

MCLA

PRESIDENT'S REPORT 2008



MASSACHUSETTS COLLEGE OF LIBERAL ARTS



Dear Friends,

With the New Year well underway it is a good time for reflection and a look ahead. Over the past year, we witnessed an historic Presidential election and a deepening global economic crisis. Global, national, and local events have a way of intruding on our lives here at Massachusetts College of Liberal Arts; this year is no exception.

As a country and as a Commonwealth, it has never been more important to invest wisely in our future, a future that will be greatly dependent on innovation. This is not a time to hunker down; rather it is imperative that we find entrepreneurial approaches to the challenges we will face in the coming year and beyond. Fortunately, innovation and creativity are hallmarks of the culture of MCLA.

2008 marked many milestones for MCLA. We continue a proud tradition of education amidst a campus full of energy, enthusiasm and great momentum. As you will read in this report, innovation is alive and well at the College and energetically manifests itself in a myriad ways across the campus.

By its very nature, a liberal arts education prepares our students to enter the world as active contributors. Our graduates are prepared to be successful. They do not shrink from risk; rather they are empowered to use their fertile and informed imaginations to take advantage of existing resources in unique ways. At MCLA, we are fortunate to have a dedicated and committed community of faculty and staff who work hard each day to foster this unique learning environment.

The extraordinary environment at MCLA has not gone unnoticed by recent visitors to our campus. *New York Times* columnist David Brooks and legendary journalist Bob Woodward observed and commented on the spirit that exists here. They noted the remarkable level of engagement, caring, and questioning in the classrooms, and both men observed students' critical thinking and creative problem-solving skills.

Last spring, our students published a major arts publication, *Exploring Nirvana: the Art of Jessica Park*, about an outsider artist with autism, and hosted an exhibition of Park's paintings. Since *Exploring Nirvana* was published, the project has become a traveling exhibition that helps people understand autism from the intimate perspective of one family.

This type of dynamic classroom experience is just the beginning. MCLA students engage in high-impact activities such as undergraduate research, study away, internships and capstone projects. A national study recently proved that such activities, which are increasingly the cornerstone of an MCLA education, boost students' ability to think critically, solve complex problems and work effectively with others.

In August, we received the terrific news that Governor Deval Patrick signed a Higher Education Bond Bill which included \$54.5 million for our new Center for Science and Innovation. This achievement came after a concerted effort on the parts of our Berkshire County Legislative Delegation and our faculty, staff and students, who tirelessly made the case for funding. This state-of-the-art science education facility will be a model for innovation – not only for Berkshire County, but for the Commonwealth, and beyond – as it fosters research and hands-on discovery and serves as a community resource. One of the largest economic and educational development projects in the Berkshires, we expect this Center to be a linchpin for the economic success of the region.

In September, the College announced two new majors – in art and in political science and public policy.

The new art major differs from those at other colleges because it provides new and different ways for students to design their own pathways through the program while they take advantage of our regional arts scene, which includes Massachusetts Museum of Contemporary Art (MASS MoCA) and The Clark museum. This includes the opportunity that some of our students had in 2008 to serve internships with the Sol LeWitt art exhibit at MASS MoCA, touted by *Time* magazine as the best exhibition of the year in the United States.

What makes our new political science and public policy major unique is its pragmatic focus on policy. Students will have the opportunity to integrate academic study with practical, high-impact opportunities like internships, other vocational experiences, and the chance to make connections with policy-makers in government agencies and other arenas.

While there is much innovation to be found here, this work extends beyond our campus. As you will read, MCLA's leadership of the Berkshire Compact for Higher Education led to more elementary school students visiting the campus. And, at the first *Berkshire County Goes to College* event, more than 1,200 county middle school students visited MCLA or another campus to inspire those children to pursue higher education.

In addition, this summer and fall, MCLA students were an integral part of programs like DownStreet Art and Open Studios, which showcase the abundance of art in North Adams. DownStreet Art mapped all the visual arts destinations of North Adams and unveiled four new gallery spaces. DownStreet Art brought nearly 15,000 visitors to downtown North Adams over four months. This project not only defined MCLA's role in the creative economy, but helped to foster community excitement, vitality and optimism — all essential parts of a truly innovative creative economy.

Thanks again for your support while we continue to accomplish much together. As we face new challenges and opportunities, we value highly the engagement of our alumni and friends. With your help, we can ensure that MCLA continues to be strong and vibrant. With your help, we can ensure that the next generation of innovators will have access to an affordable, high-quality education.

As an alumna, I work with an appreciation of how MCLA changed my life. I believe truly that all things are possible and I am privileged to work with an exceptional faculty and staff and a deeply engaged Board of Trustees. With your help, and the continuing diligence of all members of the MCLA community, we will not simply manage through these challenging times; we will reach new levels of success.

Please come and visit us soon.

Sincerely,

Mary K. Grant, Ph.D. '83
President

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MCLA 2008

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Cultivating Innovation

MCLA prepares students for the challenges of the next century

By Alison Benjamin

Since America was founded, innovation has fueled our nation's growth and yielded vast improvements in our health, safety and standard of living. Innovators are responsible for everything from penicillin to the New Deal, from the microchip to wireless technology and from effective K-12 education to the creative economy of the Northern Berkshires.

While the word "innovation" may conjure an image of scientists in laboratories, the solutions to virtually all of our society's most intractable problems — including climate change, poverty, health care, social justice and challenges in the global economy — are grounded in innovation. Experts predict that this century will be the "Innovation Century," wherein the ability to embrace change is an essential ingredient for success.

But can innovation be taught? According to Mary K. Grant, president of MCLA, the answer is a resounding "absolutely."

"Innovation is about pushing the boundaries of what is possible," said Grant. "It is about thinking boldly, entrepreneurially and taking new risks in whatever field you're in. Each and every day, MCLA prepares students to do exactly this."

The key, said Grant, is combining dynamic classroom experiences with real-world risk taking, backed up by institutional modeling.

Walk through this community on any given afternoon, and

you will discover MCLA students engaging in the process of innovation. You might come across students of Elena Traister, MCLA's instructor of environmental studies, researching how rock disturbances can have large impacts on the ecology of local streams — a project that could improve our ability to restore healthy watersheds. You might wander into MCLA Gallery 51 to find students preparing a new exhibition or working with the local arts community on Open Studios, an event that brings thousands of people to downtown North Adams to explore the creative economy. In the classroom, you might find a student expanding our current understanding of chemistry or psychology through novel research that later will be published in academic journals. You might see faculty help plan a new public policy lecture series and shaping the new public policy major.

All of these experiences, these moments of innovation, are grounded, first and foremost, in a meaningful liberal arts curriculum.

"A liberal education, by its very nature," said Grant, "teaches students to think independently, to deal with complexity, diversity and change, and to move beyond the status quo. A solid liberal education empowers students to think outside the box, to re-imagine what could be and to use existing resources in novel ways. These are the essential ingredients of innovation."

This, perhaps, is why graduates of liberal arts colleges are disproportionately represented in leadership positions in politics, business, the arts and sciences. In a recent survey conducted by the Association of American Colleges and Universities, 69 percent of business leaders rated the skills gained through a liberal arts education as “very important.” Elite graduate programs, like the Stanford Business School, have expressed a preference for applicants with a background in the liberal arts. Furthermore, 80 percent of U.S. Nobel Prize winners are graduates of liberal arts colleges.

“The skills that are required to innovate — critical thinking and creative problem-solving — are the very things that are taught by a liberal education,” said Grant. “Once a student acquires these abilities, they can be broadly applied in every field, throughout his or her lifetime.”

When *New York Times* columnist David Brooks visited campus in October to take part in the Hardman Lecture Series, he was struck by another facet of the MCLA classroom experience — the close relationships between students and faculty.

Brooks noted that the U.S. had become the richest nation on earth because “we were the best educated, and we made the best use of our human capital,” but that in the past 35 years that advantage has “entirely evaporated. ... we’re now even with other countries or behind.”

To address this, said Brooks, the U.S. has spent vast sums of money reorganizing schools and making bureaucratic fixes. “But the more you learn, the more you get into the research, you learn it’s not the bureaucratic structure of a school or college that matters, it’s the spirit of the place... it is the relationship of [students] to the professors, the one-on-one relationships that matter more than anything else.”

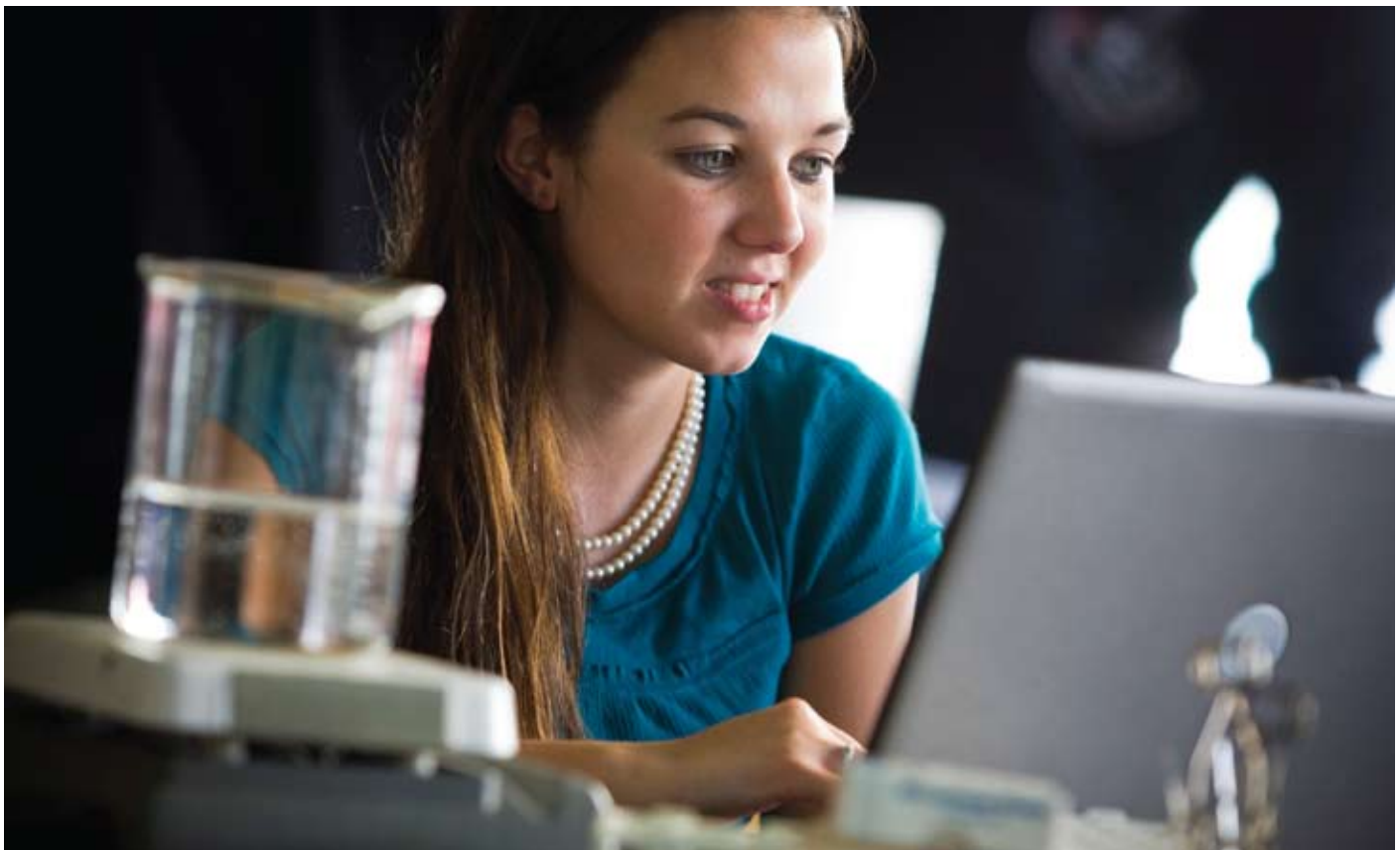


Referring to MCLA, Brooks said, “I’m just so moved by the spirit of this place. I just wanted to acknowledge the importance not only of what goes on in the classroom, or the books that one reads, but the actual spirit of the place that keeps people learning.”

When it comes to innovation, however, this kind of dynamic classroom experience is just the beginning. That’s why MCLA students increasingly are engaged with “high-impact activities” — undergraduate research, study away, internships and capstone projects — where they can test their newfound skills in real-world settings.

A national study recently proved that these high-impact activities, which increasingly are the cornerstone of an MCLA education, boost students’ ability to think critically, solve complex problems and work effectively with others.

For example, students recently published a major arts publication, *Exploring Nirvana: the Art of Jessica Park*, about an outsider artist with autism (see story page 8). The acclaimed publication explores Park’s work and offers insights from health and arts professionals, including a foreword by Dr. Oliver Sacks. The project began when Park was awarded an honorary degree from the College





in 2003. Soon after, the College hosted an exhibition of Park's paintings. Under the leadership of Professor Tony Gengarely, students began to create a catalog of Park's work, which evolved into a more complete exploration of Park, her family life and autism itself. Since *Exploring Nirvana* was published, the project has become a traveling exhibition that helps people to understand autism through the intimate perspective of one family.

"The key element in all of these activities is learning by doing," said Grant. "It can be challenging to leave the classroom and begin dealing with real-world problems. But it is precisely this kind of risk-taking that prepares students to solve problems throughout their careers."

That's why MCLA alumni so often are able to take risks and succeed, often in industries that didn't even exist when they attended school.

For example, Diane Sammer '81 founded Emergent Music LLC, a customized Web-based music experience at Flyfi.com, that connects people to music and to each other based on their tastes and preferences. Sammer has been featured in *Wireless Week* magazine as one of 24 "Enterprising Women of Wireless." A company she founded, Systems/Link, was named by *Inc.* magazine as one of the fastest-growing companies in the U.S.

These companies would have been unimaginable during Sammer's years at the College — more than a decade before "Internet" and "wireless" became household words. The skills Sammer gained from the College, however, allowed her to assess how people use technology — an understanding that defines the most innovative companies.

"I hold my college experience with me every day," Sammer said. "The College provided me with exactly the foundation I needed to build an amazing career."

Chris Derby Kilfoyle '76 founded Berkshire Photovoltaic Services, which provides site-specific solar energy systems throughout the area. Derby Kilfoyle, a philosophy and English major, said that his academic degrees gave him the ability to broadly conceptualize issues and express himself, while his experiential learning at the College helped him to intelligently solve real-life problems.

Derby Kilfoyle recently returned to campus to speak about solar energy as a part of the Vadnais Lecture Series on the environment, giving back to the College in a way that furthers MCLA's ability to serve as leader in innovation.

Such leadership is one of the most important ways that MCLA promotes innovation. "After all," said Grant, "it is not enough for us to simply encourage our students to be innovative. As an institution,

we must see ourselves serve as a model of innovation.”

For example, when research revealed an “education gap” between employer needs and local residents’ skills, MCLA became the lead partner in the Berkshire Compact for Higher Education, a county-wide initiative created to assess the educational needs of Berkshire County, raise aspirations and ensure that every local resident has access to 16 years of education. When arts and cultural institutions became increasingly important drivers of the local economy, MCLA developed an arts management major, established the Berkshire Hills Internship Program (B-HIP) and opened a downtown gallery to help prepare the future leaders of this creative economy. When it became clear that colleges must take the lead in fighting climate change, the College formed its “Green Team” to reduce MCLA’s carbon emissions by 25 percent by 2012. As China rose in global importance, the College formed an educational partnership with the Shanghai Institute of Foreign Trade (SIFT).

This work caught the interest of those whose lives are dedicated to the pursuit of innovation.

“Every day in my career, I’m on the lookout for innovative organizations,” said Matt Harris, co-founder and managing general partner of Village Ventures, a venture capital firm with offices in New York City, N.Y., and Williamstown, Mass. “By that I mean organizations that are at the forefront of change, that see challenges as opportunities and that expand our definition of what is possible. The work that MCLA is doing — in environmental sustainability, in meeting the community’s educational needs and in preparing students for a fast-changing global economy — is highly innovative and it is very impressive.”



President Grant suggests that there is another way to look at innovation as well.

“Innovation simply means finding new ways to make a difference,” she said. She observed that this generation is tired of finger-pointing and rampant cynicism. “Instead, students really want to take a risk and do something meaningful — whether in computer science, the lab sciences, social policy or the humanities.

“Innovators recognize that there are always new things to learn, new things to try,” she added. “They exchange what *is* for what *could be*, expanding our sense of what is possible. In this way, innovation is the very manifestation of hope.”

In this manner, the College — where learning is a constant, and students, faculty and staff continue to push the boundaries of possibility — is a very hopeful place, indeed.



Building a life sciences workforce

A Center for Science and Innovation

By Karen Gardner
Communications Specialist

Thanks to the support of legislators, faculty, staff, students, members of the Board of Trustees, business leaders and many more, the smallest public college in Massachusetts has a big role in the future of science in the Commonwealth.

Last year, Governor Deval Patrick signed a sweeping higher education bond bill authorizing funding for the MCLA Center for Science and Innovation, a planned state-of-the-art science education facility. The Center for Science and Innovation will serve as a single location for all of MCLA's science and math programs and will foster research-intensive science learning and hands-on

discovery. It also will serve as a community resource, and will contribute a robust pipeline of talent, helping Massachusetts to remain a world leader in scientific innovation and the life sciences.

“Our students deserve the very best. They are working with our expert faculty, engaging in hands-on research which positions them and the Commonwealth for success as they enter the workforce and/or continue with advanced graduate studies,” said MCLA President Mary K. Grant.

National studies project extremely high demands for educated workers in the fields of biotechnology, nanotechnology,

engineering and health care. Demand in Massachusetts for life sciences workers is expected to grow nearly 45 percent faster than for workers in the state economy as a whole.

Shortly after President Grant's arrival at the College in 2002, she embarked on a multi-year mission to ensure that MCLA students and Berkshire County play a dynamic role in supporting the state's competitive edge in science, technology, engineering and



math (STEM) fields and the life sciences.

A steady advocate for strong educational support across the region, Grant logged thousands of miles on the road as she made frequent trips to Boston, keeping up a tireless pace to make MCLA's case. This case was supported by the expertise and hard work

of the science faculty, who are deeply engaged in hands-on research. Working across disciplines, faculty are shaping the vision for how this new space will support MCLA's ability to meet and respond to the rapidly changing needs of this century. In August 2008, the Center for Science and Innovation at MCLA took a major step forward when Governor Patrick authorized \$54.5 million for the project in the Higher Education Bond Bill.

"When we invest in public higher education, we invest in the promise inherent in our students — in their individual futures and in our collective future," Patrick said. "The Center for Science and Innovation at Massachusetts College of Liberal Arts will provide the valuable training and preparation our students need to thrive in a 21st century global economy."

Along with state Representatives Smitty Pignatelli, Chris Speranzo and Denis Guyer, and State Senator Ben Downing, state Representative Dan Bosley '76 is among the College's strongest advocates for the Center for Science and Innovation.

"MCLA has made great strides under the stewardship of President Mary K. Grant," said Bosley. "The construction of a new Center for Science and Innovation on campus will do a great deal to further the science and technology upgrades to the College. Furthermore, adding a new state-of-the-art science building will clearly demonstrate the College's commitment to science, technology, engineering and math (STEM), and will continue the STEM pipeline at the undergraduate level of education for the young people of the western part of the state."

The facility not only will meet students' needs, it will support economic and workforce development and ensure that Massachusetts — and the nation as a whole — remains a vital player in the global innovation economy.

"This science center will forever change the face not only of MCLA, but of this community and of this region," said North

Adams Mayor John Barrett III '69.

In addition to being a key building on campus, the Center will serve as a model for green technology as it will meet all energy efficiency standards and serve as a "living lab" for sustainability.

As the College awaits the start of the formal design phase, the planning to date calls for at least 28,000 square feet to house MCLA's biology, chemistry, environmental studies, math, physics and psychology departments, which will allow for innovative interdisciplinary collaboration between the programs. It also will contain wet and dry labs, classrooms, conference rooms, a resource library and space for K-12 teachers and their students. The space will support new and deeper collaborations with the community college as well as industry and health care partners.

"This will be a place where faculty can continue their research and teach," Grant said.

Although the funding is authorized, the effort will not be complete until students are in the Center for Science and Innovation labs and classrooms. MCLA now must work to make sure this facility remains at the top of the project priority list developed by the Division of Capital Management (DCAM). A feasibility and design study will begin in 2009, with construction expected to begin in 2010.

"We need to continue to see progress on the Center for Science and Innovation," said Grant. "This will be one of the largest economic and educational development projects in the Berkshires. It represents much more than educational opportunity: it is a centerpiece of the economic success of the region."

Dr. Anne Goodwin





Jessica Park

Students Produce Major Arts Publication

By Alison Benjamin

Five years ago, MCLA awarded an honorary degree to Jessica Park, a self-taught artist with autism. Since that day, the College has formed an increasingly close relationship with Park and her family. This year, that relationship culminated with students producing a major publication, *Exploring Nirvana: The Art of Jessica Park*. This is the first time that students at the College have published such a comprehensive and important work.

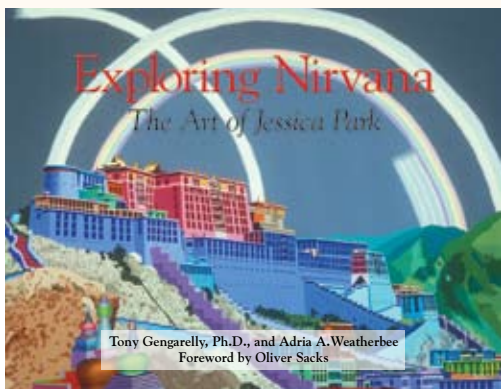
Exploring Nirvana examines both Park's career and her experience with autism. The project began shortly after the day Park received her honorary degree, when the College hosted an exhibition of Park's art. Soon after, students began to create a catalog of her robust and vibrant work. As the relationship between students and Park's family deepened, the project took on new, profound meaning. What emerged was a 96-page exploration of autism and art, from the intimate perspective of a single family.

Students contributed 26 essays to the book, and helped with fund raising and marketing for the publication. Along the way, they researched autism and art, merged theory with practice and honed their ability to listen, learn and imagine the world from other perspectives.

In addition to student essays, *Exploring Nirvana* contains essays from experts in the fields of autism and art. The book's foreword is authored by Dr. Oliver Sacks, whom the *New York Times* recently called "the poet laureate of medicine," and it includes 86 color illustrations.

The book was glowingly described by Dr. Pamela Rogers, director of Pure Vision Arts, a Division of the Shield Institute, as "an important and comprehensive chronicle that elegantly enlightens us about the life and work of an extraordinary woman and important contemporary artist."

Concurrent with this book release, MCLA Gallery 51 hosted an exhibition, *The Art and Life of Jessica Park*, in the spring. The exhibition now is traveling to other institutions, allowing people around the nation to benefit from all that Park and MCLA students have collectively learned and shared.



Jessica Park,
Flatiron Building Double Suns, 1996

MCLA: Educating Leaders for the Creative Economy

By Lauren O'Neal
Arts Management Professor

World-class museums? Electrifying musical performances? A cascade of autumn colors along the Mohawk Trail? Custom screen-printed shirts? Kids' clothing stores? Restaurants? Coffee? A creative economy initiative encompasses — and celebrates — all of these elements to create a thriving local economy. Here in the Berkshires, MCLA is an essential part of these efforts.

The Creative Economy Initiative, embraced by organizations such as the Berkshire Visitors Bureau and Berkshire Creative and championed by MCLA's Berkshire Cultural Resource Center, uses culture as a launchpad for economic, social and community revitalization. In this context, "culture" means just about every element that makes a place special in the eyes of both residents and visitors. The Creative Economy Initiative draws on the inherent strengths of the Berkshire area—its many cultural institutions, its history of innovation in design and manufacturing and its tight-knit communities.

Education also has emerged as a key element in the creative economy, and it is here that MCLA has begun to play a major role. From training emerging cultural leaders to providing professional development for entrepreneurs and artists, the faculty, staff and students of MCLA are enthusiastic participants in the Berkshires' creative, arts-based economy. MCLA's contributions include:

- **The arts management major and the new studio art major.** Both majors help nurture the next generation of leaders in the arts and incorporate academic curricula and service learning.
- **Engagement with the local community.** Students in the arts management program raised over \$3,000 for North Adams Open Studios as part of a grants/fund raising course. Students and alumni of the art program served as apprentices in the Sol LeWitt installation at MASS MoCA, which *Time* magazine recently named the best arts exhibition of 2008. Students also helped to plan DownStreet Art, a community effort that brought 15,000 people to downtown North Adams, Mass., and unveiled four new gallery spaces, including the North Adams Artists' Cooperative Gallery.
- **The Berkshire Hills Internship Program (B-HIP).** This summer, B-HIP hosted interns from a range of institutions, including MCLA, Westfield State College, Merrimack College and the Minneapolis College of Art & Design. Interns were placed at Berkshire Opera Company, Images Cinema, Kidspace at MASS MoCA and more. Since the program's pilot year (2005), numerous B-HIP interns have become employed in the Berkshires — Monica Henry '06 works for The Clark, Maria Mazzocco '08 works for Community Access to the Arts, Isabelle Holmes '07 works for the '62 Center for Theatre and Dance at Williams College, Rebecca Wehry '08 works for MASS MoCA's development office and Mary Domenichelli '08 works for Pittsfield's Office of Cultural Development. Former B-HIP intern Helena Fruscio is now the program director of Berkshire Creative.
- **Other innovative cultural programs.** The Tricks of the Trade seminar series — a collaboration between MCLA, Northern Berkshire Creative Arts and Berkshire Creative — is a professional development series for artists, designers and other entrepreneurs. Part networking event and part educational enrichment, each seminar is designed to provide skills in marketing, technology and business planning to start-up businesses. BerkshireArtStart.org acts as a connector and directory for all the creatives in Berkshire County. Another program, Assets for Artists, offers financial training and individual development accounts (matched savings programs) to artists throughout Berkshire County. And, MCLA is working with Berkshire Creative, the Pittsfield Office of Cultural Development and the Massachusetts Cultural Council on a four-day summit planned for 2010, to be hosted by MCLA and MASS MoCA, to look at how best to propel the creative economy forward. These programs ensure that Berkshire County remains a vital cultural force long into the future.



MCLA students and recent graduates were among the interns and apprentices who worked to install the Sol LeWitt exhibit at Massachusetts Museum of Contemporary Art (MASS MoCA). *Time* magazine called the exhibition "a great new American art-world destination" and named it the number-one art exhibit for 2008.

Unique Exhibitions Bring Visitors to Downtown North Adams

By Jennifer Huberdeau '00

At first glance, the figurines mounted on the steps of “Maya III” seem to be randomly placed action figures and dolls, but upon closer inspection it becomes clear that the artist, Jarvis Rockwell, has placed each item with precision and purpose.

For Rockwell, the iconic figures, which range from Teenage Mutant Ninja Turtles to the more obscure comic and movie characters, are an expression of society in a specific time and place. He said he was more than happy to have a chance to create a pyramid specifically for the DownStreet Art installations.

DownStreet Art is a summer/fall-long celebration of the visual arts in downtown North Adams. A unique collaboration between local arts institutions and businesses, DownStreet Art is spearheaded by the city and administered by MCLA's Berkshire Cultural Resource Center.

“I like for people to see these figures,” Rockwell said. “I like to talk with people about them. They have endless possibilities – you can combine them, recombine them and recombine them. The figures talk to each other.”

Rockwell's vision for the step pyramid of figurines was inspired by a trip to Madras/Chennai in India, where iconic statues lined the tops of shrines. Each pyramid he creates, whether the one which was originally shown at MASS MoCA in 2002 or the second pyramid, “Maya II,” in Scottsdale, Ariz., is entirely different, he said.

“Action figures are very much like the figures in churches – they are interpreted by the time and place they are in,” Rockwell said. “They change with time. The nice thing about action figures is that they're something you can believe in without having to wholly invest yourself.”

While Rockwell was busy putting together carefully con-

structed vignettes of action figures, Matthew Belanger and Marianne Petit of Greylock Arts, a gallery in Adams, in partnership with local artists Sean Riley and Ven Voisey, were exploring the often forgotten connections between North Adams and Adams through a multi-faceted and multilocation exhibit, “Lumens: (Re)Connecting the Adamases.” “Lumens” also was one of the new gallery spaces opened for the summer and fall as part of DownStreet Art.

“The project began back in August of 2007 when Helen Thorington and Jo-Anne Green of Turbulence.org contacted Marianne and me about doing an Internet art exhibit with funds they had received from the Andy Warhol Foundation for the Arts,” Belanger said. “We began looking for local partners and MCLA Gallery 51 seemed like the obvious choice. Marianne and I have always been impressed with the quality of their exhibits.”

After a call for artists and determining just how to incorporate two physical locations – Greylock Arts and MCLA's Gallery 51 Annex – with the online site Turbulence.org, the group began collecting lamps and their histories from local residents. Their concept was that as people approached the lamps at one location they would light up, and corresponding lamps at the two other locations, whether physical or online, would illuminate in unison.

“Hopefully, ‘Lumens’ helped demonstrate that Adams and North Adams share a great deal of common history and that we can be stronger when united toward a common goal,” Belanger said.

Other new gallery spaces opened for the season were the North Adams Artist Cooperative Gallery and Primary/Secondary, a collaboration with MASS MoCA, featuring the work of the Sol LeWitt interns and apprentices. In addition to the opening of new arts spaces, the first-ever map of all the North Adams visual arts destinations was created. Nearly 7,000 copies of this map were distributed over the course of the summer and fall.

Artist Jarvis Rockwell talks about his installation, “Maya III,” with MCLA students.





New Art Major Ties Creativity Across Liberal Arts

By Melanie Mowinski, MFA
Visual Arts Professor

This fall, MCLA began enrolling students in the new Bachelor of Arts degree in art, a dynamic new major offered within the fine and performing arts department. The art major draws on existing courses from fine and performing arts, English/communications and computer science — tying together creativity across the liberal arts.

The art major further enhances MCLA's part in the Berkshires' creative economy. Already, students enjoy internships at cultural institutions, assist with fabrication of exhibitions like the celebrated Sol Lewitt exhibition at MASS MoCA, participate in the Berkshire Hills Internship Program (B-HIP) and more. All of these opportunities are possible through the art major.

Exhibition experiences are also available to art students through MCLA's own Gallery 51. Students may choose to get involved in broader community art opportunities, such as North Adams Open Studios.

Within the classroom, students participate in art-making across many media: drawing, painting, graphic design, photography, film, broadcast communications, computer graphics and costume design. They select courses according to individual artistic interests and goals.

According to Gregory Scheckler, associate professor of visual art, 12 students enrolled in the major this fall — more than the department's first-year goal of 10 students. As the year moves forward, Scheckler anticipates that even more students will sign up. The goal for year two is 25 students.



Woodward Speech Marks New Political Science and Public Policy Major

By Jennifer Huberdeau '00

MCLA in September 2008 announced its new political science and public policy major, which offers students the opportunity to integrate academic study with practical, high-impact opportunities like internships, jobs and the chance to make connections with policy-makers in government agencies and other arenas.

“We’ve been looking at a political science major for a long time, but we decided we wanted to provide something unique,” said Dr. Robert Bence, chairman of the department. “Political science is a pretty common major, but by adding public policy, we created a unique major with a pragmatic focus on policy.”

Students will network not only with leaders in the private sector who create and implement policy, but also

with court officials and elected leaders involved in policy creation and evaluation.

To celebrate the new major, the College invited legendary journalist and author Bob Woodward to share his insight into the Bush administration and the war in Iraq. Woodward spoke at MCLA’s Church Street Center on December 9. The lecture was sponsored and funded through the generosity of the Ruth Proud Charitable Trust.

During his lecture, “The War Within,” Woodward addressed the need to ensure transparency among government agencies and officials. He also spoke about the remarkable level of engagement MCLA students showed during an earlier question and answer session.

“The level of engagement, the level of caring, the level of questioning was amazing,” he said. “I was at Harvard some time ago and I asked the question, ‘Where do you get your information from?’ There are three categories – the first two are easy. But what is the third one?”

One thousand Harvard students and community members, he said, could not come up with the answer.

“It’s an exciting program,” said Professor Robert Bence. “It really is unique.”

“I asked that same question today and then one young man said, ‘You experience it yourself.’ Of course, that’s the answer – first-hand experience.”

Woodward said he could “see thought-process happening” as the meeting went along.

“After witnessing that, I wanted to enroll here,” he said. “There were a lot of students there and they were engaged. I wish that afternoon had been on C-SPAN – you’d have a thousand more applicants to the school, because people would say that was a real interchange of ideas.”

Bence noted that Woodward — an investigative reporter who has chronicled some of the most important political events and figures of the past 35 years, from Watergate to the Bush White House — brought a valuable perspective on presidential decision-making and operations.

“Not many people have had as much access to the White House and Washington policy makers as he has,” said Bence. “I believe speakers like Bob Woodward can give our students a unique view of how politics work.”

Through the new major, students also will have the opportunity to intern outside of the state. MCLA sends interns to Washington, D.C. through the Washington Center and also provides students with internships in the Canadian House of Commons and international study in a variety of countries. For the past several years, the College has sent teams of students to the North American Model U.N. in Toronto.

Bob Woodward delivered the public policy lecture, made possible by the Ruth Proud Trust.



Hardman Lectures Draw Record Crowds

By Jennifer Chinn '09
2008-09 Hardman Scholarship Recipient



Mariane Pearl

In 2008, the College welcomed two prestigious journalists, Mariane Pearl and David Brooks, as a part of the Hardman Lecture Series. Both journalists spoke to a crowd of more than 500 — a testament to the growing popularity of this important program.

In March, Mariane Pearl, an international journalist for *Glamour* magazine and the wife of slain journalist Daniel Pearl, delivered a talk, “A Mighty Heart: The Brave Life and Death of My Husband Danny Pearl.” She recounted the events leading up to the death of her husband, who was kidnapped and murdered in Pakistan in 2002, and she described the emotional journey that followed. Pearl also wrote a memoir on the subject, which was adapted into a film starring Angelina Jolie.

Ultimately, Pearl realized that hope was the only possible way to combat fear, and she co-founded the Daniel Pearl Foundation to promote cross-cultural understanding through journalism, music and innovative communications.

“I knew that my responsibility was bringing awareness to people but not as the voice of fear,” Pearl said. “[Terrorists] want to destroy hope, therefore I shall preserve it by any possible means.”

Pearl’s talk marked the first time in the history of the Hardman Lecture Series that the lower level of the Church Street Center was opened with a live video feed to accommodate overflow attendees.

Church Street Center’s downstairs social hall was opened for the second time in October, when an audience of 550 gathered to hear David Brooks’ lecture, “A Personal Look at McCain and Obama.” Brooks, a *New York Times* columnist, explored the strengths and weaknesses of each presidential candidate and offered an insider’s view into the lives of these very public figures in the weeks before the election.

The Hardman Lecture Series invites noteworthy individuals to discuss journalism and communications, careers, and the impact of the media on the general population. The Hardman Lecture Series is made possible through the generosity of the Hardman Family Endowment.



From left, Vice President of Academic Affairs Steve Green with his wife, Sue Walker, and New York Times columnist David Brooks.

Alumni Board Moves Alums, Students Forward

By Jocelyn Merrick
Director of Annual Giving

The members of MCLA's Alumni Board play a vital role in the life of the College. They facilitate the exchange of ideas between the College and its alumni, and they ensure that MCLA graduates stay connected both to the College and to each other. This networking leads to career advancement opportunities for alumni and helps to create meaningful internships for our students. In addition, the Board further enhances the student experience by helping with recruitment and fundraising for MCLA's Annual Fund.

The Alumni Board includes representatives from the alumni body, each of whom serves a three-year term. These individuals meet quarterly to review and implement programs consistent with the College's mission and strategic plan. Meetings are held on campus.

Members of the Alumni Board hail from Berkshire County, eastern Massachusetts, Connecticut, New York and New Jersey. They work in diverse fields, including education, business, computer services, law, finance and human services. The Alumni Board includes recent graduates and graduates from many decades ago.

Are you an alumnus who wants to promote and serve the College? Consider running for the Alumni Board. To learn more, contact Janice Messer, executive director of alumni relations and development, at J.Messer@mcla.edu or (413) 662-5392.

College Opens New Institutional Advancement Center

By Thomas Bernard
Director of Corporate Foundation & Government Relations

On June 30, 2008, the Massachusetts College of Liberal Arts Foundation, Inc., closed on the purchase of a 5,374-square-foot building on East Main Street from the City of North Adams. Prior to its acquisition by the College, the property purchased by the Foundation was the rectory of the former Notre Dame church.

During the summer and fall, the Foundation oversaw the renovations that transformed the former residence into MCLA's institutional advancement center. The advancement staff moved out of their previous headquarters at Shapiro House and into the building on December 1.

The main floor of the building includes a mix of staff offices and public spaces, including two large conference and meeting spaces, a full-service kitchen and a comfortable living room space with dedicated computer workspace for alumni and other visitors. Academic departments and other campus groups will have the opportunity to use the center as a venue for meetings, events, receptions and other public functions. The second floor of the building includes offices for the College's advancement staff.

"By moving to a new and larger space, the College can provide MCLA alumni a valuable resource when they visit the College," said Marianne Drake, chief advancement officer. "Alumni will be welcome to visit the center to meet, network or just informally catch up with one another."

Bringing the advancement team into the heart of the city builds on the downtown presence the College established with the opening of MCLA Gallery 51 in 2005. The new building reflects the growing importance of the advancement office to the future of MCLA — through alumni, fund raising and the stewardship of college resources — and presents a new opportunity to raise the profile of the institution.



*A conference room in the
new advancement center*

Members of the Alumni Board



Student Engagement Focus of Strategic Planning

By Charlotte Degen
Dean of Student Affairs

Student engagement is a top priority as MCLA enters its fifth year of strategic planning, a long-term planning effort that serves to strengthen the College's position in the region and Commonwealth by enhancing and expanding academic offerings, developing innovative new programming and forging new community partnerships.

A critical element of learning that fosters academic excellence, student engagement also enhances student life, has the potential to increase enrollment and may improve MCLA's financial position. As such, student involvement and the high-impact activities that strengthen it were discussed at the College's Annual Campus Retreat in May, when about 150 – including faculty and staff, students and members of the Board of Trustees – were in attendance.

Dr. George Kuh, of the Center for Postsecondary Research at Indiana University, which administers the National Survey of Student Engagement (NSSE), launched the meeting by discussing “best practices” for student engagement and their implications for enhancing education. A past president of the Association for the Study of Higher Education (ASHE), Kuh has written extensively about student engagement, assessment, institutional improvement, and college and university cultures.

On day two of the retreat, Brian K. Fitzgerald '75, executive director of the Business-Higher Education Forum, led a discussion about the requirements for 21st century liberal arts graduates. Fitzgerald provided dramatic testimony about his own undergraduate experience at the College, which integrated curricular and co-curricular experiences – an important element of student engagement – and how his education here transformed his abilities and perspectives.

In addition, faculty members presented an array of selected high-impact practices that take place at MCLA, including:

- Service Learning – Dr. Paul LeSage, English/communications, and Spencer Moser, coordinator of Service Programs and Activities
- Undergraduate Research – Dr. Deb Foss, psychology, and Dr. Ann Billetz, biology
- Carnegie Academy for Scholarship of Teaching and Learning (CASTL) – Dr. Adrienne Wootters, physics

Following this retreat, a work group of faculty and staff convened to conduct advance planning to strengthen the first-year experience and to further integrate academic work with co-curricular experiences.

At MCLA, we have opted for an intentional planning process; the world around us is in a constant state of change and planning cannot be static. While our institutional goals are sound, each year we engage in a review to determine if our selected tactics and strategies are moving us ahead. To date, these collective planning efforts have resulted in an array of accomplishments on campus including new majors, increased community partnerships, enhanced visibility and a greater attention to long-term sustainability.

The World Comes to Our Campus

By Theresa Miller
Director of Learning Services

MCLA welcomes students from around the globe — from Russia to Puerto Rico, from India to Central America and from Africa to Southeast Asia. Once on campus, MCLA's Adult Basic Education (ABE) course gives these individuals the skills they need to thrive, including ESOL (English for Speakers of Other Languages) classes.

ESOL students account for 40 percent of all students enrolled in the ABE program, which is sponsored through a Massachusetts Department of Education grant.

While the students are as diverse as the globe itself, they share a keen interest in learning English and transitioning to American culture. Most students also work toward attaining U.S. citizenship. English proficiency is the key to being fully engaged in life in the U.S. and to ultimately reentering the professions they held in their native countries. These occupations include teacher, journalist, lawyer, pastor, child care worker and others.

ESOL students also have contributed valuable work to the College. Recently, ESOL students partnered with MCLA students in upper-level Spanish classes, teaching assistants and language fellows from the Williams College Center for Foreign Languages and students in the Global Education Project. Together, these students translated program materials into seven different languages including Arabic, Chinese, Spanish, French, German, Russian and Japanese.





By Alison Benjamin

In April, sixth graders from throughout Berkshire County visited MCLA and other local colleges for the inaugural Berkshire County Goes to College Week. While on campus, the youths fed sea anemones, created a mock television studio, observed chemistry demonstrations and visited dormitories — all of which gave them a first-hand perspective on what college is like. The visits are intended to help raise the educational aspirations of Berkshire County students. It also was one of the many tangible ways that the Berkshire Compact for Higher Education is coming to life.

The Berkshire Compact was launched three years ago to assess the educational needs of 21st century Berkshire County. After initial assessment, this county-wide effort set four goals: to raise the educational aspirations of all Berkshire County residents; to improve access to higher education, training and lifelong learning; to advance technology within Berkshire County; and to develop a new social contract among employers, residents and educational institutions to encourage learning and civic engagement. The Compact involves a committed

group of education, civic and business leaders, including the entire Berkshire Legislative Delegation; the mayors of both Pittsfield and North Adams; a range of employers, including cultural institutions, finance, healthcare and specialty manufacturers; educators; municipal officials; and representatives of non-profit organizations.

In 2007, MCLA launched the Fast-Track program, which allows busy adults to earn a college degree through an accelerated pace of study, flexible enrollment and more convenient course scheduling. Early in the year, MCLA partnered with Berkshire Community College and the city of Pittsfield to open the Intermodal Education Center in downtown Pittsfield. This space eliminates significant barriers — such as accessibility, convenience and transportation — to completing a degree.

The College also is an active partner in other Berkshire Compact programs. These include the Berkshire Passport; a longitudinal, multifaceted and milestone-based path to college for area elementary and secondary students; an assessment by the University of Massachusetts' Donahue Institute of K-12 district consolidation and related consider-

ations; research by the Quaglia Institute for Students about ways to empower students grade 6-12 to assume more responsibility for their academic achievement and social and personal growth; a multi-year pilot program of the Massachusetts Campus Compact College Access Corps, which helps high school students on the path to college; and more.

MCLA also will continue to assess future programs that are consistent with the goals of the Berkshire Compact. For example, the College will offer a new program to GED students and other non-traditional learners who are interested in furthering their education. The program will address the educational goals of these students and help them to learn about educational resources in the area, the college application process, financial aid, college expenses

and more. The program will target adults in the Berkshire community who are disconnected from the support services that might be available to high school students.

“The Berkshire Compact is a long-term effort,” said MCLA President Mary K. Grant, Compact founder. “We will continue to offer new programs and to refine existing programs until this county is fully able to take advantage of the opportunities of the 21st century. It is a long-term commitment we have made, and it is a critical one.”



Vadnais Lectureship Endowed

By Dr. Steve Green

Vice President of Academic Affairs

On the occasion of the October 2008 Vadnais Lecture, President Mary K. Grant announced that support for the lectureship had grown to the point of being endowed. Endowment allowed this important lecture series to become a permanent part of the College's long-term offerings.

The lectureship was created by alumni of the Center for Resourceful Living, a cutting-edge environmental studies program that was founded and overseen by Professor Lawrence Vadnais and his wife, Elizabeth. Larry and Betty Vadnais created an exciting land-based learning experience for students from the mid-1970s until the early 1980s. At first, the couple used their own farm for the initiative. Later, the College provided land for their use. For students, the importance of the Center for Resourceful Living was as great as their deep affection for Larry and Betty, their mentors.

The autumn Vadnais Lecture was delivered by naturalist and author Scott Weidensaul, who provided a fascinating picture of migratory patterns of birds. Weidensaul, who wrote the book *Living on the Wind: Across the Hemisphere with Migratory Birds*, discussed the importance both economically and ecologically of saving migratory birds and reviewed current threats to bird populations — from insecticides to habitat destruction. The lecture was delivered to a standing-room-only crowd.

Earlier in 2008, Nobel Peace Prize winner William Moomaw delivered the spring lecture, also to a standing-room-only crowd. Moomaw discussed environmentally sound housing and the critical importance of reducing carbon emissions. According to Moomaw, reducing carbon emissions by 80 percent over the next 50 years would require a 3 percent decrease each year.

"Achieving a 3 percent per year reduction of emissions is no more than what we did when we shifted from gas lights and horse and buggies to electric lights and automobiles," he said. "We did it in about the same amount of time and that's what's really astounding."

On the night of Moomaw's talk, the late William "Bill" Seeley, professor of physics, was remembered during a memorial reception. Seeley worked with Larry and Betty Vadnais to make the buildings on the College-owned farm as efficient as possible.

The honoring of Larry and Betty Vadnais and the memorializing of Bill Seeley advance two important goals of the College: contributing to environmental sustainability and honoring those who have given so much to our educational mission.

Professor's Work Brings Citizens Together

By Dr. Dana Rapp

Education Professor

The MCLA community is filled with individuals committed to sustainability, volunteerism and the well-being of our region. Among these individuals, the education department's Professor Emily DeMoor stands out for her contributions.

Since arriving at MCLA, DeMoor has provided steady, significant leadership in the College's environmental efforts. She serves as an essential member of MCLA's "Green Team," which promotes campus-wide sustainability. She created the MCLA Garden, and regularly attends local events staffing a "Take Charge!" energy campaign that recruits citizens to take a pledge to reduce their energy consumption.

DeMoor also has been an integral part of the Berkshire Wireless Laptop Initiative. She integrates volunteerism and service learning into her coursework and works closely with Spencer Moser of the MCLA Center for Service and Citizenship in co-organizing and co-leading campus volunteer efforts. She even joined students in the Hurricane Katrina relief effort last year, planting trees in New Orleans with the Alternative Spring Break program.

DeMoor herself is a Hurricane Katrina survivor. This fact has shaped both why and how she is so active in her community.

"We are living in difficult times," said DeMoor. "I see my work, which is grounded in a sense of place and systemic or relational thinking, as part of the transformation to a more peaceful and sustainable future."

In late October, DeMoor was honored with a Community Recognition Award, sponsored by Northern Berkshire Neighbors/Northern Berkshire Community Coalition, for her committee and volunteer work. Last year, MCLA acknowledged DeMoor's work by awarding her with a Faculty Incentive Special Project Award.

"I see my role as a college professor as one of midwife to a new, more viable and sustainable educational paradigm," DeMoor said. "I feel privileged and grateful to be able to be part of the work of this unfolding in the MCLA community, as an emerging ecological participatory world view connects and integrates individuals, systems, disciplines and content areas."

Community Welcomes Head Athletic Trainer Matthew Boillat

By Dot Houston
Assistant Athletics Director

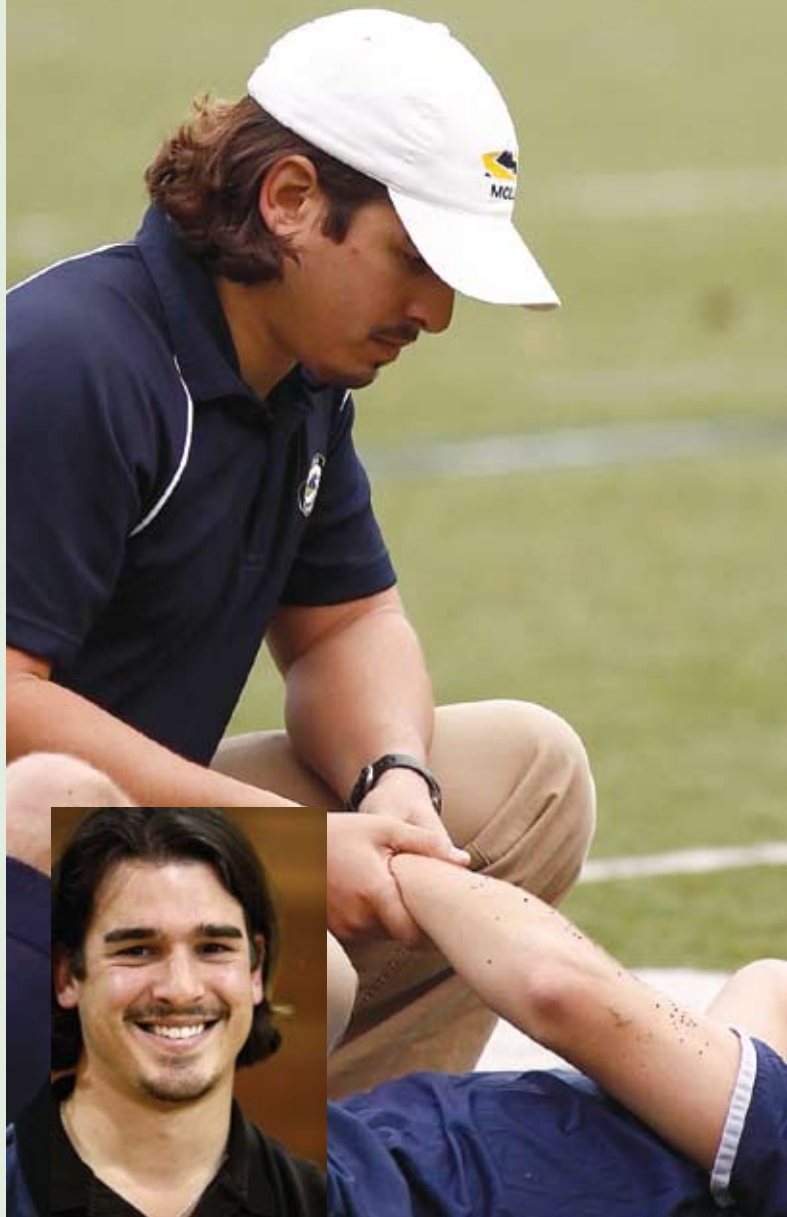
Matthew Boillat, MCLA's new head athletic trainer, is thrilled that he has returned to his roots after almost 10 years. A 1999 graduate of Drury High School in North Adams, Mass., Boillat studied athletic training and sports medicine at Quinnipiac University in Hamden, Conn., where he earned his B.S. in 2003. From there, he earned a master's degree in kinesiology from San Jose State University in San Jose, Calif.

While in California, Boillat served as head athletic trainer at Menlo-Atherton High School, whose graduates include NFL player Greg Camarillo and other Olympic and professional athletes. He also worked at Baysport Physical Therapy, an award-winning wellness company in Los Gatos, and worked directly with the San Jose Sharks, a professional hockey team.

Since graduating from San Jose State in 2005, Boillat has worked at Merrimack College in North Andover, Mass., as assistant athletic trainer. At Merrimack, he taught athletic training labs for the athletic training education program and worked with a variety of teams, including men's and women's basketball, men's ice hockey, football, field hockey, men's and women's lacrosse, cross country and soccer.

When accepting the job at MCLA, Boillat was excited to move back to North Adams.

"North Adams is an up and coming city," said Boillat, "and MCLA is growing with it. It is an exciting place to be right now."



Matthew Boillat

Third Generation Student Scores on Field

By Deb Raber
Head Women's Soccer Coach

During her first two seasons with the MCLA women's soccer program, Jess Tietgens '10 has generated some impressive statistics: MASCAC Rookie of the Year, two-time MASCAC leader in goals and points in a single season, two broken single-season scoring records in a single game and one goal shy of breaking the career goals record.

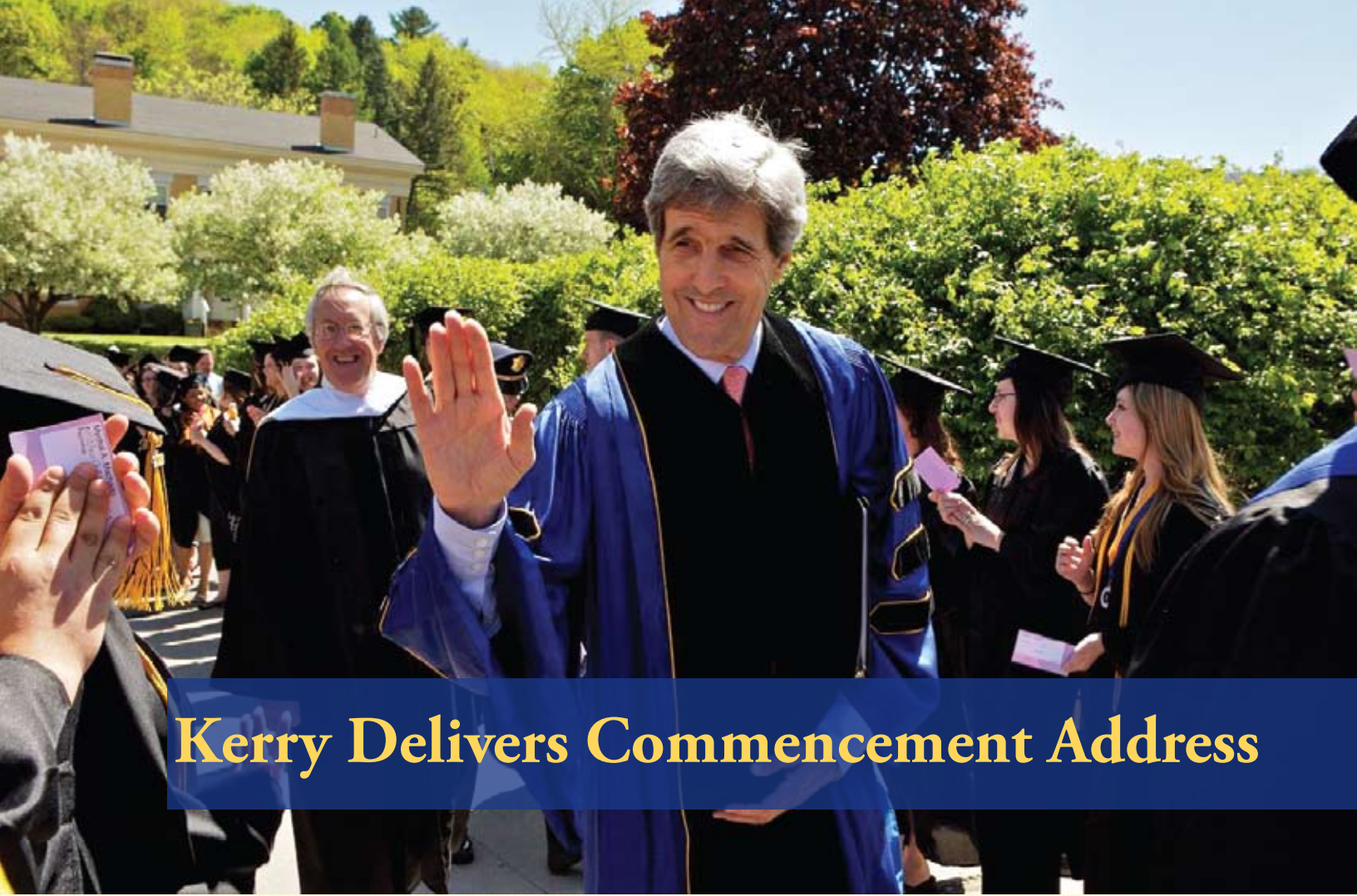
Tietgens came to MCLA as a sort of homecoming. Originally from Stamford, Vt., the three-sport standout at Drury High School transferred to MCLA after her first year at Westfield State College, making her the third generation in her family to attend the College. Her mother, Heather, graduated in 1983 with a degree in business administration, a concentration in accounting and a minor in economics. Agnes Witto, Tietgens' grandmother, also graduated from the College in 1972.

Tietgens' return to the Northern Berkshires was a family affair for another reason: her family now has the opportunity to see nearly every game and to celebrate, first-hand, her growing list of accomplishments. Her family members, including her mother and sister, Jill, are fixtures at most of her games, both home and away.

Following in her mother's footsteps, Tietgens is a business major with a concentration in accounting. Now, with the College's close-knit community and her number-one fans just minutes away, she has settled right in at MCLA.



Jess Tietgens '10



Kerry Delivers Commencement Address

By Alison Benjamin

In May, Massachusetts U.S. Senator John Kerry delivered the commencement address to the MCLA graduating class of 2008. During his 20-minute speech, Kerry praised MCLA, joked about his own political career, took playful jabs at political foes and offered inspiring words about America, freedom and the graduates' roles in shaping a better future.

Kerry's address was the latest in a series of high-profile speakers; recent commencement speakers included Massachusetts Attorney General Martha Coakley and Massachusetts U.S. Senator Edward Kennedy.

Speaking of President Mary K. Grant, Kerry said, "She knows first-hand the value of a liberal arts education and the unbelievable potential for greatness that exists in every single one of you. She is proof positive of what MCLA grads become and do."

Kerry pointed out inequities in our society — for example, that the amount of American wealth controlled by the top 1 percent of earners rose from 8 percent in the 1980s to 23 percent today — and urged students to fight for what is right.

"You have to give life to the notion that Ben Franklin challenged us all to embrace," said Kerry. "A woman once asked, 'Tell us Dr. Franklin, what do we have — a monarchy or a republic?' And he looked at her and he said, 'A republic, if you can keep it.'"

"Your job," Kerry said to the graduating class, "is to keep it."

At the ceremony, Kerry was awarded an honorary degree from the College. Other recipients of honorary degrees include Arlindo Jorge, retired engineer and MCLA benefactor; Lola Jaffe, president of the board of directors for the Mahaiwe Performing Arts Center Board; and College alumnus and local educator Donald Pecor '66.

About his fellow award recipients, Kerry said, "They represent what this school is all about: mastery in one's chosen field, lifelong learning, commitment to innovation and creativity, and most importantly, giving back to one's community. Those are the hallmarks of an MCLA education."





Celebrating Women at MCLA

This academic year marked the anniversaries of two major milestones for women's issues on campus. First is the addition, 20 years ago, of the women's studies minor to the academic curriculum. This minor complements traditional disciplines by developing an interdisciplinary understanding of women's experiences from a feminist perspective.

Second is the founding of the Susan B. Anthony Women's Center, which was created 15 years ago by faculty and staff eager to find a way to extend conversations about gender beyond the classroom. The Women's Center, named for the local suffragist, supports the women's studies minor and is staffed by one faculty member and several student workers.

In addition to hosting events throughout the year, the Center also produces a monthly newsletter on gender issues, written and illustrated by students. You can view current and archival newsletters online at www.mcla.edu/sba_newsletter.

National Girls and Women in Sports Day at MCLA

In January of 2008, MCLA's athletics department celebrated the 19th Annual National Girls and Women in Sports Day event by hosting 75 local girls from 10 surrounding towns for clinics, activities, games and celebration. The day also was deemed College Color Day, as over 350 fans came in their favorite navy and yellow garb to cheer on the Trailblazers.

The NGWS celebration included four sports clinics: soccer, basketball, golf and volleyball. These were hosted by more than 60 student-athletes, coaches, special guests and staff. Girls in grades 3-8 also enjoyed a free lunch sponsored by the MCLA Alumni Office and the athletics department. Fun activities and a session for the middle school students were sponsored by the MCLA admissions department. The girls then enjoyed a competitive women's basketball game as MCLA hosted Worcester State College in a spirited match.



College Holds First Women's Leadership Forum

By Nina Garlington
Director of Donor Relations

In February 2008, more than 100 Berkshire County women gathered at the Women's Leadership Forum, which was hosted by MCLA and emceed by President Mary K. Grant. At the forum, women from diverse backgrounds gathered to connect and collaborate with other women in power.

State Secretary of Labor and Workforce Development Suzanne M. Bump addressed the forum's attendees, calling leadership a "constant juggling act" and "a delicate balance."

"It's listening to others, knowing what you know and working with them together," Bump said. "If you don't have followers, you aren't going to be much of a leader."

Maurine Knighton, senior vice president at the Upper Manhattan Empowerment Zone, delivered the keynote address.

"Often, we as women undervalue the significance and relevance of our skill sets," said Knighton. "But we have 'soft skills.' We know how to listen to people, how to engage in constructive dialogue, how to hear what others need and incorporate it into what we need."

"Think of yourselves as catalysts for action. Don't be timid about stepping up to the plate. Know you have to work and don't be intimidated by the other people in the room," Knighton said. "Not only do you have the right to be part of the decision-making, you have a responsibility to be part of it."

Notable Guests Visit Feminism Class *"Do you consider yourself a feminist?"*

The question was just one of many that students enrolled in the Introduction to Women's Studies class recently asked of a former governor, a college president and a town selectwoman.

Former Governor Jane Swift, MCLA President Mary K. Grant and Jane Allen '61, vice chair of the MCLA Board of Trustees and a Williamstown selectwoman, each visited the class taught by Amy Stevens, MCLA Web communications manager. These leaders shared their experiences as women in positions of power, discussed the balance of work and family and implored students not to let traditional gender barriers stand in the way of their goals.

Students — men and women alike — reported that speaking to these women leaders was an important way to make theoretical gender studies come to life, and an inspiring opportunity to reflect on how gender affects their own goals and lives.

From left, Maurine Knighton, senior vice president at Upper Manhattan Empowerment Zone, with MCLA President Mary K. Grant and State Secretary of Labor and Workforce Development Suzanne M. Bump.



MCLA BOARD OF TRUSTEES

The Board of Trustees at MCLA is charged with stewardship, support, advocacy and strategic guidance of the College. Ultimately, Board members ensure that MCLA achieves its mission, today and in the future. Each trustee is appointed by the governor and serves two five-year terms. The student trustee serves for one year.

The Board features a diverse group of individuals with a wide range of experience — from a former mayor to a retired neurosurgeon, to experts within the fields of education, the arts, law, business and finance.

These remarkable individuals include both alumni and community members; collectively, they understand both the value of our life-changing academic experience and the importance of this institution to our region as a whole. Their insight and expertise lead MCLA into the future.



The newest members of MCLA's Board of Trustees are Gabriela Rivera '09 (left) and Dr. Gina M. Coleman '00 M.Ed.



Board of Trustees member Dr. Eugene Leibowitz (left) and Board of Trustees Vice Chair Jane Allen '61 (right) place an honorary doctorate hood on Lola Jaffe (center) at the 2008 Commencement ceremony.

RICHARD C. LAMB (Chair)

Mr. Lamb is the president of True North Financial Services and a former Mayor of North Adams. Mr. Lamb is a member of the Ad Hoc Fundraising Committee. His broad experience in finance, government and community relations and fund raising are invaluable to the College.

JANE ALLEN '61 (Vice Chair)

Mrs. Allen is a retired elementary school principal and a member of the class of 1961. Mrs. Allen is vice chair of the MCLA Board of Trustees and chair of the Academic Affairs Committee. Her experience in public education, student affairs and alumni relations is a great asset as we build deeper ties with grades kindergarten through 12 and strengthen our connections to the community.

JOHN W. CHANDLER, Ph.D.

Dr. Chandler is president emeritus of both Williams and Hamilton Colleges and has served on the boards of Duke University and Williams College. He also has consulted on college leadership searches and board development. Dr. Chandler serves on the Academic Affairs Committee, the Committee on Enrollment and Retention and the Ad Hoc Fund Raising Committee.

JAMES C. CLEMMER '86

Mr. Clemmer, a member of the class of 1986, is the alumni representative to the MCLA Board of Trustees. Mr. Clemmer is president of medical supplies at Covidien Ltd. He served on the MCLA Alumni Board and chairs the Board's Strategic Planning Committee.

GINA M. COLEMAN '00 M.Ed, Ph.D.

Dr. Coleman is the associate dean of students at Williams College. She is a board member of the Berkshire Arts and Technology Charter School (BarT), and the advisor to first-year students and head women's rugby coach at Williams College. She graduated with a B.A. from Williams College, an M.Ed from MCLA and most recently received a Ph.D. in education studies from the University of Nebraska-Lincoln.

Continuing Education Division Expands Offerings

By Dr. Monica Joslin
Dean of Academic Affairs

STEPHEN CROWE

Mr. Crowe is the chief executive officer and president of Hoosac Bank and Williamstown Savings Bank. Mr. Crowe brings a rich history of serving on local boards, financial expertise and a profound dedication to the region. He currently serves as chair of the Finance Committee.

TYLER H. FAIRBANK

Mr. Fairbank is the chief executive officer of EOS Ventures. In addition to serving on the MCLA Board of Trustees, he also serves on several community boards, including the Berkshire Academies Advisory Board. Mr. Fairbank brings to the Board a community perspective, experience with strategic planning and important links to a range of community-based organizations. He serves as a member of the Academic Affairs Committee.

EUGENE W. LEIBOWITZ, M.D.

Dr. Leibowitz is a retired neurosurgeon and former faculty member at UMass Medical School. Dr. Leibowitz served as chair of the MCLA Board of Trustees 2001 – 2006. He currently serves on the Fiscal, Academic and Ad Hoc Fund Raising committees. His expertise in medical education has benefited the College and the Board as we explore allied health academic programs.

JOELLE MCDONOUGH, ESQ.

Mrs. McDonough is an attorney who resides in North Adams, Mass. She serves as chair of the Student Affairs Committee. Her expertise with both Massachusetts general law and the local community are an important resource for the College and the Board.

JENNIFER TRAINER THOMPSON

Mrs. Thompson is the director of development at Massachusetts Museum of Contemporary Art (MASS MoCA). She is a corporator of South Adams Savings Bank and the author of a dozen books. On the MCLA Board of Trustees, Mrs. Thompson serves as a member of the Student Affairs and Enrollment Management committees and as a development consultant; she provides a valuable link with the creative economy and with an important partner – MASS MoCA.

GABRIELA RIVERA '09 (Student Trustee)

Ms. Rivera is from Cambridge, Mass., and is an undergraduate student pursuing a degree in history and political science. Ms. Rivera also has served as a peer advisor, admissions student ambassador, orientation leader, treasurer of the Biology Club and president of Latin American Students. She also participates in the Student Activity Council, cheerleading and tennis.

MCLA's Division of Continuing Education (CE) continues to serve Berkshire County residents with a robust roster of academic programs.

In fall 2007, the College launched the Fast-Track accelerated degree program in business administration and interdisciplinary studies. Starting with 13 adult learners, the program now serves over 65 students, most of whom take classes each semester. The program attracts working professionals and offers classes at the Intermodal Educational Center in Pittsfield, Mass., at the MCLA campus and in Great Barrington, Mass.

In fall 2008, the College launched a non-credit Human Resources (HR) Certificate program in collaboration with the Employer's Association of New England (EANE). The certificate targets human resources professionals who want to develop advanced levels of specialized HR competencies. Individuals who complete the 45-hour accelerated program will receive a certificate of completion from EANE and MCLA.

Two new credit-bearing certificate programs also are in the works. The first, a collaboration with the business department, will offer three-tiered (foundation, advanced and strategic) certificates in business administration. The second is a collaboration with the computer science department for professionals seeking information-technology specialist credentials. Both certificate programs should be ready for implementation in spring 2009.

Long-range plans for Continuing Education include the development of an MBA graduate program and a summer exchange program for MCLA and Chinese students.



Students Attend Edinburgh International, Fringe Festivals

By Dawn Shamburger
Fine & Performing Arts Professor

Last August, eight MCLA students traveled to Edinburgh, Scotland, to attend the world-acclaimed Edinburgh International Festival and the Edinburgh Fringe Festival.

The all-expense-paid trip was made possible by an MCLA supporter. The six-day trip allowed the students, who were selected through a competitive process, to attend live performances of music, dance, opera and theater.

The International Festival, which showcases the best of the performing arts from around the world, allowed these students to experience world-class performances. The Fringe Festival involves thousands of artists who perform on the “fringe” of the International Festival, all at their own expense, and offers an eclectic range of entertainment.

Each day, students went to a couple of events selected ahead of time, then had time on their own to attend performances chosen from among the thousands offered through the Fringe Festival. The shows they saw included a dance by the world-renowned Matthew Bourne, a German opera and a play performed by the National Theatre of Scotland. They also participated in a talk-back with international playwright Nigel Williams and conversations with producers.

“The trip was a wonderful opportunity,” said student Sara Sambrook '09. “It was amazing seeing so many high-quality shows in such a short amount of time. One of the highlights for me was seeing the ballet *Dorian Gray*. I'd never seen live ballet before; it was incredible.”

Robyn Warfield '10 noted that the trip offered unique perspectives as well. “I am a theater major and I am interested in lighting design. I learned a lot about lighting design on this trip, and I saw new, creative ways to light a stage. It was a wonderful experience.”

Spring Break Presents Opportunities to Learn, Grow



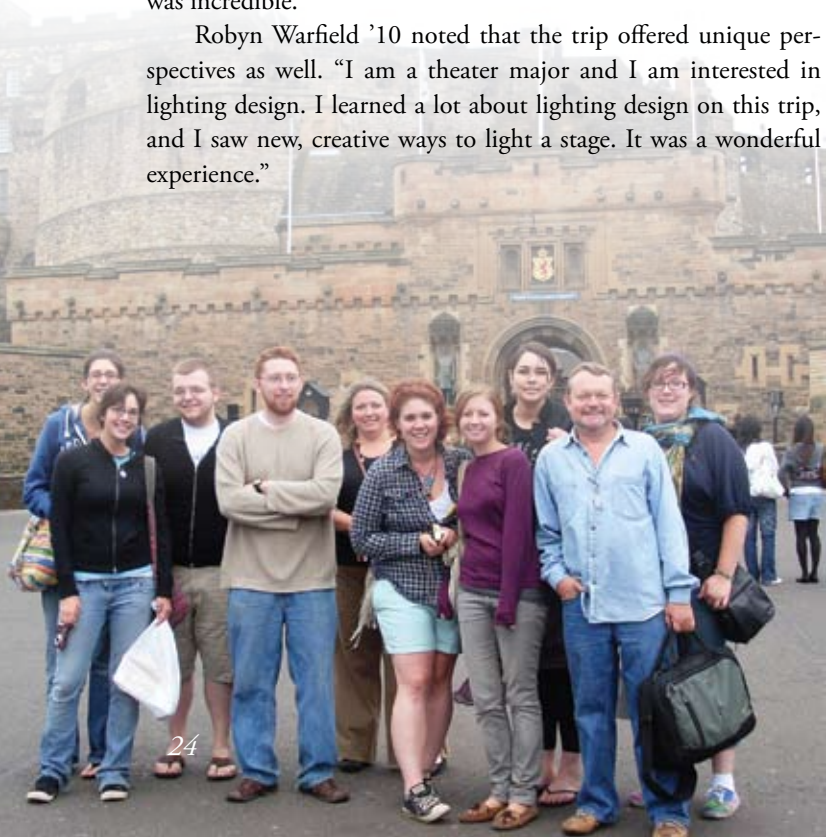
Jordan Pagan '09 in Venice, Italy

For MCLA students, spring break offers the opportunity to experience more than a trip to the beach. Thanks to travel courses and the Alternative Spring Break program, it is a chance to learn, to help others, to explore new cultures or to make a profound difference in the world.

During the 2008 spring break, 16 MCLA students traveled to New Orleans, La., to assist with ongoing Katrina relief efforts. This trip was part of the Alternative Spring Break program, organized annually by MCLA's Center for Service. While in New Orleans, these students replanted tree saplings in the Fontainebleau State Park on the shore of Lake Pontchartrain. The 2,800-acre park had lost many of its trees during Hurricane Katrina. The project was organized by the National Wildlife Federation's Coastal Louisiana Habitat Restoration Initiative.

First-year student Jaclyn Ford '11 noted in the *Beacon* that the experience was life-changing. “You can't go there and not be changed,” she said.

Past MCLA Alternative Spring Break programs have included service projects in Washington, D.C., the Navajo Nation, Belize, and a previous trip to New Orleans. A survey of 2007 Alternative Spring Break participants revealed that 84 percent were more likely to volunteer in their communities as a result of the experience. Three months after the event, 40 percent of them already had followed through on that pledge.



New Faculty

Alternative Spring Break is just one of many life-enriching experiences offered at the College. Travel courses organized over spring break allow students to blend their academic goals with travel and cultural immersion. These upper-level academic courses include regular classwork before and after the break, academic reading and research and visits to educational sites.

2008 spring break travel courses included:

- **The Culture of Italy:** students visited museums, historical sites, and contemporary sites in Rome, Florence, Verona and Venice.
- **Travel Course to France:** students explored French Revolutionary sites, Amboise and Chambord, D-Day beaches of Normandy, the Louvre and other sites in Paris.
- **The Arts of Medieval and Renaissance Britain:** included visits to York, London and Edinburgh.
- **Travel Course to Japan:** students visited historical sites, temples and shrines, museums, and national parks in Tokyo, Takayama, Kyoto, Hiroshima and Osaka.

Performing Arts Series Expands to MCLA Presents!

In fall 2008, the College kicked off MCLA Presents!, the next generation of MCLA's popular performing arts series. Formerly called the Patrons of the Arts series, the program's new name reflects an expanded vision.

As with the past performing arts series, MCLA Presents! features celebrated performers from around the world. Performances include original music, dance and theater, as well as film and spoken word. Now, however, performances of MCLA Presents! no longer are limited to a single venue. While the Church Street Center remains its primary performance site, MCLA Presents! holds events in other campus venues and throughout the North Berkshire community. Venable Theatre and the MCLA gymnasium will be used for larger shows and productions that require enhanced technical capabilities. Smaller events – such as a recent sold-out performance by Anne Galjour in MCLA Gallery 51 – are located in other MCLA venues. Still other events are held off-campus; for example, “A Night at the Cabaret,” an open-mike event led by Brandon Currell, New York City's king of the late-night cabaret scene, will be held at Taylor's Fine Dining in North Adams, Mass. MCLA Presents! also collaborated with Williams College to feature the acclaimed Cleo Parker Robinson Dance Company at the '62 Center in Williamstown, Mass.

MCLA Presents! is a program of MCLA's Berkshire Cultural Resource Center (BCRC). All events are open to the community. Performances are free for students and discounted for MCLA faculty and staff.

The College added to its teaching staff in 2008, with four new tenure-track faculty joining MCLA in the fall.

“I continue to be very impressed with the exceptional quality of the new faculty hires,” said Dr. Steve Green, vice president of academic affairs. “These folks come to us with fine credentials and good teaching and research records. They bring wonderful energy and enthusiasm to our campus and to our students.”

Faculty who joined MCLA in 2008 include:

Michael Dilthey, Ph.D.

Assistant Professor, Music

Previous teaching experience: Norwalk Community College, Norwalk, Conn.

Education: University of Missouri in Kansas City, Mo., Northwestern University in Chicago, Ill., Southern Illinois University in Edwardsville, Ill.

Emily Mooney, Ph.D.

Assistant Professor, Biology

Previous teaching experience: Muhlenberg College in Allentown, Pa.
Education: University of West Virginia in Morgantown, W.Va., SUNY College of Environmental Science and Forestry in Syracuse, N.Y.

Melanie Mowinski, MFA

Assistant Professor, Visual Arts

Previous experience: Berkshire Museum in Pittsfield, Mass.
Education: University of the Arts in Philadelphia, Pa., Yale University in New Haven, Conn., Case Western Reserve University, Cleveland Institute of Art in Cleveland, Ohio.

Daniel Shustack, Ph.D.

*Assistant Professor,
Environmental Studies in Biology*

Previous teaching experience:
Ohio State University, Columbus, Ohio
Education: Ohio State University, School of Environment and Natural Resources, University of Vermont in Burlington, Vt., Pennsylvania State University in University Park, Pa.

Dr. Daniel Shustack



Faculty and Staff News



Dr. Timothy Jay

Among the many successes of MCLA's faculty and staff are:

Celia Norcross, director of student development and activities, led a successful student leadership conference, which was attended by 119 MCLA students as well as 97 students from other institutions. In addition, **Myles Whitney**, professor of sociology, **Charlotte Degen**, dean of students, and **Spencer Moser**, coordinator of the MCLA Center for Service and Citizenship, accepted the Massachusetts Service Learning Higher Education Partner Leader Award on behalf of MCLA for outstanding commitment to service learning as a teaching methodology.

In addition, Professor Whitney and his wife, Margaret, were honored by the North Adams Girls' Basketball League in fall 2008 when it was named in their honor.

Athletics department staff member **Dawn Schrade** was named the State Young Careerist by the Business and Professional Women of Massachusetts. She represented the Commonwealth in the Young Careerist Competition at the national conference in Atlanta, Ga.

Psychology Professor **Timothy Jay** accepted the position of MASCAC Conference Faculty Athletics Representative. He also is the MASCAC representative for MCLA. In addition, Professor Jay's article, "The A-Word," was featured in *Esquire* magazine. He co-authored another article, "Recalling Taboo and Non-taboo Words," in the *American Journal of Psychology*. Finally, together with former student Kristin Janschewitz, Professor Jay published "The Pragmatics of Swearing" in the *Journal of Politeness Research*.

Sociology Professor **Maynard Seider's** article, "The Dynamics of Social Reproduction: How Class Works at a State College and Elite Private College," was published in *Equity and Excellence in Education*. Professor Seider also received accolades in the *Massachusetts State College Association (MSCA) Perspective* about his long tenure as head of the MCLA Faculty Association. Computer Science Professor **Bill Spezeski** replaced Professor Seider as the head of the MCLA Faculty Association. Professor Spezeski's manuscript, "Rethinking Pythagorean Triples," was accepted for publication in *Application and Applied Mathematics: An International Journal*.



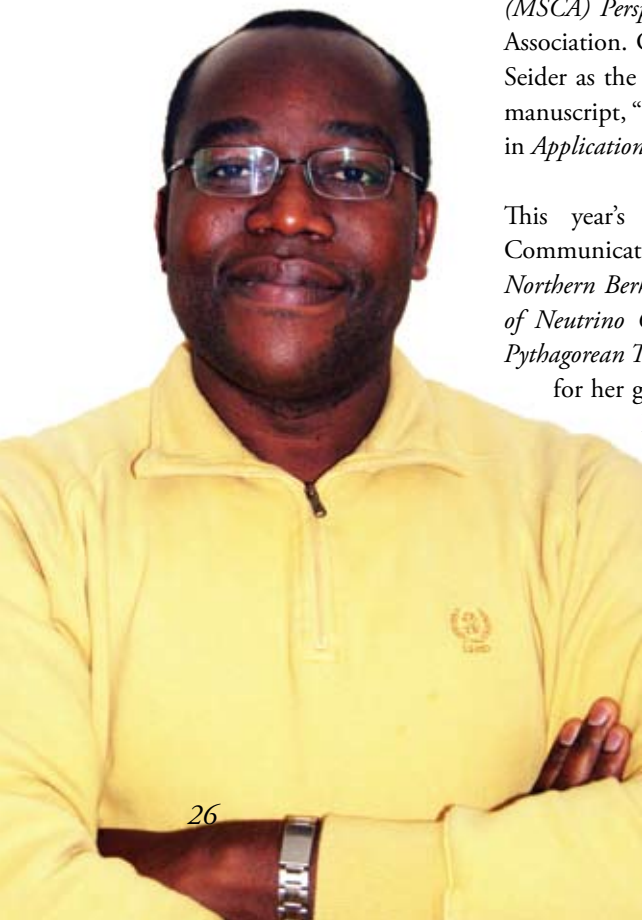
Dr. Emily Maher

This year's Faculty Research Award recipients included English/ Communications Professor **Michael Birch** and Professor Seider for their project, *North Adams and Northern Berkshire Social and Economic Changes*; Physics Professor **Emily Maher** for *Measurements of Neutrino Cross Sections Using the MINERVA Detector*; and Professor Spezeski for *Rethinking Pythagorean Triples*. Education Professor **Emily DeMoor** received the Faculty Creative Project Award for her garden-based education curriculum, and History Professor **Anthony Daly** received the Faculty Curriculum Development Award for his proposed course on terrorism.

Public Safety Director **Joseph Charon** and Public Safety Officer **Amalio Justino** received, on behalf of MCLA, \$14,020 in grant funding from the Assistance to Firefighters Grant Program. This Federal Emergency Management Agency (FEMA) program was created to resolve safety issues and concerns relative to fire safety.

Philosophy Professor **Paul Nnodim** was appointed as an associate editor of the *International Journal of Interdisciplinary Social Sciences*. Last year, the same journal awarded him the international award for excellence in interdisciplinary social sciences in 2007.

Dr. Paul Nnodim





Melanie Mowinski, MFA

Education Professor **Dale Fink** served as a discussion leader for the NAECTE/NAEYC Research Symposium in New Orleans, and **Melanie Mowinski**, assistant professor of art, was selected for an artist's residency at Denali National Park.

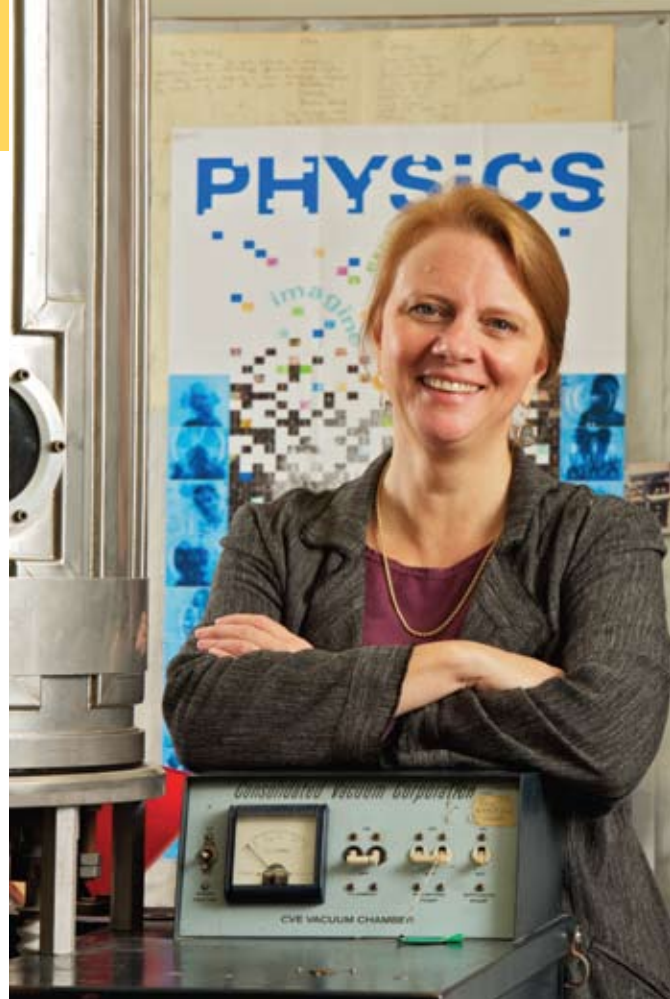
Math Professor **Christopher Thomas** published two books this year. He wrote the final two chapters of *Schaum's Outline of Geometry* and he oversaw numerous changes to its fourth edition. His second book, *Schaum's Outline of Mathematics for Liberal Arts Majors*, was published in September.



Dr. Christopher Thomas

Physics Professor **Adrienne Wooters** was selected as a SENCER (Science Education for New Civic Engagements and Responsibilities) Leadership Fellow by the National Center for Science and Civic Engagement. Sociology Professor **Len Paolillo** was elected to the National Teachers Association Executive Committee.

Residential Programs and Services Residence Life Coordinator **Lyndsay Isham** was elected to the Boston Area College Housing Association (BACHA) Steering Committee. She serves as a member-at-large and coordinates one of the organization's annual programs.



Dr. Adrienne Wooters

Thomas Alexander

Environmental Studies Professor **Elena Traister** received the competitive Switzer Environmental Fellowship to support her work on environmental conservation, including research on stream restoration. She was one of just 10 fellows selected from a pool of 155 applicants.



Jill Gilbreth, an English/communications instructor, was honored for her story, "When the Stars Begin to Fall," by *Best American Short Stories 2008*, edited by Salman Rushdie. The story was included in the list of the "100 Other Distinguished Stories of the Year."

Mike Dalton, assistant professor of computer science, was awarded a Ph.D. by New Hampshire Technical College. Professor DeMoore was honored with a Community Recognition Award by the Northern Berkshire Neighbors for her commitment to a green community. **Dot Houston**, assistant director of athletics, was recognized by Berkshire Business and Professional Women as a Woman of Achievement. In addition, the African, Latino, Asian, Native American (ALANA) and International Student Services Office and **Thomas Alexander**, coordinator for ALANA and international programs and student services, were recognized by the Northern Berkshire Community Coalition for their support of the local Martin Luther King Jr. celebration.



Dot Houston

Visitors to campus

In August, we welcomed **State Secretary of Education Paul Reville** to campus, where he met with faculty, staff, students, members of our Board of Trustees, local educators and area legislators. Secretary Reville left here with a promise to return and a deeper level of understanding for the work that we are doing, the mission of MCLA and the many initiatives at work in the Berkshires.



Public Broadcasting Service (PBS) Senior Correspondent Maria Hinojosa, (right, with Sylvia Lefebvre '91) visited MCLA with WGBY, public television for western New England, to present a screening of "Child Brides: Stolen Lives." From the PBS weekly newsmagazine, "NOW" on PBS, the documentary reported on child marriage in developing countries and how people can act locally and globally to solve the problem.



Laura Yang, (center, with, from left, Denise Richardello '77, '81 M.Ed, vice president of enrollment and external relations; Steve Green, vice president of academic affairs; Monica Joslin, dean of academic affairs; Katie Dubendorf, admissions staff; Ben Kahn, economics professor), who was with us last year from the Shanghai Institute of Foreign Trade in China, returned to campus over the summer to teach a course on contemporary economic and business issues in China. With the 2008 Beijing Olympics happening, it was a great time for her to be here to discuss China and the Chinese culture.



In the fall, we welcomed **State Treasurer Timothy Cahill** to campus when he chaired a meeting of the Commonwealth Covenant Fund. He also took some time out to meet with a group of students, with whom he discussed state economics and finance.



Maria Chambers '91, director of MTV Radio Networks, (left, with Marcelle Bastille '09) delivered the Convocation address. She encouraged students to dive right in and make the College their own, inspiring them to look to the future and make great use of their time at MCLA.





Dr. Christopher J. Van Wyk, associate vice president of finance and director of institutional research at Drew University, (center, with Board of Trustees members Eugene Leibowitz, left, and Jane Allen '61, right), is working with President Grant as part of his ACE Fellowship during the 2008-09 academic year. Established in 1965, the ACE Fellows Program is designed to strengthen institutions and leadership in American higher education by identifying and preparing promising senior faculty and administrators for responsible positions in college and university administration.



Israel Consulate General Nadav Tamir visited campus in 2008 to discuss economic and public policy with students. The technology for both the popular Internet instant messaging systems and the first portable ultrasound machine were created in Israel. Tamir said the success of Israel and the United States is very similar – immigrants have brought new ideas and innovation to both countries.



Close to 400 gathered at MASS MoCA for the first annual Four Colleges Issues Forum – sponsored by MCLA, Bennington College, Southern Vermont College and Williams College, where we heard from Dr. Amory Lovins of the Rocky Mountain Institute. His remarks centered on his book, *Winning the Oil Endgame*, concerning ways we save gas and oil by building cars that are lighter, cost less to fuel and are safer than what is typically on the road today.

Massachusetts' First Lady, President Grant Speak to Berkshire County Businesswomen



Massachusetts' First Lady Diane Patrick with President Grant

President Mary K. Grant served as master of ceremonies when Massachusetts' First Lady Diane Patrick addressed a group of the region's professional women at Berkshire Chamber of Commerce's Fifth Annual Women in Business Luncheon in September.

MCLA students Shabori Burton '11 of Mattapan, Mass., and Jihan Leonard '09 of Boston, Mass., presented Mrs. Patrick with the gift of an MCLA sweatshirt and a book by MCLA History Professor Frances Jones-Sneed before Mrs. Patrick spoke about the challenges of being first lady, a mother, a wife and a practicing partner in a law firm.

President Grant was introduced by James Kolesar of Williams College, who described her as a woman of strong determination, particularly in her recent pursuit of \$54.5 million for the new Center for Science and Innovation at MCLA.

President Grant said she was a strong advocate for higher education because it opens a door to opportunities.

"As we talk about the role of women in business, women in leadership roles — we still have some work to do," Grant said. "That is something that I would bet that many of us here in this room are deeply committed to doing, opening those doors of opportunity, very, very wide."



Major Gift Initiative Moves Forward

By Thomas Bernard
Director of Corporate Foundation & Government Relations

The MCLA Major Gift Initiative was launched in July 2006 with the goal to raise \$10 million over a five-year period to support the College. Through the end of 2008, MCLA raised \$4.94 million toward this goal.

In 2008, generous donors established four new scholarship funds, including a scholarship that will support students enrolled in MCLA's arts management major. Such scholarship endowments generate income that goes directly to MCLA students to help them meet their college expenses. In addition, the Commonwealth of Massachusetts endowment matching program provided over \$341,000 in matching funds to increase the impact of the College's fund raising.

Another vital source of financial support to students is the MCLA Annual Fund. Every dollar contributed through the annual fund directly supports student financial aid. During fiscal year 2008, we experienced a 12 percent increase in alumni support of this fund. And, in September, our 12th Annual Golf Classic garnered more than \$25,000 for the athletics department, the most money ever raised by this event.

The College was fortunate to receive renewed grants from several funders last year, including \$19,425 from the Commonwealth's Department of Industrial Accidents, \$40,000 from the Massachusetts Cultural Council and \$319,420 from the state's Science, Technology, Engineering, and Math (STEM) Pipeline Fund. In May 2008, the Research Corporation honored Physics Professor Emily Maher with a Cottrell College Science Award of \$33,286 to support her scholarship.

"The College community is deeply appreciative of the support from our loyal alums and friends. Their generosity is crucial in continuing the momentum of the College," said Marianne Drake, chief advancement officer.

In 2007, President Mary K. Grant signed the American College and University Presidents' Climate Commitment, an agreement to make campuses across the country carbon neutral. Almost immediately after, the MCLA Sustainability Committee was born. The committee, comprised of faculty, staff and students, strives to reduce MCLA's carbon footprint, promote greater energy efficiency, strengthen recycling efforts and boost awareness of environmental issues.

In an effort to reduce our carbon footprint by 20 percent over the next four years, Dr. James Stakenas, vice president of administration and finance, and student intern Maarten Pellegrini '09 are analyzing the extent of carbon saved by existing and potential MCLA projects. These potential efforts could include a solar array on the Amsler Campus Center roof, as well as infrastructure upgrades, use of biodiesel, carbon sequestering forest management and the addition of biomass heat or a cogeneration system to MCLA's power plant. All of these efforts meet the dual goal of reducing the College's carbon footprint and offering practical educational opportunities to students.

The Recycling Subcommittee, currently chaired by John Clark of Computer Support Services, implemented recycling in all campus buildings, instituted a policy of using recycled paper on campus and posted an awareness message in the computer labs encouraging students to reduce their paper usage. Additionally, MCLA's cafeteria food waste is donated to Caretaker Farm, an organic farm in Williamstown, Mass., for composting. MCLA's cafeteria now uses biodegradable cutlery, sponsors "trayless" Tuesdays and Thursdays and offers fewer disposable cartons. Our academic technology office is cooperating in the effort to reduce paper by offering paperless course workshops. Future plans include an electronics recycling drop-off day for the local community.

The Education and Awareness Subcommittee, chaired by Education Professor Emily DeMoor, created an educational garden located behind Smith House. This garden engaged many participants, including students in a "Teaching Math and Science K-8" class, Pi Upsilon Pi and several groups of volunteers. During the summer, student Peter Camacho '09 oversaw the garden, which was harvested by neighbors and by "Target: Hunger," who donated the fresh produce to the Food Bank of Western Massachusetts.

College Unveils New Web Site

When MCLA decided it was time to redesign its Web site, College officials knew that it would require more than a few new graphics and updated pictures of the campus. It would mean rethinking the entire focus for a new generation of Internet-savvy prospective students.

"Web sites have become the primary tool used by prospective students during their college search," said Denise Richardello '77, '81 M.Ed, vice president of enrollment and external relations. "Our Web site now serves a critical function. It needs to be one that is easily navigated with more than just facts and figures. It needs to have information students are looking for and be attractive at the same time."

To accomplish these goals, MCLA looked to Web Communications Manager Amy Stevens and partnered with a Web development company.

"This wasn't just about redoing the Web site's front page and swapping out a few colors," said Stevens. "This was a full redesign – we built a new server, we installed a new content management system, we wrote new content and we've selected a lot of new images."

Even more important, Stevens said, was designing the site to fit the needs of prospective students and their parents.

The College looked to its current students for guidance.

"The new design is so much easier to navigate than the old one," said Ashley Brooks '10, a member of the redesign committee. "I think the layout was the biggest struggle in the beginning. The new Web site makes much more intuitive sense. It's easy to get around, which was the main goal."

She said another priority was to blend the academic information prospective students are looking for with information about campus life.

"We wanted the new site to not only be user friendly, but to also bring out the vibe of the school," Brooks said. "We wanted prospective students to see MCLA as a place they can come to learn, but also as a place where they will feel at home. The new site does just that."



MCLA's Economic Impact

With nearly 400 employees, more than 1,900 students, and an operating budget of \$38.7 million, MCLA is a vital economic force in North Adams, Mass., northern Berkshire County and the Commonwealth as a whole. The College attracts 29,700 annual visitors, provides thousands of valuable volunteer hours and draws federal and state funding for grants, research and scholarships.

The College's 392 full- and part-time employees receive a combined annual compensation of \$19.4 million, including both salary and benefits. This includes a disposable (after-tax) income of \$13.6 million. The U.S. Bureau of Labor Statistics estimates that the average person spends 64 percent of his or her discretionary income on food, clothing, entertainment, transportation, childcare, household services, furnishings and supplies and personal care. Using this percentage, MCLA employees spend an estimated \$8.7 million for goods and services in the region.

Conservative estimates suggest that MCLA's 1,800 undergraduate students spend \$4.4 million in the region each year. Their impact extends well beyond their spending; however, they also give their time to the community. Together, students, faculty and staff engaged in 12,000 volunteer hours, a community value of almost \$300,000.

The College offers a vast array of cultural, athletic and alumni events, each of which draws visitors to the area. Approximately 29,000 people come to North Adams for MCLA events, including exhibitions at MCLA Gallery 51, lectures, cultural performances, Trailblazer athletics events, admissions activities, alumni reunions, Commencement, open houses, orientation and other programs. The estimated spending by these MCLA visitors is nearly \$2 million.

In the last year, the College spent more than \$2.7 million locally on capital building construction and renovation. These dollars include spending on the new artificial turf field, upgrades to Murdock Hall, psychology offices, Freel Library, Smith House and the Campus Center, and a new student information system and telephone system.

As a result of the operating budget (\$38.7 million), employee spending (\$8.7 million), visitor spending (\$2 million), College purchases and capital construction (\$2.7 million), student spending (\$4.4 million), and volunteer hours (\$300,000), MCLA has a direct impact of \$56.8 million on the city of North Adams and the surrounding region. However, the total impact is even greater, because each dollar spent locally turns over several times before it leaves the community. To determine the total impact of a dollar spent in a local economy, a multiplier is used. Applying a conservative multiplier of 2.2895 to the direct impact results in a total financial impact of \$130 million a year.



MCLA

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