildren—as well as your Cedar Crest family!”

If you would like to make a contribution in memory of Bobbe Allen, please visit www.cedarcrest.edu/give, or call the Advancement Office at 888-902-3327.
From Alumnae…

Members of the Class of 1961 chose to incorporate a special gift to the College as part of their 50th reunion celebration in 2011. They joined financial contributions to establish The Class of 1961 Endowed Prize Fund, which will make an annual award to a student planning to study abroad.

The College received a bequest from Frances Broschak Ramsay ’48, a microbiologist who divided her estate among her top philanthropic interests. We are grateful she considered her alma mater a part of that group.

A bequest also was received from chemistry major Margaret Freund ’46, offering ample support to general operations and the student experience. This devoted alumna also provided a charitable remainder unitrust to fund scholarships for genetic engineering students.

Judi Johnson Ferrara ’75 established a prize fund for a senior who exemplifies women’s leadership. She created the fund in memory of her father, Ralph Johnson, a former trustee, who was very proud of all she had accomplished through her Cedar Crest education.

From Friends of the College…

The family of Gloria Arnold, a longtime Lehigh Valley resident, have honored her memory and her dream of becoming a nurse by establishing a prize fund that will recognize deserving third-year nursing students with monetary awards for the next 10 years.

A generous charitable remainder unitrust set up by Donald P. Miller with his wife Sarah K. Miller as a benefactor, was realized upon Sarah’s death. Both Millers were active and supportive in the Cedar Crest community.

From Corporate and Foundation Partners…

The Enterprise Holding Foundation awarded funding to the Career Planning Center to underwrite a program called “Backpack to Briefcase.” It is designed to help students in their final year of study make the important transition from campus to the work world.

The Margaret Cargill Corporate Foundation awarded the proceeds of a stock award, providing support for the education department. This honors Mrs. Cargill’s wish to assist women’s colleges and teacher education.

The Air Products and Chemicals, Inc. Foundation continued their commitment to regional student education by providing financial support for scholarships.

The Trexler Trust awarded a two-year grant to assist initial program costs associated with the launch of the School of Adult and Graduate Education (SAGE).

Gifts of Note

Cedar Crest College relies on the generosity of alumnae, friends, businesses and foundations who share a commitment to educational opportunity for women of all ages. We are pleased to acknowledge some recent, special gifts. Thanks to all who have stepped forward in support of today’s students—tomorrow’s leaders.

Online giving has never been easier at www.cedarcrest.edu/give

Options include:
- Monthly gift payments
- Gift payments via checking account
- One-time gift payment

Please consider a gift to the College before June 30, 2012.

Thank you!
Brancato Pens Chapter in Dylan Book

Communication Professor Jim Brancato, Ph.D., has been a huge Bob Dylan fan for decades. He's taught courses on sixties music and culture, and now is the author of a chapter in the new book *Dylan at Play*. Brancato writes about the singer-songwriter's transformation "from a young man who equated youth with wisdom, to a sort of curmudgeon who seems to reject anything modern."

SAGE Names Admissions Director

Bonnie Sofarelli has joined Cedar Crest as director of admissions for the new School of Adult and Graduate Education (SAGE). She worked most recently at Westminster College in Salt Lake City; at IESE Business School in Barcelona, she was responsible for marketing a global executive M.B.A. program. Sofarelli holds a B.S. in psychology from Union College (N.Y.) and later this year will earn an M.B.A. from Westminster College.

Brown Earns National Award

Tim Brown, M.F.A., assistant professor of performing arts and director of Cedar Crest’s forensic speech team, received the prestigious Outstanding New Forensics Coach award at the American Forensics Association (AFA) national tournament last spring. It’s given annually for leadership and innovation in forensics, and Brown was one of three in the nation receiving the honor.

Maniscalco to Create Dinosaur

Nelson Maniscalco, M.F.A., professor of art, has been commissioned by Australian Age of Dinosaurs Ltd. to create a bronze skeletal sculpture of Australovenator wintonensis. The recently discovered dinosaur fossil is the largest predatory animal ever found in Australia, similar in size and features to the velociraptor made famous in *Jurassic Park*. Since his first commission, for the American Museum of Natural History in 1995, he has sculpted hundreds of dinosaurs for museums and art galleries around the world.

Hale Takes Role of Film Critic

How believable was the recent film ‘Contagion’? In a CNBC blog, biology professor Alan Hale, Ph.D., gave it high marks, except for this point: "The activity of the human population seemed to bounce back very quickly once a vaccine was found and administered. If a virus mutate quickly, vaccines…can be rendered useless." Read his blog at www.cedarcrest.edu/haleblog.

Student Promotes Her Platform

When she became Miss U.S. North America 2011, Cedar Crest junior Kimberly Katsigianis had the opportunity to share her beliefs through the values-based competition. A psychology major with a criminal justice minor and child welfare certification, she chose two themes: domestic violence awareness and ‘donating life’ (blood, platelets, etc.).

Spiezio Tapped by Media

Kim Spiezio, Ph.D., dean of the School of Adult and Graduate Education (SAGE) has garnered extensive news coverage for the College this year including televised interviews on the 2012 GOP presidential race. He’s also done multiple interviews for print and broadcast media on the launch of SAGE and its unique credit transfer policy.
C.R.E.A.T.E. Brings Art to Community

The new C.R.E.A.T.E. (Community Related Experiences in Art Through Engagement) living learning community offers students interested in the visual arts the chance to live and study together. It also brings learning out of the classroom.

One example: the pocketCollective initiative, a series of pocket-sized art and book art projects linked with community events.

For the “Make One Take One” project, participants made images on small cards and exchanged their cards for others they found interesting. Through the initiative, says art department chair Jill Odegaard, M.F.A., students can “take art-making outside the confines of a gallery or museum wall and into the community.”

Study Abroad in Korea, Peru

As part of a new South Korean partnership, six Cedar Crest students studied at Seoul Women’s University last summer and two SWU students are spending the year at Cedar Crest. Junior Katriana Garcia journeyed to Peru for study and service-learning during the spring semester at San Ignacio de Loyola. These programs are part of a strategic initiative to provide more study abroad opportunities for Cedar Crest students so they can become leaders in an increasingly global society.

‘Concrete, Steel and Paint’

Students, alumnæ and community members gathered on campus in October to view the award-winning documentary Concrete, Steel and Paint. It’s a story of healing that follows Pennsylvania state prison inmates as they work alongside crime victims to create a mural. A panel discussion including the film’s directors followed the screening.

A New Online Arts Journal

The Cedar Crest literary club, Preterite, has launched Pitch, its first-ever online journal of arts. Pitch contains photography and photographs of artwork, digital art or video; works of fiction, creative nonfiction and poetry; and a digital version of Onyx, the print literary magazine. Take a look at www.cedarcrest.edu/pitch.

German Student ‘Studies Abroad’ at Cedar Crest

Allentown native Lee Koch lives in Germany now, but he came to Cedar Crest—alma mater of his stepmother, Francine Markovits Koch ’71—for the “study abroad” portion of his master’s program in nursing education. "Hosting a nursing scholar from Germany was exciting for both faculty and students," says Wendy Robb, Ph.D., director of graduate nursing programs.
Students Kick Off Academic Year with Day of Service

As part of this year’s annual Day of Service Aug. 26, students and other members of the campus community visited shelters, senior citizen homes and social service agencies, assisting with myriad projects. “Cedar Crest believes in experiential education, and civic engagement is a critical part of what we do,” says Tammy Bean, director of the Lutz Center for Community Service. “During orientation, we plant the seed through the Day of Service.”

Last year, Cedar Crest students performed some 27,000 hours of community service in the greater Lehigh Valley. These efforts led to the College’s selection to the 2010 President’s Higher Education Community Service Honor Roll with Distinction. It’s the fourth consecutive year Cedar Crest has earned this honor, the highest federal recognition a college or university can receive for its commitment to volunteering, service learning and civic engagement.

Miss Representation

Senior Shannon Duncan learned some important lessons when she attended the documentary Miss Representation at a screening on the Cedar Crest campus in November. “Through the film, I learned that a high percentage of women in our country alone are mainly concerned about how they look,” she says. “They wonder if they look ‘acceptable’ and if not, how they need to change. So then you begin to wonder, where on earth are these women formulating this mindset? And it is obvious that this mindset is being controlled by none other than the media and their messages.” Read Shannon’s entire reaction to the film at www.cedarcrest.edu/exchange.

Criminal Justice from the ‘Real World’

Criminal justice instructor Paul Werrel, M.R.P. invited Rep. Douglas Reichley (R-Berks/Lehigh) into his Crime and Public Policy class recently to discuss the impact of the media, ideology and politics on policy development and implementation. “Students learned first-hand the dynamics and hurdles involved in developing public policy regarding crime issues,” Werrel says.
As an institution focused on community service and leadership, Cedar Crest couldn't have chosen a more appropriate speaker than Maya Ajmera to deliver the 2011 William D. Reimert Lecture. At age 25, Ajmera founded The Global Fund for Children (GFC), an international non-profit that invests in innovative, community-based organizations working with some of the world’s most vulnerable youth.

Ajmera addressed a captivated audience of more than 200 on Nov. 10. The next day she spent time with students in Cedar Crest’s First Year Experience program (see photos far right), helping them plan their own social entrepreneurship endeavors.

As she told the lecture audience, the seed was planted for the GFC while she was traveling through Asia on a Rotary Club fellowship—a journey she almost didn’t make. “My parents wanted me to be a doctor, and I was going to study something science-related in Australia, but then I thought, “When am I ever going to get to Asia to meet family?” says Ajmera, who is of Indian descent. “Some wonderful professors told me, ‘If you want to get to know people and their aspirations and dreams, grab a backpack and go (to Asia) for a year.’” That’s where she began to see local innovation happening.

Her self-described “moment of obligation” occurred at a bustling train platform in Bhubaneswar, India, where she encountered 40 children sitting in a circle, being taught how to read and write. She watched as the teacher held up flashcards and engaged the children through simple exercises.

Afterward, Ajmera approached the teacher and inquired about the cost of operating a school on this model—bringing the school to the children because they couldn’t come to the school. She was deeply touched to learn that the train platform school, which not only taught but also fed, clothed and instilled a sense of worth in the children, operated on a mere $400 a year.

Back in the United States, she decided to forego medical school and pursue a graduate degree in public
policy, where she developed a business plan for the GFC. To date, the Fund has awarded more than $24 million in primarily modest grants to grassroots organizations in 80 countries. Project officers throughout the world seek low-investment, high-reward projects with good odds for success.

Ajmera is proud that the GFC has supplied funding for girls’ education in Afghanistan when it was outlawed by the Taliban, for the first nighttime children’s shelter in the red-light districts of India, and for hundreds of other worthy ventures.

The value of education for women hits close to home for Ajmera. Her own mother had only completed sixth grade when she entered an arranged marriage as a teenager. She eventually became a successful businesswoman, but it might not have happened if her in-laws hadn’t been progressive about her getting an education. “I told my mother she was lucky and she said, ’No girls should have to count on luck for an education. It’s a human right,’” Ajmera says.

As part of its educational mission, GFC has a media program focused on children’s books, films, digital media and documentary photography. Ajmera herself is an award-winning author of children’s books, with millions of readers worldwide. “We never really had books about kids growing up in poor countries and about the connections we all share,” she said. “Children are resilient and can make fun with very little. I wanted to show that to young people everywhere.”

Cedar Crest officials were thrilled to have Ajmera on campus. “We want our students to think big when it comes to civic engagement, and it doesn’t get much more impressive than Maya Ajmera,” said President Carmen Twillie Ambar. Ajmera is a sought-after speaker nationally and internationally. She holds a master’s in public policy from Duke University and a bachelor’s in biology from Bryn Mawr College—and she credits her women’s college education as the foundation for her success.
Alumnae Profiles

Jessica Baltimore ’11 Finds Her Classes Relevant to ‘Real World’

Among a sea of caps and gowns last May, Jessica Baltimore ’11 was standing on the steps of Blaney Hall and smiling—smiling for her class picture, smiling for her graduation, smiling because she’d earned it. The first of seven siblings to graduate from college, Baltimore now has a bachelor’s degree with a major in business administration and minor in economics.

Baltimore moved to Whitehall, Pa. in 1992. She had some community college courses under her belt, and chose to continue her education at Cedar Crest through the School of Adult and Graduate Education. Balancing classes with family responsibilities and a full-time position as a help desk supervisor at PPL Corporation was difficult, she admits.

“No doubt my classes were challenging, but it only created more determination to rise to the occasion,” she told an audience at the recent SAGE launch (see photo at right).

Now that she’s completed that degree, Baltimore can attest that her education has had positive effects on her career. “A lot of what I’ve learned I’ve been able to apply in real life at my job,” she says. “That’s what made studying much more exciting and valuable for me.” Pursuing a higher education has been instrumental, she adds, in the promotions she’s received. Would she encourage other adults to return to college? Absolutely, regardless of the challenges. “There’s no age limit to learning,” she says.

Kelley Caflin ’03 Equips Soldiers for Their Missions

Most college graduates hope to have an explosively successful career, but Kelley Caflin ’03 has done it literally. Caflin, who majored in chemistry and secondary education at Cedar Crest, works in the Energetics and Warheads Explosive Research Branch of the U.S. Army ARDEC. Her job requires her to work with high explosives, reformulating them to be more effective and to withstand harsh surroundings such as gunfire.

Her main objective, she says, is to provide soldiers the tools they need to complete their missions successfully. And that mission goes beyond her professional love of chemistry: her brother has served two tours of duty in Iraq. “I don’t want to give any soldier anything that I wouldn’t put in my brother’s hands,” she says. “It’s a sense of responsibility for me.”

After she graduated from Cedar Crest, Caflin earned a master’s degree and began work on her Ph.D. in analytical chemistry at Lehigh University. During that time she worked in the U.S. Army’s Quality Engineering and Sciences Division, transferring later to her current position. With the army’s support, Caflin was able to work full-time and go to school part-time, and she completed her Ph.D. in 2009.

GOLD Event
(Graduates of the Last Decade)
January 25  6:30 - 8:30 p.m.

Join Professor Micah Sadigh at Cactus Blue Mexican Restaurant
2915 Schoenersville Road, Bethlehem, Pa.

Save the Date! Reunion 2012
June 1-3, 2012
All alumnae and their families are invited.
For more information, please contact the Alumnae Office toll free at 1-888-902-3327 or call 610-606-4609 or e-mail alumnae@cedarcrest.edu.
Cedar Crest Launches New Era in Adult Education with SAGE

There are nearly 1,000 students in the adult education program at Cedar Crest this year, up 40 percent from the previous year. If national projections bear out, that number will increase steadily and substantially in the coming decade. In response, and in line with the new Strategic Plan, the College created its School of Adult and Graduate Education (SAGE).

SAGE was formally launched on Oct. 19, with 200 dignitaries, business people, members of the college community and others in attendance. “We’re extremely pleased that so many people could join us tonight as we celebrate the impact SAGE will have on our community,” said President Carmen Twillie Ambar. “In today’s highly competitive job market, partnering with area businesses and organizations to align workforce needs with training objectives is essential. Cedar Crest has the relationships to achieve this synergy.”

SAGE is designed to help busy women and men advance their careers while balancing their lives. Highlights include more than 50 academic programs relevant to today’s job market, online and accelerated courses, a seamless credit transfer policy for community college graduates, and flexible scheduling including nights and weekends.

One of the highlights of the SAGE launch was a taped video announcement by U.S. Congressman Charlie Dent: Cedar Crest will receive a $2 million grant from the U.S. Department of Education, thought to be the largest in the College’s 144-year history. The grant “illustrates that the College has developed an extremely successful and efficient program of studies for adult students,” Dent said.

While the grant will positively impact all Cedar Crest students, SAGE students will benefit specifically in several ways including faculty development; enhanced online and hybrid course offerings; development of technology-laden “smart classrooms;” and enhanced support services to aid in degree completion. SAGE currently offers the most online courses of any college or university in the Lehigh Valley, and they are in high demand with students. The grant will help Cedar Crest develop and offer more of these distance-learning programs.
Performing Arts
Chicago the Musical
Feb. 23, 24 and 25, 8 p.m.
Feb. 26, 2 p.m.
Samuels Theatre, Tompkins College Center

Art Exhibit
Search the Surface
Jan. 25 – Feb. 26 FREE

Artist Reception
Jan. 27, 6 – 8 p.m.
Lachaise Gallery

Rodale Aquatic Center Registration
Monday – Sunday, Feb. 20 – 26
For information, call 610-606-4670 or visit our website.

School of Adult and Graduate Education (SAGE)
Join us for an information session and learn about our co-educational programs. Meet faculty and hear more about the degrees and certificates we offer. Information sessions begin in January.

Professor Carol Pulham and Michelle Distler Koch ’97 participated in the 2011 Women’s 5K run to help raise money for breast cancer research. Participants picked up their numbers at the expo located on Cedar Crest’s campus the day before.