

It's a "Brand" New Year

To: LIU Post Community
 From: Paul Forestell, Provost
 Date: February 6, 2012
 Subject: February Campus Update

We begin the Spring Semester with a new visual identity and new momentum as we continue to grow our campus and our university. On January 1, 2012, Long Island University – one of the largest and most comprehensive private universities in the nation – rebranded itself as LIU. The names of LIU's six campuses received shorter designations, uniting them under the new "LIU" brand and extending their reach in an increasingly digital world. The C.W. Post Campus of Long Island University is now LIU Post and the university's other five locations are LIU Brooklyn, LIU Brentwood, LIU Riverhead, LIU Hudson at Rockland, and LIU Hudson at Westchester. Our new logo and positioning statement – Find Out How Good You Really Are – is being celebrated through a series of print advertisements, TV commercials, social media sites, billboards, buses and mall signage. To learn more about the rebranding of LIU, visit our website at www.liu.edu/post/rebranding. Along with the excitement of this initiative, I'm pleased to present an overview of recent accomplishments at our university:

Online Advanced Certificate in Mobile GIS Applications Development:

In June, our campus will launch a new advanced certificate program, the first of its kind in New York, that will train students in creating mobile applications for wireless handheld devices. The 12-credit Advanced Certificate in Mobile GIS Applications Development is offered fully online and draws upon the resources of the LIU Post and LIU Brooklyn faculties, as well as the university's information technology staff. For information visit www.liu.edu/online/gis.



M.S. in Environmental Sustainability: In September, the College of Liberal Arts and Sciences will offer Long Island's only master's degree in environmental sustainability for students seeking "green" careers. Graduates of the M.S. in Environmental Sustainability will possess the skills and knowledge to develop solutions to pressing problems in the fields of transportation, energy, community planning and environmental protection, with a focus on issues specific to the greater New York region.

Online Certificate in Health Information Management: LIU Post is the first university in the New York metro area to offer the CAHIIM-accredited online Certificate in Health Information Management. The 30-credit program, offered by the School of Health Professions and Nursing, is designed for career changers and health care professionals to serve as managers of electronic medical records in hospitals, doctor's offices, nursing homes, insurance companies and other health-related offices. Classes begin in September. For information log onto www.liu.edu/post/health.

Follow Your Passion and Reinvent Yourself: Professionals considering a career change, recent college graduates entering the job market and current college students are invited to attend a lecture sponsored by the Long Island Women's Institute where experts will discuss how to choose a career path – from recognizing strengths and interests to learning how to cultivate new skills. "Follow Your Passion: Reinvent Yourself and Your Identity: Career Paths, Finding Your Way and Changing Your Course," will be held February 15 at 6 p.m. in the Great Hall. Three of Long Island's most successful businesswomen will share their thoughts on how to look for opportunities that can open doors to new careers.



Alumnus Produces Super Bowl: Behind every great televised game and performance is an accomplished producer. For Super Bowl XLVI, that producer was LIU Post alumnus **Fred Gaudelli**, who oversaw the broadcast of the much-anticipated New York Giants versus New England Patriots game to millions of television viewers on February 5. A 10-time Emmy Award recipient, Mr. Gaudelli has produced three prior Super Bowls, serves as producer of NBC "Sunday Night Football," and has overseen sports coverage on ABC and ESPN. He earned a Bachelor of Arts in Communications from LIU Post in 1982.

Fred Gaudelli '82



Paul H. Forestell
 Provost
 LIU Post

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New Alumni Website: In conjunction with the rebranding of Long Island University, LIU Post has unveiled a new alumni website to help graduates stay connected with their alma mater. The website, available at www.liu.edu/post/alumni, will give our more than 110,000 alumni quick access to recent news, upcoming events, the alumni online community, alumni benefits and opportunities to become involved with LIU Post.

From Post to Pulitzer: Josh Margolin, a member of the reporting team of the New Jersey Star-Ledger that won the 2005 Pulitzer Prize for coverage of James McGreevey's resignation as governor, will speak at LIU Post on February 16 at 12:30 p.m. in Humanities Hall, Room 027. The lecture is sponsored by the Media Arts Department and is part of the "Food for Thought Lecture Series" organized by journalism director Sandra Mardenfeld. Mr. Margolin graduated from LIU Post in 1992 with a B.F.A. in journalism.

M.B.A. Program Ranked Among the Best: The College of Management's Master of Business Administration is one of the best in the country, according to The Princeton Review's "The Best 294 Business Schools" for 2012. The highly influential college guidebook surveyed LIU Post students who cited the program's dedicated professors, up-to-date classes, accomplished student body and convenient scheduling, with additional high marks for our beautiful campus. This is the ninth consecutive year that our M.B.A. program has been in The Princeton Review's guide.

State Conference on Teacher Evaluations: The College of Education and Information Sciences will host a public forum on New York state's new teacher evaluations on Wednesday, February 15 in LIU Tilles Center for the Performing Arts. Elementary and high school principals from across Long Island are expected to air concerns about the 2010 New York law on Annual Professional Performance Review. Panelists have endorsed a paper protesting the new evaluations. The forum will take place at 4:30 p.m.

Service to Children and Adults with Speech and Feeding Challenges: The J.M. Ladge Speech and Hearing Center has launched a new extended day program of remediation and socialization for people with aphasia, the communication disorder that often follows a stroke. The Ladge Center also offers a new program in pediatric intervention for children with speech, language or feeding issues. The Ladge Center is staffed by licensed speech-language pathologists as well as graduate students enrolled in LIU Post's speech-language pathology master's degree program.

Accounting Students to Provide Tax Return Assistance: More than 50 undergraduate and graduate accounting students, under the supervision of Associate Professor Christie Comunale from the School of Professional Accountancy, is participating in Bethpage Federal Credit Union's Volunteer Income Tax Assistance (VITA) program, which offers free tax preparation assistance to low-to-moderate income individuals. The program is available now through April 11 at select Bethpage FCU branches, including Freeport, Hempstead, Massapequa and Central Islip.



Military-Friendly School: LIU Post has been named to the Military Friendly Schools list for the second consecutive year by G.I. Jobs, a veteran-owned publication. The magazine cited LIU Post's flexible scheduling, generous transfer and test credit policies, tuition discounts, military scholarships, special policies in times of deployment, and on-campus services dedicated specifically to veterans. LIU Post is a proud participant in the Yellow Ribbon program, which helps veterans cover tuition costs not covered by the Post 9/11 G.I. Bill. More than 90 veterans and their dependents attend LIU Post.

Studying with the Masters at LIU Tilles Center: Students in the School of Visual and Performing Arts have taken advantage of priceless opportunities to study with modern masters of music. LIU Tilles Center for the Performing Arts worked in conjunction with SVPA to present master classes with the Talich String Quartet, New York Voices, the State Symphony Capella of Russia and members of the MOMIX dance company. Such interaction with professional singers, instrumentalists and dancers at the highest levels, provides insight and inspiration to our students, and truly maximizes the value of LIU Tilles Center to our campus's mission.

New Books by Professors: Dr. Thomas Fahy, associate professor of English and director of the American Studies program, is the author of "Staging Modern American Life: Popular Culture in the Experimental Theatre of Millay, Cummings, and Dos Passos (What Is Theatre?)," published by Palgrave Macmillan. Dr. John Scheckter, professor of English and co-director of the LIU Post Poetry Center, is the author of "The Isle of Pines, 1668: Henry Neville's Uncertain Utopia," released by Ashgate Publishing Co. Special Education Professor George Giuliani has authored a book, "No More Bullies at the North Pole," that examines the popular 1964 animated television special, "Rudolph the Red-Nosed Reindeer," and the prominence of bullying of people with special needs.

Pride in Our Athletes: The Pioneers basketball teams were victorious over next-door-neighbor NYIT in the "Battle of the Boulevard" on Post Pride Day, February 1. The men's team won its eighth straight game, 88-69, and is in first place in the East Coast Conference. The women won 73-68, their seventh win in nine games. Women's lacrosse has been ranked No. 3 in the nation and men's lacrosse is ranked No. 4 in preseason polls. The men open at home against Wheeling Jesuit on February 18 and the women host St. Anselm on Friday, March 2. Softball was recently selected no. 10 in the NFCA preseason poll and play their home opener on March 15 against Dominican. Women's swimming went 7-0 in the regular season and travels to East Stroudsburg this weekend for the ESU Invitational.