

In 1982, ET® Phoned Home

It was not that long ago that we all got our morning news from the morning paper and our evening news from Channel 6. We made calls from a pay phone. We read maps when we were lost. Christmas meant reams of store ads and days at the mall shopping for the best price.

Welcome to the twenty-first century. Our news now comes from a feed. We tweet, tag, text, blog, Skype® and post. Maps — who needs a map? Our GPS tells us when we make a wrong turn. We shop online and Google® for the best price.

Technology has become the media through which we communicate. What would it mean to you to be at the forefront of this new medium? With Villanova University's Bachelor of Interdisciplinary Studies degree program in Media and Technology you very well could be. Villanova's Media and Technology major focuses on technology's role in communication. Combining courses from Communications, Computer Science and Marketing, students in the Media and Technology major learn the medium and the message.

Media and Technology students trace the evolution of mass communications and the development of communication technologies from the printing press to the internet and beyond. They study the role of images and visual messaging in communication. Media and Technology students learn to leverage the power of the internet and the World Wide Web. They learn to use the computer as a tool for designing and publishing graphically rich material. They learn to use the computer as a tool for marketing. More important — Media and Technology students understand technology as a communication tool.

The current catch phrase in communications is social media. *Newsweek* reports that unique online job postings with "social media" in the description tripled from November 2009 to November 2010 reaching more than 14,000 in November 2010. They further report that recent college



graduates make between \$30,000 and \$40,000 annually, while those with a few years of experience can earn between \$50,000 and \$75,000. Since social media is a young industry, there are few experienced professionals. These positions offer new graduates a terrific opportunity to break into an overcrowded job market¹. At Villanova, Media and Technology majors are learning the skills they need to break into this growing industry.

Have you entered the twenty-first century? Or, do you still phone home?

Prospective students interested in learning more about **Villanova University's Media and Technology major** can visit www.parttime.villanova.edu or call 610.519.4300.

¹<http://money.usnews.com/money/careers/articles/2010/12/28/rise-in-social-media-jobs-means-opportunity-for-job-seekers?PageNr=1>

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Jim Johnson
Director, Part-Time Studies

From the Director

Alpha Sigma Lambda is the only national academic honor society dedicated to the encouragement of degree completion for adult, part-time students. Villanova's Mu chapter has been active in ASL since 1958. Each year students who meet the academic qualifications for enrollment in ASL are invited to participate in our induction

ceremony. These invitations go out to our candidates who qualify in late spring.

Annually, ASL offers eight \$1,600 scholarships to adult students throughout the country on a competitive basis based on academic standing and need. Qualifications for the scholarship include: 30 credit hours at Villanova, enrolled as a degree candidate, be 24 years of age or older and have a minimum 3.20 cumulative grade point average. Applicants do not have to be members of ASL to apply. The deadline for submitting an application for this scholarship is April 30, 2011. Applications and instructions for applying may be obtained from Marie McHale in the office of part-time studies, 107 Vasey Hall or call 610-519-4305. I encourage you to apply for this scholarship program.

We need your help! While we advertise our adult, Part-Time Studies degree programs in many venues including print, direct mail and email, radio, web search engines, Facebook and others, many of our new applicants come to us because they were referred by family members, friends, employers and associates who have graduated from Villanova and enjoyed their experience, as well as value the benefits of their Villanova education. We ask that you spread the word to your family, friends and work associates of your Villanova experience and the opportunities available to part-time students at Villanova. Too often, people associate Villanova with the traditional degree programs offered to 18 to 22 year old students and are not aware of the programs available to adult working students and the competitive cost of our part-time tuition in the adult student marketplace. If your place of employment has electronic bulletin boards or facilities for getting our printed program information in front of employees, please contact Mary Bustamante or me. We will provide you with materials to leave in the workplace that promotes our degree programs.

Best wishes for a successful spring semester!

Summer Sessions 2011

Villanova's Summer Sessions program was inaugurated in 1918 to assist students in accelerating their education. Since then, enrollment has increased from 70 to over 3,600 students. By taking the maximum number of courses allowed in the three summer sessions, an undergraduate can complete the equivalent of a semester's work. Course requirements are the same as those stipulated in the University Catalog.



Additionally, the 2011 Summer Sessions will offer 45 undergraduate courses in distance learning format. Registration began March 8.

Summer Session I

Tuesday, May 31 – Final Registration

Wednesday, June 1 – Classes begin

Wednesday, June 29 – Last Day of Class/Final Exam

Summer Session II

Thursday, June 30 – Final Registration

Friday, July 1 – Classes begin

Monday, August 1 – Last Day of Class/Final Exam

Summer Session III

Tuesday, May 31 – Final Registration

Wednesday, June 1 – Classes Begin

Monday, August 1 – Last Day of Class/Final Exam



Nancy Hartline Bercich
Program Director, Information
Systems and Media &
Technology, Part-Time Studies

B.I.S. Update: Learning for Joy and Livelihood

As a college freshman, I remember my advisor asking me why I was there. I don't remember my answer, however, I remember his response: "You are not here to get into graduate school. You are not here to get a job. You are here to learn. Concentrate on learning and everything else will follow." I would like to offer you similar advice; concentrate on learning

and see what happens.

Learning can be exciting. Remember the expression on your daughter's face the first time she rode a bicycle; that's the excitement of learning. What excites you? Is it technology? Does history give you chills? Have you always wanted to learn a foreign language? Now is the time!

Learning can be scary. Remember your daughter; she was scared of what would happen when you let go. Did she fall? She probably did, but she tried anyway. Does calculus scare

you? Take it anyway. Take it not because you need to, but because you will learn something. Take it because, knowing nothing about the subject, you will learn more than you have learned in any other class.

Think about the classes you are taking now. What are you focusing on when you are in class? Are you focusing on learning or your grade? Every semester a student will ask, "Will this be on the exam?" The simple answer is, "I don't know." If I am telling you something, it is because I believe it is important for you to hear and understand it. I have used it in the past and found it useful. Learn it. Study it. Commit it to memory and you will not only pass, you will earn a good grade.

Well, I did concentrate on learning. That Computer Science course led to a career. That Advanced European History course fascinated me. The topic that was not on the Data Structures final was an interview question. In case you are wondering, I did get into graduate school and I did get a job.

From Your University Senate Representative



Susan Leighton
Media and Technology

Several groups addressed the University Senate since September. Some items of interest to Part-Time Studies students:

1. Student Government (SGA) addressed the Senate with information about their upcoming goals and efforts. The SGA is seeking to create a greater sense of community and collaboration of all groups on campus. Acknowledging

the needs of the different constituent student groups on campus and developing positive relationships with various offices on campus as well as the Radnor community are goals the SGA is making an effort to reach in the next year.

2. The Senate was addressed by Mr. Bob Morro with an update of the Campus Master Plan, including:

- Updating Academic Space such as The Performing Arts Center, faculty offices, classrooms and Falvey Library
- System wide needs are being addressed such as accessibility, infrastructure, safety and building conditions
- A new pedestrian friendly campus landscape that will reduce vehicular traffic in the campus core.

3. President Fr. Donahue presented his annual address in December. The state of the University is very good, it has been a successful year but there is more to be done. Some items to be addressed by following the University's Strategic Plan are:

- Strengthening our UG programs by refining academic offerings making them more interdisciplinary and tying them more closely to our Augustinian mission.
- Seeking to enroll high achieving students from diverse backgrounds by increasing the level of financial assistance.
- Invigorate Graduate Programs
- Increase endowment

4. The University's operating budget was presented and passed. Most of us are already aware that the budget includes a 3% increase in tuition for Part Time students in 2012 and a 3% increase in Summer School tuition.

5. The University is considering becoming a "Fair Trade University" which would add to our continuing commitment to the Fair Trade ideals.

Respectfully, Susan Leighton

Become a Certified Associate in Project Management

This spring, in conjunction with the Delaware Valley Chapter of the Project Management Institute, Villanova University's Continuing Studies Office is offering an accelerated course focusing on project management which will prepare students for the Certified Associate in Project Management (CAPM®) credential examination.

Project management is a vital aspect of daily business life and encompasses initiating, planning, interpreting data, and working with individuals on particular assignments.

Possessing these skills, and receiving a formal credential, would make a particular candidate stand out according to James Kane, Director of Continuing Studies and Suzanne Allen, Assistant Director.

"The CAPM® credential will tell future or current employers that you can be a project manager. It gives the student more marketability both within a company and in terms of their career development," Kane says. While the course is designed with individuals of all ages in mind, those about to graduate, and those who have recently graduated could benefit tremendously. "It is a great fit for continuing students, particularly seniors or recent grads, looking for something to give them a leg up in the job search process," Allen says.

The course consists of three, all-day consecutive Saturday classes and upon completion students will have acquired the 23 hours of formal education necessary to sit for the CAPM® certification exam. While this course, along with the other programs offered by the Continuing Studies division, is not for credit and does not count towards a Villanova degree, "it is a great way to gain Project Management fundamentals and a great credential," Allen says.

The class, which is being offered for \$850, includes all materials and meals, and allows students to keep the



extensive and detailed PMBOK 4th edition book, a PMI® resource that is frequently referenced during actual projects. The course teaches students how to effectively and efficiently delegate and oversee the various aspects of project modules, which can run the gamut from finances, scheduling, logistics and human resource management.

"I encourage students to think about project management early in their career; the employer [will see] not only a Villanova degree, but the CAPM® certification too, which leads to a better role, and hopefully better compensation," Kane says. "It is a boost to your career."

Prospective job searches and looking for opportunities within your current organization may be easier with this added and internationally recognized credential. "We think this course [and certification], is going to enhance a resume; it's really geared towards those individuals who want to expand their opportunities in the workforce," Kane says. "It will boost your future now."

For more information on the next CAPM® course, which starts November 5, 2011, please contact Suzanne Allen at suzanne.allen@villanova.edu or 610.519.5240.

Important Dates for Spring 2011

Tuesday, April 5	Fall Registration Begins for Matriculated Students
Friday, April 15	Fall Registration Begins for Non-matriculated and Post-graduate Students
Wednesday, April 20	Easter Recess Begins (after last class)
Tuesday, April 26	Classes Resume
Thursday, April 28.....	Final Day of Classes
April 30 – May 6.....	Final Exams
Friday, May 13.....	A&S and BIS Recognition Ceremony
Saturday, May 14.....	VSB Recognition Ceremony
Sunday, May 15	Graduation



Continuing Studies HR Program Hosts Roundtable

Last July, Continuing Studies hosted a roundtable discussion on concerns that the economy had severely impacted the HR profession and that programs such as the PHR/SPHR certification were becoming casualties with companies reducing expense in the areas of travel, training and tuition benefits. All regional SHRM chapter presidents and education chairs were invited to the Villanova University Conference Center for lunch and a discussion about the fall 2010 semester.

Villanova wanted to hear from its partners to learn what might be done to help to help encourage enrollments in this difficult economy. Kelley Cornish, president of Philadelphia SHRM and Sheila Scanlon, certification chair, Philadelphia SHRM, joined other SHRM chapters including Greater Valley Forge, SEPA, Pottstown, Delaware County and others, in a lively discussion about how we should move forward. Acting on feedback gleaned from these discussions with Cornish, Scanlon and their colleagues, Villanova offered a scholarship to each SHRM Chapter for fall 2010 and asked the chapters to be advocates for Villanova's programs.

As a result, Villanova had a great fall 2010 enrollment. Over 230 Human Resources professionals attended a Villanova SHRM Learning System class in 11 different locations around the Delaware Valley. This represented an increase of 28% from the previous fall. Each student who

attended a class at the Philadelphia locations—KPMG and Towers Watson—also benefited the Philadelphia chapter. This is because Villanova University and Philadelphia SHRM have a long standing agreement whereby Villanova shares a portion of the tuition with the chapter. These programs benefit HR professionals in their career as they become certified, and they also benefit chapter members.

Villanova University was recognized in May 2010 by SHRM as the #1 University in the country offering the SHRM Learning System certification course. In fall 2010 we were notified that Villanova University student pass rates exceeded the national pass rate for the seventh consecutive year for both self-study and college/university programs. Expert faculty, end of semester reviews, and online testing tools give students a value-added experience. Continuing Studies also offers the Global Professional Human Resources (GPHR®) certification. This program is geared for those who work for international companies and deal with issues unique to international HR. Continuing Studies additionally offers the Essentials of HR, a course designed for those new to the HR function or business owners trying to navigate the complexities of managing people. For more information, visit: www.continuingstudies.villanova.edu

Jump Start Your Job Search!

Saturday, April 16, 2011 • 9:15 am to 3:00 pm

Villanova University • 800 Lancaster Ave. • Villanova, PA 19085

An interactive day of information and ideas to assist you in finding the right new position more quickly. All attendees will receive job search resources.

• Three Keys to a Successful Job Search Campaign

Matt Levy, Senior HR Generalist and Career Coach

Matt will highlight the importance of a great attitude, a mutually beneficial networking approach and just the right amount of assertiveness to spice up your job search and help you land the job you desire.

• Networking Tips and Tricks

Amy Dimming, Training and Development Professional

A lively interactive session of networking.

• Negotiating to Win

Ford Myers, President of Career Potential LLC

The reason we can't or won't negotiate is not because we are incapable of doing so, but rather because we just don't know how. You will learn the rules to successfully negotiate your compensation for your new job.

• Finding Work You are Passionate About in an Organization that Shares Your Values

Brian Fishbone, Global Training Specialist and Career Coach

Brian will discuss tools to identify meaningful work in organizations that share your values.

• Lunch and Networking with fellow participants and speakers.

Please bring your lunch. If possible, also bring your business cards, introductory elevator speech, networking profile and target company list. If you don't have them, you will learn about these tools.

Registration will close on Wednesday, April 13.

This event is sponsored by the Outreach and Workforce Development Committee of the Greater Valley Forge Human Resources Association and Villanova University. Both GVFHRA members and non-members are invited to this event.

Register under events at www.GVFHRA.com

Questions? Contact brenda.grove@villanova.edu



Joann Martin

Bachelor of Interdisciplinary Studies in General Studies

Alumni Profile

Throughout Joann Martin's career she has been a part of many teams and accomplished numerous goals in the companies she worked for. She coordinated, maintained, assisted and managed teams and projects in organizations such as Turner Broadcasting. Although the positions were satisfying they never fulfilled the desire to help people nor were they taking her in the direction she wanted to go. Fulfilling her dream of becoming a nurse became a top priority in 2008.

Martin had started her college degree at Villanova in the early 1990s but left after completing two and a half years to start a career. In 2008 she realized it was time to relocate back to the area to be closer to her family and to complete her degree. She reapplied to Villanova through the Part-Time Studies program and worked towards a Bachelor of Interdisciplinary Studies degree. She was able to incorporate the prerequisites needed for nursing school into her course study.

Martin says that the program helped in working towards her goal of becoming a nurse because she was able to have flexibility with scheduling classes in order to continue to work. According to Martin, she has gained tremendous knowledge and wonderful experiences through the Part-Time Studies program. "The staff, faculty and advisors were always helpful and always there to make the college experience as an adult rewarding," said Martin.

She completed her undergraduate degree through the Part-Time Studies program in September 2010 and has been accepted into the *BSNExpress* Nursing program at Villanova where she will start in May.

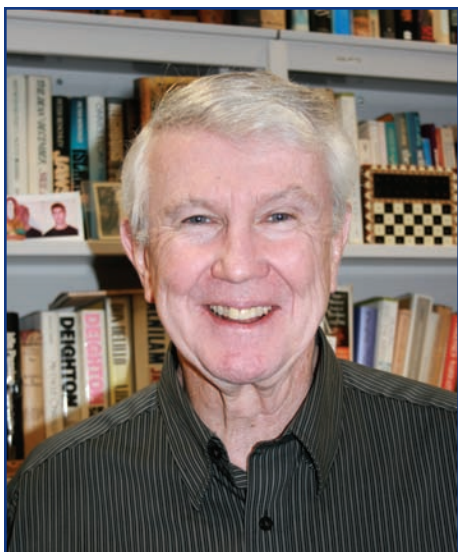
Student Spotlight

When layoffs were announced at Adam and Vanessa Cohen's workplace, Vanessa decided it was critically important to improve her resume, so she quickly obtained an associate degree from Delaware County Community College and signed up for the guaranteed admissions option with Villanova University. "It was important to me to have a plan and stick with it, and the Part-Time Studies program made that possible." Adam was so impressed with the flexibility of the program and the value of a Villanova education that he decided to enroll as well, and neither has regretted the decision.

Initially, the Cohens majored in Leadership Studies, but when the new Media and Technology major was created, they knew it was a perfect fit for their diverse goals. Vanessa had a background in computer science and was interested in a career as a project manager. Adam had a communications background and was interested in pursuing digital media and web development. The interdisciplinary approach of the Media and Technology major combined their interests and professional goals perfectly. The Cohens greatly appreciate that the major teaches a variety of useful skills, from creating databases to developing graphic images and websites.

Both Cohens are impressed with the emphasis Villanova University places on public speaking. Adam notes, "We had a Business and Professional Communications class and a few classes with Professor McCloskey early on that really forced us to improve our ability to speak in front of an audience. That skill helped immensely in later classes, as well as in the workplace." Vanessa particularly appreciated the project management course she took that enabled her to obtain a job as a project manager at BNY Mellon just a few months later. Adam discovered a new skill with Photoshop in the Computing with Images class that he hopes to apply in future graduate studies.

It is not always easy living, working, and attending classes together. "We're very competitive with each other," Adam notes, "but it is also a huge help to be able to work together on group assignments and discuss course topics when one of us is struggling." The Cohens are excited to be graduating together after a lot of hard work and effort. Vanessa notes, "Finding time to spare in our busy personal and work lives for both of us to go to school required dedication and sacrifice, but that makes achieving our goal and obtaining our degrees together all the more gratifying."



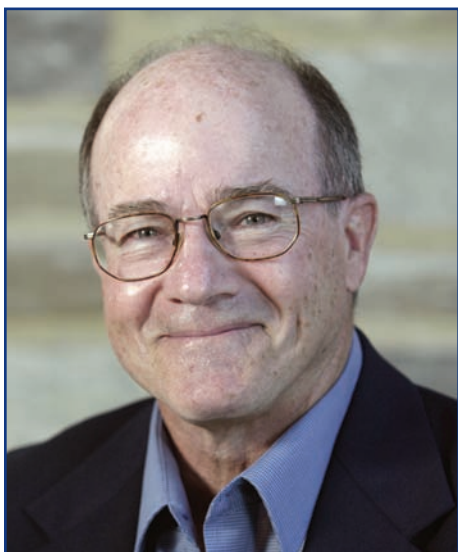
Charles L. Cherry, Ph.D.
Professor, English Department

Focus on Faculty - Dr. Charles Cherry

Charles L. Cherry, Ph.D., joined the faculty in 1968, having taught previously at the University of North Carolina at Chapel Hill, where he received his M.A. and doctorate degrees. Previously he was a member of the Yale University Southern Teaching Program at Miles College in Alabama, where he worked with John Monro, former dean of Harvard, to develop an experimental English program and to work in the community in voter registration and desegregation efforts.

Dr. Cherry's research and publications have covered many areas, including literature, film, business communication, academic administration, and studies in Quaker history and culture. With study grants from the American Philosophical Society, National Endowment for the Humanities, the English-Speaking Union, and a T. Wistar Brown Fellowship at Haverford College, he published "A Quiet Haven: Quakers, Moral Treatment, and Asylum Reform" (1989) and for the last twenty years has been editor of *Quaker History*, based at Haverford College. He has also co-authored two textbooks: "Contemporary Composition" and "Write up the Ladder: a Commonsense Guide to Better Business Communication."

Dr. Cherry was director of the Honors Program for five years (1972–77); an American Council on Education Fellow from 1977–78 serving as assistant to the president at the University of Pennsylvania, was associate vice president for Academic Affairs at Villanova from 1978–1994, and chair of the English Department from 1996–2004. He has been involved in the Part-Time Studies program for many years and notes, "The blend of ages and experiences of the students is an exciting mix. Some of my most satisfying teaching experiences have occurred in the evening classes."



Michael W. Varano, Ph.D.
Professor, Department of Economics and Statistics

Focus on Faculty - Dr. Michael Varano

Michael W. Varano, Ph.D., came to Villanova University in 1968 as a faculty member in the Department of Mathematical Sciences. He is currently a faculty member in the Department of Economics and Statistics, a planned move to the Villanova School of Business after an invitation to attend the Advanced Institutes of Information Systems at the University of Minnesota and Indiana University. The Advanced Institute provided the basis for developing courses and establishing a research track in management information systems at Villanova, which, at the time was an evolving discipline in business research and academic area of study. Dr. Varano received his doctorate in Statistics and Operations Research from the Wharton School of the University of Pennsylvania.

Research articles by Dr. Varano have appeared in journals covering such areas as cancer research (biostatistics), information systems and systems research and behavioral science. He is currently teaching Business Statistics. His contributions in the classroom have been recognized and he often mentions that several of his former graduate students have returned and are current faculty at Villanova.

Professor Varano said that he "enjoys the opportunity to be part of the academic experience of students in the Part-Time Studies program. The mix of academic backgrounds and levels of maturity in the program often brings a fresh, if not different, perspective on the course material, which adds to the classroom experience." Students with family and work obligations add to the experience with their strong sense of purpose and the need to understand the application of the principles of the discipline as it relates to their job or profession.

Part-Time Studies
Villanova University
800 Lancaster Avenue
Villanova, PA 19085-1699



SPRING 2011 NITELINE



VILLANOVA
UNIVERSITY

Have You Considered Information Systems?

A bachelor's degree in Information Systems from Villanova will prepare you to work in 3 of the 30 fastest-growing occupations in the U.S.!

Occupation	Postsecondary Education	2008 Employment	Projected 2018 Employment*	Change Percent	Change Number
#2 – Network systems and data communications analysts	Bachelor's degree	292,000	448,000	53.4	156,000
#15 – Computer software engineers, applications	Bachelor's degree	515,000	690,000	34.0	175,000
#24 – Computer software engineers, systems software	Bachelor's degree	395,000	515,000	30.4	120,000

*Bureau of Labor Statistics

The Bureau of Labor Statistics is an independent statistical agency charged with collecting, analyzing and disseminating economic information to support public and private decision-making. (Bureau of Labor Statistics, 2010) The Bureau of Labor Statistics regularly releases a list of the 30 fastest growing occupations in the United States. By their estimate, the U.S. economy will add 451,000 new jobs in the Information Technology field between 2008 and 2018. More information is available at: Bureau of Labor Statistics. (2010, December 2). Retrieved February 7, 2011, from United States Department of Labor: www.bls.gov/bls/infhome.htm; and Bureau of Labor Statistics. (2009, December 11). Retrieved February 7, 2011, from United States Department of Labor: www.bls.gov/news.release/ecopro.t07.htm