


# connections

CHARTER OAK STATE COLLEGE NEWSLETTER

AUGUST 2009 VOL. XXXIII NO.2



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STATE COLLEGE  
Degrees Without Boundaries

COMMENCEMENT

Shown (l-r), following June 7 commencement exercises, are Dr. Shirley Adams, Charter Oak Provost; Hartford Courant columnist, Stan Simpson; Charter Oak President Emeritus, Dr. Merle W. Harris; and the College's president, Ed Klonoski. Both Simpson and Harris were presented honorary Doctor of Humane Letters degrees.

## June 7, A Day of Significance For the Class of '09

A husband-and-wife, both of whom work as law enforcement professionals, and a trio of sisters were among the 483 persons – the youngest 20 years old, the eldest 88 – who received their Charter Oak degrees during commencement exercises on June 7. Julia and Gregory Galusky, of Duncan, Arizona, each earned Bachelor of Science degrees from the College. Julia pursued a concentration in Public Safety Administration, while Gregory's studies focused on the area of Criminal Justice.

Three Connecticut siblings, all residents of Stamford, were also proud degree recipients. Both Ruth and Rutha Demosthenes were awarded BS degrees based on their successful completion of requirements in the Liberal Studies concentration. Their sister, Gurlaine, earned her BA while pursuing a concentration in Psychology.

Many of the graduates were in attendance during the commencement ceremony held on the campus of Central Connecticut

State University. Those unable to attend were afforded the opportunity to do so 'virtually' via cyberspace. A Webcast enabled non-attendees to look in on the ceremonies in 'real time.' Fifty-seven percent of those who earned their degrees this year are from Connecticut. The remainder reside in 34 states, the District of Columbia and Canada. Two members of the U.S. Military completed their studies online while serving with their units overseas.

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# THE PRESIDENT'S TAKE



I am writing this in mid-July, and Connecticut has been having a cool, rainy summer. The one 'hot spot,' however, is the College's summer online courses. Our enrollment is up 26% over last summer as adult students continue adding online courses and programs to their educational plans. With online course

enrollments growing nationally at 12% annually, and at an even higher rate here at Charter Oak, the staff has begun a five year planning process to try to understand how the changes in our economy and the needs of adult learners will affect the College.

Looking forward, we are assuming that there will be an increase in price sensitivity among adults seeking degrees, so Charter Oak's affordability will be an advantage. In addition, the steady growth in online enrollments demonstrates that students are embracing this delivery method. We believe they enjoy the flexibility and convenience of online coursework (no driving, no parking, and no wasted time), so we are expanding our catalog of courses and our complement of trained instructors. Finally, everyone from President Obama, on down, is emphasizing how important a college degree is to being workforce ready. With the national unemployment rate touching 10%, even adults with good jobs are considering finishing their degree so that they can be as marketable as possible.

So, as we imagine this brave new world, we can't help but notice that the College offers three key components that

*"...the steady growth in online enrollments demonstrates that students are embracing this delivery method."*

should be in high demand: a degree completion program, affordability and online delivery. With these components in place, we believe we are poised for dramatic growth. As such, we should focus on answering this question: What makes Charter Oak special, and what makes its online courses unique?

It struck us that one of the best sources for answers to this question would be our graduates. So I am asking you to let us know what it is about the College's program that best served you. In addition, I am trying to learn what it is about

Charter Oak's online courses that distinguish them. By the way, I do not assume that either our degree program or our courses are perfect. In fact, at the heart of this exercise is the clear intention to make both

our program and our online courses better. So please send us your thoughts about what served you well at Charter Oak and how we can improve ourselves.

We think the College is poised for growth because it is adult focused and emphasizes flexibility, convenience, and affordability. We want to use this opportunity not just to grow our student body but to take our approach to the next level. We eagerly look forward to receiving your input.

Please send your thoughts directly to me at [eklonoski@charteroak.edu](mailto:eklonoski@charteroak.edu), or leave a message at (860) 832-3876.

**Ed Klonoski**  
President

## A Day of Significance continued from pg. 1

In his remarks to the graduates, Charter Oak president, Ed Klonoski, noted the impact the class of 2009 is expected to have on the current economic landscape. He characterized class members as 'second chance' learners, loosely defining them as adult students who likely attended school on a part-time basis and used more than one educational institution to complete their degrees. He told the graduates, "You represent one of

the key strengths of the American economy and are key elements in our nation's efforts to remain a competitive economical force. You are what I call second-chance learners, and you will become major factors in our economic recovery."

Klonoski also told the graduates, "You are students who left the higher education highway at some point, for some reason, and then decided that you wanted back on. Well, I am proud

to lead an institution that is devoted to providing second chances to learners like you."

The graduation ceremony included the awarding of honorary degrees to Charter Oak President Emeritus, Dr. Merle W. Harris, and longtime Hartford Courant columnist, Stan Simpson.

Since its establishment in 1973, Charter Oak has awarded more than 10,000 degrees. 🌱

## Greetings From Your Alumni Association

Welcome to a new edition of *Connections*!

Back in January, President Ed Klonoski made development of our Charter Oak alumni base one of his top priorities. Since that time, we have drafted a strategic plan for alumni relations, have surveyed our alumni, and commissioned an alumni study by the University of Connecticut's Department of Public Policy to assist us in discovering ways in which we might refine our approach to alumni relations. The outcomes of these efforts will guide us in establishing and sustaining a more active and engaged alumni base here at Charter Oak.

During the course of the next year, you will begin to see several changes in the benefits and services the College offers its alumni. From additional programming and services to new benefits for Alumni Association members, Charter Oak is committed to reinforcing the notion that our alums are our best ambassadors.

One of the changes you'll observe is the overall content of this *Connections* newsletter. Beginning with this issue, you'll note expanded news and information targeting our ever-growing alumni audience. We'll need your assistance to achieve this important objective. So, if you have news to share – marriages, births, job promotions, completion of advanced degrees, etc. – please send your information, along with supporting photographs, to [jjakubowski@charteroak.edu](mailto:jjakubowski@charteroak.edu), and we will spread the word on your behalf.

Meanwhile, enjoy this issue of *Connections*, and remember – we look forward to hearing from you! As an alum, you are a most important aspect of our college community.

*Cordially,*

*Carlo Esidore*

*President, Charter Oak State College Alumni Association*

*Jason Jakubowski*

*Director, Corporate, Community & Alumni Development 🌱*



Carlo Esidore  
President, Charter Oak State College  
Alumni Association



Jason Jakubowski  
Director of Corporate, Community  
and Alumni Development

## Alumni Association Names New Officers, Board Members

Carlo Esidore has been elected to a second term as president of the Charter Oak State College Alumni Association. His executive team includes vice president, Edgar Rodriguez; Secretary, Carolyn Brown; and Treasurer, Marcia Anderson-Esson.

The officers will work closely with veteran Board members John DeCarlo, Karianta McCaw, Bruce Nieman, Joan Palmer and Kathie Read, each of whom was re-elected to serve an additional term. Other members of the Board are Donna Brewer, Steve Foerster, Midge Pych, Jeff Sorrell and Matthew Geisler.

The Association continues to solicit active alumni participation in its

planning activities. Should you have interest in working with this dynamic and dedicated team, please express your interest to Jason Jakubowski, Charter Oak's Director of Alumni Development. He may be contacted at [jjakubowski@charteroak.edu](mailto:jjakubowski@charteroak.edu) or by calling 860-832-3902. 🌱



Carlo Esidore begins second term as  
Alumni Association president.

**connections**

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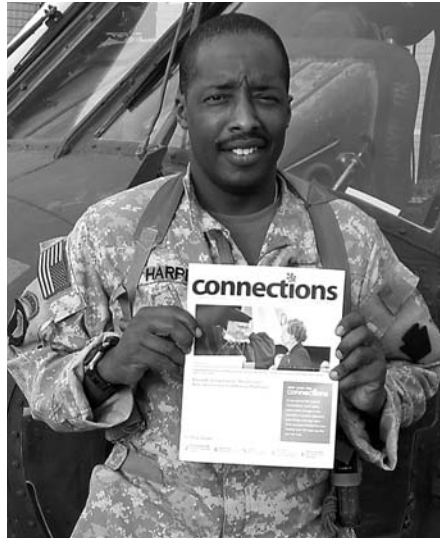
*Chuck Albert, Editor*

*State of Connecticut  
M. Jodi Rell, Governor*

Board for State Academic Awards  
*Ed Klonoski, Executive Director*

## 'Connections' in Iraq

It seems that *Connections* really gets around...as does Charter Oak alum **Stephen Harper**, class of '99. Stephen, who served a stint in Iraq in 2003 as a National Guard helicopter pilot, is currently there on a second tour of duty. Since receiving his Charter Oak degree, he has earned a master's in Environmental Management and Policy from the American Military University. He is employed as a research scientist and, following his current Iraq assignment, will continue his doctorate studies which he began last year at Walden University.



Stephen Harper, '99



The sky's the limit! An adventurous Carlo Esidore, Charter Oak State College Alumni Association president (bottom), took to the skies during a recent vacation trip to Florida. Thankfully, he landed on his feet and is again hard at work leading the Association to new heights.

## Shahid Khokhar is D'Amato Award Recipient

The 2009 D'Amato Graduate Studies Award, a cash award presented annually at Charter Oak commencement exercises, has been given to Shahid Khokhar who graduated in March of this year with a Bachelor of Science degree in Business Administration. He has since enrolled in the MBA program at Southern Connecticut State University.

Khokhar was accepted into Charter Oak and its CT WAGE program in 2008. CT WAGE is designed to assist low-income, working parents with dependent children in completing a college degree. To be eligible for D'Amato Award consideration, individuals must hold a Charter Oak degree, must be a Connecticut resident and have been accepted into an accredited graduate program.

Following completion of his master's degree, Khokhar – a newly-appointed member of the Charter Oak Alumni Association's Board of Directors – intends to pursue a career as a Certified Public Accountant. He resides in Oakville, CT with his wife and two young children. ✨

## Charter Oak To Develop Master's Degree Program

Charter Oak State College has received legislative approval to offer graduate (master's) level degrees. Approval was the first step in a lengthy process that will enable the College to accept candidates in quest of an advanced degree. Charter Oak will now focus on development of a master's program to be submitted to the Connecticut State Department of Higher Education for approval and to the New England

Association of Schools and Colleges (NEASC), our regional accrediting association, for a substantive change approval.

Charter Oak will remain true to its mission of serving adult students in a flexible and affordable format and will expand that mission to accommodate the requests of many of its graduates and other interested parties to also offer graduate programs online.

During the next few months, the College will be sending a survey to both its graduates and currently-enrolled students to determine interest levels in a master's program. When you receive your survey, please take the time to complete it. Your input will be most valuable in helping us determine the direction we ultimately take in online graduate education. ✨

## Seven Grads Share Cassiday Award

Three Connecticut residents and fellow members of the class of 2009 from Nevada, California, Florida and Texas, were named recipients of the Doris G. Cassiday Award, presented annually to Charter Oak graduates who have achieved excellence in innovative learning and who exemplify the essence of the Charter Oak mission.

Recognized were Niantic, CT resident, Fauna J. Eller who was awarded a Bachelor of Science degree with a concentration in Business; Hanna A. Grymeck, from New Britain, CT, who earned her B.S. in History; and Baltic, CT's Dale E. Walters who graduated with a B.S. in Information System Studies.

Other Cassiday award recipients included Julia L. Bartlett of Reno, NV, who earned her Bachelor of Arts in Liberal Studies at the age of 87 while maintaining a GPA of 3.89; Angel V. Gomez, a Rancho Cordova, CA resident who received his B.S. in Individualized Studies while maintaining a 3.97 GPA; Larri A. Rosser, of Ft. Worth TX, who earned a Bachelor of Science in Information System Studies; and Miami, Florida's Maria T. Pringle who received her B.A. in Individualized Studies.

Pringle, acknowledging her award in correspondence to the College, said, "The award would remind me of the lifetime opportunity that Charter Oak provides to experienced people who don't have free time to become part

of a recognized academic community and earn a degree. I am proud of my Charter Oak bachelor's degree; it is worth every minute I dedicated to it."

The Cassiday Award, which recognizes individuals who avail themselves of a broad range of learning options while earning credits both inside and outside the classroom setting, was created in 1998 in the name of Doris Cassiday, a founding member of Charter Oak State College, in recognition of her longstanding commitment to higher education. She currently serves as Assistant Director of Academic Programs at the College and as an academic counselor. 🌱

## Alumni Association Citation To John DeCarlo



Alumni Association president, Carlo Esidore (l), presents the 2009 Alumni Citation award to John DeCarlo during the Association's annual meeting.

Each year, your Alumni Association recognizes a Charter Oak graduate for both outstanding achievement in his or her field of endeavor and significant service to the College. This year's Association Citation recipient is John DeCarlo, a member of the class

of 2004. The award was presented to DeCarlo by Association president, Carlo Esidore, during the group's annual meeting held in May.

DeCarlo, who is Chief of Police in Branford, CT, has been a long-time

member of the Alumni Association's Board of Directors and, during that time, has dedicated himself to promoting Charter Oak and its programs to prospective students. Both the Association and College have benefited extensively from the leadership role he has assumed over the years and from the vigorous manner in which he has approached his responsibilities as a Board member.

Following his graduation from Charter Oak, DeCarlo went on to earn an M.S. in Criminal Justice from Tiffin University, an M.A. and M.Phil from the City University of New York John Jay College and is currently pursuing his Ph.D. in Criminal Justice at the City University of New York Graduate Center. He also serves as Adjunct Professor of Criminal Justice at Charter Oak teaching courses related to the College's Public Safety Administration program. 🌱

## Leave A Legacy

As a Charter Oak State College graduate, you've no doubt realized many of the personal and career benefits a college degree delivers. We are keenly aware of those who require assistance in completing the degree that will propel them into a productive future, but non-profit institutions like Charter Oak depend on the generosity of alums and friends to provide financial assistance to those in need.

We note, with pride, Charter Oak's consistent growth in course development, enrollment and national prestige – rewarding

achievements born of a supportive collaboration between administration, alumni and friends of the College. Without that support, however, we would struggle to strengthen our 'delivery' capabilities. By making bequests and other 'planned gifts,' you, as an alumnus, would help Charter Oak continue to make an important difference to its students 'in need.'

What better way to thank the institution that has had a positive impact on your life than to consider making a contribution from your estate through a bequest? That bequest, large or small, will positively

impact Charter Oak's ability to sustain its mission to serve future adult learners just as it has served you. Depending on current tax laws, leaving a gift to your alma mater may significantly reduce the estate tax burden on your heirs.

We ask, simply, that you give serious consideration to including Charter Oak State College in your estate planning process. Please direct any questions or comments you may have to Sheila Perry-Reveron at the College. She may be reached by telephone at 860-832-3879 or via e-mail: [srveron@charteroak.edu](mailto:srveron@charteroak.edu). 🌱

## BSAA, Foundation Seat New Board Members



New Board Members, shown (l-r):  
Eric M. Janney, Esquire  
Kathleen Richards  
Michael D. Nicastro



New College Foundation Board Members  
Michelle Milczanowski, Diane Alverio

The Board For State Academic Awards (BSAA) and the Charter Oak State College Foundation have named new members to serve on their boards of directors. The BSAA, Governing Board for Charter Oak State College and the Connecticut Distance Learning Consortium, has announced the appointments of Eric M. Janney, Esquire, of Pawcatuck, CT, Michael D. Nicastro, of Bristol, CT, and Kathleen Richards, a Portland, CT resident, as Board members. Current Board member, Lenny Winkler, has been appointed new Board Chair.

Attorney Janney, a graduate of the UConn Law School, also sits on the boards of Lawrence & Memorial Hospital and H.O.P.E., Inc., both New London, and the Chelsea Groton Saving Bank. He is a member of President's Council and the Development Committee for the Mystic Aquarium and Institute for Exploration.

Nicastro, who earned a law degree from Western New England College, currently serves as President and CEO of the Central Connecticut/Greater Bristol Chamber of Commerce and has extensive career experience in the areas of technology and marketing.

Ms. Richards, an executive with a prominent utility contractor, has been a member of the Portland Board of Selectmen and that town's Board of Education. She earned her bachelor's degree from the University of Connecticut, her master's from the University of Hartford, and an online Project Management degree from Maryland's George Washington University.

Joining the board of the College's Foundation are two prominent Connecticut business owners, Diane Alverio and Michelle Milczanowski. Ms. Alverio, president of the public relations firm that bears her name, is also a veteran broadcast journalist. She has twice been named one of the "100 Most Influential Hispanics in the U.S." by *Hispanic Business Magazine* and has served as president of the Board of Directors of the Washington, D.C.-based National Association of Hispanic Journalists.

Ms. Milczanowski, whose expertise is in the field of fundraising, consults to non-profit organizations to improve management efficiency and effectiveness in the fundraising process. She is a graduate of the University of Central Florida and serves as a member of Charter Oak's adjunct faculty. 🌱

## College Expands Alumni Interactive Resources

In the past, a pair of easy-access Web sites has made it possible for Charter Oak graduates to communicate with their fellow Charter Oak alums about an array of subjects – professional experiences, career-related challenges and objectives, job opportunities and the like. We've received very positive feedback about the value of these resources – the Alumni Discussion Board ([www.charteroak.edu/alumniboard](http://www.charteroak.edu/alumniboard)) and the LinkedIn Alumni Network ([www.charteroak.edu/linkedinalums](http://www.charteroak.edu/linkedinalums)).

Now, the College offers a third communication resource, a newly-formed Facebook alumni group whose member roles are growing by leaps and bounds. The site is fast becoming a popular place for Charter Oak alumni to learn about the achievements of their fellow alums and exchange views

on a wide variety of topics. You, too, can share the positives the Facebook site offers. To join, simply visit <http://CharterOak.edu/FacebookAlums>. The registration processes is fast and easy.

Keep in mind that Charter Oak graduates reside in every state and many foreign countries. They've achieved success in dozens of professional fields of endeavor and are eager to share their thoughts about a broad range of subjects with you. These interactive alumni sites provide an exciting and valuable opportunity for you to network across the nation, to exchange an abundance of information in 'real' time; and you can connect to these valuable resources at your leisure, 24/7. We're convinced you'll find the process both interesting and productive. ✨



Charter Oak's Facebook alumni group is growing by leaps and bounds.

## A Propensity For Producing Chiefs of Police



There's 'something' in the learning waters at Charter Oak State College that consistently produces a bumper crop of law enforcement leaders. It is interesting to note that no fewer than eight Charter Oak alumni, both men and women, currently serve as Chiefs of Police in the state of Connecticut alone. In October, another will assume the Chief's position in a ninth Connecticut community. A tenth alum serves as the state's Deputy Commissioner of Public Safety. Each has earned a Charter Oak bachelor's

degree with concentrations ranging from Public Safety Administration, to Fire Science Technology, to History and Individualized Studies.

Nor does it all stop there! Charter Oak graduates additionally hold down Chief of Police positions in the states of Florida, Illinois, Michigan, Oklahoma and Texas – testimony to the ability of these individuals to lead in their chosen profession and to the strength of the Charter Oak programs through which they completed their degrees. ✨

## Charter Oak Extends Its Reputation As a Military-Friendly College

A second prestigious national publication has recognized Charter Oak State College as one of the nation's top military-friendly institutions. The publisher of *G.I. Jobs Magazine* recently informed the College that after lengthy research and careful compilation of survey results, Charter Oak had been designated a "Military Friendly School for 2010." The honor ranks Charter Oak in the top 15% of all colleges and universities nationwide.

"Clearly, you have an interest in recruiting military students, and I urge you to continue your already stellar efforts..." said *G.I. Jobs* publisher, Rich McCormack. He thanked the College, on behalf of military members and veterans everywhere for its "commitment to educating our nation's most deserving heroes."

Charter Oak, which had previously been named one of America's top

military-friendly colleges by the publishers of *Military Advanced Education Magazine*, currently maintains learning partnerships with the Coast Guard Institute, the National Guard Bureau and the U.S. Navy's College Program Distance Learning Partnership. ✨

# alumni spotlight

## 1983

**Joe Gosselin** has opened his new business, JAG Design, LLC. The company, located in Lakeview, CT, provides innovative graphic design, design-and-build of tooling and equipment, manufacturing consulting, plant layout and manufacturing instruction services both nationwide and internationally.

## 1986

**Ronald Greek** has provided a concise update on his life's experiences since his graduation from Charter Oak some 23 years ago: graduated from the New York Law School in 1991; has served as an Army civil service attorney since 1997; retired as a U.S. Coast Guard Reserve officer in 2005.

## 1996

**Diane Sacco** reports that she earned her Master of Science in Nursing from Indiana University of Pennsylvania in 2004 and last year received her Doctorate in Nursing Practice from Chicago's Rush University.

## 1997

**Albert Schmid** has proven himself a loyal and productive alum. He has recommend Charter Oak to several friends, most of whom have gone on to earn Charter Oak degrees. Albert notes that he and another alum, Peter Reinhart, who teaches at Johnson and Wales College, are featured in a book authored by Daniel Traster, Dean of Stratford University's School of Culinary Arts and Hospitality Management. The book: *Welcome to Culinary School: A Culinary Student Survival Guide*. (Ed. Note – perhaps some of TV's 'Hell's Kitchen' aspiring chefs should spend some time with Traster's book.)

## 2004

**Dionne-Etta Mitchell** received her Master of Arts in Urban Education last December from Norfolk (VA) State University. She maintained a 3.45 GPA and was named to the National Scholar Honor Society. In March of this year, she was appointed a Judicial and Ethical Commissioner for the National Black Graduate Student Alliance. She further informs us that she has begun studies for a second master's degree – in Professional Counseling – at Grand Canyon University.

**Brian Perkins** has been teaching at a North Carolina urban high school for the past five years and will soon transfer to a teaching assignment in a middle school within the same school system. He proudly points out that his eldest daughter has completed her sophomore year of college and this son is a recent high school graduate.

**Moruna Sheppard**, who has been working as an international model for Germany-based Kunstlerdienst Munchen Models, has made a major career change decision. She has decided to return to college to earn a master's degree in Education. Moruna, an Atlanta, GA resident, notes in her communication that "This will be quite a transformation!"

## 2005

**Vanessa Soares-Bowden** earned her Charter Oak degree while working full time for Connecticut's Department of Social Services and began pursuit of her master's in Social Work shortly thereafter at Southern Connecticut State University, again while working full time. She has since been promoted to a supervisory position with Social Services and received her master's degree in May. While pursuing her

master's, she maintained at 3.66 GPA and was accepted into the Beta Rho Honor Society.

**Carlo Esidore**, president of the Charter Oak State College Alumni Association, received his MBA in Business Administration, in May, from Plymouth State University, Plymouth, NH. He achieved a 3.90 GPA and has been inducted into the Delta Mu Delta national honor society which recognizes Business Administration students who have distinguished themselves scholastically. Carlo is employed by the Hartford Life insurance Company and serves in that organization's Strategic Program Delivery and Practices Division.

## 2006

**Pamela M. Washington** writes that she has earned her Executive MBA from Colorado Technical University Online.

## 2007

**Frank Miceli** has completed his Master of Science degree in Technology Commercialization from the IC2 Institute at the University of Texas, Austin while maintaining a 3.508 GPA. He has since been accepted into the Doctorate in Law and policy program at the School of Professional Studies, Northeastern University. In his correspondence, Frank notes, "I would not be where I am today, fulfilling one of my dreams. I have passed on the name and the wonderful experience of Charter Oak to many others."

## 2008

**Michael Cardenas**, a senior engineer with National Security Technologies, a company that deals primarily with nuclear stockpiles and national security issues, recently completed all the requirements for a Master of Arts degree in Teaching and Learning With Technology from Ashford University. His GPA: 4.0. 🌱

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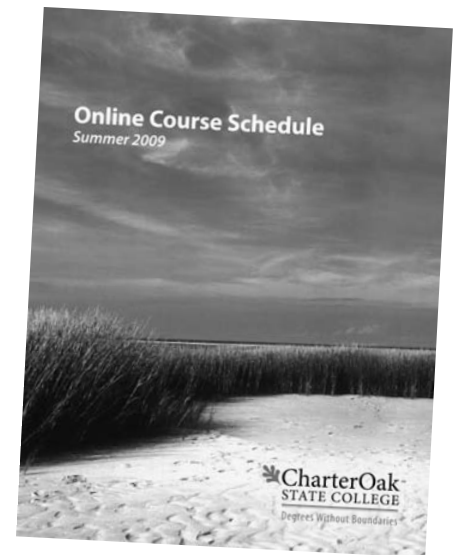
## Substantial Increase In Summer Course Enrollments

The number of students enrolled in Charter Oak online courses for the 2009 summer session climbed an impressive 24.7% versus enrollments for the same period in 2008.

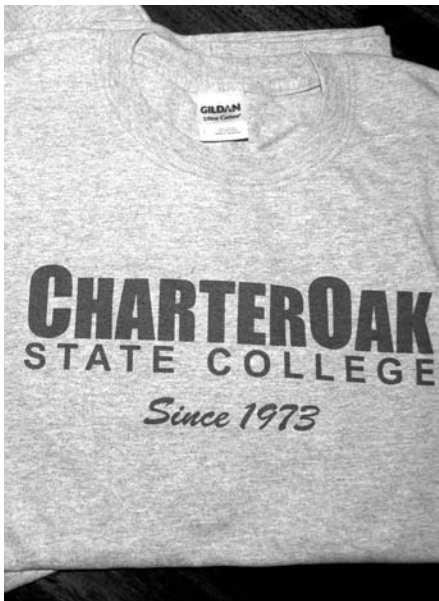
President Ed Klonoski pointed to a number of factors that may have influenced the enrollment escalation. "Certainly, we are seeing an increase in enrollments due to the economy," he observed. "Many adults are accelerating their coursework to reach the goal of receiving their bachelor's degree as quickly as possible. They want to be prepared in the event of a layoff or to possibly prevent a

layoff. In addition, traditional college students find that taking an online course during the summer is a great way to catch up or get ahead in their coursework."

Charter Oak's success in developing new courses and expanding its selection of quality online offerings has also contributed to the increase in enrollment numbers. The College now offers more than 200 online courses, 88 of which were on the list of eight and five-week courses made available to students during the summer term which began May 26 and concluded August 1. 🌿



## Coming soon – the Charter Oak ‘Online Shop’ *Display your Charter Oak Pride*



In response to the overwhelming demand for College apparel and merchandise, we are pleased to announce that we will be launching the Charter Oak Online Shop this fall. The Shop will be accessible from the College's homepage and will feature items ranging from sweatshirts to T's, caps, mugs, car decals and more!

Carolyn Hebert, Charter Oak's Marketing Director said, "We have been working on this for the better part of the year, and I think alums and students are going to be pleased with the selection of items. Apparel ranges from men's and women's zip fleece jackets to hoodie sweatshirts,

golf shirts and T's. The Store will also carry such items as logo'd computer bags, coffee mugs, fleece blankets and totebags."

All items will feature the Charter Oak logo or name. Shoppers will be able to make their selections online at [CharterOak.edu](http://CharterOak.edu), and orders will be filled and shipped directly from the warehouse. The College plans to expand the selection of merchandise throughout the year and will feature special gift items around the holidays and at graduation time, in June.

Check out the store and its entire line of interesting products beginning in early fall. 🌿

## STAY CONNECTED THROUGH **connections**

We'd like to hear from you about promotions, graduate degrees, awards, marriages, births, and other significant successes in your life. We'll publish your news in the next edition of *Connections*. Please use the form below, or drop us a note. Send to: Alumni News, Charter Oak State College, 55 Paul J. Manafort Drive, New Britain, CT 06053-2150 – or e-mail [jjakubowski@charteroak.edu](mailto:jjakubowski@charteroak.edu).

Your name and address \_\_\_\_\_

E-mail address \_\_\_\_\_ Class of \_\_\_\_\_

My news \_\_\_\_\_

\_\_\_\_\_

## E-mail – Helping Us Stay In Touch



Your e-mail address allows us to share Charter Oak news with you *wherever* you are.

If we don't have your e-mail address, we can't share news with you about the many interesting things that occur throughout the year at Charter Oak. We do have a record of e-mail addresses for most of our graduates, but not all. If you've recently established a first-time e-mail address or have recently changed your e-mail and would like to share it with us, please send your new information to [sveron@charteroak.edu](mailto:sveron@charteroak.edu).

We'd also like to update mailing addresses and phone numbers that may have recently changed, so please send those along as well – keeping in mind that the Charter Oak graduate database is fully protected and is used only to communicate with you, our valued alumni. 🌿

## Get Your Charter Oak Class Ring

Alumni wishing to purchase a class ring should contact Josten's representative Steve Fitzgerald. He can be contacted directly at [stephenfitzgerald@jostens.com](mailto:stephenfitzgerald@jostens.com) or at 401-683-5675.

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## Alums Spearhead Fall Marketing Campaign

Two Charter Oak graduates are the focus of a comprehensive fall marketing campaign designed to attract new students to the College. Matt Fleury, President of the newly-opened and critically acclaimed Connecticut Science Center, in Hartford, and Rebecca Irizarry, a working mom and member of the class of '09, appear in a multi-media effort that targets working adults seeking to complete their degrees online.

The campaign includes Internet advertising on Facebook and Google, as well as two Connecticut television news online sites, plus a major in-state radio campaign, a highway billboard, paycheck inserts, Post-It–Note advertising in two major state newspapers and an e-mail campaign. The marketing effort runs throughout the summer and promotes Charter Oak's affordability, flexibility and ability to serve the needs of adult learners.

Running concurrently is a campaign specifically designed to attract in-state Latino residents. It features Spanish language television spots on

Telemundo and direct mail featuring Irizarry and Charter Oak student Carlos Victoria. Sam Irizarry (unrelated to Rebecca), a Charter Oak admissions counselor, also appears in the campaign.

"In addition to establishing a strong, in-state radio presence, we have expanded our Internet advertising efforts to target both in-state and out-of-state adults," said Carolyn Hebert, Charter Oak's Director of Marketing and Public Relations. "Google and Facebook are both economical options for us to reach our target market."

Prospective students who click on the online ads or follow the distinctive url's created for each advertising medium, will be guided to a specific landing page on the College's Web site. Site visitors can use links appearing on the landing page to request additional information, apply to the college or register for a course.

"We want working adults to know they can achieve their dreams of degree completion quickly and within their budgets," Hebert added. 🌿

A collage of marketing materials for Charter Oak State College. The top flyer is titled "ONE-STOP DEGREE COMPLETION. NON-STOP VALUE!" and features a photo of Rebecca Irizarry. The bottom flyer is titled "HAVE 60 OR MORE CREDITS?" and features a photo of Matt Fleury. Both flyers include text about the college's online programs and contact information.

Alumni Rebecca Irizarry, a working mom, and Connecticut Science center President and CEO, Matt Fleury, are the focus of the Charter Oak marketing campaign.

# THANK YOU DONORS

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## College Welcomes New Corporate Partnership Participant

Hartford Hospital has joined Charter Oak's recently launched Corporate Partnership Program developed to provide organizations a seamless approach to supporting the educational needs of employees.

Charter Oak president, Ed Klonoski, commenting on the newly-formed partnership, said, "We are delighted that Hartford Hospital has chosen Charter Oak to be a partner in the educational advancement of its workforce. As an online college we are particularly well-suited to be quickly responsive to the needs of

Connecticut's workforce. We recognize that to remain competitive in the 21st century, organizations must employ and retain the best and brightest



professionals, and we're here to assist them in achieving that goal."

In addition to the online delivery of educational courses to employees, major components of the partnership

program include working with organizations to develop industry and workforce-specific curricula and providing support for employees in the form of dedicated academic advising, a Charter Oak hallmark.

Klonoski additionally pointed out that online learning is a convenience to employees because they can learn on their own time from the comfort of their homes. Employers, too, will benefit because there is no loss of productivity related to classroom schedules." 