New Marketing Campaign Highlights Boston-Suffolk Connection

This is Boston. This is Suffolk.

That simple but catchy phrase is the message behind Suffolk’s new marketing campaign for Undergraduate Admission.

“It is a very specific message to a very specific audience,” said Kathleen Peets, managing associate director of Creative Services.

University Media Services departments worked closely with Undergraduate Admission to develop the campaign. Research, focus groups and strategizing set the stage for creation of the final informational and promotional elements—a virtual tour, an interactive campus map and a series of publications.

“This was definitely a team effort,” said Peets. “Everyone had to know our product from beginning to end.”

The overall concept was to promote Suffolk and its strong connection with Boston and its historic, cultural and social significance. Boston Common, Beacon Hill, Downtown Crossing and Faneuil Hall. TD Banknorth Garden, Fenway Park and the Theater District.

“One of the key points we discovered is that people come to Suffolk because of Boston, so we built on that fact,” said University Media and Creative Services Director Midge Wilcke. “Suffolk is a great and exciting place to go to school because of where it is located—in the heart of Boston. Students who come here know that, in addition to receiving a quality education, they will be only a few steps from where everything happens.”

In order to be as accurate as possible in their marketing efforts, Wilcke and her staff had to learn about what makes today’s undergraduate student tick. “We found out what

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Breast Cancer Month Awards & Activism

The Suffolk University community marked Breast Cancer Awareness Month in October with an array of activities. The seventh annual Breast Cancer Awareness Walk to the State House brought together faculty, administrators, staff and students, including student-athletes representing all 13 sports teams.

The month’s events featured the annual Courage and Cuisine luncheon, where Athletics Director Jim Nelson and Cary McConnell, associate director of athletics

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2008 Deans’ Reception

Director of Budget and Risk Management Maureen Stewart and husband Dick; Mary Ann Sacks, assistant budget director and husband Lee; Associate Budget Director Karan Sandhu and wife Yvetta; Environmental Health and Safety Manager Kerry Laroche and husband Scott; Karen Kruppa, risk manager, and husband Steve; Environmental Health and Safety Specialist Erik Francis. More photos, pages 6–7. (Photo by PEI)
Honored With Heritage Medallions

The University recognized the commitment of four people who made outstanding contributions to the life of the University through its 2008 Heritage Medallion Ceremony on Sept. 17. Those attending included President David J. Sargent and College of Arts and Sciences Associate Dean David Robbins, chair of the Heritage Committee; honorees William F. Coughlin, part-time counselor, Undergraduate Admission, and retired director of Admission; and Herbert Lemelman, professor of law and former associate law dean. College of Arts and Sciences Dean Kenneth Greenberg accepted the medallion for recipient Alexandra Dumas Todd, professor and former chair of the Sociology department, while Joseph H. Strain, retired dean of the College of Arts and Sciences, received the medallion on behalf of the late Robert J. Munce, president (1954–1960) and chancellor emeritus. (Photo by John Gillooly)

Campus Handles Nearly 100 Events a Month

The University is a beehive of activity year-round, and the proof is in Facilities Management event statistics.

Since Facilities Management began using a new online work request system on April 1, it has received 650 event requests. That’s an average of nearly 100 events per month, or more than three per day.

Facilities Management schedules staff seven days a week and from 7:30 a.m. to 11 p.m. weekdays to handle the load.

“Campus events put a huge workload on the facilities staff,” said James Wallace, director of Facilities Operations. “Many events need to be set up after normal business hours, including weekends. And for every event setup there is a breakdown afterwards, so the workload is really doubled.”

The Law School hosted the majority of the 552 events completed as of Oct. 16, with 372 taking place there.

There were 98 active requests in the system on that date, with 60 in the Law School, 24 in Donahue and seven in Sawyer. The few remaining were spread throughout other campus buildings.

A link to the new work request form can be found on the Facilities Management home page, or go to www.myschoolbuilding.com.

Marketing Campaign

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SUN teens read, what clothes they wear, what music they listen to and what trends they’re interested in,” said Wilcke. “We had to put ourselves in their shoes.”

Said Peets: “This marketing campaign is to recruit students for our College of Arts and Sciences and Sawyer Business School, educating them and their parents about what this institution is all about. We really did our homework on who we are trying to reach, and we continue to do so.”

Wilcke pointed out that the three publications promoting “This is Boston. This is Suffolk.”—An Introduction to Suffolk University, Information for International Students, and Viewbook 2008–09—are smaller and more compact than marketing materials produced in years past.

“The purpose of these pieces is to whet people’s appetite and direct them to our Web site. These publications, the virtual tour and the interactive campus map are all part of an admission counselor’s tool kit.”

Director of Undergraduate Admission John Hamel is delighted with the new marketing campaign. “We want the information we provide to prospective students and families to accurately represent the University so that students will elect to apply and attend our school and ultimately graduate from Suffolk,” said Hamel. “This marketing campaign is right on target, and it enables us to continually update information that is important in telling the Suffolk story.”

Annual Copyright License

The University now holds an Annual Copyright License from the Copyright Clearance Center. This license allows the University community to reproduce and distribute copyrighted content, in both print and digital form, within copyright laws and guidelines. The license currently provides coverage for more than a million titles from key publishers, with new titles and publishers continually being added.

For more information contact:
• Bob Dugan, Sawyer Library
• Sabrina Holley-Williams, Moakley Law Library
• Steve Snow, University Bookstore manager
Virtual Tour and Campus Map Speak to Prospective Students

The new marketing campaign for undergraduate admission—“This is Boston. This is Suffolk.”—includes a virtual tour and interactive campus map, giving people from all over the world a front-row seat at the University and its neighborhood: the city of Boston.

University Media and Creative Services spent a year creating the communication vehicle, working in collaboration with CampusTours Inc., an interactive media and software company.

The virtual tour is comprised of 11 videos, each about 90 seconds long. The videos feature nine Suffolk students and two professors in an interactive, flash-based, online “experience.”

“Our goal was to create an online atmosphere that would give prospective students the same experience that they would have if they were on campus,” said University Media and Creative Services Director Midge Wilcke. “We wanted to provide them with the best chance possible to test drive Suffolk. A lot of schools have virtual campus tours, but what we wanted to do was take this to another level.”

George Comeau, managing associate director of University Media and Creative Services, worked closely with CampusTours throughout the project, managing a creative and technical group of designers, video editors, flash engineers and content managers. “There was always real collaboration going on,” said Comeau. “We would have weekly conference calls involving people from all over the country.”

Closer to home, Comeau credits Suffolk junior Rebecca Bishop for her role on the in-house team. “She did a great job for us,” said Comeau. “She was a production manager, but I gave her the title of ‘director of authenticity.’” Bishop managed workflow and guaranteed that the project would speak directly to the student audience.

It took 2,031 elements—photographs, video, audio and Web links—to create the virtual tour.

An interactive campus map, “Suffolk University,” was created by illustrator John Roman, a 1974 graduate of the New England School of Art & Design, as part of the virtual tour.

“In this illustrated city/campus map, I wanted to show Suffolk’s relationship to the sites and landmarks of Boston that are within the school’s proximity,” said Roman. “My intention on this project was to accentuate Suffolk University’s structures within the maze of Boston’s downtown architecture and accomplish this in a way that captures the urban spirit and fun, while maintaining a priority of focus on Suffolk’s position amidst the bustle of the city.”

The Suffolk University Virtual Tour and Interactive Campus Map was named the Adobe Site of the Day on October 3. Suffolk was only the 30th higher education institution to receive this award.

Said Wilcke: “It was a wonderful honor and a tribute to all the hard work and dedication of everyone involved in putting this all together.”

10 West Residence Hall Wins Gold

The University’s 10 West Residence Hall has been awarded LEED Gold by the U.S. Green Building Council, a distinction shared by just a handful of student residence halls in Massachusetts.

Leadership in Energy and Environmental Design (LEED) is the USGBC’s leading rating system for designing and constructing the world’s greenest, most energy efficient, and high-performing buildings.

Interior Design Accreditation

The Interior Design Program of the New England School of Art & Design, has been awarded a six-year term of accreditation after an extensive review by the Council for Interior Design Accreditation, or CIDA, an international educational accrediting council.

Both the BFA and MA programs in Interior Design were reviewed and reaccredited for the maximum term, thru 2014.
Faculty Publications

Melanie Barker Berkmen, Chemistry and Biochemistry. Her fluorescence microscopy photo of bacterial cells was chosen as the cover of the abstract book for the Molecular Genetics of Bacteria and Phage meeting in Cold Spring Harbor, N.Y. At the meeting, she presented a poster with alumna Emma-Kate Loveday on their research on bacterial mating.

Sandra Barriales, Humanities and Modern Languages, published the article “The Ethical Dimension of Poetry in Exile: Primavera en Eaton Hastings” by Pedro Garfias” in Hispanic Review (spring 2008).


Stephanie Hartung, Law School, published the article “Using Legislative Intent as Reasoning in Legal Analysis” in The Second Draft (fall 2008).

Dan Kimmel, Communication and Journalism, has published the book I’ll Have What She’s Having: Behind the Scenes of the Great Romantic Comedies (Ivan R. Dee, Publisher, Chicago).


Scott Lussier, Environmental Engineering, created the conference map for the Greenbuild 2008 International Conference and Expo, which will be held Nov.19–21 in Boston. The interactive online map showcases hotel and tour information for the conference. The U.S. Green Building Council’s Greenbuild International Conference and Expo is the premiere conference for those involved in the green building movement. To view the map: www.greenbuildexpo.org/map/hotels_default.html


Lydia Martin, New England School of Art & Design. Her design practice, Solleydesign, showed its first marine sculpture, “Put Together,” at the Kent Place Gallery in Summit, N.J.

Elaine Pascale, Second Language Services, published the book Metamorphosis: Identity Outcomes in International Student Adaptation.

Sebastian Royo, associate dean of the college and director of the Madrid campus, published “Obanomics” and “Crisis of Multilateralism” in the Spanish newspaper Cinco Dias.

Sean Solley, New England School of Art & Design. His design practice, Solleydesign, showed its first marine commission, the refit of a 40-foot motor cruiser at the “Open Boat” event at the Brewer Cove Haven Marina in Rhode Island. The practice was nominated for the 2009 Joe Knight Award, offered annually by the Rhode Island Small Business Administration.

Breast Cancer
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and head baseball coach, received the annual “Pink Tie Award” in recognition of their longtime promotion of breast cancer awareness in the Suffolk community.

Carol Dine, an adjunct English professor, was presented with the first “Angela Lombardo Person of Courage Award,” which recognizes extraordinary courage, strength and selflessness in the face of extreme personal adversity. Dine, who survived physical and verbal abuse as a child, has battled breast cancer three times as an adult.

Lombardo, one of the founding members of Suffolk’s annual Breast Cancer Awareness Month committee, died earlier this year of spinal cancer that had metastasized to her lungs. She was 38 and head of Suffolk’s radiation oncology program.

Carolina Garcia helps contribute to the upbeat tenor of the walk by distributing balloons to participants. (Photo by John Gillooly)
Potpourri

Sandra Barriales, Humanities and Modern Languages, presented a paper “Poetics of Return: Exile and Post-Exile in Rafael Alberti” at the international conference “Geographies of Spanish Republican Exile” in Birmingham, England.

Sara Chadwick, New England School of Art & Design, attended the annual meeting of the National Association of Schools of Art and Design in Seattle, Wash., in October.

Darlene Chisholm, Economics, was a visiting scholar in the Economics department at Harvard University while on sabbatical. She attended seminars and lectures on industrial organization and applied econometrics and presented her research on empirical product differentiation in the motion-pictures industry at Harvard and MIT. Chisholm chaired a session and presented papers at the International Industrial Organization Conference in Arlington, Va., and also presented at the Association for Cultural Economics International Conference in Boston.

Erin Evans, Law School. She was selected to the planning committee for the Mid Level Manager’s 2009 Institute for Region 1 of NASPA, Student Affairs Administrators in Higher Education. For more information about NASPA and the application process, contact Evans at eevans@suffolk.edu.

Shallini George and Stephanie Hartung, Law School. They presented “Methods of Teaching and Critiquing Analogical Reasoning” at the 12th Biennial Conference of the Legal Writing Institute at Indiana University Law School.

History Department News:

Robert Allison and Mark Schneider offered a six-part Elderhostel program on “The Wisdom of our Fathers,” which examined the creation of the Mount Rushmore sculptures and the characters and legacies of the four presidents immortalized there. Schneider presented his series at North Hill in Needham, and Allison was at the Boston Home, a nursing-care facility in Dorchester for adults with MS and other progressive neurological diseases. For his final session, Schneider had the participants reflect on presidential elections they remembered. Among his students were a veteran who recalled the Army’s desegregation in 1948, the widow of a speechwriter for Adlai Stevenson, and a lawyer who reminisced about the 1960 election, when he worked in the New York office of Thomas E. Dewey.

Patricia Reeve presented a paper “Fabricated Bodies: Popular Readings of 19th Industrial Hazards and Imperiled Female Operatives” at the Berkshire Conference of Women’s Historians at the University of Minnesota.

Yong Xue, presented “Creating Imperial Wealth: The Rise of Jiangnan and the World’s Largest Economy in the Pre-Industrial Age” as part of the History department’s monthly lecture series.

Health Services has changed its name to the Office of Health & Wellness Services to reflect its efforts to educate the University community on health improvement and overall wellness as well as providing the services of a health clinic that manages illness and injury. The new logo combines the “Tree of Life,” which is often used to symbolize the wellness of the whole person, with the apple, the iconic symbol of physical health.

Art Klossner and Tobie Caron, Health and Wellness Services. They attended the annual meeting and conference of the American College Health Association (ACHA) in Orlando, Fla. Klossner lectured on “Men’s Health Issues in the College Population” and was named national chair of the Advanced Practice Clinician section of ACHA. Caron delivered a lecture on “Breast Cancer and Breast Health in the Young Woman” and is serving a second term on the planning committee for the ACHA annual meeting and conference.

Charles Kindregan, Law School. He spoke to the judges of the Massachusetts Supreme Judicial Court and the Appeals Court on “Current Issues in Family Law” during the annual Appellate Judges Conference. Kindregan also spoke on the “Model Act on Assisted Reproductive Technology” at the Annual Probate and Family Court Judges Judicial Institute.

Congratulations to Assistant Bursar Danny Luu and wife Sylvia on the birth of their son Nathan on Oct. 13. He weighed 7 pounds, 8 ounces.

Anne Macdonald, ITS Web Services, presented “Managing our Catalog process in our Content Management System” at the eduWeb Conference in Atlantic City, N.J., and at the HighEdWeb Conference in Springfield, Mo. For more information about the Catalog project go to www.suffolk.edu/offices/30019.html.

Carlos Rufin, Sawyer Business School, has been appointed director of the Undergraduate Global Business Program.

Sebastian Royo, associate dean for the college and director of the Madrid campus. At the 2008 annual meeting of the American Political Science Association in Boston, he presented a paper “Portugal and Spain in the EU: The Paradox of Economic Divergence” and organized a panel “Portugal in the 21st Century. He also presented “Challenges for the New Union for the Mediterranean” at New York University.

Kathleen Elliott Vinson, Legal Practice Skills, presented “Podcasting in LRR&W: Downloading the Greatest Hits” at the Legal Writing Institute Conference at Indiana Law School.

Sawyer Business School Faculty International Potluck Dinner, organized by Jonathan Frank, featured dishes from around the world as well as entertainment. Frank said that the potluck was suggested by the late Professor Lee Sutherland in the mid-1980s, and, although only one dinner was held, it was very successful. “I decided last year after our faculty had increased by 20 percent in size to revisit the idea of an international potluck. I floated the idea, and the faculty was responsive. The Business School deans also have been generous in their support of this event,” said Frank. The potlucks, scheduled for the beginning and end of the school year, bring together more than 80 faculty members and their families.

Paula Athanasion, Carlos Rufin, Alberto Zanzi, Nizamettin Aydin and David Wheeler at the third international potluck dinner for the Business School faculty.
Deans’ Reception 2008

Forty-Year Honorees
William E. Good, Chemistry
Richard P. Vacco, Law School

Thirty-Year Honorees
Agnes S. Bain, Government
Sara Chadwick, New England School of Art & Design
Kenneth S. Greenberg, College of Arts and Sciences
Michael T. Lavin, Public Management
H. Thomas O’Hara, Finance

Twenty-Year Honorees
Alisa Berman, Sawyer Business School
Wilma J. Busse, Counseling Center
Mario Castrillon, Facilities Management
Michelle Ann Dobbins, Law Career Development
Steven Eisenstat, Law School
Theresa Malinek, Sawyer Business School
Magid Mazen, Management-Organizational Behavior/Entrepreneurship
Antonia Rizzo, Financial Aid-Colleges
Denise Rodriguez, Accounting
Priscilla J. Rosati, Executive Education/Lifelong Learning
Michael L. Rustad, Law School
Michael K. Ryan, University Police
Lisa Vigliotta, Human Resources

Ten-Year Honorees
Christopher Argyrople, Finance
Michael A. Avery, Law School
Dennis A. Bryson, Mail Services
Wai Hing Cheng, Assistant Treasurer’s Office
Yonnie Chi Chin, Information Systems & Operations Management
Dorothy Brooks Commons, Law Career Development
Thomas F. Connolly, English
Charles Cramer, Humanities & Modern Languages
John D’Alleva, Facilities Management
Frederick Depeiza, University Police
Ellen M. Driscoll, Graduate Admission
Robert E. Dugan, Sawyer Library
Charles J. Felth III, Financial Aid-Colleges
Laura A. Ferrari, Law School
Lynda D. Field, Counseling Center
Henry Garzon, Facilities Management
Melissa Gately, College of Arts and Sciences
Gregory E. Harris, Purchasing Services
Sidarth B. Hing, University Police
Mikhail B. Ilin, University Police
Edith Kaplan, Psychology
Steven Y. Keren, Law Library
Aykaz Klian, University Police
Danny T. Luu, Student Accounts/Bursar

Michael J. McCartney, University Police
John D. McCoy, Business Law
Ruth A. McEwen, Sawyer Business School
Ann T. McGonigle Santos, Law School
Yeuris J. Mejia, Accounts Payable Services
Johanny Mejia, Mail Services
Rita G. Mooney, Student Accounts/Bursar
Colleen A. Murphy, Law Career Development
Julissa M. Peguero, Undergraduate Admission
Rosa Puello, Law School
Herbert N. Ramy, Law School
Mark Rotondo, College of Arts and Sciences
Sebastian Royo, College of Arts and Sciences
Roberto Terrero, University Police
Thomas J. Trott, Biology

Photos by PEI

College of Arts and Sciences Dean Kenneth S. Greenberg and Provost Barry Brown.


Director of Communications and Special Events Teri Malinek and Sawyer Business School Dean William J. O’Neill, Jr.

Professor of Law Richard Vacco and Associate Dean and Professor of Law Marc Perlin.

Michael Rizzo; Antonia Rizzo, associate director, Financial Aid; and Associate Vice President of Enrollment and Retention Management Walter Caffey.
Please welcome our newest employees:

**Elizabeth Armour**, Law Career Development

**Kirsten Behling**, Office of Disability Services

**Jashawn Brown-Robinson**, Law School

**Andrew Butler**, English

**Michael Carpenter**, Facilities Management

**Aryn Conway**, Humanities

**Marissa Donahue**, Facilities Management

**James Hull**, NESAD

**Matthew Kaler**, Counseling Center

**Casey Kennedy**, Payroll

**Eileen Koven**, Law Academic Technology

**Jessica Krywosk**, Enrollment & Retention Management

**Joshua Lavin**, Law Dean’s Office

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**Professor of Chemistry and Biochemistry William Good** and College of Arts and Sciences Dean Kenneth S. Greenberg.

**Brendan Loughman**, Law Registrar’s Office

**Sara Lischnsky**, College of Arts and Sciences Dean’s Office

**Lynmarie MacMillan**, Accounts Payable Services

**Heather Madden**, English

**Stephanie McCormick**, Center for International Education

**Kelly Pinard**, Government

**Emily Pytka**, Management-Organizational Behavior/Entrepreneurship

**Katherine Quinn**, Psychology

**Lynn Saladino**, Counseling Center

**Enedelia Saucedo**, Counseling Center

**Madelyn Soto**, College of Arts and Sciences Dean’s Office

**Nylana Thome**, Office of the Provost

**Joseph Walsh**, Undergraduate Admission
Connections Depicts Service Learning in El Salvador

Connections: Suffolk University Keeps Moakley Legacy Alive in El Salvador presents a look at the ongoing relationship between Suffolk University and the Salvadoran people.

The exhibit, at the Adams Gallery through Jan. 12, 2009, features photographs from Suffolk University service-learning efforts in Boston-area communities and in El Salvador.

The late Congressman John Joseph Moakley played an important role in moving El Salvador beyond repression and rebellion to peace. In doing so, he forged a lasting relationship with the people of El Salvador.

Students and faculty visit El Salvador annually, retracing Moakley’s path from San Salvador to rural villages. Along the way they have met officials, former guerrillas and witnesses who assisted Moakley in the congressional investigation that helped pave the way to peace in El Salvador.

The exhibit also presents an encore showing of El Congresista: Joe Moakley en El Salvador, a display of photos and documents from the John Joseph Moakley Archive that explore El Salvador, the civil war and the conflict’s impact on the Salvadoran people.

The campus community is invited to an opening reception for the exhibit from 5 to 7 p.m. Wednesday, Nov. 19. RSVP: 617-305-6295, lmuller@suffolk.edu.

Behind the Image at NESAD

The gallery at the New England School of Art & Design will present Behind the Image, an exhibit of works of seven established artists who live and work in the Boston area, from Nov. 6, 2008–Jan. 3, 2009.

An opening reception will be held from 5:30 to 8 p.m. Thursday, Nov. 6.

Artists exhibiting are Hannah Barrett, Dana Clancy, Lisa Costanzo, Heather Hobler, John Guthrie, Cristi Rinklin and Joe Wardwell.

The exhibit reveals some of the investigations, processes and inspirations these artists used to produce specific artworks.

Their highly crafted paintings and drawings are shown alongside the sketches, Internet and magazine sources; art history books; and color studies that informed their creative decision-making.

In effect, the curator attempts to re-create the “studio wall” covered with unexpected images, postcards and inspirational objects that exist in each of the artist’s studios.

The finished work is given a history through this “contextualizing” of the artwork, with early stages of thought and jumping-off points all in evidence.

 Visitors to the gallery will learn from seeing just what is “behind the image” in these diverse artistic works.