



College upgrades its image

There is a new look to the College's "tea leaf" as the MVCC logo received a facelift over the summer. The modernized logo is setting in motion a plan to revitalize the College's Web site.

According to Matthew Snyder, director of marketing and communications, the design upholds three values: an easily recognized connection with current and prospective students; a technically sound design that promotes consistency and quality; and flexibility for print, online, and any other applications MVCC may use in the future.

The logo choice follows an intensive process of fact-finding, focus groups, and design drafts with consultants from Designworks Advertising, Inc. The process brought MVCC's marketing professionals together with Designworks and an eclectic group of students, faculty, and staff, to make final choices regarding the upgrade, which includes:

Emphasizing the familiar "tea leaves" by enclosing them completely within an iconic square, to make it easier to reproduce the logo clearly.

Switching to a darker shade of green and eliminating the light blue, leading to a higher quality perception.

Replacing the old, blocky fonts with two new ones: a serif font for "MVCC" to suggest our collegiate nature, and a sans serif font to spell out "Mohawk Valley Community College" to be clear and readily accessible — just the way we hope students experience MVCC.

In an effort to keep the College community informed and involved, the new logo has been presented during Convocation, the all-faculty meeting, to the Board of Trustees, and to the College Senate.

The Office of Marketing and Communications has initiated a "soft launch" of the logo and standards for its use. This will be done by applying the new logo on a limited number of signature projects,



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including the 2009-10 Viewbook and Application, for Marketing and Communications staff to become adept at using the new logo.

Next, starting this fall, Marketing and Communications will lead an audit of the college's visual identity. This will identify, categorize, and prioritize current and potential uses of the College's logo on everything from business cards to Web sites to landscaping and signage. When this audit is completed, the department will develop standards for use and give employees and students access to resources such as templates. The goals are to promote higher-quality, more consistent usage of the logo, and to make it easier for individual offices and academic centers to use the logo efficiently and effectively. In parallel, a group of students, faculty, and staff will work with Designworks on developing the College's new Web site, with anticipated rollout in January 2010.

While this process moves forward, offices may continue to use current Web sites and materials with the old logo. Details regarding new business cards, signage, stationery, and other materials will be part of the brand audit and standardization process. For information, contact the Office of Marketing and Communications at 792-5330.

Mac Lab helps MVCC meet industry needs

As part of the College's continued efforts to meet emerging industry needs, MVCC added a Mac Lab prior to the start of the summer break.

This new computer lab is located in Room 223 of the Academic Building on the Utica Campus. It features 18 student stations, each with a 24-inch Apple iMac computer. These computers are dual platforms, permitting students to run Windows and Mac operating systems.

"The idea was to give students exposure to both Mac and PC computers when they are doing their multimedia programs," said James Lynch, director of educational technologies. "These Macs are the industry standard for many of the powerful software tools in the graphics industry."

This is a smart classroom with the instructor's station also having a 24-inch iMac, projector and DVD player.

Some of the programs being taught in the Mac Lab this fall include graphic communications, physics, computer information, photography, and engineering science. The computers feature Creative Suite 4, Macro Media products, Final Cut Pro and the Apple Development package along with many others.

"The purpose is to make it a multi-functional lab where different disciplines can collaborate in its use," added Lynch.



NEW MAC LAB – A student discusses her work with Associate Professor Wayne Freed during a Digital Imaging class being held in the new Mac Lab, located in Room 223 of the Academic Building.

Respiratory therapy plays key role in health career

By Sandra Engel, Ph.D.

Reprinted from the Observer-Dispatch

People treat you differently when you're wearing a white lab coat. I have a Ph.D. - which means technically I am a kind of doctor - and I am a full professor at Mohawk Valley Community College. But in a hospital I am either a patient or a visitor, a person of no professional status, unless I am wearing the lab coat, the standard professional uniform of not only doctors but respiratory therapists.

I did not learn this the hard way by becoming what my family refers to as "a real doctor," but by shadowing MVCC professor Lorie Phillips and several of her respiratory therapy students in a clinical setting at Faxton-St. Luke's Healthcare, a visit arranged by Randy Johnson, director of Respiratory Services.

Respiratory Therapy (RT) is a hidden health career, one I knew about only because of a family history of lung-related episodes - visiting an aunt in an iron lung in a tuberculosis sanatorium. My grandfather had emphysema, my brother has asthma, and I am a collection of allergies.

You don't think about breathing until you have problems doing it.

In one eight-hour shift, the students were assigned to two patients each in the FaxtonSt. Luke's Intensive Care Unit. They monitored a patient in a coma near the end of life, another patient had returned to the ICU multiple times, and a third had post-operative pneumonia. Professor Phillips and the students worked with not only the patients but also with their families, proving assurance and information. The students reviewed chest x-rays and noted the "fluffiness" in one patient's lungs indicating possible pneumonia or congestive heart failure.

I was struck by their quiet professionalism and sheer generosity that comes with the respiratory territory. They talked to patients regardless of whether they were unconscious or awake. Their touch was gentle and professional. They made it look easy.

The outlook for respiratory care as a profession is positive with the Occupational Outlook Handbook stating job opportunities should continue to be very good (increasing 19 percent through 2016). Upon graduation from a two-year program, respiratory therapists must pass several national licensing exams before employment.

As with other clinical programs at MVCC, Professor Phillips mentors students and monitors their work - a variation of an apprentice system in many ways. The students become familiar with equipment like oxygen delivery devices and mechanical ventilators on campus and then transition to the hospital where they deal with the same equipment with actual patients. The MVCC respiratory program has an Advisory Board composed of practicing RTs and supervisors from area hospitals in Utica, Syracuse, Rome, Oneida and Cooperstown. With their help, the program is guaranteed to stay current.

This is hands-on and brains-on education, the dovetailing of academics, applied knowledge and motor skills. From the beginning, students learn and then do weekly skills testing in the modern on-campus lab. This may seem a bit rigorous until you realize ... well, I don't want anybody with not-so-great skills working on me.

This career is high tech and high touch. This is work that makes a difference.



MAKING BREATHING EASIER – This is the College's Respiratory Therapy lab on the Utica Campus. From left are Justin Dutch, Kristen Shortt, MVCC respiratory therapy graduates; Professor Lorie Phillips; Lisa Orr, MVCC respiratory therapy graduate; and Professor Sandra Engel, Ph.D.

In their second year of college, the students I observed - Kristen Shortt, Lisa Orr and Justin Dutch - represent typical MVCC students with a variety of backgrounds. One student is a single parent and adult retraining because she had been injured on a more physical job. She originally thought that the core textbook was "overwhelming" but had become "doable" as she progressed through the program. "I am re-teaching myself how to study."

Another student already had a degree in Child Life from Utica College but had then stopped-out to raise a family. But "respiratory is a serious profession, so I have to be serious about it." She has a husband and three children, she goes to college and she finds her job-to-be interesting.

Justin was the one who, as he reviewed his patients' charts before going to meet them, commented under his breath, "I can't believe how these people write," which made sense after looking at a doctor's scrawl. We were in the intensive care unit, and by definition there was a chance that some of the patients might not make it. I heard later that there had been a recent death in Justin's family, but since he was already on his way to being professional, he carried on. You couldn't tell of his personal situation by his behavior.

People treat you differently when you're wearing a white lab coat in a hospital, and well they should.

Breathe in and breathe out.

Respiratory therapy - breathing is their business.

Think about it.

CSTEP invites college community to mixer

On Wednesday, September 16, at 4 p.m., in Room 116 of the Alumni College Center, MVCC's Collegiate Science and Technology Entry Program (CSTEP) will host its annual student, faculty, and staff networking mixer. Appetizers and refreshments will be provided, and all MVCC community members are invited to attend.

During this event CSTEP students will be exercising networking and etiquette skills in a professional/social situation. They will have attended a previous Professional Networking Skills workshop in preparation for this event. The workshop focuses on making a good impression, how to join a group, appropriate topics of discussion, and how to dress.

The presence of faculty and staff will make this event a valuable

experience for students as well as an opportunity to learn about the program.

Designed for college students whose majors are in the fields of science, math, engineering, technologies and allied health, CSTEP provides college students from historically underrepresented, economically disadvantaged populations with activities to foster academic excellence and professionalism. Activities include specialized tutoring, mentoring, presentations, career exploration, field trips, academic competitions, service projects, internships, workshops, and networking opportunities such as this event.

For more information, contact the CSTEP office in Room 254 of the Academic Building or by phone at extensions 5590 and 5505.



CLUB VOLUNTEERS - Members of the Welding, Art and CAD club work on the fascia of the patio of Payne Hall. The WAC spent two days scraping off the old paint and repainting the concrete skirt.

WAC Club volunteers to freshen up Payne Hall

The concrete pad surrounding Payne Hall received a facelift thanks to the help of the Welding, Art and CAD (WAC) Club. Members of the club spent two weekends this summer scraping, patching and painting the perimeter of the patio.

The project began on July 11 when more than 20 club members worked five hours scraping the old paint off the concrete and iron railing. They returned last weekend to finish the job by putting on a fresh coat of paint.

2009-2010 academic year holidays

| HOLIDAY | DATE | COLLEGE |
|-------------------------|-----------------|---------|
| Labor Day | September 7 | Closed |
| Columbus Day | October 12 | Open |
| Election Day | November 3 | Open |
| Veteran's Day | November 11 | Open |
| Thanksgiving | November 26, 27 | Closed |
| Christmas | December 25 | Closed |
| New Year's | January 1 | Closed |
| Martin Luther King, Jr. | January 18 | Open |
| Lincoln's Birthday | February 12 | Open |
| President's Day | February 15 | Open |
| Good Friday | April 2 | Open |
| Memorial Day | May 31 | Closed |
| Independence Day | July 5 | Closed |

Most College offices will be closed December 24, 28, 29, 30 and 31, 2009.

Employees represented by a collective bargaining agreement are reminded that each contract contains different holidays. Employees required to work on a holiday for which they are eligible will be compensated or accrue time as provided in the appropriate union contract.

30+ Technology workshops offered

The Educational Technology department is giving all faculty and staff the opportunity to attend 45-minute workshops. There will be more than 30 distinct workshops offered this semester that vary from Word, Excel, Blackboard, Smart Board, Bamboo tablets and Iliad to name just a few.

Please go to www.mvcc.edu/webforms/workshops/ to view our schedule and register for any of the workshops.

Correction and clarification

To clarify last week's *Communitas* piece: offices will close at the end of December 23, 2009 and re-open on January 4, 2010.

Jason Carpenter named women's basketball coach

The Mohawk Valley Community College women's basketball team will be under new leadership this winter as Jason Carpenter was named the new head coach.

Carpenter takes the helm for the 2009-2010 season following five years as an assistant coach for the men's basketball programs at MVCC and SUNY Oneonta. During his time at MVCC, the men's program has accumulated a 31-28 record.

"One challenge is the transition from the men's side to the women's side as the game itself is slightly different. There's a shorter shot clock, some different rules and different style of play," said Carpenter, who added that he'll be looking to the experience of returning assistant coaches Tom Torchia and Mike Fanelli. "I enjoy recruiting, evaluating new talent and talking with parents and coaches. But when it comes to contacts, I will have to rely on the assistant coaches. They have the connections and know people they have come to trust in order to find out about a particular player."

While a student at MVCC, Carpenter was a leader in the men's basketball program, serving as team captain en route to earning NJCAA Distinguished Academic All-American honors.

Carpenter replaces former head coach Bobby Allison, who compiled a 215-19 record in seven seasons and made three trips to the NJCAA national championship game.

"My biggest challenge is going to be replacing Bobby Allison. Talented-wise, he didn't leave the cupboard bare," said Carpenter. "I want to pick up where he left off, but there's no personal pressure to surpass what Bobby has done. I'm interested in making my own path."

The 25-year-old Carpenter is a Sauquoit native who resides in New York Mills. He is currently a teacher's assistant at The House of the Good Shepherd. He is a 2002 Sauquoit Valley High graduate and attended MVCC to earn an Associate in Science Degree in Liberal Arts and Sciences: General Studies. Carpenter completed his Bachelor in Science in History at SUNY Oneonta and is currently working toward completing his Master's degree at the United States Sports Academy.

"I don't set goals based on wins and losses. For me, I want these women to be success. To enjoy the experience and get the most out of what MVCC has to offer. Athletics plays a tremendous role in a young person's life. They are learning life lessons as well as being very competitive," said Carpenter.



Carpenter

Faculty, student bus trip offered

The Center for Arts and Humanities is organizing a Faculty/Student Collaboration bus trip to Syracuse University to attend a performance by Robb Goldstein, a lecturer, musician and performer. He will perform "Winslow Homer and the Democratic Vista," an original presentation combining spoken word, music and images that will consider the impact on American culture of Homer's pictorial press images.

This trip will be Friday and Saturday, September 25 and 26. The bus will leave MVCC AB parking lot on Friday, September 25, at 8:30 a.m. and return from Syracuse University around 3:30 p.m.

Also part of the trip is a guided tour of the exhibition, "Winslow Homer in the 1870's: A Time of Crisis in American Culture."

Students and faculty interested in attending should contact Jim Vitale at 792-5660 or Jed Kimball at 792-5662 to place a \$5 deposit that will hold a seat on the bus. Deposits will be returned during the ride to Syracuse University.

To preview the exhibit visit www.homer.syr.edu.

Sorrentino, Stadtmiller bring dedication and professionalism to CCED programs

When it comes to professionalism and quality instruction, MVCC's Michael S. Sorrentino and Joe Stadtmiller carry that dedication over to the corporate and non-credit portion of the College. Both were ranked among the top instructors for programs run by the Center for Corporate and Community Education.

"Their evaluations are always graded the maximum of five. When I bring them to a client on an initial call they ask the right questions, and prepare outlines, which include the hours for the class. Their class preparation is outstanding," said Richard Suhr, CCED's coordinator of corporate training.

Sorrentino, a Rochester native, is the welding instructor at MVCC, where he earned his Associate in Applied Science in Welding Technologies after graduating from Hilton High School. While in high school, he became interested in welding while attending the local BOCES.

"I was inspired by my welding professor Anthony Malagese and a good friend, Greg Sydoriw. They both insisted that I further my education, so I decided to go to Buffalo State College for vocational technical education," said Sorrentino, who became certified in secondary education in welding.

Prior to coming back to MVCC, Sorrentino worked as a deputy sheriff, taught welding at a local BOCES, worked as a welder, project

engineer and a certified welding inspector for more than 15 years. He recently finished his Bachelor's degree at Empire State College.

"My dream of teaching welding and counseling students presented itself in the form of his ideal job at MVCC. I couldn't be happier and have the best of both worlds – teaching my favorite subjects and the opportunity to influence in a positive way the lives of many young students who are struggling with their paths in life," added Sorrentino, who advises his students to follow their dreams and they will come true

Stadtmiller teaches electrical and electronic trades programs at MVCC.

"I enjoy teaching electrical/electronic trades because it is directly applicable to local industry," said Stadtmiller. "I particularly enjoy the interaction with students of all ages and experience."

In his spare time, Stadtmiller enjoys the outdoors, hiking, home remodeling, playing music and writing.

"It is very gratifying to work with them, knowing how well the students like them and that they are learning the materials that are being presented to them. It is the peace of mind knowing that I do not have to worry, because they are what I expect from an instructor," added Suhr.

MVCC Faces: David J. Nackley

David J. Nackley has taken on a new role at the College after recently joining the The Center for Arts and Humanities as an instructor.

Many at MVCC may already know him a technical assistant for the Art Department, where he's worked since January of 2005. While working full-time, Nackley spent his free time completing studies for his Bachelor's and Master's degrees.

"I completed 31 credit hours and successfully defended my thesis, 'The Need for Spontaneous Artistic Expression in Post WWII America,' to graduate from Utica College with a Master's of Liberal Studies in the Humanities. I graduated with an overall GPA of 4.0," said Nackley.

As an instructor at MVCC, Nackley is teaching English 1: Composition, and English 2: Ideas and Values in Literature on both the Utica and Rome campuses. He is also an adjunct for the Pratt Institute.

"My goal is to reach the students who are on the fence and convince them that they can successfully complete a college degree," said Nackley.

During his time as a technical assistant, Nackley was very active within the College. He was a member of the Student Support Design Team which gathered information from several educational institutions and put forth suggestions to help increase students success at MVCC. Along with being a facilitator for the Train the Trainer Workshop, which aimed to create dialog and unity within the College, he has been very active on the Ted Moore Run Committee, Gallery Committee and the MVCC Professional Association's New Members Committee.

Along with volunteering to work at the College's Open House events by giving tours of the art department facilities and the college



campus to potential students and parents, he's been a co-advisor for Graphic Art and Technology students. This club worked with other clubs on campus and designed t-shirts and banners in a business setting with money raised being used to introduce students to new technologies in their field.

Nackley has participated in "The Lyre And The Line" as a co-coordinator, artist and poet. He's also been involved in the Faculty Poetry Reading, Summer Institute Exhibit, Annual SUNY IT/MVCC Student show, Cazenovia Counterpoint and the SUNY IT/MVCC Student Exhibit.

He is also very active in community service. For the past six years, he has raised money by participating in the Kirkland Art Center Run and Walk. "I am involved in the Heart Walk and Run and have also raised money and awareness for local diabetes. I am also an active member in helping the USBF Natural

Bodybuilding Association, creating awareness of a healthy, natural lifestyle. We focus on the importance of non-steroid athleticism and the health benefits of exercise," said Nackley.

He also serves as a consultant at a local area business, Clinton Tractor, where he instructs current and new employees on forklift safety through lecture and video presentations so that all employees have the tools to pass the state certification requirements.

"I am currently working with Don Stasiw, Ph.D., on the community project titled 'A World of Christmas Tradition' in the cultural corridor. The central idea of this organization is to educate and celebrate the enriched ethnicity in the Central New York area and how these diverse cultures celebrate their holidays with food and traditions while boosting the local economy," added Nackley.

Nackley lives in Clinton with his wife Becky Calidonna, daughter Willow Nackley and their 3-year-old boxer Bella. His hobbies include writing and reading poetry and short stories, hunting, hiking, painting, farming, and weight training.

**Submit information
for Communitas
to Rich Haubert at
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