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Stockton University Celebrates New Name, Introduces Brand Identity

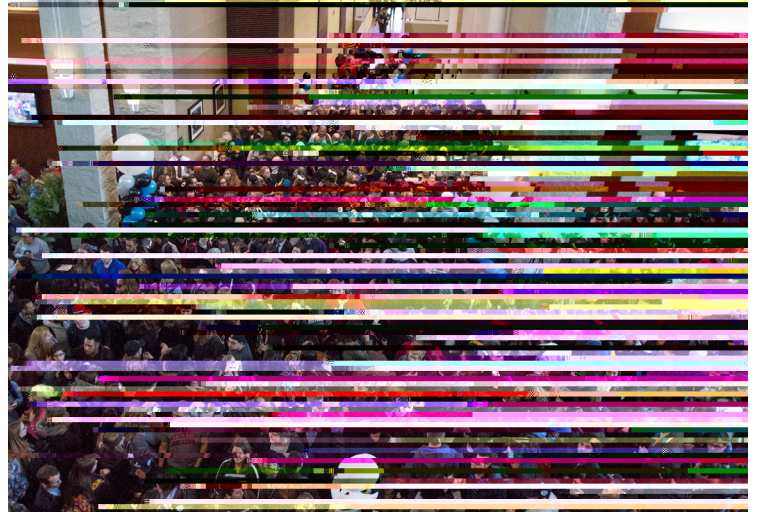
[Click here](#) to access the video and webpage highlighting this historic step in Stockton's distinctive history.

The Office of External Affairs will continue to update the Stockton University website with the new name, tagline ("New Jersey's Distinctive University"), logos and school wordmarks. Please remember to hit refresh on your browser when viewing webpages.

For guidance on using the new seal, logos, wordmarks and email signatures, [click here](#) to consult the updated Brand Guide. New PowerPoint templates can be downloaded from the Brand Guide.

Social media and web content managers are asked to reach out to [External Affairs](#) for guidance on updating content on their pages. Content managers are asked to use "Stockton University" in place of previous instances and going forward on pages.

Additional questions about branding, can be directed to Geoffrey Pettifer, director of Marketing Communications, at 609-626-6023 or via email at Geoffrey.Pettifer@Stockton.edu.



An impressive crowd gathered in the Campus Center Grand Hall to celebrate the unveiling of the new logo for Stockton University.

Faculty and staff are able to order stationery using templates in the Print Shop's Digital Storefront. Deans and cabinet members have a different template and should order through the [External Affairs service request form](#). In an effort to be environmentally friendly, please use existing business cards and stationery before ordering updated ones.

Faculty, Staff Collaborate to Screen Film on Alzheimer's Disease

About 280 faculty, staff, students and community members attended a screening of the film, *The Musician's Wife*, and a post-film panel on Feb. 9 in the Campus Center Theatre and Events Center. The film brings the true story of the musician's battle with Alzheimer's disease and his final concert tour.

The event was a collaboration among the Office of the President, Stockton Center on Successful Aging (SCOSA), Stockton's Gerontology Program and Seashore Gardens Living Center.

Brian K. Jackson, chief of staff in the President's Office, serves on the Seashore Gardens Foundation Board of Directors, and suggested to the foundation that Stockton would be a suitable place to show the film. Dr. David Burdick, professor of Psychology and SCOSA director, took over the logistics of arranging the event with Event Services and Media Services and marketing the event.

About 170 students were able to attend the event because of funding from the School of Social and Behavioral Sciences, SCOSA, the Office of the President and the School of General Studies. The following faculty members brought their classes to the film presentation: Stacy Gallese Cassel, assistant professor of Communication Disorders; John Joensen, adjunct instructor; Patti Ayers, adjunct instructor; and Victor Gazzara, adjunct instructor.

After the film, a panel facilitated by Dr. Christine Ferri, associate professor of Psychology, Gerontology minor coordinator and SCOSA education chair, discussed the film and the disease. The panel consisted of Dr. Megan Foti, assistant professor of Occupational Therapy and SCOSA research scholar; Alysia Price, director of Social Services at Seashore Gardens Living Center; and Dr. Norma Blecker, retired associate professor of education in Special Education, whose mother had Alzheimer's and lived for several years at Seashore Gardens.

Kramer Hall, Manahawkin Highlight Achievements in Annual Reports

Dr. Eileen Conran-Folks, director of the Hammonton and Manahawkin Instructional Sites, and Michele Collins-Davies, operations manager for the Manahawkin Instructional Site, recently announced achievements in the sites' 2014 annual reviews, including increases in enrollment and events hosted, and the development of systems impactful campus-wide.

Over the past year, Kramer Hall offered 11 undergraduate courses which yielded a total enrollment of 115 students, and 19 graduate courses, yielding 292 students. Total enrollment for 2014 was 407 students, a 53.58 percent increase in enrollment from the previous year.

The site hosted more than 200 educational and cultural events with over 5,000 guest participants, including workshops, seminars, professional development trainings and retreats. The Kramer Hall team also created a web-based sign-in system to maintain accurate user and event data for Stockton's off-campus sites. The system also provides emails, which aids Stockton with marketing and promotional efforts.

The site's new multimedia specialist, Ginna Petrillo, collaborates with Stockton's Graphics team to expand Kramer Hall's awareness campaigns, marketing messages and social media strategy.

The Manahawkin Instructional Site offered 29 courses this year, which yielded a total enrollment of 542 students, a 40.77 percent increase from the previous year.

In 2014, the site co-sponsored a variety of student-centered programs each semester including academic advising days; financial aid workshops; transfer, freshman and graduate admissions days, and more. Manahawkin hosted 91 programs with 2,471 people in attendance, a 45.18 percent increase in the number of event participants.

Collins-Davies and the Manahawkin team continue to partner with the Stockton Center on Successful Aging (SCOSA) to offer educational, social and cultural programming. The partnership has allowed for significant increases in events and participation over the past year.

"The Manahawkin Instructional Site is pleased to experience increased enrollment in both academic and co-curricular

Send Us Your News!

We want to know about things going on in the Stockton community. Do you have an unusual hobby? Did one of your co-workers win an award or perform outstanding public service? Births, weddings, graduations and the like are all good things to submit to *The Stockton Times*. Also, tell us what you think of the new design! Contact the editor at 609-626-5521 or email StocktonTimes@stockton.edu

News about distinguished students can now be found at Distinctive Stockton Students. To contribute a news item for the blog, please contact the editor at distinctive@stockton.edu