

connections

CHARTER OAK STATE COLLEGE NEWSLETTER

FEBRUARY 2010 VOL. XXXIV NO.1



Shown (l-r) are the Charter Oak brain trust instrumental in the development of the 'Ambassador's Club' concept – Jason Jakubowski, Director of Alumni Development; Lori Gagne Pendleton, Director of Admissions; and the College's President, Ed Klonoski.

Charter Oak Launches 'Alumni Ambassador's Club'

As is the case with many public institutions of higher education, Connecticut-based Charter Oak State College has limited resources with which to effectively recruit out-of-state students. In an effort to hurdle this budgetary obstacle, the College has created an "Alumni Ambassador's Club." The purpose of the newly-formed Club is to recruit Charter Oak alumni across the country to spread the word about the College – to communicate the tremendous opportunity we offer adult learners.

We seek your help. Members of the Ambassador's Club would typically

augment and/or represent Charter Oak staff at College-sponsored recruiting events scheduled in cities and towns in which Club members reside. Charter Oak Admissions staff would alert Ambassadors in advance of events occurring in their local areas and would provide marketing materials for distribution at such events. The key to your participation in this significant undertaking would be your willingness to share your personal Charter Oak success story with prospective students in attendance.

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Connecting With Your Alma Mater Via Social Networking

If you'd enjoy connecting with old friends and classmates...receiving the latest information on popular trends... networking to strengthen your career...then you should consider sourcing (if you haven't already) web sites like *Facebook*, *Twitter* and *LinkedIn*. Interestingly, you'll find a Charter Oak presence on each of these sites.



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Charter Oak reaches out to those who serve

THE PRESIDENT'S TAKE



Welcome to 2010. The past year has been a real challenge for many of our students and our alums. Let me begin this message by wishing you all a much better new year.

For Charter Oak, the weak economy has been increasing both the number of students entering the College and the number of students applying for

and accepting financial aid. At this point in the academic year, the College has already surpassed the total number of students who received financial aid in Fiscal Year 2009;

and the numbers continue to grow. So we are growing, but it is pretty clear that our growth is being driven by economic disruption and the need for adults to improve their workforce credentials. The good news is that helping adults attain degrees is exactly what Charter Oak was

created to do. So with every graduate, with every course enrollment, with every certificate we issue, we are helping families cope with the economic turmoil.

You can help us serve our most financially challenged students. The Annual Appeal Campaign for the Charter Oak State College Foundation is in full swing. The Foundation is providing \$30,000 in grants, this academic year, to Charter Oak students in need. This generosity is made possible by the support we receive from Alums and Friends of the College. We hope you are one of them. You can donate by visiting <http://coscf.org/annual>.

One of the new developments at the College is our tuition fee waiver for Connecticut's military veterans. Charter Oak State College has not been named under the Connecticut State Statutes requiring public institutions to provide tuition waivers for Connecticut veterans because the College does not have "tuition." Instead, it has fees. However, the staff and Board of Trustees agree it is important that the College does its fair share to support

our veterans. So, in November, the Board approved a tuition waiver policy, following one instituted at the Connecticut State University System. Our new policy allows a 50% course fee waiver for Connecticut veterans who matriculate at Charter Oak. We are also reviewing our fee structure for active members of the military in order to align it more closely with those of other military-serving institutions.

In another area, the marketing staff is tracking how the College's media efforts performed in enticing potential students to the College. These tracking reports enabled staff to make better-informed decisions regarding our

spring, 2010 marketing efforts.

For example, staff found that of six radio stations used last fall, three performed well while three underperformed in terms of luring students to the College's website. That tracking information allowed us to improve the efficiency of our

radio buy for the College's spring enrollment campaign.

In addition, research has shown that although the median age of Charter Oak students remains at 40, one of the College's fastest growing demographic segments is in the 25-and-under age group. So it won't surprise you that we are advancing the College's efforts in the area of social networking. Our staff is blogging on *Facebook* and *Linked In*, and the College has observed that more and more alumni are using the social networking blogs. Check us out on these sites, and let us know what you think.

As always, feel free to send your thoughts directly to me at eklonoski@charteroak.edu, or leave a message at 860-832-3876.

Ed Klonoski
President

"...with every graduate, with every course enrollment, with every certificate we issue, we are helping families cope with the economic turmoil."

'Alumni Ambassador's Club' continued from pg. 1

Other Ambassador responsibilities may include:

- Communicating with prospective students via a Charter Oak email account
- Connecting prospective Charter Oak students with current students by

hosting "get to know you" receptions in your area

- Participating in Charter Oak webinar events facilitated by the College's Admissions staff

We thank Dale Bishop '04, Tim Hairston '08 and Chris Potter '09 for their recent

commitments to membership in the Ambassador's Club and eagerly look forward to welcoming you as a member. You can join by simply e-mailing Jason Jakubowski, Charter Oak's Director of Alumni Development, at jjakubowski@charteroak.edu. 🌱

Greetings From Your Alumni Association

Happy New Year!

As we welcome 2010, we do so knowing this is a very exciting time for both Charter Oak and our Alumni Association.

During the course of the past year, we teamed with both the College and Student Association to offer enrichment seminars in resume writing and career advancement. We also developed a new partnership with Liberty Mutual to offer discounted insurance rates to our alumni, and we revised the Alumni Association's by-laws to streamline the Association's functions and help create a robust community of alumni.

Looking ahead to the future, your Alumni Association will soon roll-out its first-ever membership drive. Charter Oak graduates who wish to join the Association will be able to do so online. We'll soon update you on progress in this area via e-mail (see additional details

on pg 11). By the way, if you've recently changed your e-mail, postal address or phone number, please let us know so we can keep you abreast of alumni activities and initiatives. You can send your contact change information to the Association's advisor, Jason Jakubowski – jjakubowski@charteroak.edu.

As always, it is a pleasure to serve our many alums. If you'd like to become more involved with the Association, please let Jason know of your interest. We do hope to hear from you!

Cordially,

Carlo Esidore
President, Charter Oak State College
Alumni Association

Jason Jakubowski
Director, Alumni Development 🌱



Carlo Esidore, President, Charter Oak State College Alumni Association



Jason Jakubowski, Director, Alumni Development

Social Networking continued from pg. 1

Our *Facebook* page is the best place to connect with Charter Oak alumni, faculty and staff and to source the latest information about your alma mater. You can visit the College's *Facebook* page by going to <http://facebook.com/CharterOak>, and you don't need an account to do it. If you're already a *Facebook* member or want to become one (it's free!), go to the site and become a "Fan" of the College to show your pride as an alum and to automatically receive information about Charter Oak happenings



Our *Twitter* feed (found at <http://twitter.com/CharterOak>) is a great way to discover all the places on the Web that are talking about Charter Oak – from news articles, to events, to discussions about the growing popularity of

online learning. The College's *Twitter* feed congregates all Charter Oak information in one place. As is the case with *Facebook*, you don't need a *Twitter* account to access the site.



LinkedIn, known as the professional social network, is a place for you to network or reconnect with business associates and colleagues. Charter Oak has created an 'Official Alumni Group' (<http://CharterOak.edu/LinkedInAlums>) where you can participate in discussions on a wide variety of topics. *LinkedIn* is a valuable resource that allows you to share your professional experiences and discuss career-related challenges with your peers.

So, if you haven't already, check out Charter Oak's presence on these social networking sites. 🌱

connections

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Issued semi-annually by the
Board for State Academic Awards
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of Charter Oak State College.

 CharterOakSM
STATE COLLEGE

Chuck Albert, Editor

State of Connecticut
M. Jodi Rell, Governor

Board for State Academic Awards
Ed Klonoski, Executive Director



Ruth Garby Torres

Meet the 20-year Connecticut State Police veteran – and Charter Oak alum – who serves as a key member of the special unit responsible for providing personal security for Connecticut's governor and the chief executive's immediate family.

Meet the highly respected law enforcement officer, Native American and aspiring public administrator who plans, following retirement from state service, to use her Charter Oak bachelor's degree in Political Science and an ultimately-to-be-earned master's degree in Public Administration to work in the field of Tribal Governance.

Meet the innovative, dedicated and delightful lady who unhesitatingly expresses appreciation for the educational opportunities made available to her as a result of online study. "Taking classes online leaves so much within your control," says Ruth. "Each time I experienced a shift change in my job as a state police officer, I was able to easily adjust my study schedule, because I could go to my computer at my convenience. The ability to take courses online really expedited my path to a degree."

Ruth serves as a member of the Advisory Board for the Native American Cultural Center at Yale University. The Center helps gifted Native American students and faculty at Yale make a home away from home.

Her thoughts about 'giving back' to her alma mater? "Charter Oak grads are an unusual breed in that most of us were working adults who looked to the College to deliver a degree that would contribute to advancing our careers. I think the least we can do in return is to get out there and 'talk up' the College, volunteer to work on Alumni Association projects and support Charter Oak financially to the extent of which we're able."

(EDITOR'S NOTE: If you are interested in sharing your success story with us, please contact Jason Jakubowski, Charter Oak's Director of Corporate, Community and Alumni Development, and let him know. He can be reached via e-mail: jjakubowski@charteroak.edu or by telephone: 860-832-3902). ✨

Auto, Home Insurance Discounts For Charter Oak Alumni

Your Alumni Association, through special arrangement with Liberty Mutual Insurance, offers you participation in LMI's Group Savings Plus® auto, home and renter's insurance program. The program provides low group rates with the convenient options of direct, at-home billing or electronic transfer from your checking or savings account. Liberty Mutual will provide free, no-obligation quotes to interested Charter Oak graduates. Simply contact Vicki Mendyka at 860-409-9140, Extension

52115, or call toll-free at 888-440-7114. If you prefer e-mail, Vicki's address is Victoria.Mendyka@LibertyMutual.com.

Vicki can also provide details about the Liberty Mutual Group's Guaranteed Issue life insurance program available to you exclusively through the Alumni Association. Your Association Board continues to search out special offers that benefit its members. For additional information on Charter Oak alumni benefits, go to <http://www.charteroak.edu/Alumni/benefits.cfm>. ✨

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New Grants Assist Growth of WIT Program

The Charter Oak State College Women In Transition (WIT) program that provides opportunity for single mothers in low-paying jobs to complete their college degrees online, has received new funding from numerous supportive organizations.

Generous commitments have recently come from Hartford Foundation for Public Giving, The Linford and Mildred White Charitable Fund for which Bank of America is Trustee, The Daphne Seybolt Culpeper Memorial Foundation, Inc., Bristol, Connecticut-based Women's and Girls' Fund of the Main Street Community Foundation and Hartford, Connecticut's Smith Whiley Corporation.

Interestingly, a graduate of the WIT program has 'given back' to the College. Rachel Leipold, who earned her Charter Oak degree in 2008, sits on the board of The Leipold Foundation which was established by her late grandfather. The foundation recently awarded two grants, totaling \$13,000 to WIT. The dollars will support three New Haven, Connecticut area students who participate in the program. Rachel is currently pursuing her master's degree in Human Services at Post University.

Thirty-nine women currently participate in the WIT program. Since its inception in 1999, WIT has accepted more than 150 individuals, most of whom have earned Charter Oak

associate and/or bachelor's degrees. Many of those graduates have gone on to master's programs at colleges and universities throughout the United States.

Organizations and individuals interested in providing funding for the WIT and Charter Oak State College Foundation scholarship programs should contact Marlene Woodman in the College President's office. She can be reached by e-mail at mwoodman@charteroak.edu or by telephone at 860-832-3876. 🌱

Charter Oak 'Online Shop' Debuts



The new Charter Oak Online Store inventories such items as logo-bearing T-shirts, fleece zip jackets, golf shirts and computer portfolios. Modeling some of the Shop's attractive items are Charter Oak staff members (l-r) Cliff Williams, Chief Financial and Administrative Officer; Orchid Deer Dalomba, Admissions Counselor; Dan Russell, Internet Marketing; and Lila Guillet, Business Services.

The Charter Oak 'Online Shop' project has been launched, and the College's cyber store is now accessible at shop.charteroak.edu.

Thanks to the hard work of Carolyn Hebert, Charter Oak's Director of

Marketing and Public Relations, the College has responded to the overwhelming demand for logo-ized merchandise and apparel with an expansive selection of products. The new and thriving Online Shop offers such items as men's and ladies'

hooded and non-hooded sweat shirts, twill shirts for both men and women, ladies' long-sleeve fleece jackets and fleece vests, men's and women's micro-fiber and soft-shell jackets, scarfs, golf shirts, outerwear, hats, blankets, bags, mugs, coasters and window decals.

"It's been a while in the making," Hebert observed, "but we're there! So many of our alumni and friends have been clamoring for these products, and now we're able to respond. Happily, product has been flying off the shelves!"

All Online Shop items feature the Charter Oak logo or name, and clothing items are available in a variety of sizes and appealing colors. Online orders will be processed and shipped directly from the warehouse. The college plans to expand the merchandise selection at intervals throughout the year.

Check out the exciting product line soon at shop.charteroak.edu. We think you'll be delighted with what you see! 🌱

Leave A Legacy

As Charter Oak State College strives to sustain its leadership role in adult higher education, we look to our alumni and friends to lend a helpful and caring hand. By making a charitable, tax deductible bequest to the Charter Oak State College Foundation, you will help provide the resources required to preserve the

future of the College and assist us in fulfilling our mission and commitment to our students. Your generosity is also a way of expressing your appreciation to the institution that positively impacted your life and career. Gifts of any size are important, and we hope that, in your own way, you will leave a legacy. Please contact the Foundation

through the office of Charter Oak President, Ed Klonoski, 860-832-3876 to discuss your bequest.

For more information about the Charter Oak State College Foundation and its scholarship programs, please visit our new Foundation Web site – www.coscf.org. ✨

Mohegan Sun Casino Is Newest Charter Oak Corporate Learning Partner

The Mohegan Sun Casino, Uncasville, Connecticut, has joined the expanding list of organizations that participate in Charter Oak State College's recently-launched Corporate Partnership Program. The program has been developed to provide businesses a seamless approach to supporting the educational needs of their employees.

In announcing the new partnership, Charter Oak President, Ed Klonoski, said, "We are pleased that Mohegan Sun has chosen us to play a primary role in the educational advancement of its workforce. As an online college, we are particularly well-suited to quickly respond to the needs of our new partner and its employee population." Mohegan Sun employs some 9800 workers.

Klonoski further observed that organizations, today, are fully aware that remaining competitive in the 21st century is a major challenge – that they must employ and retain the best and brightest personnel. "Charter



Oak is here to assist Mohegan Sun in achieving that goal," he said. The College will deliver online educational courses to the casino's employees and will offer support in the form of dedicated academic advising, a Charter Oak hallmark.

Commenting on the newly-formed partnership, Mohegan Sun's Training and OD Manager, Dr. Tina Grove, said her organization is participating in the program "in an effort to promote lifelong learning among our employees, and we look forward to a successful educational relationship with Charter Oak State College."

Other organizations participating in the Corporate Partnership program include Connecticut-based Aetna, Webster Bank, Liberty Bank and Hartford Hospital.

Businesses interested in exploring a Charter Oak learning partnership should contact Jason Jakubowski at 860-832-3902 or via e-mail: jjakubowski@charteroak.edu. ✨

Charter Oak Registrar To Retire –

Pat Derech Closes Out Distinguished Career

March 1 will mark the completion of an illustrious 28-year career at Charter Oak for the College's longtime Registrar, Pat Derech. Pat joined the Charter Oak staff in 1982 and was named Registrar in 1989. 'Totally dedicated' and 'meticulous' are the terms that perhaps best describe her approach to serving the needs of the thousands of students

who have passed through the Charter Oak portals during the nearly three decades she has served the College.

Pat has been primarily responsible for managing the student academic records function that includes all planning, coordination and supervision of the Records Office which, any college registrar would no doubt agree, provides a major career challenge.

But Pat, who has approached her job with great calm and patience, has won and sustained the respect of her administrative colleagues and the appreciative students with whom she has dealt over the years.

We, at Charter Oak, congratulate Pat on her achievements in the academic world and wish her happiness and contentment in her retirement. ✨

Charter Oak Offers New Connecticut Veterans Benefit



On January 1, Charter Oak began offering a 50% course fee waiver for Connecticut veterans who enroll in the College. In unveiling the new initiative, President Ed Klonoski said, "It gives me great pleasure to announce this benefit that pays tribute to veterans in Connecticut and assists them in completing their bachelor's degree."

Charter Oak has been rated by both *Military Advanced Education*

Magazine and *G.I. Jobs Magazine* as one of America's 'Top Military-Friendly Colleges.' The College accepts transfer credits from a variety of sources including military training and occupations. It additionally offers low in-state tuition to the spouses of active-duty military members and activated members of National Guard and Reserve components.

Linda Schwartz, Commissioner of Connecticut's Department of Veterans' Affairs, noted that the fee waiver is especially attractive for veterans who do not have the time for classroom courses and want to maximize their benefits under the Post GI Bill. "Charter Oak State College has a wonderful reputation for quality courses and flexibility in time commitments which fits into the fast-paced lives of veterans looking for advancement and opportunity," she said. She also observed that "the reduction of course fees in combination with existing benefits earned by veterans illustrates this College's commitment to honoring the service of our men and women in uniform."

Charter Oak maintains learning partnerships with the Coast Guard Institute and National Guard Bureau and the U.S. Navy's College Program Distance Learning Partnership. 🌱

Deadlines Approaching for Grad, Undergrad Scholarship Applications

D'Amato Graduate Studies Award – Charter Oak is currently accepting applications for the 2010 D'Amato award, a cash award presented, annually, at June commencement exercises. To be eligible for award consideration, you must hold a Charter Oak degree, must be a Connecticut resident and have been accepted into an accredited graduate program. For information about how to apply and to request an application, e-mail mwoodman@charteroak.edu or call 860-832-3876. **Submittal deadline is March 31, 2010.**

FOUNDATION UNDERGRADUATE SCHOLARSHIPS –

Sgt. George R. Dingwall Scholarship, open to those employed in the field of Public Safety in any geographic region

of the United States. Preference is given to Connecticut residents. A bi-annual award in the amount of \$700.

Beverly and Rodney Hawes, Jr. Scholarship, open to Charter Oak students pursuing a business concentration or a concentration with a business focus who have demonstrated qualities of leadership and commitment to community and are considered to possess the potential to make positive contributions within a business environment. Scholarship award: \$800.

Patricelli Scholarship, open to Charter Oak residents who reside in Hartford, CT, are Pell-eligible (economically disadvantaged) and in good academic standing. Scholarship award: \$800.

R. Wayne Clugston Scholarship, open to Charter Oak students pursuing a concentration that incorporates academic courses preparing them for a defined leadership role in service-based organizations and considered to possess the potential to make positive contributions with a leadership role in their current field of employment or in a future employment setting. Scholarship average bi-annual award: \$700.

For information about how to apply for a Foundation undergraduate scholarship and to request an application, e-mail sreveron@charteroak.edu or call 860-832-3879. **Submittal deadline is May 1, 2010.** 🌱

alumni spotlight

1993

Marcia Anderson-Esson has been elected president of the Lions Club of Windsor, CT. Long active in the Charter Oak State College Alumni Association, Marcia serves as the organization's Treasurer.

1996

Margarita L. Leahy has passed the National Board for Certified Counselors' examination and is now recognized as a National Certified Counselor. She is currently working through extra course requirements to become a Licensed Professional Counselor and Licensed Clinical Alcohol and Drug Counselor.

2000

Edmond LaSalle earned his Master of Arts from Excelsior College. He serves as a full-time instructor of English at Tidewater Community College, Portsmouth, Virginia.

2001

Paul Buehler, who has worked for the Electric Boat Corporation for the past 34 years, tells us that "my Charter Oak degree put a good cap on the last 10 years of my career." Now retired as a Nuclear Engineering Training Coordinator at Electric Boat, he intends to do humanitarian work around the world. Paul, his wife and son plan to bicycle across the country this summer to raise funds for Zambia's Chikumbuso Project for women and orphans affected by Aids.

2002

Bob Dacundo reports that his Charter Oak degree in Marketing and Business has been very valuable in his everyday role as a partner in Phoenix Audio Video, headquartered in Fairfield, Connecticut.

Robin Yuran has received her M.F.A. in creative writing from Goddard College, Plainfield, Vermont. She recently published her second volume of illustrated poetry, *Tales Told By An Idiot* through a grant from the Artists and Writers Education Development Foundation. Robin is Co-Director of the Norfolk (CT) Library.

2003

Linda Arrowitz has entered Western Connecticut State University in quest of her Master of Science degree in School Counseling.

Carol Lewin-Dayes reports that she's taken her college education a step further. She has earned her Master of Science degree in Management from Rochester, New York's Wesleyan College.

Marc Montminy notes that he has been promoted to Chief of Police in Manchester, Connecticut and attributes much of his professional success to the degree he earned at Charter Oak State College. Marc is one of nine Connecticut chiefs of police who completed their bachelor's degree studies at Charter Oak.

Randall Orner completed an MS in Information Technology Management at Touro University and has earned a graduate certificate in Healthcare Risk Management from the University of Florida. He is currently working on his dissertation proposal at Northcentral University and expects to complete his Ph.D. this summer.

2004

Nancy Arrowsmith informs us that following the successful recent publication of her book *Essential Herbal Wisdom*, a previously-published book, *A Field Guide to the Little People*, has been re-released.

2005

Karenmarie LaConte is a doctorate candidate at the University of Bridgeport's College of Naturopathic Medicine. She additionally serves as an adjunct professor, teaching Anatomy and Physiology, at Connecticut's Housatonic Community College.

Brenda Z. Page is a candidate for the U.S. Congress from Texas' 18th district. The district includes that state's Harris County and a portion of the city of Houston. She is an advocate for non-traditional learning and used her Charter Oak degree as a stepping stone to law school.

Ena Williams, following her graduation from Charter Oak, went on to earn master's degrees in Management and Business Administration at Albertus Magnus College. "Charter Oak gave me the best beginning to complete my bachelor's degree while raising three children," writes the registered diploma nurse. She currently serves as Director of Perioperative Services in a major hospital where she oversees 37 operating rooms and 300-plus employees.

2006

Katherine Baldwin received her B.S. in Nursing last August from Fairfield University, graduating Summa Cum Laude. She has begun her career in nursing at Norwalk Hospital, Norwalk, Connecticut.

Mary Jane (Midge) Pych, a member of Charter Oak's Alumni Association Board, recently received her Master of Science in Early Childhood Education from Central Connecticut State University. She has since earned her Connecticut Director's Credential, at the Master's level, from Charter Oak and renewed

her Credential in After School Education through the College. Midge currently serves as Executive Director of the East Windsor (CT) Family Resource Center and sits on the boards of directors of the Connecticut Family Resource Alliance and the Connecticut After School Network.

2007

Eddie Adamson has been named Chief of Police for the city of Guymon, Oklahoma. In addition to attending to his law enforcement duties, he participates in the master's program at Fort Hays State University. He is pursuing his graduate degree in Liberal Studies with a concentration in Criminal Justice.

Audrey Schoenfeld has embarked on a new career in Life and Business coaching and expects to be certified by year's end.

Bruce Tambling is a full-time professor and Co-Director of Music Technology at Foothill College, Los Altos Hills, California. "I feel very grateful and indebted to Charter Oak State College," he writes. "This job is a dream come true!"

Kerby Ward has proudly announced the arrival of his third child, a boy – Kainoa. An academic advisor at Tesoro High School in Orange County, California, he is working on his master's in Negotiation, Conflict Resolution and Peace-building at California State University at Dominguez Hills.

2008

Audra Cramer was recently promoted to the position of Project Manager in the Compliance department of a major U.S. insurance company and is in the process of applying to law school. Audra also completed Charter Oak's Project Management Certificate program which, she notes, aided in my new career opportunity.

Matthew Geisler writes from Milwaukee, Wisconsin, that he received his master's degree in Organizational Management, last September, from Ashford University.

Lisa (Jorgensen) Harley, who received her Associate degree from Charter Oak, tells us she was married in October and is intent on earning her bachelor's degree. She is currently studying for certification in Computer Security.

Karl E. Holland, following 26 years of active duty in the U.S. Navy and an 18-year Navy civil service career, is now employed as a teacher at the Berea College Child Development Laboratory, Berea, Kentucky.

2009

Shelly Campbell tells us that following her graduation from Charter Oak, her salary increased substantially, "...the biggest raise I have ever received in such a short period of time." An education counselor at Grand Canyon University, Phoenix, Arizona, she is currently enrolled in a master's program she hopes "will help me reap the rewards, yet again!"

Dino Londis, a former comedy writer in Los Angeles, has transitioned to the field of Information Technology. An Applications Management Engineer, he manages the Windows Desktop for more than 1000 users in a New York law firm. He additionally combines his writing and IT skills to produce a column that offers soft skills advice to IT professionals. 🌱

IN MEMORIAM



BERYL WEINSTEIN, '91

Longtime Board Member,
Charter Oak State College Foundation



MICHAEL J. FALLON, '04

Chief, Connecticut State Capitol
Police Department

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.

Your name and address _____

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My news _____

E-mail Helps Us Stay In Touch With You



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

Charter Oak currently maintains e-mail addresses for a vast majority of its more than 10,000 alumni. E-mail allows us to communicate news of interest and importance to our graduates more frequently than we are able to through this Connections newsletter which is published twice annually. Our e-mail database is fully protected and is used only to communicate with alumni. If you have recently established a first-time e-mail address or changed your old e-mail designation and would like to share it with us, please send your update to calbert@charteroak.edu. We would also like to update changes in your postal address and/or phone number. We eagerly look forward to receiving your new information. ✨

College Launches Spring Marketing Campaign

A variety of media was employed in a December-January marketing campaign carefully designed to generate new spring enrollments for the College. Charter Oak's Marketing Department incorporated radio commercials, highly visible newspaper front page Post-It Note advertising, paycheck inserts, television station Web sites, Internet advertising on Google, Facebook and Yahoo! and e-mail communications to target working adults seeking to complete their degrees online.

Radio schedules, limited to exposure in the Connecticut area in previous campaigns, were expanded to run in Massachusetts markets as well, while Web advertising reached a worldwide audience. Past Charter Oak graduates have come from all 50 states and eight foreign nations.

A newly-developed "Freedom to..." advertising theme was carried through all media messages calling attention to the "freedom" and study flexibility that Charter Oak's online programs provide busy adult students. "...the freedom to: choose from 5, 8 and 15-week courses; the freedom to

accomplish more in a shorter period of time; the freedom to interact with other students, nationwide without leaving home..." were among the "freedom" positives communicated to prospective students during the campaign.

"We recognize that today's adults are busy raising families and pursuing professional careers," said Charter Oak President, Ed Klonoski, "and we want folks to know that the College provides a quality and affordable way to complete their degrees from the convenience of their own homes."

The "freedom" marketing theme will receive additional exposure as the College promotes its spring Term Two courses in early March. ✨

Alumni Association Board Institutes New Member Dues Structure

List of Membership Benefits Continues To Expand



At its January, 2010 meeting, the Board of Directors of your Alumni Association voted unanimously to introduce a new dues structure that would enable the Association to better serve its members. Membership currently provides a variety of important benefits to Charter Oak graduates, and it is the Board's intent to enhance that list of 'pluses' by searching out – on an ongoing basis – new areas that will prove beneficial to members.

The newly devised – and economical – dues program provides membership for only \$15 annually. Alumni may opt for lifetime membership at a one-time cost of \$150. In addition to providing access to money-saving benefits, membership in the Alumni Association carries with it the right to vote in annual elections that occur each May.

www.charteroak.edu/alumni

BECOMING A MEMBER

Achieving Association membership is fast and easy because you do it online. You can use a credit card or PayPal account to join. Simply go to www.charteroak.edu/alumni and complete the very brief membership application.

OUTSTANDING BENEFITS

Current benefits available through membership fall into such categories as Auto, Home and Life Insurance Coverage; Computers and Computer Accessories; and moving and packaging supplies.

- You'll realize generous discounts on Liberty Mutual home and auto insurance (see details in a Page 4 article appearing in this issue of *Connections*) and on the company's life insurance products.



- Save, too, on Dell computer purchases, both desktops and laptops, made through Charter Oak's Student/Alumni Education Program and on 16 different HP Smart Buy laptop models.



- If a move is in the offing, you'll save nicely on moving boxes and packaging supplies.
- If you haven't yet purchased your class ring, you'll find savings there, too, when you purchase through Jostens.



All of these Alumni Association-arranged discounts can be sourced through Web sites listed on Charter Oak's Alumni Web page – www.charteroak.edu/alumni. And there's more to come as your Association searches out new money-saving opportunities for you in the weeks and months ahead. So, go to the Alumni Web site at your earliest convenience, become an Association member and begin enjoying the benefits associated with your membership.

If you're interested in contributing some of your time and energy to work with the Association's Board and/or committees, please contact Jason Jakubowski. His e-mail address is jjakubowski@charteroak.edu. 🌱



Board for State Academic Awards

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