

The Wescoe News

WE ARE COMMUNITY

By Amy Benninger, Web & Marketing Assistant

Being a relatively new staff member at The Wescoe School, I often hear that Muhlenberg is a community. But what does “community” mean to The Wescoe School Student?

Wikipedia defines “community” as a social unit that shares common values; intent, belief, resources, preferences, needs and risks. For the day student, I get it. The campus is where the day student studies, consumes, imbibes and socializes. Their world is here. This is their community.

The everyday life for The Wescoe School Student is different. They may have young children who are ready to start kindergarten or older children who are starting families of their own. They have full-time jobs and houses to maintain. For The Wescoe School Student, life has begun and college is the next chapter in a book full of life experiences.

I was recently introduced to Wescoe graduate Lisa Hopstock '11. Lisa has a Business Administration degree and was a member of team "Argyle Forever" in the Accelerated Degree Program (ADP).

In the ADP, groups of students or cohorts, progress through the program from beginning to end and are assembled into teams. Each team spends time together, working on assignments, projects and presentations, but not in the typical

college atmosphere. Some teams meet on campus and others choose to gather closer to home. “We started out meeting at my church in Leighton, then at my house,” says Lisa. “The final assembly of our Capstone project ended up taking place in my parents’ dining room in Leighton.”

For the accelerated program student, community isn't about the "place." It is the experience that they share together as a team.

Lisa describes her team as “extended family.”



Team Argyle Forever met at BrewWorks in Allentown
Pictured left to right - Chris Schoemaker, Christina Schoemaker, Lisa Hopstock, and Robert Kulp

“I went through some major life changes during the Wescoe program, which made it even more of a valuable experience for me,” explains Lisa. “It broadened my view on life, career, and relationships. It also increased my confidence in my own ability to conquer new challenges in both

continued on page 2

INSIDE:

Accelerated Degree Program Highlights: 2

Quick Clips: 2

Focus on Jason Schafer: 3

Have You Ever Noticed...: 4

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Accelerated Degree Program HIGHLIGHTS

By Philip Howe, Director of Accelerated Programs

In the fall edition of *The Wescoe News*, I mentioned that the first students in the Supply Chain Management concentration started in October. We developed this new concentration based upon student input to our advisors that they were looking for a degree related to management of the supply chain. We also took note that "Logistics and Transportation" is now listed as an "Industry Cluster" in Pennsylvania workforce information publications and that there was an increase in area job postings requiring a

bachelor's degree in either supply chain or logistics. This increased emphasis on the supply chain can be attributable to the movement to process-based organizations, where the supply chain is the key business process.

The courses comprising the supply chain concentration were developed by a team collaboratively consisting of Dr. Holmes E. Miller, Muhlenberg Professor of Business, myself and subject matter experts from several major local companies. The team initially identified courses that should be included in the concentration and then developed the course descriptions through an iterative process. All team members felt that the concentration would provide more career options for students.

What is Supply Chain Management? Supply Chain Management is a process based approach of providing value to the customer at a competitive price. It is the web of activity and exchanges that are required to fulfill a customer's order.

Interested in learning more? Contact The Wescoe School for additional information. wescoe@muhlenberg.edu • 484-664-3300.



Wescoe Staff CONFERENCES

September

- **Dean Jane Hudak** visited Washington, D.C. to attend the US Chamber of Commerce, Institute for a Competitive Workforce's (ICW) 2012 "Help Wanted" conference. Industry leaders such as Rick Stephens from the Boeing Company, Willy Kaulfersch from the Ford Motor Company, Virginia Governor Bob McDonnell and Margaret Spellings, President of the Forum for Policy Innovations, Chamber of Commerce, served as keynote speakers and facilitated roundtable discussions to address how the skills gap is affecting their industries and hiring practices and the need for innovation in higher education.

- **Philip Howe**, Director of Accelerated Programs, attended the annual leadership conference of the Pennsylvania Institute of CPA's (PICPA) in Harrisburg, PA. The conference is for all individuals who hold a leadership role in the organization.

October

- **Molly Brown**, Wescoe's Director of Marketing and Public Relations, attended the Annual CUPRAP (Association of Communicators in Education) Fall Conference hosted by Millersville University.



Send your news to Amy Benninger at abenninger@muhlenberg.edu

Mark Fritzinger, who will graduate in May with a B.A. in Accounting, has been hired at Price Waterhouse Cooper, one of the Big Four Accounting firms.

Amy (Baker) Trapp '09 has been hired by the City of Allentown as the new Human Resources Manager.

WE ARE COMMUNITY continued from page 1

my personal and professional life."

After spending hours on coursework, completing the Capstone and finally walking the ceremonial steps of graduation, the cohort disbands and teammates move in new directions but often remain in contact with one another.

A few months ago, team Argyle Forever met at the BrewWorks in Allentown to catch up. According to Lisa, "at first it was strange to not read a case study, brainstorm, or give a Powerpoint presentation when we got together."

Their community evolved into something much more. By using Facebook and email, they keep in touch to network, socialize and to be there for one another. They are no longer cohort teammates by assignment but friends by choice.

Do you socialize with your cohort, past or present?

We'd love to see a photo!

Take a picture at your next gathering and email it to abenninger@muhlenberg.edu.

Focus on JASON SCHAFER

By Amy Benninger, Web & Marketing Assistant

The Other Side of the Story...

A few months ago, I had an opportunity to sit down and chat with Jason Schafer. For those who are not familiar, Jason is an adjunct instructor for The Wescoe School and the IT Operations Manager for the City of Allentown. He is a husband, father, a Wescoe School Graduate, and he has served his country as a Marine.

Jason teaches within the Information Systems Accelerated Program at The Wescoe School. This includes courses such as Information Technology Management and Fundamentals of Database Systems. Recently he branched out into the Financial Services program to teach Information Systems and will teach a Corporate Strategy course in 2013 for the Business Administration program. "It's refreshing to step out of my comfort zone," says Jason. "I love the students at Wescoe and respect the sacrifices they make in pursuit of an education. I also appreciate the opportunity to learn as much from them as they do from me. I am a lifelong learner and cherish the time spent with like minds."

Jason also serves as the IT Operations Manager for the City of Allentown. This is his day job. When asked his official title he replied "I am a humble servant to those who consume technology services. IT Operations Manager fits better on a business card."

As someone who plans, organizes and

evaluates IT operations, Jason saw a need for his department to more efficiently track assets and inventory. The legacy methods include many manual and time-consuming processes.

With this need in mind, he reached out to Esther Karoleski, instructor for a recent IS capstone course. She put him in touch with students, Mike Kilmer and Ann Bunch. In August, Mike and Ann met with the City of Allentown's IT Group to discover their work flows and gain an insight into their goals.



They performed an analysis on a software suite, which also has asset management built in, currently used to manage calls for IT service. Mike and Ann discovered that the asset management process that came standard with the help desk management suite was being duplicated. Their recommendations were centered around expanding the use of the help desk software and replacing the legacy asset tracking.

"It was a beneficial evolution for us as a team to be able to temporarily adopt new members for a project and ramp up quickly," says Jason.

This was an opportunity most instructors in the Accelerated Program do not experience. Jason was able to see the other side of the story, to be on the receiving end of a final capstone project. "We were quite impressed with the professionalism shown us by the capstone team. We learned flexibility and humility. We gained way more from this than I could have ever imagined," says Jason.

Reflecting back on his own journey through The Wescoe School he comments "This pedigree has opened many doors for me, and my gratitude fuels the desire to pay that forward with those who have made The Wescoe School a part of their lifelong journey. I am honored to be both a Muhlenberg Alumnus and an instructor for The Wescoe School. The latter is a relationship I will nurture with great care."

PASS IT ON:

Information Session for Prospective Adult Students

Thursday, March 14
3 p.m. to 7 p.m.

FOR MORE INFORMATION:
wescoe@muhlenberg.edu • or 484-664-3300.

Help someone you know take that important first step!

Word-of-mouth testimonials continue to be a great way to introduce prospective students to our programs.

Encourage someone you know to discover The Wescoe School, and you will receive a \$25 gift card to the 'Berg Bookshop!

Contact our office for more information: 484-664-3300.

Have you ever noticed the emblem on the front of Gabriel House?

By Mallori Seliger, Communications Intern & Amy Benninger, Web & Marketing Assistant



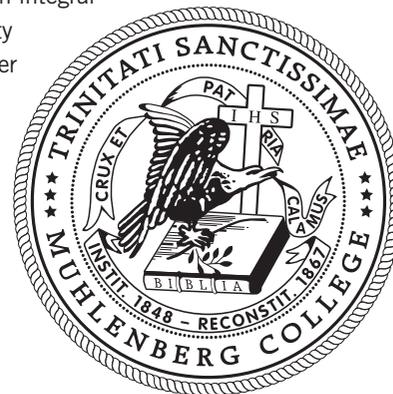
Built in 1905, the John Peter Gabriel House was built as living quarters for the president of Muhlenberg College, who at that time was John A.W. Haas (1904-1936). Placed above the door leading into the Gabriel House is an emblem with Latin words “crux et patria et calamus.” In English this

means “cross, country and pen.”

This same emblem can be found on the official Muhlenberg Seal. The late Dr. Robert C. Horn, Emeritus Professor of Greek, analyzed the inscription found on the Muhlenberg Seal. “Crux et patria et calamus” is related to the Lutheran Church origins of Muhlenberg College. It symbolizes Christianity, Patriotism and Literary Culture.

The seal can be found on the lobby floor of the Trexler Library, in the dining hall and the Great Room of Seeger's Union, the Harry C. Trexler Tower and the Haas building, “The fact that it (the seal) is in different places around campus symbolizes the desire to promote the tradition and values the emblem represents,” says Wescoe Student, Andy Fehnel.

Muhlenberg College has been an integral part of the Allentown community and has been an active supporter of Christian fellowship and cooperation with other faiths. The college is known for its tolerance and acceptance of all faiths and cultures.



To learn more about the history of the seal and Muhlenberg College, go to <http://www.muhlenberg.edu/incoming/schedule/documents/HistoryBook.pdf>.