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Upcoming College Events

ALUMNAE EVENTS IN YOUR AREA
Tuesday, May 12, 6:30 p.m.
Dinner at the Radnor Hotel
591 East Lancaster Ave.
Wayne, Pa. 19087

There will also be events this summer in Cherry Hill, N.J., Harrisburg, Pa., Lancaster, Pa., New York City, and several other areas. Check your mail and/or e-mail for dates.

BACCALAUREATE
Saturday, May 16, 2015 at 9:00 a.m.
Alumnae Hall, Auditorium

COMMENCEMENT
Saturday, May 16, 2015 at 11:00 a.m.
Cedar Crest College Quad

ALUMNAE REUNION
Friday, June 6 - Saturday, June 7, 2014
Cedar Crest College Campus

WOMEN’S SUMMIT
Tuesday, June 9, 2015, 7:30 a.m. to 3:30 p.m.
Cedar Crest College

For more information or to register for these events, please call the Office of Institutional Advancement at 1-888-902-3327.

** Students with disabilities who are in need of transportation or accommodations for these events should contact Academic Services at extension 4628.

Cover Photo: Janelle Alfano ’10 was the first to sign up for Cedar Crest’s new MBA program. MBA classes will begin in the fall (see page 3)....
Spring Update from President
Carmen Twillie Ambar

Spring is a time for growth and regeneration and that is certainly true for Cedar Crest College this spring semester. We are enjoying the results of the strategic plan we launched in 2010. All of our departments are bustling with change.

Five years ago, we agreed that Cedar Crest would grow as a women’s liberal arts college dedicated to educating the next generation of leaders. We envisioned the College as a regional powerhouse for traditional as well as adult students. We pledged to maintain a course offering of certificates, majors, and graduate programs that would assist individuals in their lives and careers. We restructured our School of Adult and Graduate Education (SAGE) to accommodate the special needs of non-traditional students. We began expanding our online course offering.

There were difficult decisions along the way. In some instances, we redesigned whole departments to retain a rigorous education in the liberal arts while preparing students for job opportunities in the Lehigh Valley and elsewhere.

In every case, we have been careful to build on our strengths. For example, we have always held a solid reputation for biology, chemistry, and nursing. We have added a major in forensic science and a suite of four new health science majors: health science, exercise science, health promotion and wellness, and public health. These new majors have been well-received. It’s not hard to project health sciences rivalling nursing in three to five years as our largest department.

By the fall semester, we will have five new faculty members in our humanities department, which will result in exciting new directions there. We have welcomed a new athletic director, who has pledged to build our competitive edge.

Our new women’s leadership conference, Power Up, has been a near sellout for all four of its sessions this spring. We will also be awarding our first leadership certificates to a class of traditional students.

This fall, our School of Adult and Graduate Education (SAGE) will add a Masters of Business Administration to its growing offering of graduate degrees. As with all SAGE programs, the MBA is designed to allow adult students to adjust their studies to the demands of family and work. Students can complete this degree in as little as 18 months, or take as long as three years.

Our admissions office is busy with the work of greeting and connecting next year’s new students. We are on track to exceed last year’s enrollment.

This is a very exciting time for Cedar Crest College, and we can point to the generosity and hard work of faculty, staff, and Trustees to account for it. As you read through the pages of this book you will see how we are staying true to our plan and mission.

Sincerely,

Carmen Twillie Ambar
President

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Marketing Cedar Crest’s MBA

Hearing a lot lately about Cedar Crest’s new master’s degree in business administration? It’s no coincidence!

The School of Adult and Graduate Education (SAGE) has been working prodigiously to give its new MBA high visibility in a variety of ways including billboards, newspaper ads, trade magazines, radio spots as well as social media and digital targeting.

Mary Ellen Hickes, director of admissions for the School of Adult and Graduate Education (SAGE) said, “We had experienced great results with our Pathways to Professional Excellence program, so we looked for the perfect organization to partner with for the MBA.

“After all, when you think about business in the Lehigh Valley, you think about the Chamber of Commerce,” Hickes said.

The College partnered with the Chamber’s Young Professionals Council to launch the new program with a reception at Allentown center city’s newly opened Renaissance Hotel. More than 100 interested people attended. “The Young Professionals Council is a great talent pool of young women and men in a variety of professions,” Ms. Hickes said.

A page one article in the Chamber’s monthly newspaper Connections quoted SAGE Dean Gaetan Giannini extensively. “You’ll learn how organizations work, how to manage a company, and how to create a competitive advantage,” Giannini said of the Cedar Crest MBA.

SAGE was also a sponsor of two key Chamber events: the LVCC Tech Fest and the Lehigh Valley Women’s Health Summit. “The Women’s Health Summit helped us to reach individuals in health care, who are a great audience. Many are interested in moving into management,” Hickes said.

Hickes said the program was consciously designed to provide students with the utmost flexibility. “We offer four, ten-week sessions per year, and students can start the program at any time during the year. The Cedar Crest MBA can be completed in as little time as 18 months, or at a less accelerated pace if it suits a student’s lifestyle.”

And how are applications coming in? “At a strong and steady pace,” Hickes said.

Cedar Crest’s New Athletic Director

Lehigh Valley native Allen G. Snook Jr. D.H.Sc., LAT, ATC is the new athletic director at Cedar Crest College. He says it is an opportunity for him to return to his roots; to work for a college that has opportunities for growth in all athletic programs; and to recruit in an area that has a national reputation for generating scholar athletes. He should know. A scholar-athlete himself, he played lacrosse for Easton Area High School before moving up through the ranks of academia: Bloomsburg University: bachelor’s degree in exercise science; Shippensburg University: master’s degree in psychology and A.T. Still University: doctor of health sciences. Dr. Snook’s goal is for Cedar Crest teams to compete in the top one-half to one-third of their leagues in the next three to five years. He plans to do this by recruiting aggressively, particularly in the Lehigh Valley, and by concentrating on students who are focused on growing and being successful in a single sport. “College athletics is a powerful retention mechanism,” he said. “It’s another point of connection to an institution and the more connectivity you can afford a student the more likely that student is to graduate, to be successful, and to be a loyal alumnae.”

Cedar Crest 2015 Ratings

Cedar Crest College has garnered lead ratings for the fourth year in a row from U.S. News & World Report’s 2015 survey of liberal arts colleges.

The national magazine ranked Cedar Crest fifth for best value; fifth for best college for veterans and 16th overall among best regional colleges in the north. The rankings consider graduation rates, freshman retention rates, strength of faculty and scope of undergraduate and graduate degrees. A “best value” rating weighs the program’s quality against the net cost of attendance for students in need.

PA Foundation Grants

$500,000 Endowment

The Donald B. and Dorothy L. Stabler Foundation, Harrisburg, PA has given Cedar Crest College $500,000 to establish a permanent scholarship in its name. The first scholarships will be available for students in fall of the 2015-16 school year.

Donald Stabler, a graduate of Lehigh University, was chairman of the board of Tabler Companies, a Harrisburg-based holding company with subsidiaries throughout Central Pennsylvania. Through their foundation, he and his wife, who are both deceased, have given generously to colleges and universities in eastern and central Pennsylvania.
In Fall 2014, Cedar Crest College launched a suite of four new health sciences majors: exercise science, health promotion and wellness, public health and health science. The additions are part of Cedar Crest’s strategic plan to build on its historic strengths while emphasizing the practical aspects of liberal arts.

“We have strong course offerings in nursing, biology, psychology, and nutrition,” College Provost Elizabeth Meade said. “It makes perfect sense to build on this strength by adding new majors in fields that are highly desirable in the job market.”

The College hired Dr. Dianne Babbitt, who holds a Ph.D. in Integrative Exercise Physiology from Temple University, to teach in the new department and who will be the Chairperson. Dr. Babbitt was a university instructor at Temple University and University of the Sciences in Philadelphia, PA.

Here are the new majors:

**Exercise Science** prepares students for graduate and professional training in a wide range of fitness and health professions, developing skills that are critical in the growing fields of health, fitness, and rehabilitation. As healthcare professionals, exercise scientists serve their clients in diverse career venues including clinical and non-clinical practices in hospital-based settings, fitness facilities, corporate wellness, private consulting, and sports performance. Advanced degrees may include clinical exercise physiology, athletic training, and rehabilitation therapy.

The curriculum for the exercise science major incorporates courses in psychology, nutrition, anatomy, physiology, and exercise physiology. Practical instruction in testing, assessment, and prescription of the health-related components of physical fitness including cardiorespiratory fitness, muscular fitness, flexibility, and body composition, as well as other markers of physical fitness, are an integral part of this Exercise Science program. Furthermore, a student’s tenure in this program is comprised of regular opportunities for exercise testing, assessment, and prescription for diverse populations.

**Health Promotion and Wellness** prepares students to promote wellness through a well-balanced lifestyle, healthy living and behavior modifications. The program focuses on the physical, psychological and spiritual aspects of health and health care. With core courses in psychology, biology, health, and nutrition, students will graduate understanding the various functions and systems of the body, theories of health promotion, models of behavioral change and the basic principles of mind-body interaction.

Graduates can enter the workforce as professionals in private business and industry, community organizations and health care settings. Career paths may include corporate and institutional wellness, smoking cessation, and weight management.

**Public Health** prepares students interested in disease and injury prevention and in the promotion of health and well-being. Students have the option of following two tracks- community health or health communication. The community health track focuses students on biological and social approaches to human health populations. In the health communication track, students can focus on a communications and public policy approach to advocate for human health.

The public health major prepares students to work in a variety of settings such as government agencies, hospitals and clinics, business, and educational settings that emphasize health. The major also prepares students for advanced training in health careers including medicine, nursing, epidemiology, health policy and management.

**Health Science** majors will learn to be an effective part of a health care team. The program includes biology, chemistry, psychology, and business coursework to serve as the foundation for further clinical training that may result in certification or licensure as technicians, therapists or technologists in specific areas of patient care, as well as physical therapy and occupational therapy.

This course of study prepares students to go directly into jobs in the allied health sector to pursue further training in the areas of clinical laboratory services; health information, communication and administration; mental and social health; technical instrumentation; and therapy and rehabilitation. Students selecting this major also have the option to complete the health care management certificate.
Crestians Named Health Care Heroes

Two Cedar Crestians have been honored as Health Care Heroes by *Lehigh Valley Business* Magazine. Emily Stephens ’09, a graduate in neuroscience who works in the inpatient pediatrics unit at St. Luke’s University Hospital was named Nurse of the Year. David Hersh ’16, a nutrition student at Cedar Crest, was a finalist in the Education Hero category. Here are their stories:

Emily Stephens ’09 is a born nurse. As a child she concocted home remedies in her parents’ kitchen, according to the award announcement in *Lehigh Valley Business*. In high school and in college she worked at Good Shepherd Specialty Hospital and shadowed the former president and CEO of Good Shepherd Rehabilitation Network. Upon graduation from Cedar Crest, she enrolled in DeSales’ University’s accelerated nursing program. Today she is a certified, registered nurse practitioner. Asked about her dedication, she said: *The most important part of health care is to realize that it is a career of love and compassion; love for humanity and continual hope and prayer for the healing of all our patients, and compassion for our patients, their families and our co-workers.*

David Hersh’s ’16 life, so far, has all the elements of a foodie’s dream. With a culinary degree from The French Culinary Institute and an associate’s degree from Lehigh Carbon Community College, he served a six-month, all-expense-paid internship at a cooking school on an estate in Tuscany and later worked as a line chef at one of the Lehigh Valley’s best restaurants. He also put in a raucous few years as chef for a local college fraternity. The combined experiences made him want to share his knowledge of food and nutrition in a way that would inspire healthful eating. He took a job at St. Luke’s Hospital as a dietary aide and entered Cedar Crest College’s School of Adult and Graduate Education in the fall of 2012 to earn a degree in nutrition and dietetics. The College connected David to Cooking Matters, a community nutrition program, administered by Second Harvest Food bank. There, he volunteers weekly teaching teens and children the basics of good nutrition. In addition to his job, his classwork and his volunteer activities, David also prepares wonderful late-night dinners for his wife, Maria Hersh ’11, a Cedar Crest nursing graduate who works an evening shift at Fellowship Manor. With his bachelor’s degree and the required accreditation, he aspires to work as a clinical dietician. He does not, however, plan to give up his community work. I like working at the grass roots level. *I think good community nutrition education in low income neighborhoods is where we can make the most gains.*

CCC Cited for Romance

Adding to its considerable lists of ‘bests’, Cedar Crest College has been listed by CollegeRanker.com as having one of the top ten most romantic college traditions.

The citation is for the College’s *Wishing Steps*. Unlike Ohio University’s *Kissing Circle*, the Harvard library’s *Smooching Stacks*, or Rutgers’ *Passion Puddle*, Cedar Crest’s *Wishing Steps* tradition does not require a public display of affection. Instead, it requires physical stamina, presence of mind and at least a rudimentary knowledge of math.

At Cedar Crest, starry-eyed couples must first locate the steps (behind Allen House) make a wish at the top and carefully count their steps on their way to Cedar Creek Park’s Rose Garden. If they come up with the same number of steps when they reach the Rose Garden, then their wish will come true.

Legend has it that many happy marriages have started at top of Cedar Crest’s Wishing Steps.
Humanities, the oldest and some say the purest of academic pursuits, is getting a brand new look at Cedar Crest College.

In recent months, the department has hired three new faculty members who will take the time-honored study of human values and ideas at Cedar Crest in exciting new directions. They are: Alison Wellford, who will teach courses in creative and professional writing; Dr. Christine Carpino, who will build the political science program; and Dr. Rachel Varra, who will teach Spanish. There are two more open positions outstanding in American history and literature, and by next fall there will be five new faces in humanities.

The study of humanities can be traced at least as far back as 450 B.C., when Greek philosophers began to codify their interest in exchanging ideas. Department Chair Dr. LuAnn McCracken Fletcher believes this study is more important today than ever before: “To knowledgeably participate in the free expression of ideas, it is important to be familiar with writers and thinkers who are active today and those who have come before us,” she said.

“Employers say they want to hire people who are critical thinkers and communicators. They want leaders who can make wise and ethical decisions,” Dr. Fletcher said. “Studies in English, history, philosophy, language and political science form the basis for a broad range of career pursuits from journalism and writing, law and politics, to medicine, education, public service and translation, to name a few.”

Dr. Fletcher admits that perceptions about the value of liberal arts have been clouded somewhat by popular interest in studies that would appear to lead to immediate jobs. She believes, however, that this concern is unwarranted: after all, studies in the humanities have held strong for at least 2,500 years. “I can think of no occupation that would not be enriched by a strong grounding in humanities and the critical and creative thinking and communication skills these areas develop.”

There is no evidence of dampened enthusiasm among Cedar Crest students. “All students are required to take some courses in the humanities. Sometimes they come to the College for other academic pursuits but find their home in humanities,” Dr. Fletcher says.

At present, there are 61 undergraduate majors or minors in one or more of the humanities disciplines and 20 graduate students in the department’s masters of fine arts program. Some of the undergraduates hold double majors combining some aspect of the humanities with science or business. Dr. Fletcher expects this trend to grow. “With new faculty and stimulating new ideas, there is no limit to what we can accomplish.”

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**Alison Wellford**

**Writing:** Alison Wellford moved to Allentown and Cedar Crest College from Barcelona, Spain, where she had been employed as a professional writer and consultant for a large international company. Prior to that, she taught graphic design at a small college in Manchester, England. She also worked at an English-language bookstore in Prague. “When you look at writers, you find they often have eclectic backgrounds,” she said. Wellford writes in the genre of literary fiction. A reviewer of her first novel, **Indolence**, described her writing as “gorgeous, full of sensory detail, transporting us through timeless French countryside and its lavender fields…. I enjoyed it immensely.” In the coming semesters she will teach courses in creative and professional writing. Wellford is interested in the ways writers convey their stories through their characters. In her advanced fiction writing class she focuses on the diversity of voices and character in the works of contemporary writers. “All literature is a kind of conversation,” she said. “You need to read to stay involved.”
Dr. Rachel Varra

Spanish: Language is organic; it grows, changes and vibrates with life, according to Dr. Rachel Varra, Cedar Crest’s new Spanish program coordinator. In an increasingly global society, the changing nature of vocabulary and grammar rules for all languages is challenging our abilities to keep pace. Dr. Varra holds a Ph.D. in linguistics from the City University of New York. She has taught Spanish to English speakers and English to Arabic speakers (The American University in Cairo, 2002-2004) and one of her primary areas of interest is how languages change over time and reinvent their speakers in the process. One way this happens is through “code switching” and “lexical borrowing” when speakers start adopting each other’s words and meanings. The study of linguistics is useful for anyone contemplating a career in languages, marketing, diplomacy or any communications profession. A working knowledge of Spanish is important because countries in Latin and South American are vital trading partners with the U.S. and Spanish speakers are the country’s fastest growing population. Dr. Varra plans to build the Spanish department by offering a varied curriculum, including new courses in linguistics and Spanish for the professions, and by appealing to Spanish speaking adults who are seeking to get better jobs through higher education.

Christine Carpino, Ph.D.

Political Science: Christine Carpino, Ph.D., joined Cedar Crest College in January and was charged with redesigning and reinvigorating the College’s political science program. With a doctorate from the University of North Carolina at Chapel Hill where she was an award-winning instructor, Dr. Carpino has big plans. She has taught both traditional undergraduates and adult learners and her special interests include international relations and politics in the Arab world. She plans to introduce new courses for political science majors as well as students with no experience in political science but who want to know more. For example, Introduction to International Relations (PSC 120) promises to give students the tools they need to grapple with big ideas such as: Why do countries fight wars? Why are some countries rich and others poor? What causes terrorism? Dr. Carpino will also launch a seminar for first-year students next fall entitled Finding our Voice: Women in Politics. “The course will help them develop the skills to think critically, analyze concepts and write about them,” she said. “It is designed to help students make the break from high school to higher education through independent study and the pursuit of ideas,” she said.

Promotion and Tenure

Four faculty members were honored at the College’s annual promotion and tenure ceremony. They are (from left): Amy Faivre, Ph.D., who was promoted to professor of biology, Sharon Himmanen, Ph.D., who was promoted to associate professor of psychology with tenure, Jeanne Berk, Ph.D., who was promoted to associate professor of chemistry with tenure. Robin Gerchman, M.F.A., who was promoted to associate professor of dance with tenure.

Dr. Scannavino Honored

Dr. Martine I. Scannavino has been awarded the 2015 Outstanding Dietetics Educator Award by the Nutrition and Dietetics Educators and Preceptors (NDEP) Area Six Regional Practice Group. Area Six includes Pennsylvania, Maryland, Delaware, North Carolina, Virginia and Washington, D.C.

Scannavino is an associate professor and chair of the department of nutrition at Cedar Crest College. She is also director of the College’s Didactic Program in Dietetics. The Outstanding Dietetics Educator Award is given annually to recognize educators in an ACEND (Accreditation Council for Education in Nutrition and Dietetics) – accredited dietetics education program.
Elizabeth Ortiz '01 Named LV Woman of Influence

Elizabeth Ortiz '01, assistant professor of communication at Cedar Crest College and director of the first year seminar, has been selected as one of the 25 most influential women in the Lehigh Valley in 2015 by Lehigh Valley Business. Ortiz has been a Cedar Crest faculty member since 2003. She earned her master's in media studies from the Newhouse School at Syracuse University and a master's of education from Cabrini College.

As the mother of three young girls, her research looks closely at the representations of women and girls in the media. Youth media literacy is at the forefront of her coursework and community work.

Ortiz and her husband, Adam, founded and own Cactus Blue Mexican Restaurant in Bethlehem, PA. She serves on the executive board and is past president of the Boys and Girls Club of Allentown, an organization dedicated to creating better lives for the youth of Allentown.

Project Kenya

Project Kenya: Nickson Ogutu '16 addresses the Cedar Crest College Social Work Club and potential Amnesty International Club members about the need for education for children in Kenya. “What if you had to pass a national test, pay half of your family’s income and move away from home just to go to high school?” he asked the group. “This is the reality for students in Kenya – the price they pay to learn.” Ogutu left Kenya five years ago with two purposes in mind. He wanted a better education for himself and his family and improved living conditions in his native Ombeyi village. Ogutu graduated with honors in social work from Northampton Community College. He is on track to earn his bachelor’s degree in social work and psychology at Cedar Crest College next year. As to his second objective, he has joined with Amnesty International, a global movement for human rights, to raise money and other support to help children in Kenya secure affordable education.

Approximately $800 will pay tuition room and board for a child to attend high school in Kenya. Cedar Crest’s Lutz Center for Community Service is collecting donations for Nyomala Centre of Hope, an Amnesty International supported unit of Project Kenya. The Social Work Club is considering forming an Amnesty International Chapter on campus, a club that will draw members from a variety of departments. Ogutu’s alma mater, Lehigh Carbon County Community College, has invited him to speak at its commencement ceremonies in May.
Prepping for that Dream Job

Picture dining with a prospective employer at a table laden with French onion soup dripping with mozzarella cheese, spaghetti and chicken. The meal was the culmination of the College’s six day Career Week to help prepare students for the job market.

Even though the audience was primed for it, the meal was greeted with laughter and dismay. It followed an hour’s lecture by an expert in etiquette who took them through the entire experience, starting with introductions and seating; working through the placement and use of various silverware items; and winding up with proper napkin arrangement to signify the meal is finished.

“Remember, you’re here to get the job, not necessarily eat everything on your plate,” Director of Career Planning Jenelle Henry said. They were rewarded with a delicious, easy-to-eat fruit and whipped cream dessert.

Career Week provided graduating seniors with mock employment interviews, strategies for using social media for job searches, tips on how to get through your first day on the job and fiscal strategies for when those paychecks start rolling in. There is also a day dedicated to preparing candidates for graduate school exams.

“I wish everyone could go through something like this when they graduate from school – any school,” said Yvette Keitt ’15, a SAGE student who plans to graduate with a bachelor’s degree in social work in May.

“Our students have worked hard for four years or longer to achieve their dream career,” Henry said. “Career Week prepares them for the next big step: finding, accepting and excelling at their dream job.”

Alumnae Auction Tops $29K

Author! Author! The psychology department’s Micah Sadigh, Ph.D, meets with Angela Snyder ’15 to present her with an autographed copy of his six-act play, Carie and the Doctor, which was performed to high acclaim at the College’s Fall Frolic. The script was one of 322 items offered through the Cedar Crest Alumnae Association Online Auction. Hundreds of bidders competed for an eclectic range of donated items including excursions abroad, antiques, vacation home stays, jewelry, clothing, discounts from local merchants and one-of-a-kind Cedar Crest College keepsakes. When the Auction closed at 9:00 pm on March 24, the total raised to benefit the Cedar Crest Alumnae Association was a record $29,359.

Mastering the Art of Therapy

Lauren Higgins ’12 (center) who will graduate this August with a master’s degree in art therapy completed a spring semester internship at Haven House, an Allentown, Pa. agency that treats clients with mental health diagnoses. Counselors at Haven House were so impressed by the progress clients made during Higgins’ internship that they sponsored their first-ever art show of clients’ work. Higgins is pictured here at her show with Haven House Board member Beverly Wasserman, MEd and Rebecca Arnold, MA, ATR-BC and Director of the graduate art therapy program at Cedar Crest College.
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