It’s a brand new year, a brand new decade, and by September 2010 Atlantic Cape Community College will be sporting a “brand new” image—including a nickname, a fresh tagline, and uniform marketing colors. “Atlantic Cape” has just been through an extensive evaluation and analysis as part of a branding project endorsed by the Board of Trustees in November 2009. The project is set to be implemented by the Fall Semester with a modest price tag of $200,000 spread over the course of two fiscal years.

Atlantic Cape President, Dr. Peter Mora, said in a recent interview that he is very pleased with the results of the analysis performed by the prominent research company hired by the college to initiate the process. Surveys and interviews with stakeholders of the institution were conducted to determine its position and public perception. Students, faculty, staff, foundation board members, donors, alumni, business leaders, elected officials, and economic developers, were among the groups interviewed and surveyed. The public perception came in the form of a positioning statement: Atlantic Cape Community College plays an essential role in the development and growth of Atlantic and Cape May counties by providing education and training, based on anticipating and responding to community needs. “The essence of what people think is consistent with our mission statement,” said Dr. Mora. “We know it, and now we need to ensure our stakeholders know it. We need this branding project to tell the story,” he added. But what is the story—and

(Continued on page 3)
EDITORIAL: HAITI RELIEF

It’s more than three weeks after the devastating earthquake ravaged the tiny island of Haiti. Some of you may not even know where or what Haiti is, but that should not matter. What matters is that your fellow human beings have been overwhelmed with a gruesome catastrophe. No food. No water. No shelter. Missing children. Missing parents. Civil War surgeries being performed in makeshift operating rooms without proper medical implements or medicines.

Miraculously, survivors are still being found, dehydrated, petrified, but alive. Some of us cannot even tolerate a simple head cold or changes in climate for that matter. Yet, today the people on Haiti struggle to survive, to overcome the obstacles dropped into their ordinary lives.

George Clooney has organized Hope for Haiti, where musicians from every genre have played their hearts out for the victims. John Travolta has flown his own Boeing 707 jet to Haiti bearing much-needed supplies to the suffering, as well as doctors and ministers. Politicians have flooded the island with their public appearances and lofty words. Still the people will suffer long after the performers, pilots and politicians have gone back to their ivory towers.

I’m just a struggling college student, you say. I can barely afford the used books for my coursework. My car needs gas. Tolls, lunches, coffee, sneakers, handbags, iTunes, text messages…

Now hold on there. Yes, there are certainly some necessities in life. Food, shelter and clothing are of course essential. Gas for the car, tuition and books, lunch. But do you really need another Coach or Juicy bag? Are your Pumas or Nike Shockers really in need of replacement? Those Mint Mocha Chip Frappuccinos cost how much? Smoking two packs?

This is your chance, students of the millennium. Show that you are not the selfish, self-absorbed spoiled brats that the media portray you as. Rise above the labels and become philanthropists in your own way. The ACCC SGA will be providing a variety of means to help support the relief effort. If you can lend a hand, do so. But if lugging bottles of water and baby formula to campus is not your thing, donate cash!

President Barack Obama has asked former Presidents George W. Bush and Bill Clinton to lead a major fundraising effort on relief. Former President Bush stated: "The most effective way for Americans to help the people of Haiti is to contribute money. That money will go to organizations on the ground… who will be able to effectively spend it. I know a lot of people want to send blankets or water – just send your cash. One of the things that the President and I will do is to make sure your money is spent wisely." To view more information on this topic, see www.clintonbushhaitifund.org.

If you want to assist in the relief effort underway in Haiti but weren’t sure what to do, here is a suggestion: TEXT “HAITI” to 90999.

The American Red Cross, in partnership with Mobile Accord and the mGive Foundation, has created a mobile fundraising initiative, which is supported by the U.S State Department. If you are a customer of one of the participating wireless carriers, listed below, you can text message "HAITI” to 90999 and make a $10 donation to support the American Red Cross Haiti relief efforts. Donations will appear on your monthly bill or be debited from a prepaid account balance. Message and data rates may apply. Check out the specifics at www.redcross.org.


Of course, there are many other ways to support the relief effort. Just make sure you are contributing to a reliable, proven charitable organization. Many church groups and community organizations are also supporting Haitian assistance.

Is $10 so much to sacrifice?
why do stakeholders need to know?

According to Dr. Mora, the story is the major physical expansion, renewal, and innovation that Atlantic Cape has seen over the past 5 years. “We are at the early stages of a 44 million dollar capital expansion,” said Dr. Mora. These capital expansion projects are a part of Blueprint2020, reported on in the February 2009 issue of the Atlantic Cape Review. “We’re actually reinventing an image that accurately reflects who we are and what we do,” said Dr. Mora. “Your brand is your promise—it’s what you deliver;” added Kathy Corbalis, Executive Director College Relations for Atlantic Cape. And, for Atlantic Cape, that promise is “opportunity,” a word that will figure prominently in the college’s new tagline and future advertising campaigns.

Atlantic Cape is an institution of higher learning and it is also an organization. Positive public perception is paramount to running a successful organization, alluded the college President in the interview. The student/faculty relationship is highly respected and valued by Dr. Mora, but he also holds the belief that students of the college are also customers of the organization. Communicating the branding message is important, “So, we have to start with our current customer base,” said Dr. Mora. Atlantic Cape is a comprehensive two-year nonprofit publicly-supported educational institution serving Atlantic and Cape May counties.

Delivering excellence takes money. Using the analogy of a stool, Dr. Mora said that the operating costs are currently supplied by three major legs: state funding, county funding, and student tuition. To be able to keep tuition costs low, Atlantic Cape needs to develop the fourth leg—donor support. “Donor support is extremely important,” said the President. For 30 years the Atlantic Cape Community College Foundation has been raising funds for the institution—noted historically for the annual Restaurant Gala and golf tournament. Strengthening its image through the branding process is integral in verifying Atlantic Cape as donor worthy. “Any community college looking for future growth has to grow that fourth leg,” Mora confirmed.

What will branding the college entail? “Opportunity” will be the new buzz word on campus and Atlantic Cape students can look forward to a unified red and blue logo consistent with the athletic teams and culinary program. The mascot is being revamped to reflect a more gender neutral image; the unveiling of the new image is imminent. The “phase in” process of the new color scheme, logo, and tagline should be completed by the fall semester of 2010.

Colors of the logo will be returning to the that of the original red and blue to match The Athletic Dept. and Culinary Program.
To all of those whose stomachs twist at the sight of heart-shaped candies inscribed with sweet nothings. To all of those who cringe at the thought of buying clichéd roses and stuffed animals. Finally, to all of those people who would rather spend the rest of their day watching gruesome, blood-squirting, horror movies, than to tolerate another minute watching couples gaze into each other's eyes because of a foolish holiday.

No one ever said that if you don't have a boyfriend or girlfriend you must be banished to your room alone, and loiter on your loveless holiday. There is no rule stating that only couples can celebrate the romantic festivities, and those without a loved one should forever hate February 14. So instead of sitting on your bum, get up and enjoy the holiday in a less traditional way.

For all of you single women: you are not the only one in the world without a boyfriend. I must repeat you are not the only one! Dial a few of your friends' numbers and try to make plans. Make a girls' day of it. Arrange a time where a few of you can hang out to scoff down candy and watch a few romantic movies. A few suggestions: The Notebook, Titanic, How to Lose a Guy in Ten Days, Gone with the Wind, Pretty Woman. Nothing's better than to obsess over a good love story with a few gal pals.

For all of you single men: well at least you won't be spending money on effortless roses that will eventually die anyway. It is safe to say that most men would probably get rid of the pointless holiday anyway. To you, Valentine's Day might just be a means for Hallmark to make their revenue go up for yet another holiday. Look on the bright side; being single is probably better than going out to spend money on cards, candy, roses, and an expensive dinner. Hang with the guys this time, and organize a football game or grab a few drinks. Don't let Valentine's Day beat down your masculinity.

All in all, Valentine's Day is a day to appreciate your loved ones, and not necessarily a boyfriend or girlfriend. Possibly spend time with your Mom, Dad, or family member. When's the last time you actually told Mom or Dad you loved them anyway? On the other hand, you can always spend the day loving you! Don't linger over the fact you're single; there is always a bright side. Besides, Valentine's Day only comes once a year, and will be over before you know it.

Go Red For Women
Part of American Heart Health Month
Press Release
Go Red For Women is the American Heart Association’s solution to save women’s lives. With one out of three women still dying from heart disease, we are committed to fighting this No. 1 killer that is largely preventable. GoRedForWomen.org, a premiere source of information and education, connects millions of women of all ages and gives them tangible resources to turn personal choices into life-saving actions. We encourage women and the men who love them to embrace the cause.

For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

FEBRUARY at the MOVIES

Opening February 5, 2010

Dear John-
“Dear John” tells the story of John Tyree (Channing Tatum), a young soldier home on leave, and Savannah Curtis (Amanda Seyfried), the idealistic college student he falls in love with during her spring vacation.

From Paris with Love -
John Travolta stars as a wisecracking, fast-shooting, high-ranking U.S. agent who’s sent to France to stop a terrorist attack.

Opening February 12, 2010

The Wolfman -
Benicio Del Toro stars in the terrifying tale of an ancient, evil curse that turns the afflicted into werewolves when the moon is full.

Valentine’s Day -
Julia Roberts leads an all-star cast in a romantic comedy about ten people in Los Angeles whose lives intersect on Valentine’s Day.

Percy Jackson & the Olympians: 2/12/10
The Greek god Poseidon’s half-human son embarks on a fantastical quest to unravel a mystery more powerful than the gods themselves.
Meet Me Tonight in Atlantic City: Different Origins, Same Goals

By Mary North
Contributing Writer

Three women from diverse background offer the same piece of advice to their fellow students: obtain an education! Yasmin Rojas, Nhu Tran and Davidetta Neewilly are enrolled in English Composition II at the Worthington Atlantic City campus. Each woman is in pursuit of a dream – to be educated in order to obtain a job in her chosen field.

Yasmin, a Business Administration major, hails from Colombia, South America. Arriving in the United States in 1993, Yasmin wants to enter the business world and become a successful business woman.

Nhu’s birthplace is Vietnam. She arrived in America in 2007 with the goal of becoming a nurse and taking care of patients.

Davidetta arrived in America from Liberia, Africa in 1997, after war broke out forcing her and her family to evacuate.

What do these ladies like best about America? Freedom, education and opportunity. “I’m a happy, goal-oriented American, who loves this country,” said Yasmin. Davidetta says, “I’m just like any other student. I’m happy to be alive today, attending school with no problems.”

“Knowledge is huge,” declares Nhu. “Living in America as a foreign student is a big challenge. For me, I can never get enough of studying.” Besides agreeing that education is the key to success, Yasmin, Nhu and Davidetta each feel that the cold New Jersey weather is a sharp contrast to the climate of their warmer, native countries. Both Nhu and Yasmin miss the food and friends they left behind. “But not the air pollution!” said Nhu. Davidetta misses the familiarity she had in her Liberian surroundings. “Someday I want to be a registered nurse, get married and own a house,” Davidetta says.

The American dream – well-stated, Davidetta. Much success to all of you!

Left to right: Yasmin Rojas points out Colombia. Davidetta Neewilly hails from Liberia. Nhu Tran is from Vietnam.
New Name, New Advisor, New Purpose

By Keith Feeney

Staff Writer

“Do not quench your inspiration and your imagination, do not become a slave of your model” -Vincent van Gogh

This quote aptly describes the new direction and vision of the Black and Latino Male Retention Program, now known as the Men of Atlantic Cape or M.A.C. Program advisor David Pringle is in charge of keeping the program going. Mr. Pringle changed the program’s outlook and its purpose at Atlantic Cape Community College.

“We no longer go by the Black and Latino Male retention program because of the negative connotations the name brings about,” Mr. Pringle said when he and I sat down for an interview. “Male retention program means we cannot keep minority males in the school and that’s not the case. It’s just that there aren’t that many minority males in higher education as a whole,” Mr. Pringle explained. “We aren’t going to go by Black and Latino Male retention program because we have a different philosophy. Instead of a program tailored to meet the needs of struggling students, we are a program of men trying to support the needs of the community college as a whole, so we are moving from a reactive program to a proactive program,” he added, further explaining the new direction of the program.

When I asked Mr. Pringle about his own objectives for the program, he said, “My objective for the M.A.C is to do activities that coincide with our mission statement. We do what we can to improve the overall state of the minority male within higher education.”

At the first meeting held on September 30, 2009, M.A.C. members received a folder with literature on the program’s new direction and guidelines, as well as a course catalog, a copy of the school’s zero tolerance policy on threatening and violent behavior, and the GPA requirements for financial aid. The literature contained a letter from Mr. Pringle stating his intentions for the M.A.C. program, as well as the M.A.C. program’s mission statement and participant contract, which has two portions: the agreement portion and the pledge portion. The M.A.C. has tentative events scheduled for its members designed to expose them to new, different and exciting things.

“My objectives are to expose our members to different things, seeing something that you’ve never seen before that gives you a reason to aspire to try to achieve it,” explained Mr. Pringle. The M.A.C. program is all about making the minority male population at ACCC positive and upstanding contributors to the ACCC community and the surrounding area. Stay tuned to this publication for updates on the M.A.C. and its upcoming events. Anyone interested in joining the program can see Mr. David Pringle in his office in the J-Building on ACCC’s Mays Landing campus.

Matthew Maher Sentenced In Fatal NJ Crash

“I’m That Guy” – Story Update

Matthew Maher, of Cape May, a former professional soccer player was sentenced to 5 1/2 years in state prison for causing a fatal car crash in southern New Jersey. Maher must serve 85 percent of the term imposed on January 7, 2010 before becoming eligible for parole.

Maher was granted time-served credit for 34 anti-drunken driving presentations he has made at local schools and colleges since pleading guilty in October to aggravated manslaughter and drunken driving.

Those presentations, sponsored by the South Jersey Traffic Safety Alliance, included an appearance at Atlantic Cape Community College in Mays Landing. Maher’s presentation, “I’m that guy,” has reached more than 7,000 students.

In March 2009, Maher’s sport utility vehicle crashed into the rear of a minivan on the Atlantic City Expressway, killing 55-year-old Hort Kap of Philadelphia. The South Jersey Traffic Safety Alliance provided the judge with a DVD of Maher’s presentation. The judge was so impressed that he requested 15 copies of the DVD, which he intends to send to the Atlantic County schools Maher was unable to appear at.

The judge is requesting that the Department of Corrections permit Maher to continue his work with the Alliance in presenting his story to high school and college students while he is incarcerated and requiring him, as additional sentencing, to work with the Alliance for 5 years after he is released.

A student from Highland High School emailed Maher, thanking him for speaking at his school. In his email, the student claimed, “You saved my life,” explaining that he and a friend

(Continued on page 7)
Atlantic Cape Plans Black History Month Events

Press Release

Atlantic Cape Community College will celebrate Black History Month with various fun, educational activities throughout February. All activities are free and open to the public.

The celebration begins with an Opening Day Ceremony in the second floor student lounge of the Charles D. Worthington Atlantic City Campus, 11:30 a.m., Thursday, Feb. 11. The college will host the Barbara Yates Jazz Ensemble as well as inspirational speaker, George D. Arnold, who will present “Echoes of Dr. Martin Luther King Jr.” The event also features a soul-food lunch in the cafeteria.

The Lest We Forget Traveling Slavery Museum will pass through the cafeteria of the Cape May County Campus, 12:30-1:45 p.m., Tuesday, Feb. 9. The collection provides excellent insight into this period in American history. The exhibit includes a brief lecture by museum curators.

The Cape May County Campus will host two events 11:15 a.m.-12:45 p.m., Thursday, Feb. 18, in the cafeteria. The events include an open mic gathering themed, “Making a Difference,” and a concert by the Charter High School of Somers Point Choir Ensemble. The choir will perform old spirituals in addition to songs by the late contralto, Marian Anderson.

Maher (Continued from page 6)

requested a ride home rather than driving with someone who had been drinking. Later that night, the inebriated driver crashed and the backseat of the car, where the friends would have been sitting, was demolished.

The South Jersey Traffic Safety Alliance encourages anyone wishing to correspond with Maher to do so.

Everything that we see is a shadow cast by that which we do not see.
- Martin Luther King, Jr.

New Degree to be Offered

Press Release

Trustees approved a new degree program that would help meet the national need for air traffic controllers. The college will offer a new associate in applied science degree in air traffic control as early as spring 2011, according to Otto Hernandez, associate dean of Geographic Information Systems and Technical Studies Institute.

The new degree would help prepare students for entry-level positions in air traffic control. Students who complete the program would be eligible to take an entrance exam to continue their studies at the Federal Aviation Administration’s national training academy in Oklahoma City.

Last June the FAA announced it is on schedule to hire and train 15,000 new air traffic controllers over the next decade.

New Fiber Optics Courses Offered in February

Press Release

Atlantic Cape is offering three new classes in the cutting-edge fiber optic field:

Certified Fiber Optics Technician, 8 a.m.-5 p.m., Monday-Wednesday, Feb. 22-24, is an introductory course designed for those who wish to take the Certified Fiber Optics Technician test sanctioned by the Fiber Optics Association.

Certified Fiber Optics Specialist in Testing and Maintenance, 8 a.m.-5 p.m., Thursday & Friday, Feb. 25 & 26, offers advanced training for those involved in the testing and maintenance of fiber optics networks.

Certified Fiber Optics Specialist/Splicing, 8 a.m.-5 p.m., Saturday & Sunday, Feb. 27 & 28, is a detailed exploration of high-performance splicing and installation. All classes take place at the Mays Landing Campus, 5100 Black Horse Pike.

To register, call (609) 343-4829 or visit www.atlantic.edu/conted.
Atlantic Cape Review Celebrates Black History Month February 2010

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>John S. Rock, first Negro to practice before U.S. Supreme Court: 1865.</td>
<td>Eric Holder sworn in as first Black Attorney General of USA: 2009</td>
<td>The 15th Amendment giving Black the vote was ratified, 1870</td>
<td>Rosa Parks, born, 1913</td>
<td>Hank Aaron, baseball legend, born, 1934.</td>
</tr>
<tr>
<td>28</td>
<td></td>
<td>Porogy and Bess opened on Broadway in 1942</td>
<td></td>
<td></td>
<td></td>
<td>Charlotte E. Ray, first Black female lawyer, graduated from Howard University, 1872.</td>
</tr>
</tbody>
</table>