New Ad Campaign Highlights “Be Colonel”

Wilkes University’s new advertising campaign urges prospective undergraduate students to “Be Colonel.”

The campaign relates true student experiences through youthful, animated graphics and photos of Wilkes students, faculty and buildings. Last fall, a 30-second television commercial aired on MTV, VH1, ABC Family, ESPN and Spike in the Scranton/Wilkes-Barre area and in some regional movie theaters. The commercial encouraged viewers to visit BeColonel.com, where videos, produced in the same graphical style, highlight the experiences of individual Wilkes students.

The campaign builds on the success of the previous award-winning campaign, “A Majority of One.” The new campaign demonstrates how Wilkes’ culture of personal attention and hands-on learning helps students unlock their potential, find their purpose and reach their goals. Philadelphia advertising agency 160over90 produced the campaign.

Education is an Adventure at Wilkes

Education at Wilkes University may involve lectures, books and laboratories. It also can include climbing a rock wall, navigating ropes courses and maybe even skydiving. These elements make up the adventure education program at Wilkes, a unique curriculum designed to engage students in fun, alternative learning experiences through physically demanding activities.

“A few years ago, we were looking for opportunities to expand the use of our recreation space,” says Mark Allen, dean of student affairs. This led to the installation of the Step Up rock wall, as well as high and low ropes courses. Step Up is a facet of the adventure education program designed to encourage team building.

Gabriel Lamberti was hired as the first adventure education coordinator in September 2009 and is charged with helping faculty incorporate adventure education into more traditional classes. Lamberti holds a bachelor’s degree in outdoor education from Prescott College. His professional experience includes work as an instructor for outdoor activities, from rock climbing to mountain biking, consultant for outdoor education programs, and facilitator for ropes and challenge courses.

Under Lamberti’s supervision, the Step Up rock wall and ropes courses provide practical leadership tools, lessons on group dynamics, and opportunities to enhance communication and social skills. In addition to the indoor facilities, the adventure education program serves as a base of operations for off-campus outdoor trips. During the fall 2009 semester, Lamberti led a whitewater rafting trip in the Lehigh Gorge.

The adventure education program provides many unique opportunities for students in the classroom. Allen and the assistant director of the learning center, Blake Mackey, have utilized the Step Up program in their first-year foundations classes. Step Up has also been used by several Wilkes University clubs and leadership classes, as well as a number of area high schools.

“One of the best things about the Step Up program,” says Lamberti, “is that it is flexible enough and diverse enough for people to run through different elements of the same course several times and get new experiences each time. The most interesting aspect of my work is to watch the personal and team-related growth that is achieved through adventure education.”
Wilkes Offers First Doctor of Nursing Practice Degree in Northeast Pennsylvania

Wilkes University offers northeast Pennsylvania’s first doctor of nursing practice degree. This degree—deemed the industry standard for educating advanced practice nurses—will enroll its first class in summer 2010. Wilkes will offer the degree online to accommodate the needs of busy health-care professionals. Only one weeklong residency is required to complete the program.

The new doctoral program meets a health-care industry need. According to the American Association of Colleges of Nursing, all new advanced-practice nurses in the United States will be educated at the doctoral level by 2015. Advanced practice nurses include nurse practitioners, nurse midwives, nurse anesthetists and clinical nurse specialists. Master’s degrees are currently required for those specialties.

Bernard Graham, dean of the Nesbitt College of Pharmacy and Nursing, says, “The change to require doctoral degrees puts nursing on a par with other health professions. In the future, nurses who take leadership roles in nursing practice will have doctorates like the one we are offering at Wilkes.”

The program also responds to a continuing nursing shortage regionally and nationally. Demographic data in Luzerne and Lackawanna counties reflects an aging nursing population that will contribute to a shortage of nurses.

The program’s directors are Deborah Zbegner and Bridgette Zielinski, both associate professors of nursing. Individuals enrolled in the program will be able to choose among three concentrations: gerontology, psychiatric/mental health and nursing management. Advanced-practice nurses who have completed a master’s degree can earn the doctorate by completing 30 credits in about two-and-a-half years. Nurses with a bachelor’s degree enrolling in the program will complete 67 credits. Students with a bachelor’s degree who enroll part-time will complete the degree in about five years.

For more information about the doctor of nursing practice degree, please call (800) WILKES-U, ext. 4234 or (570) 408-4234 or visit www.wilkes.edu/dnp

$2.9 MILLION GRANT FROM PENNSYLVANIA DEPARTMENT OF EDUCATION TRAINS HIGHLY QUALIFIED TEACHERS

Wilkes received a $2.9 million grant from the Pennsylvania Department of Education to provide training for middle-school teachers in science or math. The training is provided in six regions which include school districts in Berks, Lackawanna, Luzerne, Monroe and Montgomery counties. The classes are offered free of charge to teachers. Mary Kropiewnicki, associate professor of education and director of the doctor of education program, authored the grant.

Administered under the Eligible Partnerships Postsecondary Grant Program, it will train more than 200 teachers to be certified in math or science at the middle-school level. The certification ensures that teachers meet the criteria for highly qualified teachers as defined by No Child Left Behind. It also addresses Pennsylvania standards for certification of middle school teachers.
Wilkes Crew Team Continues Legacy of Alumni Rowers

The rowers of Wilkes University’s crew teams—past and present—share a legacy spanning more than two decades.

“Crew is a way of life,” says Amanda Gunther, a junior communications major from Boyertown, Pa., and the current president of the club.

Today’s team, numbering about 15 members, meets behind the Henry Student Center before crossing the Market Street Bridge to get to their boatyard in Kingston. There the team hoists the massive four- and eight-man boats, weighing several hundred pounds each, in the air. They carry them down the dike alongside the Susquehanna River until they reach the water’s edge.

It’s a routine familiar to generations of Wilkes crew team members.

The club began in 1986, the brainchild of then-freshman Bruce Horn ’89, now a math teacher in Savannah, Ga. It became a reality after he convinced his friend Matthew Beekman ’89 to help recruit additional members and a coach. Its membership expanded as interest increased, but there were growing pains.

“One thing I do remember vividly is a new recruit who was really muscular,” explains Beekman, today a Scranton, Pa., resident and partner in the design and marketing firm Jump Motion Design. “He went out on the boat with the coach and was told it wasn’t the amount of arm strength but how you used your entire body (that propelled) the boat. He obviously didn’t listen and began huge pulls on the oars, which caused the entire boat to go under water!”

During the ’90s, the challenges—and camaraderie—continued.

“We were the Bad News Bears of rowing,” recalls John Imperial ’98, now a project engineer for Intralox LLC in Washington, D.C. “The team still tried hard and we pushed ourselves to show up for early morning practices, make up winter workouts, and even (conduct) fundraising events. We didn’t know any better. We just wanted to row.”

The team persevered over the years as additional students took up the sport. Jennifer Fela ’01, a freelance writer and editor based in San Diego, Calif., recalls the thrill that rowers experience working in tandem.

“There is a moment when…it suddenly feels like you aren’t pulling anymore, that there is no resistance from the water,” she says.

“The first time it happened to me I thought something was wrong, but when I glanced over at my oar it was moving through the water in perfect rhythm with the rest of the boat. The feeling of gliding along the water with your friends and feeling connected even without speaking is a great one.”

The current crew team participates in organized regattas throughout the year. They practice alongside the new River Common before and after classes, a lasting testament to the shared vision of two friends from over 20 years ago.

Alumni rowers say they take lessons learned on the river with them when they leave Wilkes.

“That moment of rhythm and balance between the rowers, the boat and the water is what I like most about the sport,” says Fela. “It reminds me to go with the flow to find balance and ease, and this carries over as a good life lesson as well.”

– By Daniel Kautz
Kautz is a junior communication studies major.
Going Green

Graduate Sustainability Certificate Program to Launch in May

A graduate-level certificate program focusing on sustainability in the workplace will launch this May through the Department of Environmental Engineering and Earth Sciences and the College of Graduate and Professional Studies. The program will address the needs of businesses striving to be more environmentally conscious.

The graduate certificate in sustainability management is a 12-credit program designed to give mid-level managers from diverse business backgrounds the knowledge and skills required to successfully plan and lead sustainability projects using national standards, such as LEED, LEAN and Green Guide for Health Care. Designed with busy professionals in mind, courses will be offered primarily online, with limited campus residency required.

For more information, visit www.wilkes.edu/sustainability or contact the College of Graduate and Professional Studies at (800) WILKES-U Ext. 4235.

Wilkes Students Offer Green Solutions in Sustainability Consulting Class

Business, environmental engineering and earth and environmental science students are working as consultants helping businesses adopt more sustainable practices and market themselves as “green” or environmentally friendly companies. The work is being done as part of a class called “Small Business Consultancy” for the business students and “Sustainability Consultancy” for environmental engineering and earth and environmental science students.

Started in 2003, the course is structured like a consulting firm. Teams of students are paired with businesses identified by Wilkes University’s Small Business Development Center. The class is taught by Marleen Troy, associate professor and chair of the Environmental Engineering and Earth Sciences Department, and Ruth Hughes, director of the Small Business Development Center.

Students conduct a needs analysis and an environmental inventory for the businesses that assesses business practices, utilities/energy use, materials use and other issues. They meet with the client to identify two to four areas that the student teams study in-depth to make recommendations for improving practices.

The kinds of businesses involved in the program since its founding have been diverse and include a retail florist, hairdresser, porta-potty business, family restaurant, furniture store, medical equipment distributor, wholesale greenhouse, pet food manufacturer and more.

Recommendations made to the business may include the introduction of more environmentally-friendly products, changes in manufacturing practices, improving energy use and more.

Adopt-A-Lab Program Supports Engineering Department

A new Adopt-A-Lab Program in Wilkes’ Division of Science and Engineering is forging relationships between the engineers of today and tomorrow.

The program—introduced in fall 2009—pairs participating companies with one of the division’s 16 engineering labs. The program brings real-world expertise to the University while offering companies opportunities to access the knowledge and resources of the engineering department and its students.

Sixteen laboratories offer hands-on experience in the engineering program. They include nanofabrication and microfabrication, robotics, fluids and wind tunnel, communications, design and mechanical testing, electrical power and control systems and 10 other subject areas.

Labs in the engineering division give students hands-on experience. PHOTO BY BRUCE WELLER

The first companies participating in the Adopt-A-Lab program are Fairchild Semiconductor, Ben Franklin Technology Center, Keystone Automation, DMI, Tobyhanna Army Depot, Emerson, Lightspeed Technology and Quardrant.

According to Rodney Ridley Sr., director of engineering for the University, companies solicited to Adopt-A-Lab are industry leaders knowledgeable about trends in their fields. “Their expertise, leadership and knowledge will be used to shape purchasing and curriculum decisions to keep Wilkes ahead of industry trends in electrical and mechanical engineering,” he says.

Companies also will provide senior projects and internships for Wilkes engineering students.

For more information about the Adopt-A-Lab program, contact Ridley at (570) 408-4824 or rodney.ridley@wilkes.edu.

Labs in the engineering division give students hands-on experience. PHOTO BY BRUCE WELLER