

'CCS'

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said Markunas. "We added a paralegal studies certificate program, as well as an occupational safety and industrial hygiene certificate program at the request of the professional associations we are working with."

Next summer will be the first where the University will be offering courses on both the Princeton and Lawrenceville campuses in both undergraduate and graduate levels under the same schedule to avoid classes starting at different times. CCS plans to roll out new formats for different programs. They are currently working on developing three-week classes.

"One of the things that we've heard from students is that they wanted some more flexibility," said O'Hara. "Somebody might say 'I'll take these three weeks, take one course, and be done.' Then they'll be able to move on to the next thing."

Because Rider is not a state-funded school, it relies heavily on tuition dollars to

pay for everything from new construction to upgraded technologies. Dr. Bosah Ebo, of the Communications department, said that while the effort to increase enrollment is necessary, not every class will be effective in a six or three-week format.

"I'm concerned about which classes may be offered in a three-week format," said Ebo. "I don't think it's a good idea to try and teach a course on theory in three weeks and expect students to retain the information."

CCS and enrollment management have been working very carefully to determine which courses may fit in a three-week format. There are some programs that are very successful in a very intensive format, said O'Hara.

"Those are the programs that we're hoping the academic side will develop," said O'Hara. "There also needs to be student-interest. Students have told us that they are interested in this kind of format."

There has been a lot of market research that has gone into the decision-making process to determine what courses, degrees or programs will be

offered. Questionnaires have been put out to identify the needs and wants of people who are most likely to continue their education. In addition, a second study revolves around talking to students who are currently taking courses and finding out what they are looking for in those courses.

"One of the things that we have all recognized is that we need to make informed decisions that are based on data," said Markunas. "Decisions in the past were based on what the administration thought or felt, anecdotal information, as compared to the actual data that we're able to retrieve, whether it's about competitors or even our own student population."

To help them in the market research, enrollment management has hired Jennifer Cafiero as the new director of enrollment management. Her job is to provide the benchmarks that are needed from the community about enrollment progress. She takes the temperature, both inside the institution and externally. In the past, the administration has had to rely on what it thought or what it heard in order to make "informed deci-

sions" in some circumstances.

"The new hire will not only assist in getting that information, but also understanding it and making informed decisions based on that," Markunas said. "It's such a bonus to have access to someone who can assist us to get the research to make informed decisions."

O'Hara said the type of market research they are using is demand-based in order to decide what new programs to implement. It will help CCS determine if their students are more interested in certificates or degrees.

"Over the last few years there has been a loss of market in CCS," said O'Hara. "This will give us some concrete direction about what type of academic programs that we're not currently offering that there is a demand for that we need to start seriously considering."

Enrollment Management and CCS have been working to make sure the programs they want to offer maintain academic integrity, especially a six or three-week course. They recognize how critical an education is to adults.

"We made several propos-

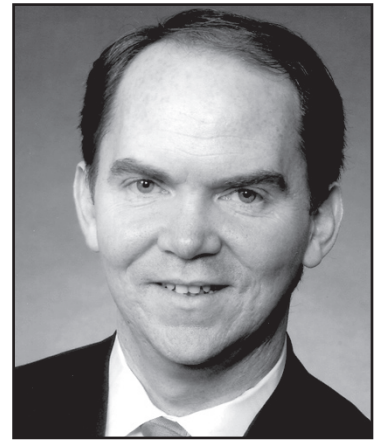


Photo courtesy of Pete Borg

Vice-President of Enrollment
Jaime O'Hara is working with the CCS to enhance courses.

als to liberal arts as well as business," said Markunas. "The deans are really working with the departments and the faculty to see if those are the courses that will actually come forth this summer."

Over the next year, the University wants to stabilize the enrollment and, into the 2005-2006 year, to build up new programming and more focused marketing initiatives.

"Our belief is that we not only train people to learn, but we train life-long learners and people that will not get just one degree, but multiple degrees," said O'Hara.

Speakers at MCS program encourage 'life after prison' reform

By Jeff Frankel

The Multicultural Studies Program welcomed Elaine Bartlett and author Jennifer Gonnerman to Rider to discuss the book *Life on the Outside: The Prison Odyssey of Elaine Bartlett*.

On Wednesday, Nov. 3, in the Fireside Lounge, they spoke about the plot of the true-life story to show that the justice system lacks in preparing inmates for life after prison.

Jennifer Gonnerman's book

picks up when Elaine Bartlett is released from jail on clemency on Jan. 26, 2000 after spending 16 years in jail after a one-time drug conviction. The book details Bartlett's struggle after her release.

"I was a first time offender—and the judge gave me 20 years of life," said Bartlett, who was convicted under New York's harsh Rockefeller drug laws. "My crime didn't warrant the time."

Bartlett went on to say that once she got out of jail, she entered a new one. "I left one

prison to go to another," she said. She left prison with the cloths on her back and \$40 in her pocket.

She had entered prison in 1983 when her children were young, and she got out of prison just after her first grandchild was born.

"I did not want my grandchildren to see me in prison like my children did," she said.

In 2000, Bartlett helped to found "Mothers of the Disappeared," in an effort to stop New York's harsh anti-drug laws for women with children.

"Policies and laws are created, God didn't make them. You can change them," she said.

In addition, she helped to start the program "Life on the Outside," a group that helps former inmates to become aware of their new surroundings out of jail. Their mantra is "We are out and we are here to stay."

Jennifer Gonnerman first met Elaine Bartlett in 1997 in New York's only Maximum Security Prison for women while working for *The Village Voice*.

"I was struck by how smart

and insightful she was," said Gonnerman. "She really knew what she was talking about."

Since the book's release both Gonnerman and Bartlett have appeared on such shows as *The O'Reilly Factor*, and have been featured in *The New York Times*, *Newsday*, *The Source* and *The Village Voice*.

Currently, both are on an East coast book tour which Elaine has dubbed the "Yale to Jail Book tour," where they have spoken from Yale, jails and everywhere in between.

Family Day Schedule of Events

Saturday, November 6

- **Rider Bronc Band performance**
8:45-10:00 a.m.
BLC entrance
- **Continental Breakfast**
9-10 a.m.
- **Bronc Fun Zone**
9:30-11:30 a.m.
BLC Student Affairs Suite
- **Welcoming Remarks**
10:00-10:30 a.m.
BLC Theater
- **Chapel Open House**
10 a.m.-4 p.m.
Gill Chapel
- **Meet Our Student Leaders**
10:30-11:30 a.m.
BLC Student Leadership Suite (first floor)
- **"So Your Son/Daughter Wants to Join a**

- Fraternity/Sorority?"**
10:30- 11:30 a.m.
BLC Room 259
- **Center for the Development of Leadership**
10:30-11:30 a.m.
BLC Career Services
Class Room 2
(second floor)
- **Founder's Day Program**
11 a.m.-noon
BLC Theater
- **Sending Your First Child to College**
11 a.m.-noon
BLC Room 257
- **Family Day Luncheon**
11:30 a.m.-1:30 p.m.
BLC Cavalla Room
- **Coffee with the University Leadership**
1:30 p.m.-2:30 p.m.
Cranberry Café (Faculty Lounge)

- **Bronc Fun Zone II**
1:30 p.m.-2:30 p.m.
BLC Information Center
- **Gill Chapel Reception**
2:30-3:30 p.m.
Gill Chapel
- **Class of 2006 Ring Ceremony**
3 p.m.
BLC Theater
- **Java Joint (Coffeeshouse)**
3-5 p.m.
BLC Pub
- **Emmaus House Open House**
5 p.m.
Emmaus House

Sunday, November 7

- **ODK Induction Ceremony**
11 a.m.
Fireside Lounge

Say Goodbye To...

Wrinkles

Dark Circles

Crows Feet

Age Spots

Acne & Acne Scars

Smile Lines

Restylane Juvederm

Sagging

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Appointments & Information Contact Us At: 2239 Whitehorse Mercerville Rd., Suite B (1/4 Mile from Applebee's Restaurant)