

Come One  
Come All.....



## MWPHE 2011 ANNUAL CONFERENCE

April 8, 2011

9:00 am to 2:00 pm

At

Tucker's Restaurant  
Southwick, MA



**Social Media in Higher Education:  
Staying Connected at a Higher Level**

**REGISTER NOW!**



Social Media is the hottest method of communication in today's busy world. It is how the latest generation communicates and interacts. Is there an effective way to utilize Social Media in Higher Education? Join us for a fabulous day of networking and learning with women from public higher education institutions from across the state.

You'll hear from a panel of experts right from our very own public higher education institutions on how they've incorporated Social Media into their daily routine, how they interact with students, and how their departments and institutions are better for using Social Media. Featuring:

- Beverly Army-Williams, Assistant Professor of English, Westfield State University
- Diane Forman-Judd, Speech Language Pathologist, UMass Amherst
- Andrea Milligan, Director of Distance Learning and Instructional Technology, North Shore Community College
- Cindy Kane, Director of Student Involvement and Leadership, Bridgewater State University
- Teri Shiel, Reference and Information Instruction Librarian, Westfield State University

Moderated by Kelly Galanis, Associate Director of Alumni Services, Westfield State University

Unfamiliar with Social Media? Not to worry! We'll feature an interactive Social Media 101 Overview, a hands-on learning session and a Q & A with our panel. Bring along your smartphone, your laptop, or just your pen and paper and learn how Social Media can fit into your daily routine!

Registration Form link:

[http://www.mwphe.org/images/  
MWPHE\\_Spring\\_2011\\_Conference\\_registration\\_form.pdf](http://www.mwphe.org/images/MWPHE_Spring_2011_Conference_registration_form.pdf)



## Staying Connected at a “Higher” Level



Facebook. Twitter. LinkedIn. It's virtually impossible for a day to go by and not hear these words. Over 500 million users are on Facebook, and that number is growing daily. People use Social Media to reconnect with friends, network with professional colleagues, and have fun. Working in the higher education industry it is not only ideal to understand and utilize Social Media - it is a necessity.

Colleges and Universities across the world are finding this method of connecting ideal. It won't necessarily replace these more trusted forms of communication, but can, when used properly, enhance one's efforts. Today's traditional college or university student is well connected and often demands instant results with almost everything. They are doers, quickmovers, traits that are all thanks to Social Media and the result of being surrounded by technology. It doesn't make them better or worse in the classroom per se, but it requires us as educators to understand what works with these students and to incorporate those details in how we reach out, educate and engage.

On April 8th, please join MWPHE for our Annual Spring Conference as we take Social Media to a “Higher” Level. We will feature a panel of our own peers—colleagues who have incorporated Social Media effectively into their areas of Higher Education. Embracing the medium to help students understand and communicated globally while learning to effectively use Social Media for their benefit. We'll hear from faculty, librarians, and administrators on how they have brought Social Media into their everyday work. We'll also have a “Social Media in Higher Ed 101” session overview on what Social Media sites are hot now and what are up and coming. If you are already using Social Media or looking to get started, this conference is for you!

*We look forward to seeing you there!*



## CELL PHONES FOR SOLDIERS

Please bring your unused and unwanted cell phones to support the "Cell Phones for Soldiers" program. For more information, please visit <http://cellphonesforsoldiers.com>.

**Cell Phones for Soldiers has committed to provide 750,000 FREE communication tools to U.S. armed forces in 2011. Help us meet our goal by donating today!**





**HOW TO REGISTER FOR THE SPRING CONFERENCE  
APRIL 8, 2011 AT TUCKER’S RESTAURANT, SOUTHWICK, MA**

**REGISTER NOW! ..... DON'T MISS OUT!**

It’s easier than ever to register for a conference. All you need to do to access the registration form is go to [www.mwphe.org](http://www.mwphe.org), click on the “registration form” link to the right of the home page. Complete the form and e-mail it to [mwphe@hotmail.com](mailto:mwphe@hotmail.com). Please forward your payments as soon as possible after you have registered. Remember, there are no cancellation dates after [March 21, 2011](#). Substitutions are allowed for those who are originally registered but are unable to attend.

If you would prefer to mail a printed copy of your registration form, please do so to:

Tracy Charbonnier  
Bridgewater State University  
c/o Academic Affairs  
131 Summer Street  
Bridgewater, MA 02325



For directions to *Tucker’s Restaurant*, go to <http://www.tuckersrestaurant.com/>



*Join the Spring 2011 Award Celebration  
Applications are currently being reviewed.....*

**Student Achievement Scholarship Awards — \$750**



The Student Achievement Scholarship Award committee will be granting scholarships in the amount of \$750 to Three deserving women at the spring conference. Awards are based on academic and personal achievement.

**Professional Development Awards— \$1,000**



The Professional Development Award committee will be granting three Professional Development Awards. These awards of \$1,000 each are granted to MWPHE members from each sector - University, State College and Community College.

In reviewing applications, the Committee seeks to support members of MWPHE in professional development opportunities that are of high quality and that are congruent with the organization's mission and goals.



A Message from the President

Happy Spring!

As I write this, I am looking out the window and seeing quite a bit less snow than in weeks past. We managed to survive a brutal winter and more snow days than we ever thought possible. Hopefully your semesters are off to a solid start despite Mother Nature's plans.

Not only has this winter been a fierce beast to tame, the public higher education budgets have been on the minds of our senior administrators for some time. Cuts are constantly being made, and our leaders on campus are struggling to make ends meet. As professionals, we are always looking to further our professional development skills, but funding has cut our opportunities short. We are starving for quality programming that doesn't come at a large cost to our employer.

Having said that, I'd like to take the time to personally invite you to MWPHE's Annual Conference, "Social Media in Higher Education: Staying Connected at a Higher Level", happening on Friday, April 8th at Tucker's Restaurant in quaint Southwick, Massachusetts. Social Media is growing by leaps and bounds in today's society, particularly in higher education. Our students are using Social Media as a primary source of communication. So, what do we need to know about it? How can we integrate it into our daily lives? Does it take over our jobs? What are the risks in using it? How can we teach and learn with it? Find out by joining us for this very important event!

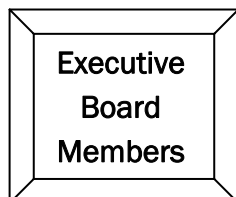
You'll hear from a panel of experts from our very own campuses around the state. These individuals have incorporated Social Media into their daily routines to bring an extraordinary interactive experience for their students, their departments, and their institutions. We will learn what they've done to bring social media to a higher level at their institutions. We will also provide an overview of Social Media basics, helping all levels get up and running on key sites across the Interwebs.

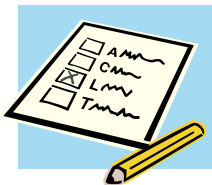
So bring along your laptop, your smartphone, or just a regular pen and piece of paper to learn what trends are happening in higher education and the world of Social Networking. For the low registration cost of just \$55 per member, you'll experience a day filled with learning, exploring, discovering, and networking...and you'll come away refreshed and ready to take these innovative ideas to the next level.

I look forward to seeing you on April 8th!

My very best,

Kelly





## EXECUTIVE BOARD ELECTIONS

### REGISTER TO RUN FOR OFFICE

MWPHE's executive board will hold its annual spring elections during the 2011 spring conference. Votes will be taken for four **member-at-large** positions:

- \* 1 state university seat for re-election
- \* 3 vacant community college seats for re-election

If you or someone you know would be interested in running for the board, please send a picture (if possible) and a short bio of yourself as well as why you are interested in becoming a member of the board to

[jgraham@bhcc.mass.edu](mailto:jgraham@bhcc.mass.edu) no later than **March 31, 2011**

Each person's bio information will be shared with everyone at the conference to cast their vote. The winners will be announced at the end of the conference. Best of luck!




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## MISSION STATEMENT



The mission of Massachusetts Women in Public Higher Education (MWPHE) is to strengthen the status of women as professionals. The organization advances the role of women in public higher education by presenting speakers, workshops, and forums which advance our agenda of funding professional development opportunities, influencing the quality and diversity of public higher education in Massachusetts, articulating the concerns of women, providing recognition awards to women students who exemplify the objectives of the organization, and granting automatic membership to all eligible women whose schools are on the Member Institutions list.

Visit our Website at:

[www.mwphe.org](http://www.mwphe.org)

## Achievement & Recognition



### 2nd Mission to Haiti

G3—stands for Grand Goave Girls. The Quinsigamond Community College Professors **Susan Johnson, Peg McGrath** and **Cheryl Finn**. Their second visit as part of a Medical Mission Team that served at Mission of Hope in Grand Goave, Haiti took place in January 2011. As part of a 9-member Team, the three helped establish medical clinics that ultimately served over 300 Haitians. They also transported 1/2 ton of donated items of badly-needed items for the survivors of the tragic earthquake.



## Thoughts

Women will change the nature of power, rather than power changing the nature of women.

Bella Abzug

Lifelong defender of women's rights

*The MWPHE newsletter is produced each spring and fall semester.*

*To submit copy for the publication, contact Sheryl Yardie at [@gcc.mass.edu](mailto:stardie@gcc.mass.edu)*

## College Presidents

## COMMUNITY COLLEGES

Dr. Paul Raverta Berkshire Community College	Dr. John J. Sbrega Bristol Community College	Dr. Mary L. Fifield Bunker Hill Community College	Dr. Kathleen Schatzberg Cape Cod Community College	Dr. Robert L. Pura Greenfield Community College
Dr. William F. Messner Holyoke Community College	Dr. Carole M. Berotte Joseph MassBay Community College	Dr. Charles Wall Massasoit Community College	Dr. Carole A. Cowan Middlesex Community College	Dr. Daniel M. Asquino Mount Wachusett Community College
Dr. Wayne M. Burton North Shore Community College	Dr. David Hartleb Northern Essex Community College	Dr. Gail E. Carberry Quinsigamond Community College	Dr. Terrence A. Gomes Roxbury Community College	Dr. Ira H. Rubenzahl Springfield Technical Community College

## STATE COLLEGES &amp; UNIVERSITIES

Dr. Dana Mohler-Faria Bridgewater State University	Dr. Timothy J. Flanagan Framingham State University	Dr. Katherine H. Sloan Massachusetts College of Art and Design	RADM Richard G. Gurnon Massachusetts Maritime Academy
Dr. Mary K. Grant Massachusetts College of Liberal Arts	Dr. Patricia Maguire Meservy Salem State University	Dr. Evan Dobelle Westfield State University	Dr. Janelle C. Ashley Worcester State University

## UNIVERSITY CAMPUSES

Dr. Robert C. Holub University of Mass. Amherst	Dr. Keith Motley University of Mass. Boston	Dr. Jean MacCormack University of Mass. Dartmouth	Dr. Martin T. Meehan, J.D. University of Mass. Lowell	Michael F. Collins, MD Office of the Chancellor University of Massachusetts Medical
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## Executive Board 2010—2011

Kelly Galanis President Westfield State University	Debra Ferullo President-Elect Framingham State University	Judith Graham Past President Bunker Hill Community College	Dr. Patricia Hanrahan Professional Development Chair Greenfield Community College	Limari Rivera Campus Coordinator Liaison Mt. Wachusett Community College
Tina Bones Student Achievement Scholarship Awards Chair Westfield State University	Teri Shiel Secretary Westfield State University	Lisa Grosshart Webmaster, Archive Chair Bridgewater State University	Sheryl Tardie Publications Designer Quinsigamond Community College	Carol Patterson Public Relations Chair Photography Coordinator Holyoke Community College
<b>Members-at-Large:</b> Linda DiPasqua Massasoit Community College	Karen Desjeans Holyoke Community College	Dr. Pat Mercaitis UMass Amherst	Tracy Charbonnier Treasurer Bridgewater State University	

## Campus Coordinators 2010—2011

## COMMUNITY COLLEGES

<b>Christine DeGregorio</b> Berkshire Community College	<b>April Bellafiore</b> Bristol Community College	<b>Beverly Lewis</b> Bunker Hill Community College	<b>Kathleen Clarke</b> Cape Cod Community College	<b>Karen Phillips</b> Greenfield Community College
<b>Karen Desjeans</b> Holyoke Community College	<b>Robin Nelson-Bailey</b> MassBay Community College	<b>Linda DiPasqua</b> Massasoit Community College	<b>Kathleen Sweeney</b> Middlesex Community College	<b>Diane Ruksnaitis</b> Mount Wachusett Community College
<b>Gay Roland</b> North Shore Community College	<b>Thomasine Corbett</b> Northern Essex Community College	<b>Lisa Palmer</b> Quinsigamond Community College	<b>Nancy Sheehan-Curran</b> <b>Erica Rivers</b> Roxbury Community College	<b>Vonetta Smith</b> Springfield Technical Community College

## STATE COLLEGES &amp; UNIVERSITIES

<b>Lisa Grosshart</b> Bridgewater State University	<b>Christine Sacco</b> Framingham State University	<b>Kathryn Oram</b> Massachusetts College of Art and Design	<b>Christina Aquilano</b> Massachusetts Maritime Academy
<b>Ann Schulman</b> Massachusetts College of Liberal Arts	<b>Amie Goodwin</b> Salem State University	<b>Azanda Seymour</b> Westfield State University	<b>Martha Scheffer</b> Worcester State University

## UNIVERSITY CAMPUSES

<b>Yvonne Kielb</b> University of Mass. Amherst	<b>Julie Sanabria &amp; Rita Labad</b> University of Mass. Boston	<b>Dr. Juli L. Parker</b> University of Mass. Dartmouth	<b>Robin Toof &amp; Judith Zanni</b> University of Mass. Lowell	<b>Wendy Judge</b> University of Mass. Medical
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