Melina Reyes

Graduating in May with a degree in business administration, Elizabeth, N.J. native Melina Reyes looks back on the scholarship support that has helped her to achieve her dreams, including the Presidential and Community Service scholarships.

How have scholarships helped you reach your goals here at Bloomfield?

“I grew up in a single-parent household, and it was very difficult for my siblings and I. My older brother is autistic, and I took it upon myself to be a parent to him and my younger sister. I wanted to give my sister someone that she could look up to, someone whose footsteps she could follow. That is why I decided to go to college, and Bloomfield College scholarships have allowed me to be on the verge of completing this amazing dream for my family.”

What are your plans for the future, and how did scholarships help you prepare for them?

“My scholarships gave me the opportunity to become the confident, independent woman I am today. Without them, I wouldn’t have been able to provide for my family while pursuing my education, and because of that education, I just earned a full-time job as guest services representative at the Marriott Hotel. Scholarships have helped me in so many ways that the College will never truly know how much they helped me grow.”

Scholarship support can change a student’s life.

Contact the Office of Institutional Advancement at (973) 748-9000 ext. 1293 and help make an impact in the life of a future Bloomfield graduate.
s you enjoy another holiday season, I hope you are able to spend some quality time with your loved ones and reflect on the people, places and things in your lives for which you are most thankful.

My time in college changed my life in so many ways, and helped make me the person I am today. It is a period I will always cherish not just because of the education I received, but because of the lifelong relationships I built. I have always believed it is these bonds that create the fondest memories for a college student, which is why we have been steadfast in our commitment to creating collaborative learning and living environments at Bloomfield.

We are dedicated to helping our students—past, present and future—to write their own story. That is the promise behind our new institutional brand, which was unveiled in November as part of an initiative to bring attention to the amazing people who make up our College and to attract the bold and courageous students who want to make an impact in the world. Be sure to read our cover story to see how this new look will help showcase us to the world, and how you yourself can become a storyteller.

We also welcomed students back to campus this fall with a new state-of-the-art home to help shape their Bloomfield experience, the Franklin Street Residence Hall. The largest construction project in our history, this on-campus space has already created a more vibrant community, giving the members of our student body a new tool to help reach their potential. If you have not seen the new building, I encourage you to visit campus; it is truly a wonderful achievement for our institution.

Our period of growth also extended into the world of intercollegiate athletics in August, with the unveiling of our new logo and mascot. We are so proud to now be known as the Bloomfield College Bears, and I hope that you will join us in championing our new identity as we continue in this new and exciting era.

I wish you and your family a happy and healthy holiday season, one that adds another memorable chapter to your life’s story. Thank you for your continued support, and I look forward to seeing you soon.

Regards,

Richard A. Levao
PRESIDENT
BLOOMFIELD COLLEGE
Upcoming Events

Saturday, March 7, 2015 – Cricket Hill Brewery Alumni Tasting and Tour (Fairfield, N.J.)
6:30 p.m., $35.00 per person

Saturday, April 11, 2015 – The BCAA Spring Gala at Galloping Hill Country Club (Kenilworth, N.J.)
6:30 p.m., $100.00 per person

Thursday, May 7, 2015 – Wicked Wolf Tavern Alumni Networking Happy Hour (Hoboken, N.J.)
6:30-9:30 p.m., $30.00 per person

Friday, June 12, 2015 – Alumni Reunion at Harry’s Oyster Bar (Bally’s Casino, Atlantic City, N.J.)
8-10 p.m., $50.00 per person

For more information and to register for these events, visit us online at alumni.bloomfield.edu/latest-events.

The Westminster Arts Center

March 13-15, 2015 – “Next Fall” by Geoffrey Nauffts
A play that goes beyond the typical love story and explores what it means to believe, “Next Fall” shows that every relationship requires a “leap of faith.”

To purchase tickets, visit 4thwalltheatre.org.

Make An Impact

Invest in the futures of tomorrow’s leaders by making a gift to the Bloomfield College Fund today.

Securely make your gift online at alumni.bloomfield.edu/make-a-gift or send it to the Office of Institutional Advancement – 68 Oakland Avenue, Bloomfield, N.J. 07003.

Features

Empowering Our Community
See how Bloomfield’s new brand allows you to become a storyteller.

A Place To Believe In
The donors behind our latest initiative tell why they’re making a commitment to the College.

A Lifetime Of Innovation
How a ’68 grad has pursued all of his passions – and excelled.

Deacon’s Fest
Relive our signature event of the fall season.

Sections

Campus Newsroom
U.S. News rankings, nursing exam scores and an innovative partnership

Sports
The Home of the Bears, fall sports wrap-up

The BCAA
Class Notes
Remembering, Passages

ON THE GREEN

BLOOMFIELD COLLEGE
A PUBLICATION OF BLOOMFIELD COLLEGE FOR ALUMNI AND FRIENDS

Make An Impact

on the cover:
Students share a laugh on Liberty Street during October’s Deacon’s Fest Celebrations.
Photo: Roy Groething.

2 B L O O M F I E L D  C O L L E G E / W I N T E R  2 0 1 4

3 B L O O M F I E L D  C O L L E G E / W I N T E R  2 0 1 4
College Ranked In U.S. News & World Report's Best Colleges

U.S. News & World Report has named Bloomfield College as the 11th most diverse National Liberal Arts College in the United States, its results released by the organization Tuesday, Sept. 9.

The school was also ranked as one of the top National Liberal Arts Colleges in the country in the organization's annual "Best Colleges" rankings for 2015. Bloomfield is one of two New Jersey liberal arts colleges to be placed in the rankings, joining Drew University as representatives of the Garden State.

Diversity rankings were calculated to identify institutions where a student would most likely encounter classmates of a different ethnic group from their own. U.S. News calculated the proportion of the institution's minority students (international students excluded) in relation to the overall student body, giving each school a score on an index ranging from zero to 1.0. Among National Liberal Arts Colleges, Bloomfield's score of 0.63 placed the institution 11th in the nationwide rankings.

The ranking system used to evaluate National Liberal Arts Colleges uses quantitative measures that have been deemed reliable indicators of academic quality by education experts, such as graduation rates, peer assessment scores and student selectivity.

"We are so excited to once again be ranked as one of the most diverse colleges in the country by U.S. News & World Report," Bloomfield Vice President for Enrollment Management Adam Castro said. "The exposure to different cultures and ways of life that our students experience will undoubtedly serve them well as they prepare themselves for a career in a multicultural and global society."

A Groundbreaking Partnership

Bloomfield College and the Bloomfield Township School District began a new academic year by taking the first steps in a groundbreaking partnership, as the entities opened a pair of schools that welcomed their first Township residents in early September.

"Everywhere you turn, you read about the problems facing education, but you rarely hear about innovative solutions between higher education institutions and their nearby school districts that are truly creating positive change," said College Vice President for Academic Affairs Dr. Marion Terenzi. "We could not be happier to partner with the Bloomfield School District in this comprehensive initiative, and help to serve the community we both share."

As part of the bond, the parties opened the Early Childhood Center at Forest Glen on Sept. 2, a new education center for pre-kindergarten students. Operated by the school district, the College will help oversee curriculum development for the Center, helping to institute a Reggio Emilia-inspired educational philosophy within classroom environments that will contain no more than 15 students apiece.

"The collaboration with the Bloomfield School District represents a unique opportunity to bring to a public school a renowned early childhood education model," College education division chairperson Dr. Nora Krieger said. "Reggio Emilia-inspired programs are guided by a central belief that children are powerful, competent people. We are hoping that, by starting with this principle, we can collaborate and help the Bloomfield preschool kids in furthering their professional development to provide young children unique and effective learning experiences."

On Sept. 5, the organizations opened Liberty Academy, an alternative high school on the College's campus. Located in Voorhees Hall, the school allows for its district placement of the district's classified high school special education students.

The self-contained program will allow 10 students from grades 10-12 to see themselves as future college students, a powerful environment created on the College's grounds. Liberty Academy students will have access to outdoor common areas, with potential plans in place to further expand the integrated relationship.

In addition to the opening of the schools, Bloomfield College students majoring in education will have the opportunity to student teach in the areas, one of the many highlights featured in the partnership.

The organizations will also establish a professional development program for both College faculty and district teachers, with College faculty having the opportunity to participate in the operation of the partnership.

"The school district would like to sincerely thank the Bloomfield College trustees and administrators for their vision of what our community can be when we collaborate," Township Board of Education President Shane Berger said. "After nearly 150 years of being neighbors, we are now coming together to change our students' lives forever."

More Content

Want to read extended versions of these stories? Visit the news section of our website at bloomfield.edu/about-us/news for all of your Bloomfield College updates.

Nursing Alumni Ace The NCLEX

Bloomfield nursing graduates have posted the second-highest passing rate in the state of New Jersey on the National Council Licensure Examination (NCLEX) for the class of 2015, in results released by the National Council of State Boards of Nursing, Inc. (NCSBN).

Alumni of the Frances M. McLaughlin Division of Nursing posted a 93.55% passing rate on the comprehensive exam taken to earn a nursing license, second among New Jersey higher education institutions and the top mark among the state's private schools.

NCLEX examinations are administered on behalf of its member boards in all 50 U.S. states and territories to test the knowledge, skills and abilities essential for the safe and effective practice of nursing at the entry level. A passing score must be achieved to earn a nursing license and secure employment.

"I think our very good NCLEX status results from many factors, including a talented, well-prepared and enthusiastic group of seasoned educators," Division chairperson Dr. Neddie Serra said. "These individuals strive to continuously critique and tweak the well-structured and comprehensive curriculum they have created and stay current in their areas of expertise, exposing students to a solid foundation to work in a new-evolving profession. Our students are also truly phenomenal, and demonstrate motivation, dedication, teamwork and leadership, all qualities that are necessary for the healthcare leaders of tomorrow."

Bloomfield alumni NCLEX passing rate of 93.55% is the top mark among N.J. private institutions.
A brand is more than a slogan, more than a logo that catches an eye as it passes a roadside billboard. For an organization’s message to truly resonate it must be universal, as engaging to a child as it is to a man or woman. It must appeal to all walks of life and all corners of the world, a call to action that renders its words impossible to ignore.

Perhaps a brand’s most important characteristic, though, is its ability to truly embody an institution’s fabric; and not just be spoken by its advertisements, but lived by its people.

The College officially unveiled its new brand in November, the culmination of a yearlong journey to developing a message that would impact all members of the Bloomfield College community.

“When we were in the concept phase of this initiative, we referred to it as a ‘rebranding’; something designed to improve our position in the marketplace and attract more attention to the institution,” said Adam Castro, who as Vice President for Enrollment Management has overseen the project since its inception. “We quickly realized, though, that we were beginning a comprehensive and transformative project the likes of which the College has never experienced.”

“It was very important to us to have the passion and dedication of our students, faculty and staff appropriately represented by a brand that stimulated emotion, pride and excellence, and I feel we have accomplished that with our new look.”

Beginning with the formal approval of the project by the College’s Board of Trustees in December 2013, the institution next sought a partner at the outset of the process that would be able to capture the qualities that make Bloomfield extraordinary. After evaluating several firms, the higher education branding company TWG Plus was chosen to help guide the course of the endeavor.

“One thing that struck our entire team was the universal, heartfelt passion for the institution — from the president down to the new freshmen — and that’s something we don’t normally see,” TWG Senior Marketing Consultant Chris Tyburski said. “At Bloomfield, everyone was on the same page and speaking the same language already, whether they knew it or not. A lot of the messaging you see in the brand came out in a very organic fashion, almost as if there was a message that was simply waiting to come out.”

Conducting site visits and interviews with College alumni, faculty, staff and trustees, TWG commissioned the help of an institutional steering committee featuring select members from the various groups to help chart the next phase of Bloomfield’s new era.

After the firm conducted independent survey research of prospective students to gauge the external perceptions of the institution, a series of in-depth workshops with Bloomfield’s committee gleaned invaluable insight into the things the College stands for — and the features that make it special — eventually yielding potential options for a brand promise and brand positioning. The choices were then redistributed to both internal and external audiences for feedback, the results producing a clear direction set to change...
In addition to messaging, the institution has unveiled a redesigned website as part of the comprehensive process, developed to be more user-friendly and optimized for the mobile devices that have become fixtures in today's society. A commitment to promotional videos also highlights the new features of the project, with the institution developing a customized YouTube channel and promotional spots starring the school's faculty, staff and students.

The College has also designed a new Viewbook and has revamped its fleet of promotional brochures for prospective students, complete with the dynamic imagery and bold language that will attract those courageous enough to blaze their own path.

"Our personalized marketing strategy speaks to prospective students in a unique way, which we feel will aid in our various initiatives moving forward," Director of Marketing Debra Hartley said. "But it is the all-encompassing aspects of our new brand — and its universal message — that will allow all the members of our community to make it their own, and make it truly special."

"This isn't just a brand; it's a message from a collective voice. From the first-year student excited about college life to the alum continuing to make an impact long after they've graduated, everyone's story contributes to the essence of our brand."

Complete with its unifying message and a vision for the future, Bloomfield is the place that will show us that we all have a tale to tell — and that it is time for the institution to share its own.

"Bloomfield College is investing in our students, faculty and staff, staying on the cutting edge inside and outside of the classroom, and growing," said Castro. "We no longer want to be known as a 'hidden gem'. It is time to tell our story."
Passion is something that captivates us; from the moment it strikes, our lives are never the same.

It can come in the form of a professional discipline, or in a hobby that challenges us in ways work simply never could. No matter the nature of our passions, they inspire us to be better people, and to leave the world a better place than we found it.

For some, their passions can be found in impacting the lives of others, a selfless endeavor that creates an effect felt for generations. Whether it is a gift of time, money or a combination of the two, these donors find their fulfillment in knowing they have helped ensure the success of our world’s future leaders. It is these donors that are captivated by a place and by people they can believe in; and it is these people that are committing to making a difference at Bloomfield College.

“Being here for just over a year, to see the type of support we have received from our donors has been remarkable,” Vice President for Institutional Advancement Jackie Bartley said. “Anyone who has the good fortune to come into contact with this institution walks away with such positive feelings towards it; Bloomfield creates a special feeling from the moment you step on campus and meet our extraordinary students, and I think our donors want to be a part of the amazing things we are doing here.”

Serving as the latest landmark accomplishment and providing a new tool to help students achieve success, the Franklin Street Residence Hall became the backdrop for one of the largest College fundraising initiatives in recent memory, a symbol of the school’s new era of growth and a chance for donors to make a financial commitment to an institutional area of their choice.

A walk through the building highlights the names of some of the many who are invested in Bloomfield’s future. Whether it is a corporate foundation, a Board of Trustee member, an alumna or alumnus or a dedicated member of the institution’s faculty and staff, each name has a story - and a reason why they believe.

“Investors Bank is built on the values of cooperation, character, community and commitment, ideals that align with the mission of Bloomfield College,” said President and CEO Kevin Cummings on the organization’s $250,000 commitment to the Investors Bank Endowed Scholarship Fund in Memory of Patrick Grant. “We are proud to make this commitment in memory of Patrick Grant, and look forward to helping generations of Bloomfield College students succeed.”

“The Provident Bank is committed to investing in Bloomfield College’s era of growth for the same reasons our founders committed to the New Jersey College for Women,” said President and CEO Joseph Morelli on the organization’s $250,000 commitment to the Provident Bank Endowed Scholarship Fund in Memory of Pauline W. Suhr. “As the first private, non-sectarian college for women in the United States, Bloomfield has a special place in our history. We are excited to support the college’s recent and ongoing initiatives and to support the students and instructors who are making Bloomfield a special place to believe in.”

Why donors are making commitments to be part of Bloomfield’s era of growth
“What we have done for ourselves dies with us; what we have done for others and the world remains and is immortal.”

— A L B E R T  P I K E

“I believe in the transformative power of education, and at Bloomfield College this literally means changing our students’ lives and opportunities,” said Board of Trustees Chairman Martin McKerrow, who along with his wife, Toni, named the McKerrow Media Room and Theater as part of a $100,000 commitment to endowed scholarships. “With the Franklin Street Residence Hall we allow more of our students to benefit from learning to live and socialize independently. I hope that others who feel like me will follow Toni’s and my leadership.”

“This institution changed my life for the better by giving me the chance to get an excellent education, so I am committed to helping to ensure its bright future in any way that I can,” Board of Trustees Vice Chairman and BCA President John Delucca ’66 said of his $100,000 commitment to naming the Residence Hall’s rooftop courtyard, a donation that is helping endow internship programming. “I truly believe in the College’s mission and the direction in which it is headed. The Franklin Street Residence Hall is an amazing accomplishment, so to be able to honor my son, Jonathan, within the building while also helping current students made it something very special to me.

Former members of the College’s Board of Trustees have also made commitments, with Rev. Archie Palmer and his wife, Lynne, committing $250,000 over five years to help fund on-campus programs while naming three areas—the Karen E. Stager Room, The Phyllis S. and Wayne A. Witte Suite and the Third Floor Corridor—within the building.

“The fabulous opportunities that Bloomfield College offers first-generation college students, the incredible staff support that is helping to ensure its bright future in any way that I can,” Board of Trustees Vice Chairman and BCA President John Delucca ’66 said of his $100,000 commitment to naming the Residence Hall’s rooftop courtyard, a donation that is helping endow internship programming. “I truly believe in the College’s mission and the direction in which it is headed. The Franklin Street Residence Hall is an amazing accomplishment, so to be able to honor my son, Jonathan, within the building while also helping current students made it something very special to me.

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or 1968 graduate Dr. Edmund Messina, life hasn’t been about choosing one path; it’s been about choosing several, and innovating in each of them every step of the way. “If you live long enough, there’s enough time to do a lot of things,” he said. “Thankfully, I found a place early in my life at Bloomfield College that would allow me to pursue all of the things I loved, while getting an education that opened so many doors for me.”

Born in Brooklyn, N.Y. and raised in Fair Lawn, N.J., the multi-talented Messina originally came to Bloomfield with aspirations of becoming a playwright. A member of the Drama Club during his undergraduate career, he quickly discovered that he loved science — specifically biology — as much as his writing. He decided to pursue the latter as a major, earning his degree while working nights at Orange (N.J.) Memorial Hospital as a senior lab technician.

Though he had completed his college career, Messina still felt the pull of dramatic arts, traveling to France after graduation to try his hand at filmmaking. A multiyear stay abroad allowed him to pursue his love of storytelling from behind the camera, eventually directing several French films before returning to America.

After beginning his postgraduate career studying molecular biology at Illinois Institute of Technology, Messina transferred to the University of Illinois College of Medicine, eventually working as an internal medicine resident at Michael Reese Medical Center in Chicago during his academic tenure.

It was those experiences which later found their way into his 2014 book called “The Spattered White Coat”, which chronicled his experiences as a medical student and intern in what was at the time one of the country’s premier hospitals.

“I wanted the book to show what it was like to be a medical student in a high-energy environment, how good medical care and teaching should look and how students should be taught,” he said. “My experiences there, along with those at Bloomfield, really set the stage for the rest of my career.”

Messina discovered neurology was the field he wanted to pursue, eventually serving as resident and chief resident at Washington University and Barnes Hospital in St. Louis, Mo. before moving to Michigan with his wife, Jayne, whom he married in 1978.

Over the next three decades, the duo opened The Michigan Headache Clinic in 1981, the first of several advancements in the medical field that have made Messina one of the most innovative doctors in the nation.

One of the first physicians in the country to begin using computerized patient tracking in 1983, Messina developed and patented the expert technology FloBase, which allows a patient to be asked clinical questions by a computer and the subsequent report to be sent to both the patient and his or her physician.

Perhaps his greatest innovations, though, have come when his professional and creative interests have come together. Having overseen several educational films for both doctors and patients, Messina, with his son Daniel (36), wrote and directed the award-winning 2005 public television documentary “Life and Migraine” about patients who suffer from chronic headaches. He later wrote, produced and directed the independent feature film “Lily’s Mom” in 2011, a production that was nominated for Hollywood’s prestigious Voice Award and chronicles a woman’s turbulent life as she deals with migraines and abuse.

His love of storytelling has also proven to be shared by his sons Daniel, Mark (27) and daughter Jill (35), with Messina teaming up with Daniel to film an episode of the popular television show “Mystery Diagnosis.”

Currently a Clinical Associate Professor of Medicine at Michigan State University in addition to his various endeavors, Messina is still chasing all of his personal and professional dreams, a journey that began when his alma mater gave him the canvas to write his own multidimensional story.

“Bloomfield made it possible for me to get an education because it was affordable and close to home,” he said. “There is nothing quite like the first day of college — you feel validated, and that you’re really going to get somewhere. Bloomfield allowed me to pursue both of my passions, and the instructors helped me gain the experience I needed to do what I have been able to accomplish in my career, and in my 56-...”
Deacon’s Fest Celebrations

Bloomfield continued what has become its signature tradition of the fall season on Oct. 18, welcoming guests of all ages to campus for the College’s annual Deacon’s Fest celebrations.

Combining the institution’s Fall Open House, Parents Weekend and Alumni Homecoming events, the day brought together Bloomfield students past, present and future while celebrating the school’s historic achievements on a picturesque autumn afternoon.

Highlighting the festivities was the formal grand opening and Ribbon Cutting Ceremony for the Franklin Street Residence Hall, Bloomfield’s new state-of-the-art living environment located at the corner of Broad and Franklin Streets in historic Bloomfield Center.

Distinguished guests including Senator Sandra Cunningham, Assemblymen Ralph Caputo ’63 and Tom Giblin, Assemblywoman Alison McHose, Councilmen Nick Joanow and Elias Chalet and Bloomfield Mayor Michael J. Venezia joined College trustees and donors in a special morning program to commemorate the largest construction project in the College’s history and usher in a new era of growth for the institution.

“The ribbon cutting ceremony was truly an unforgettable experience,” said Vice President for Institutional Advancement Jackie Bartley. “To see all of the people that have been so supportive of this project come together on campus and join us for this special event was truly amazing.”

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PHOTOGRAPHS BY ROY GROETHING, MARK WYVILLE & SHELLIE KUSNETZ
together to celebrate its completion is very special. I will
never forget the smiles on the faces of our donors as they
stood next to the plaques bearing their names within the
building. Days like today are a powerful reminder of what
is possible at this College.”

Alumni of all ages also returned for a day of activities
including a trio of athletics contests (featuring Bloom-
field’s women’s volleyball and men’s and women’s soccer
teams), a campus tour outlining the school’s various
construction projects and a chance to reconnect with
fellow classmates on the Quad. Eighteen women’s soccer
alumnae gathered at nearby Foley Field to watch the
Bears take on Goldey Beacom College in a midday
contest, bringing generations of student-athletes back to
campus for a special halftime ceremony.

“Days like today are a powerful reminder of
what is possible at this College.”

— continued on page 21
“It was so great to be back here and to see my old teammates,” alumna and new mother Sara Locke ’11 said. “Having them all get the chance to see my son was really special. I’m already looking forward to coming back next year and spending time with them and the team again.”

The College’s First Year Parent Engagement Program also held its annual Parent Summit in Westminster Arts Center’s historic Van Fossan Theatre, featuring an informational discussion with guest speaker and William Paterson University Director of Sophomore and Junior Experience Jonnine DeLoatch. Prospective students that attended the Open House were given an inside look at college life, with tours of the campus and academic sessions featuring institutional faculty and alumni helping to provide a window into the Bloomfield College experience. Students were also able to receive instant on-site admissions decisions from one of the school’s admissions counselors, giving them the chance to take their first step towards becoming a Bloomfield Bear while being the first to interact with the school’s new institutional brand.

“It was so exciting to use Deacon’s Fest as the platform to launch our new branding campaign,” said Vice President for Enrollment Management Adam Castro. “I believe our prospective students and their families appreciate the student-first approach of the new concept. We want them to know they are our number one priority from the day they apply for admission to the day they graduate and that promise never wavers. Coupling this with a campus that has never looked better and the energy and enthusiasm generated by the Franklin Street Residence Hall Ribbon Cutting Ceremony, Parents Weekend and Alumni Homecoming made it a banner day not only for our office, but for the entire institution.”
The New Face of Bloomfield Athletics

As the new face of Bloomfield Athletics makes his way into the Quad, athletic director Sheila Wooten ‘85 can’t help but notice the change he’s creating.

Greeted with a hero’s welcome, he poses for pictures with beaming students who’ve already accepted him as one of their own. More than just a character, he personifies Bloomfield’s new era, and has given the College more than just a new mascot; he has given it a new identity, one that is already making waves on campus and throughout the state of New Jersey.

“It’s been a long road to get here, but I couldn’t be happier with how everything has turned out, and the reaction we have received,” says Wooten. “This is such a great time for the College, and to have the athletic department be part of the transformation is really very special. We will never forget our roots as Deacons, but this gives us a new and exciting start, and it’s already paying off.”

The department unveiled its new athletics logo and mascot for the start of the 2014-2015 academic year, with the institution now known as the Bloomfield College Bears. The change was made official prior to the start of the institution’s fall athletic seasons, with the men’s and women’s soccer, women’s volleyball, and men’s and women’s cross country teams becoming the first in school history to officially take on the new name.

“A family-friendly version of the primary logo, the Bear character has been named Deacon, a nod to the College’s Presbyterian roots and the school’s previous mascot. The character made its public debut on the online show, “The Jersey Sports Rant”, a program highlighting New Jersey Sports featured on Gannett Company (N.J.) websites for professional athletes.”

How Bloomfield’s new mascot is putting its teams on the map

Above Left: Bloomfield’s new mascot, Deacon, the newest member of the College’s family, with his first official photo during New Student Orientation Aug 21.

Above Right: Deacon welcomes patrons to the new Student Center located in Talbot Hall.

“Everyone around campus is really excited about the new mascot, and as an athlete here, I think it’s a great thing,” said Mark Reyes, a senior pitcher on Bloomfield’s baseball team. “People love the way everything came out, and I think it will really help the school in the future in terms of marketing to prospective students and student-athletes.”

Part of the institution’s comprehensive rebranding initiative, the new look is the culmination of a three-year endeavor, complete with input from alumni, trustees, current students and staff. The result is a logo unlike any other in intercollegiate athletics, with Bloomfield College now the only institution in the country to use a black bear as its emblem.

“We wanted something that would be unique, and something that would catch people’s attention while bringing a taste of New Jersey,” said Wooten. “The state’s black bear population made a bear logo a great option, and once we determined people would respond to it, it was the natural choice. The fact that we could add a mascot character that can appear on campus and at our games just made it that much better.”
Cross-Country’s Dream Season Capped By Strong CACC Championship Showing

Concluding one of the best seasons in school history, Bloomfield men’s and women’s cross-country teams each placed fourth in the Central Atlantic Collegiate Conference (CACC) Championships, held at Belmont Plateau in Philadelphia Nov. 2.

“From the very first day, the team bought into the philosophy that structured hard work will lead to prosperity,” head coach and BSN Sports Women’s Coach of the Year Elson Smajlaj ’12 said. “The returning runners were pushed last year to compete with the top runners in the CACC. These veteran athletes led the way on and off course as the new runners stepped up to the challenge. Each meet has been a step forward in the right direction as we approached our main goal, a CACC Championship. While we didn’t reach that goal this season, this is a significant step forward for both of our programs.”

The campaign began with the women’s team posting the first overall meet victory in program history, taking first place in the Wilmington University Invitational Sept. 6. The victory would prove to be the team’s first of three on the year, with the Bears also taking the top spot in the New Jersey Institute of Technology Classic and the Goldey Beacom College Invitational.

Junior Petra Semelova (Luhacovice, Czech Republic) earned CACC Runner of the Week honors three times to lead the women’s team on their historic run, winning both the NJIT Classic and the Goldey Beacom Invitational while setting a program record with a time of 19:27 in the 5K race at NJIT. Seniors Farheen Abbasi (West New York, N.J.) and Lisette Castillo (West New York, N.J.) posted top 15 overall finishes in each of the team’s races on the year, with freshmen Stephanie Cuaycong (Union City, N.J.) and D’Lyah Brown-Florence (Irvington, N.J.) each earning CACC Rookie of the Week honors during the campaign.

On the men’s side, senior Luis Romero (Union City, N.J.) finished in the top three in five of the team’s six races of the season, ending his decorated collegiate career with a seventh-place finish at the CACC Championships and an All-CACC selection after posting a time of 28:14.

“I am so proud of the season our cross country programs had this year, and how quickly the program has turned around under Coach Smajlaj,” athletic director Sheila Wooten ‘85 said. “They are becoming one of the better programs in our conference, and all of our runners should be extremely proud of what they have accomplished.”

For more information on Bloomfield College Athletics, visit the Bears online at bcbearsathletics.com.
The Bloomfield College Alumni Association continued to create a legacy of giving this fall, agreeing to endow a $25,000 scholarship as part of the Franklin Street Residence Hall fundraising initiative and naming a four-bedroom suite within the new state-of-the-art building.

The gift continues to strengthen the group’s impact on the institution each of them has called home, while helping to give generations of Bloomfield College students the opportunity to capture their dreams. A transformative project like the Residence Hall was seen as the perfect opportunity by the group to make a contribution, in addition to the annual scholarships donated by the Association each year.

“The BCAA simply felt it was the right time to make a contribution that would truly last forever,” Association President John Delucca ’66 said. “We will always be committed to helping change the lives of current students, and this scholarship is a wonderful way for our Alumni Association to be a part of the tremendous things that are happening here while helping to ensure the future of this great institution.”

Named endowed scholarships are established at Bloomfield with a gift of $25,000 or more. A set percentage of the endowment value — usually a portion of the annual income earned — is used to fund scholarships. The College also welcomes the funding of annual scholarships, which begin at $1,000 per year.

Comprised of 42 members, the BCAA is an organization devoted to the advancement of Bloomfield College. Committing $25,000 per year to student scholarships based on financial need and academic merit, members also represent the College at its various Open House events as well as College Fair events at local high schools.

Continuing their annual traditions in 2013-2014, the group held its annual Spring Gala in April raising over $32,000, and provided current students with a chance to build valuable career connections at March’s Alumni/Student Networking Dinner.

“Education is important in order to succeed in today’s society,” BCAA Vice President of Volunteer Recruitment Thersa Reidemonn ’01 said. “Unfortunately, there are many people that cannot afford to attend college. I am honored to be part of an organization that recognizes the need to help students achieve this valuable gift by establishing this endowed scholarship, and this is another wonderful step in our continued efforts.”

“Working so closely with the BCAA, I could not be more proud to be involved with this type of gift on their behalf,” Director of Annual Giving and Alumni Relations Janis Oolie said. “This type of gesture shows just how committed these alumni are to making a true difference at the College. We encourage more graduates to get involved with the Association as we continue to expand, and look for more opportunities to help the institution grow.”

Dear Bloomfield College Alumni,

The Bloomfield College Alumni Association is an expanding organization dedicated to making a difference at Bloomfield College, and we want you to be a part of the great work we are doing. Help us make an impact in the lives of generations of Bloomfield students to come and become a part of our group.

Please contact the Office of Alumni Relations at (973) 748-9000 ext. 1293 for more information or to join the Association. I look forward to seeing you at our next event!

Regards,

John Delucca ’66
PRESIDENT, BCAA
VICE CHAIR, BLOOMFIELD COLLEGE BOARD OF TRUSTEES
The Newark Presbyterian Hospital School of Nursing (now known as the Frances M. McLaughlin Division of Nursing at Bloomfield College) class of 1964 gathered to celebrate their 50th anniversary with a reunion at the Hotel Woodbridge on Saturday, Oct. 18.

Mary L. Turk ’65 accepted an award honoring her 10 years of volunteer service at the Carter Center in Atlanta, Ga. on May 14, 2014. Pictured is Mary (center) with former U.S. President Jimmy Carter and his wife, Rosalynn.

Sally Ann Goncalves ’14 is currently enrolled in a master’s degree program in mental health counseling at the College of St. Elizabeth in Morristown, N.J. The research she worked on with Bloomfield Faculty member Dr. Dana Tinkham during her undergraduate career will soon be published in the Psychological Journal of Psychological Research, the official publication of the National Honor Society in Psychology.

Rohama Powell ’14 has enrolled in the master’s degree program in nursing at the College of St. Elizabeth in Morristown, N.J. The research she worked on with Bloomfield Faculty member Dr. Dana Tinkham during her undergraduate career will soon be published in the Psychological Journal of Psychological Research, the official publication of the National Honor Society in Psychology.

Danis Jean-Louis ’09 is currently a registered nurse at Class Mass Medical Center in Belleville, N.J., and also pursuing a master’s degree in nursing from Fairleigh Dickinson University.

Alfonso Peters ’43 – Jan. 25
Olive Wortman ’45 – Oct. 11
Virginia T. Seeger ’45 – May 10
Mary Self ’46 – Dec. 19
Dorothy George ’46 – July 1
Mary Lincoln ’47 – April 1
Sharon Ford ’07 earned a master’s degree in educational leadership, politics, and advocacy from New York University in May 2014.

The National Honor Society in Psychology.

Bochenski, Jr. ’65 recently self-published his third novel, titled “Principles of Darkness.” The full-length work can be purchased in hardcover, softcover, and is available on Amazon.com and is published through Xlibris.

Sally Ann Goncalves ’14 has accepted a position as an admissions counselor and EOF recruiter.

Brianne Moore ’11 earned a master’s degree in education from the College of New Jersey in December 2014.

We Want To Hear Your Story! Send your personal and professional achievements to onthegreen@bloomfield.edu for inclusion in our next issue!

Yuliana Gonzalez ‘12 has accepted the position of Assistant Director for the Career Center at Bloomfield College, leaving her previous role as the institution as an admissions counselor and EOF recruiter.

Remembering

William Martin “Marty” Hager H’96

An honorary degree recipient of Bloomfield for his various contributions to social justice causes, Hager passed away on January 29, 2014. Ordained as a minister in the Baptist Church, he graduated from Austin Presbyterian Seminary in 1965. Hager was heavily involved in the Civil Rights Movement, receiving the Jaycees “Five Outstanding Young Texas” award for community service in 1971 for his various efforts. He remained active in his church and in service to his community after his retirement, serving as an interim pastor to congregations in Sutton Key, Fla., Fort Myers, Fla., Las Vegas, Nev. and Washington, D.C.

Contributions in his name can be made to any social justice group that supports the needs of those who cannot speak or fight for themselves.

Help Us Meet The Challenge

An anonymous donor has vowed to give $100,000 to help Bloomfield College students write their own stories, provided we can secure two (2) entirely new donors at the same level by March 31, 2015. Gifts can be made over time or can be outright commitments.

Even if you are not in a position to make such an extraordinary gift, we’d like you to consider a gift of any size and help demonstrate the growing support for our institution, and inspire more creative gifts at this critical time in our history.

It’s time to show what we are made of. Please contact the Office of Institutional Advancement at (973) 744-9000 ext. 1299 or advancement@bloomfield.edu if you or someone you know can help us meet this extraordinary challenge!