New York turns out for first Tradition Dinner

The college threw a party at the Waldorf the other night and most of New York showed up. Or so it seemed, as more than 500 of the city's business, political, and cultural leaders filled the renowned hotel's grand ballroom on February 27.

They joined the college and Evangeline Gouletas-Carey at a benefit dinner to honor William M. Ellinghaus, executive vice chairman of the New York Stock Exchange, with an award named for Mrs. Carey.

Organized by Associate Dean Sheila Gordon and the college's Office of Development and known as the LaGuardia Tradition Dinner, the event marked the college's first major fund-raising effort and is expected to become an annual event.

Mr. Ellinghaus, the former president of AT&T and the first recipient of the Evangeline Gouletas-Carey Award, was cited for distinguished public service.

It was also an evening to recognize both Mrs. Carey, who was instrumental in organizing the dinner, and a select group of New York corporations that continue to play an active role in the college's work/study cooperative education program.

The dinner is named for Fiorello LaGuardia and the tradition of public service which he epitomizes. Hosted by WABC-TV News Anchorman Bill Beutel, the evening was highlighted by a personal remembrance of the former mayor by his granddaughter, Dr. Katherine LaGuardia, and concluded with a rousing rendition of "New York, New York," led by the event's co-chairpersons, Lena Horne and former Governor Hugh Carey.

"We are here tonight," President Joseph Shenker told the guests, "because we need your help in achieving the critical margin of excellence that only outside private funds can provide.

"With your help," he continued, "we are achieving a goal that Mayor LaGuardia set for himself: to leave the city far greater and more beautiful than he found it. With your help, we are confident that LaGuardia Community College can play a role in achieving this magnificent dream."

Ms. Horne, who expressed a great concern for the city's youth and the future of education, said: "I am here tonight because I am proud of what you are doing and what we will do, and because this event is trying to make a difference." Governor Carey described the night as one that "honors the continuation of a great tradition."

The establishment of the Evangeline Gouletas-Carey Award, which is named for a business leader, educator, and Continued on page seven

Ms. Lena Horne and Gov. Hugh Carey lead dinner finale.
President Shenker has announced that the college recorded its largest Spring enrollment ever, up more than ten percent over a year ago.

Registration peaked at 7,200, compared to just over 6,500 students who were enrolled last Spring.

"I am pleased that response to our wide-ranging curricula has resulted in this important increase in the entering Spring class," President Shenker said. "Our many efforts to inform the public of the exciting programs offered at LaGuardia have indeed been successful."

According to Assistant Dean Eileen Mentone, who is also serving as acting director of Admissions, the college has instituted several new recruitment strategies which have proved highly effective.

For the first time the college last Summer organized an ambitious direct mail campaign which reached 80,000 prospective students. The campaign targeted high school juniors and seniors and enrollees in the college's noncredit continuing education programs.

"It was the best approach to recruitment the college has so far developed," Dean Mentone said.

"The campaign produced a three percent response rate, which for a direct mail campaign is extremely good. The college will conduct a similar campaign this Spring," she added.

The college also organizes high school visitations, which have proved to be another successful recruitment tool. In this effort, a college recruiter visits a teacher's high school classes and spends those periods speaking to students. During a typical visit

Dean Mentone

estimates, a recruiter can reach 150 students. As a follow-up to the visit, Dean Mentone noted, the college mails materials to students who requested more information. In addition, these names are placed on a computerized mailing list so they also automatically receive additional college materials.

"By keeping these students informed," said Dean Mentone, "we are maintaining contact, which is very important."

In another facet of this program, still in the planning stages, student names will be distributed to the individual academic areas. "We believe that a departmental contact could have a significant effect on an individual's final decision," Dean Mentone said.

The college also prepared a subway poster advertising campaign. According to Director of Communications Bill Freeland, who designed the campaign, "the intent was to build name recognition both among high school students, whom we meet at college fairs, and adults."

The college night and college fair programs, which are held in every borough, are also valuable opportunities to influence students. The Admissions Office also arranges college visits for groups of high school seniors, who receive a tour of LaGuardia's facilities.

Dean Mentone said that several new recruitment programs are currently being developed. The office plans to have adjunct professors, who are also high school teachers, serve as direct contacts with their high school students.

Adjuncts would participate on a voluntary basis in an orientation program at the college which would prepare them to recognize students who could benefit from attending LaGuardia and to provide them with information about the college. Along with the Admissions Office's recruitment efforts, Dean Mentone explained, the college's continuing education programs have also been successful in moving many of their students into the college's credit programs.

"The College is finding that a substantial number of students in the noncredit programs—high school equivalency and English as a second language—are being mainstreamed into degree programs," Dean Mentone said.

She added that LaGuardia students also serve as very effective college recruiters. "When we ask people how they heard about LaGuardia, often it is through relatives and friends who have attended the college."

In evaluating methods of attracting students to LaGuardia, Dean Mentone said that "we are discovering that recruitment has become truly a college-wide effort."

"Classroom New York" direct mail brochure and one of a series of recruitment posters used in the subway.
Ruby Spenser, a homeless 28-year-old mother who has been living in a cramped hotel room with her three children for the past year, was certain that job training was the solution to her present desperate situation.

She wanted to sharpen her word processing skills, find a job, and move her family into an apartment.

Her dream seemed unattainable, however, because neither the city nor private agencies offered a program that met her needs.

"I thought I had depleted all my options," said Ms. Spenser, "and that there was no hope of getting out of the hotel."

But now Ms. Spenser and 29 others from 12 New York City hotels are enrolled in the college's comprehensive job training program—the only program of its kind in New York City—developed specifically for homeless adults who are living in welfare hotels.

Through a grant from the New York Community Trust, the college initiated the two-day-a-week program last December. It incorporates vocational, career, and personal development classes that equip students with marketable skills, as well as the confidence needed to take the first step toward the workforce.

Included in the program are free child care services and round-trip transportation, both of which are crucial if the adults are to be able to attend the program. In addition, the program offers on-going counseling and placement services.

"The goal," according to Project Coordinator Joan Wilson, "is to help students move away from welfare dependency and toward full employment."

Ms. Wilson explained that many of the homeless who are living in the city's welfare hotels are often not typical welfare recipients.

"We have stereotypes about these people—as individuals who have no education and limited vocational skills," Ms. Wilson said. "What we are dealing with, in fact, is a diverse group of individuals with varied backgrounds. While some have not completed high school, others have a high school diploma and others even have several years of college. And a

number of adults were working before they were forced by circumstance into these hotels."

The program's occupational training sequence offers typing and business English in an individualized format.

"Many of these adults," she said, "possessed clerical skills at one time, but due to a lack of practice, became less proficient."

Along with vocational training, the program includes career education and parenting and child survival skills components. According to Ms. Wilson, the career education class combines dance therapy and assertiveness training to prepare students for the everyday experiences they will encounter on the job.

"This facet of the program equips them with the confidence to work in the competitive business world," Ms. Wilson said.

The parenting component provides the adults with an opportunity to discuss their roles as single parents. In an open forum, the adults cover such topics as managing a child's emotional life, dealing with the built-in frustrations of the parental role, and how to allot living space in the hotel room to each family member.

"In these small, confined rooms," said Professor Lorence Long, who helped develop this class, "it is essential for parent and child to have their own private space."

In addition to preparing students for entry-level positions, Ms. Wilson said the program also exposes students to the possibilities of higher education—GED, continuing education, or a college degree.

One continuing education program that the students can move into, once they develop their typing skills, is the college's Office Automation Training Program. This one-year certificate program provides skills in word processing, data base use, electronic accounting practices, and office communication.

Renee Dancy, who was a civil servant before moving into a hotel three years ago, has already chosen to take that educational path. And Barbara Cabell said she is planning to enter the college's data processing program once her clerical skills are refined.

"The program is enabling these adults to see that there are rungs on both the career and education ladders that they can climb," Ms. Wilson said.

But is the program raising false expectations for these adults who look at this program as a chance to improve their life?

"For adults who have been locked out of the mainstream of society," said Ms. Wilson, "they know they want life to improve. Yes, we are raising expectations, but I think that it is right to provide information and training which will allow them to make the choices."

Ms. Spenser agrees. "I have found a program that can help and now it is up to me to use this education to get out of the situation."
China exchange program initiated this Spring

Vice President Martin Moed and Dean Judy McGaughy led the college's first faculty delegation to mainland China in March under a new three-year faculty exchange program sponsored by City University and Shanghai University.

The delegation included Professors Carol Montgomery of the Humanities Department and Fernando Santamaria of the Accounting and Managerial Studies Department, both of whom will remain for three months.

The exchange began last Fall when two Shanghai University professors joined the university's faculty for three months. Professor Zhang Xiaoyun taught a live session continuing education course at LaGuardia on contemporary Chinese writers, and Professor Gu Bin Xin, the most eminent painter in the traditional Chinese style, conducted a studio art class at Hunter College. Then in February they were joined by Professor Tang Pei Ji, a Chinese historian, who taught a course at Queens College on contemporary Sino-American relations.

According to Vice President Moed, who recently returned from his one-month visit, he met with faculty and administrators from a number of colleges within Shanghai University. His talks covered such topics as the development and structure of City University, the college's student internship program, and ways of evaluating the quality of teaching.

Professor Montgomery is at the College of International Business, instructing high school and college teachers in techniques used to teach English. The Chinese instructors have also asked for instruction to improve their own oral proficiency in English.

At both the College of International Business and the College of Business Management, Professor Santamaria will teach English-speaking business professors principals of accounting, introduction to business, secretarial accounting, and accounting applications for the microcomputer.

The two professors were selected after Shanghai University reviewed a list of volunteer instructors and their specialized fields of study.

"For the first exchange," said Dean Harry Heinemann, of the Division of Cooperative Education, who was instrumental in developing the exchange program, "the Chinese were particularly interested in teachers with skills in teaching English as a second language and business."

He explained that since English is the official second language of China, the country is interested in broadening its already extensive English language programs by gaining additional knowledge from American instructors.

The initial disciplines that CUNY wished to expose its students to were literature, art, and history.

The two universities have also proposed that they exchange teaching materials, participate in joint research, and become involved in textbook publishing. Other projects that may expand the scope of the agreement include Shanghai's plan to organize a tour of China for CUNY faculty, staff, and students, along with offering Chinese language courses in Shanghai to CUNY participants. The City University will provide advanced academic work to Shanghai University faculty members.

The first step toward the exchange program was taken in 1983 when Shanghai Professor Lu Guangxuan, president of the College of Foreign Languages of Shanghai University, visited LaGuardia under the sponsorship of the United States Information Agency. During the visit, President Shenker and Professor Lu explored ways in which the two institutions could cooperate. The program was set in October when Chancellor Joseph Murphy visited China. Describing the significance of the agreement, Chancellor Murphy saluted the merger of the two urban universities as a "basis to develop a lasting bond of friendship between our two cities and for enhancing student education in a changing world."
Introducing Mrs. Carey

How did Mrs. Evangeline Gouletas-Carey, the former first lady of New York and a prominent businesswoman, become a supporter of the college?

Mrs. Carey sat behind a delicately carved mahogany desk in her Manhattan office and pondered the question for several moments before answering.

"To explain," said Mrs. Carey, who was instrumental in planning the college’s February 27th LaGuardia Tradition Dinner (see page one), "I have to start with the fact that I am a former educator and school administrator myself and have always had an interest in education."

While Mrs. Carey left teaching after 12 years to establish with her two brothers American Invesco—a national, multi-service real estate corporation—she has continued to devote time and energy to institutions which strive for educational excellence.

"LaGuardia," she said, "is such an institution. I am extremely impressed with its effectiveness in meeting what is one of the most urgent problems of our day: providing young people who are economically disadvantaged with an excellent education."

Mrs. Carey believes that the dinner, which was attended by some 500 members of the city’s business community, accomplished two objectives.

"The first, of course, it raised money," Mrs. Carey said.

"The dinner, she believes, also increased the college’s public visibility.

"LaGuardia is not yet well known by some of the key decision-makers in New York. The dinner can serve to make these people aware of just how effective LaGuardia is in meeting crucial social concerns."

Because of Mrs. Carey’s role in the college’s first major fund-raising event, the college presented an award in her name at the benefit dinner. The first recipient of the Evangeline Gouletas-Carey Award was William M. Ellinghaus, executive vice chairman of the New York Stock Exchange and former president of AT&T.

Aside from her interest in education, Mrs. Carey has been involved in a wide range of philanthropic endeavors that focus on the problems of health, nutrition, and child welfare.

As first lady of New York, Mrs. Carey served as co-chairperson of the New York State Nutrition Watch Committee, which was organized to monitor the effects of federal budget reductions on food programs, such as school lunches, elderly meals programs, and food stamps, and to recommend ways of improving nutrition education programs in the city.

Mrs. Carey helped found the Citizens’ Role in Child Abuse and Neglect, a statewide group of social service advocates and citizens groups working to prevent child abuse and neglect by increasing public awareness of these problems.

For her contribution to business, the B’nai B’rith presented Mrs. Carey with the Great American Award, making her the first woman to receive this coveted honor. The International Organization of Women Executives named Mrs. Carey, who is presently a partner in International Merchant Banking Capital, Ltd., a privately held investment company, the Executive Business Woman of the Year. And DePaul University’s School of Education conferred upon her its award for “contributions toward excellence.”
President Shenker with Mr. Ellinghaus and Mrs. Carey.

President Shenker and Ms. Lena Horne.

Mr. Ellinghaus receives the award from Mr. Delbert Staley.

FIORELLO LAGUARDIA TRADITION DINNER
continued from page one

former first lady, who like LaGuardia, has
been selflessly committed to New York
and its people, continues the LaGuardia
tradition by recognizing an individual who
possesses the same convictions and
ideals.

Mr. Ellinghaus, the recipient of the
coveted award, was described by Gover-
nor Carey as the "number one New
Yorker, who, not perhaps, but absolutely—
more than any other single person—
brought New York out of its travail of
near financial ruin by giving of himself and
his leadership." Governor Carey was ref-
ering to Mr. Ellinghaus' role in solving the
city's financial crisis in the mid-1970s.

"He brought the private sector to the
aid of the public sector and he did it with
that excellence of leadership and that gift
of personal commitment. And he helped
to bring the city back to the renaissance
that we are enjoying today."

In accepting the award—a crystal
Steuben eagle—Mr. Ellinghaus told the
audience that the evening brings to mind
the Latin phrase "enter to learn and go
forth to serve," because "I have entered
into this whole area of LaGuardia and
learned so much about it. And I hope that
we have all learned and entered into it,
and I admonish you to go forth and try to
serve this wonderful institution and do
what you can to let people know what a
great organization it is and that it de-
serves our support."

Mrs. Carey was recognized in a special
presentation. The college's appreciation
for her support of its efforts was ex-
pressed by Pedro Guerrero, a student
who attended a business class that Mrs.
Carey briefly addressed during her Janu-
ary 30th college visit.

Words of praise also came from her
husband. "The award is named for an
extraordinary person, who exemplifies the
spirit that is helping to advance and
improve New York," said Governor Carey.

"In supporting LaGuardia Community
College," he added, "she has lent her
efforts to advancing an institution in the
public sector that needs the kind of sup-
port you are giving it from the private
sector."

Mrs. Carey, in a red strapless Stavro-
poulos gown, said that she was particu-
larly proud to be associated with the col-
lege because it is "one of the most
effective institutions in our city, even in
our country, in educating urban young
people."

Along with the Evangeline Gouletas-
Carey Award, the college presented the
"Classroom New York" Award to 65 or-
ganizations which have had especially
long or active involvement in the college's
cooperative education program.

Throughout the evening, the spirit of
Mayor LaGuardia pervaded the ballroom.
During several breaks between award
ceremonies and speakers, the tune "New
York, New York, It's a Wonderful Town"
played while a montage of rare
photographs of the feisty and flamboyant
mayor were viewed. In one segment the
pictures were accompanied by portions of
the mayor's original radio broadcasts that
included the mayor reading the Dick
Tracy comics during the newspaper strike.

A personal remembrance of the former
mayor was offered by his granddaughter,
Dr. Katherine LaGuardia, who told the
audience that as a obstetrician and
gynecologist treating the city's poor, "I am
here before you in my role as the bearer
of the tradition of LaGuardia the legacy."

At the program's end, Ms. Horne and
Governor Carey led a special choral
group, which included Mrs. Carey, Mr.
Ellinghaus, and President Shenker, in a
rendition of "New York, New York."
Continued from page one:

Mr. Ellinghaus, the recipient of the coveted award, was described by Governor Carey as the “number one New Yorker, more than any other single person—brained New York out of the travail of near financial ruin by giving of himself and his leadership.” Governor Carey was referring to Mr. Ellinghaus’ role in solving the city’s financial crisis in the mid-1970s.

“Mr. Ellinghaus is the greatest public servant and the greatest public leader. He, together with his associates, have helped to bring the city back to the realness that we are enjoying today.”

In accepting the award—a crystal Steuben eagle—Mr. Ellinghaus told the audience that the evening brings to mind the Latin phrase “enter to learn and go forth to serve.”

Mr. Ellinghaus received the award from Mr. Debert Staley.

Along with the Evangeline Gouletas-Carey Award, the college presented the “Classroom New York” Award to 85 organizations which have had especially long or active involvement in the college’s cooperative education program. Throughout the evening, the spirit of Mayor Fiorello LaGuardia pervaded the ballroom. During several breaks between award ceremonies and speakers, the tune “New York, New York, It’s a Wonderful Town” played while a montage of rare photographs of the feisty and flamboyant mayor were viewed. In one segment the pictures were accompanied by portions of the mayor’s original radio broadcasts that included the mayor reading the Dick Tracy comics during the newspaper strike.

A personal remembrance of the former mayor was offered by his granddaughter, Dr. Katherine LaGuardia, who told the audience that, as a political ethnic and a gynecologist treating the city poor, “I am here before you in my role as the bearer of the tradition of LaGuardia the legacy of the tradition of LaGuardia.”

The program’s end, Ms. Horne and Governor Carey led a special choral group, which included Mrs. Carey, Mr. Ellinghaus, and President Shenker, in a rendition of “New York, New York.”
Koreans find they can speak our language

The Division of Continuing Education has established community outreach programs in Woodside and Jackson Heights especially designed for the growing Korean population.

The two programs, which offer free English as a second language classes, were developed to address the language deficiencies of recent Korean immigrants.

"The purpose of establishing the centers in the heart of these Korean communities," said Dean Judy McGaughey, of the Division of Continuing Education, "is to provide students with a familiar and comfortable learning environment."

Learning centers sponsored by local agencies exist in both communities. LaGuardia's program marks the first time an outside institution has ventured into these ethnic neighborhoods.

"We were slightly concerned about whether the programs would be accepted," said John Garcia, coordinator of extension programs. "But the Korean community has welcomed us, and the classes have been well attended."

Since classes began last October, over 50 students have enrolled. Alexis Frazier, director of the Adult Learning Center, estimates that more than 70 students will be attending the two centers by June.

The college developed the programs with the assistance of two neighborhood agencies. In Jackson Heights, Young Korean Americans, a volunteer group, agreed to have the college conduct two evening classes in its service and education center. And with the cooperation of Pastor James Lee, the college holds one evening class in a church in Woodside.

The student population is diverse, ranging in age from 20 to 60. Although all possess minimal English language skills, each student is at a different level.

"The older students have almost no knowledge of English," said Mr. Garcia. "They may have learned a few phrases on the streets, but they are still strangers to the language and much of American culture."

"The younger students, on the other hand," he added, "have had more exposure to English and have some reading ability."

The program, which is run by the division's Adult Basic Education Program, offers the students six hours of instruction on speaking and listening skills weekly, along with some reading lessons. The students also take a life skills course that provides them with the knowledge to function in everyday situations. For example, the students will go on a class trip to a supermarket where they will be shown everything from selecting products to checking out.

The plan to establish the ESL program in the Korean community was spurred by a needs assessment survey conducted by the college.

"Through the survey," said Mr. Garcia, "we learned that, unlike the Koreans who emigrated to America in the 1960s and 70s with advanced degrees and a command of English, today's immigrants, especially those who settle in Queens, may not have graduated from college and most likely cannot speak English."

The Korean/ESL program is the second continuing education project specifically developed for a particular ethnic group. The first program was established in 1984 in Chinatown.

Unlike the noncredit Korean program, the Chinatown program offers students an opportunity to take ESL classes along with credit courses.

Mr. Garcia noted that the college, after assessing the Korean program's progress in June, may opt to expand the programs to include credit courses.

"We would like to see this program offer credit classes, but we have to make sure this is what the Korean community would like," he said.

Promotions set for 15 faculty

President Shenker has announced that 15 faculty members have received tenure appointments or Certificates of Continuous Employment, effective September 1. Five professors and one college lab technician were tenured along with nine college lecturers who received certificates. Those tenured were:

Associate Professors: Alan Berman, Brian Gallagher, and John Silva, English.
Assistant Professor: Thomas Fink, English.
College Lab Technician: Terry Parker, Library.

Those lecturers who received Certificates of Continuous Employment were:
Mary Fjeldstad, Communication Skills; Nancy Gross and Rick Henry, Continuing Education; Dehliy Porras and Yvonne Powell, Math; Carolyn Sterling, Continuing Education; Judy Gazzola, Student Services; Helen Perry, Cooperative Education; and Alma Vargas-Telleria, Student Services.
New from the folks who gave us Smokey the Bear

A nationwide advertising campaign has been launched to increase awareness of cooperative education among students, parents, and employers. The campaign, created by the Ad Council in conjunction with the National Commission on Cooperative Education, will be carried by the national media over the next 18 months. And for the first time the Ad Council is administering a local component which will engage co-op educators in the campaign.

"LaGuardia and other co-op institutions," said Co-op Coordinator Andrea Gould, media coordinator for the college's region, "will piggyback on the campaign with activities designed to involve local communities and recruit more students."

"The campaign strategy," said Dean Harry Heinemann of the Division of Cooperative Education, "is to present cooperative education as a venture that gives students both a theoretical and practical education that will lead to a successful career."

LaGuardia's advertising strategy is to circulate the co-op message to the ethnic communities in Western Queens. To achieve this, the college has translated the media campaign into Greek, Spanish, and several different Asian languages and will have it promoted by the local ethnic media.

"The goals and methods of co-op are not widely known in the many ethnic communities," said Gus Hatzidimitriou, assistant to the Dean of External Affairs, who is heading this part of the effort. "Our purpose is to make them aware of what co-op is, where it is available, and what benefits it offers."

The college will also circulate to local papers articles on students who are involved in particular work/study programs.

The National Commission on Cooperative Education approached the Ad Council in 1984 to design an advertising campaign that would expand cooperative education at a time when the special work/study program was facing a slight enrollment decline nationally.

The Ad Council chose to promote cooperative education from among 500 proposals. Describing cooperative education as an "important and timely educational plan," an Ad Council spokesperson noted that the nonprofit organization views cooperative education as a possible cure to many problems now facing the country's educational system.

"Cooperative education," said the spokesperson, "has the potential to help counter the decline in education and productivity in the United States by providing a resource of college graduates with relevant career training."

"The program," he added, "also offers a solution to the problems faced by students today in financing their college education and gaining practical work experience to offer employers upon graduation."

The primary target audience is high school students. The secondary audience is parents of high school students, employers, and guidance counselors.

Through the national and local television, radio, and print ad, the Council forecasts that the campaign will reach approximately 37 million youths between the age of 16 and 24, and 4.5 million employers.

As a result of the nationwide initiative, the Ad Council estimates that cooperative education enrollment will increase by at least 100 percent by 1990. Presently, 1,000 colleges have instituted some form of work/study program in their academic curriculum with 200,000 students participating.

For 42 years the Ad Council has identified important issues and designed campaigns to promote citizen action. For example, the Smokey the Bear forest fire prevention campaign, which was created in 1944, has helped to reduce the number of forest fires in this country by half.

Other efforts include: Peace Corps, "The toughest job you’ll ever love" and drunk driving, "Drinking and driving can kill a friendship."

The Ad Council, Ms. Gould said, will evaluate the co-op campaign after 18 months and decide if the effort should be extended.

"The co-op commission is hoping the 'You earn a future when you earn a degree' slogan," said Ms. Gould, "will have the appeal of the past ads."
New programs in photography, tourism

The college this Fall will add two new career programs—travel and tourism, and commercial photography—to its roster of degree curricula.

"The programs," said Dr. Michael Brookes, spokesperson for the Office of the Dean of Faculty, "will increase the range of choices for our students in two growing fields currently facing a shortage of qualified personnel."

The travel and tourism program, which leads to an AAS degree, is designed to prepare students for an entry-level position in the travel industry.

A graduate may seek employment in the airlines industry as a sales representative, reservation agent, customer service representative, group tours desk employee, or ticket agent. Working for a cruise ship line, a graduate may serve as a reservations agent or a passenger sales representative. Hotels are also looking for graduates as assistant meetings planners, front desk and reservations employees. And in travel agencies, graduates may secure positions as tour coordinators and travel consultants.

The program combines liberal arts study with six courses in travel and tourism, which includes exposure to the computerized reservation system used by major airlines. Students will also take business law, marketing, salesmanship, psychology, and geography, as well as three internships.

The program will accept up to 35 students.

The college's commercial photography curriculum, which will be the first of its kind in CUNY, gives students the option of a one-year certificate or an AAS degree.

The certificate program will qualify students for entry-level positions in commercial and industrial photography. As photographers, assistant photographers, and film processing technicians, the certificate graduate may seek employment at custom film processing studios, at portrait studios, at institutions with in-house photographers, and at commercial studios.

The certificate program includes technical photography classes that emphasize large format cameras, studio lighting, and color and black and white photography. Students are also required to take liberal arts, science, and business courses, along with one internship.

To complete the degree program in commercial photography, students will take additional courses in photography and liberal arts, as well as computer graphics and advertising.

According to Professor Peter Brown, who is the coordinator, most programs concentrate on the 35mm camera. The college's commercial photography program, however, will stress 8x10, 4x5, and 2½x2¼ formats.

"Familiarity with these larger cameras, as well as the on-the-job internship experience, will give our graduates considerable advantage over other candidates who are seeking employment," Professor Brown said. "A survey of commercial studios indicated that knowledge of large format cameras is a primary hiring consideration."

The program, which will accept 21 students, will enroll students in both the Fall and Spring quarters.

Professor Brown indicated that the college believes the program will also attract hearing-impaired students.

"They are already being employed by many processing labs," said Professor Brown. "Therefore, the program promises to open up a new career possibility to the college's large hearing-impaired population."

Dr. Brookes explained that the college's goal is to identify a growing area of employment in the New York City area and then to design a program for students who otherwise might not have access to a field of employment.

"Travel and tourism," he said, "is a growing and rapidly changing industry. In New York City alone, there are 120 airlines and over 1,500 travel agencies. In the commercial photography field, Dr. Brookes said that the New York State Labor Department projects that in New York City there will be 378 new job openings annually for photographers and 547 new job openings annually for photography process workers.

Finishers in the "Fun Run," one of the events in the college's annual road race held this year on April 20th. Coordinated by the Recreation Office, the race attracted more than 500 participants, a record for the five-year-old event. The race also hosted the CUNY Runners championship.
International study program in Colombia

The college launched this Spring an international student exchange program with a college in Colombia, South America.

The exchange program between LaGuardia and el CESA (Colegio de Estudios Superiores de Administracion), a highly regarded senior college in Bogota, began in March when three LaGuardia students and seven el CESA graduates began their six-month experience.

The program is designed to expose students to the workings of a foreign corporate system through internships.

"The work-experience motive built into the program sets it apart from other exchange programs," said Helen Perry, coordinator of international co-op. "Unlike exchange programs that offer only academic training, this program permits the foreign students to understand the workplace through practical job situations."

The three LaGuardia students are Martha Alzamora, a secretarial science student, and Fred Hernandez and Jim Urtubia, both liberal arts majors. Each student is interning in a multi-national corporation.

"To qualify for the South American exchange, Ms. Perry explained that candidates must be able to speak Spanish and have some knowledge of Colombian culture.

The seven Colombian interns are recent graduates selected on the basis of their academic records and their English language skills. Each will be placed on either one six-month internship or two three-month internships.

When business administration graduate Inez Gomez was told about the program, she opted to take a leave of absence from her supervisory position at an insurance company and participate in the exchange.

"For me it is a great opportunity to work in a developed country and to learn its ways," said Ms. Gomez, who was placed in the foreign exchange department of a major global bank.

Ms. Gomez noted that, when she completes her internship in October, her position in the insurance company will be waiting for her. "The experience is as beneficial for the company as it is for me," she said, "because I will be returning home with ideas that I can apply to the job."

For the other Colombian graduates, who will be searching for a job when they return, the American work experience will be an impressive credential.

"The experience will provide the business students with an edge in the Colombian job market," Ms. Perry said. "Having worked in an American corporation is viewed very positively in their country and makes the students much more marketable."

Although the students agree that the experience will help them attain their professional aspirations, they also believe the American work experience will help in their personal development.

"Before I arrived in America I considered the professional experience to be the most important factor in the exchange," said Ernesto Vila, a business administration graduate. "But now that I am here I feel it is just as important for me to see if I can live in a big international city and to learn the American methods."

The LaGuardia—el CESA program was developed by LaGuardia's Director of Development, International Programs, William Salerno, with the cooperation of Colombia's Acting Ambassador Humberto Serna.

"The professional school is almost a carbon copy of LaGuardia," said Mr. Salerno. "El CESA specializes in business administration, finance, and economics, and offers an internship program that is very similar to ours. We thought it was a perfect match." Colombia is the latest country to join LaGuardia's international exchange program, which began four years ago, when the college welcomed its first German students from the Fachochschule fur Wirtschaft in West Germany. In 1983 the University of Paris entered the program and the following year the National Insti-

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AND SEE THE WORLD

President of Higher Education in Dublin sent its first two students on their international exchange. The Dublin agreement also marked the first time LaGuardia sent its students abroad. Data processing majors Jackie Alvarado and David Rocker embarked on a six-month internship where they worked as computer programmers in a Dublin corporation. All three foreign colleges, like el CESA, were invited to participate because they are career-oriented institutions that have a work/study program similar to LaGuardia's.

"With the Colombian program established," said Ms. Perry, "the college is looking at other Latin American countries that would be interested in developing similar student exchange programs."
For the third time in four years the college’s total publications program has been awarded the Grand Gold Medal from CASE. The Council for Advancement and Support of Education, as the best at any college or university in the United States.

The competition, which attracted entries from 57 institutions nationwide, evaluated the program based on overall goals, the quality of copy, design, and photography, as well as the resources required to produce the individual pieces. The award carries a $1,000 cash prize.

The Office of Development also won a CASE Gold Medal in the special events category for its staging of the LaGuardia Tradition Dinner (see story page one). The judges evaluated objectives and how well response and participation reflected the success of the effort.

A new publication highlighting the activities of LaGuardia’s faculty and staff bowed at the college this Spring.

The college’s LaGuardia Archives and Museum has received a $40,000 gift from the LaGuardia Memorial Association to endow an annual lecture in honor of Mayor LaGuardia.

According to Archives Director Dr. Richard K. Lieberman, the lecture will serve as a forum for reflecting upon and analyzing the career of Mayor LaGuardia and the humanitarian ideals for which he stood.

The college will hold the lecture each December to commemorate Mayor LaGuardia’s birthday, December 11. The first lecture is planned for next December. The annual event will feature prominent American statesmen, scholars, and other national and international figures, who in Dr. Lieberman’s words, “exemplify the reputation for honest government and humanitarian values that Mayor LaGuardia stood for or who have researched and written on an aspect of history that is related to the LaGuardia era.”

To compile a list of potential guest speakers, Dr. Lieberman noted that the college will be calling upon the faculty and staff for their recommendations. Subsequently, the college will set up the series for the next three years.

The topics covered by the speakers, said Dr. Lieberman, “will focus on the continuing relevance of the LaGuardia tradition and how the interpretation of this tradition bears upon the problems of contemporary urban America.”

The Association’s gift will yield approximately $3,000 annually to cover the speaker’s honorarium, travel, and accommodations.

Perspective is a regular publication of LaGuardia Community College/CUNY which is designed and edited by the Office of Communications, Bill Freeland, director. Randy Fader-Smith is staff writer and photographer. Information for news and feature stories should be forwarded to room M413.