



Administrative Report

K E A N U N I V E R S I T Y

A Record of Policy and Information on Events Published by University Relations

Kean Student Wins Live Your Life Contest

Kean University student, Elizabeth Torres of Elizabeth, N.J., was selected as a winner of American Eagle Outfitters' (AE) highly successful Live Your Life contest. Torres was chosen from among the more than 20,000 entries submitted to the program, which encourages young adults around the country to achieve great things by following their dreams. A native of Colombia, Torres, 18, has been writing poetry and painting since she was 5 years old. Now living in the United States and majoring in broadcast and visual communication at Kean, she dreams of publishing her self-illustrated, bilingual book of original poetry and giving motivational speaking tours at schools, universities and locations within and beyond America.

"Publishing my work was a dream in progress when I entered this contest. I simply needed the financial piece," said Torres, who works for Kean's Spanish Speaking Program and serves as a student ambassador. "The American Eagle award will allow me to assist young people to achieve their goals through this and other projects and motivational presentations." Now in its second year, the AE contest awarded Torres and five other winners \$25,000 each to help make his or her vision a reality. To learn more about Torres, visit her Web site at www.poet.oflight.org.

Launched last January, AE's contest attracted more than 20,000 entries from individuals, more than four times the number of applications received last year. Visitors to AE's Web site – 4.7 million of them – voted online to select six winners to bring their essays to life and make a difference in the world. "Our Live Your Life winners are extraordinary individuals with inspirational stories and a commitment to fostering positive change in the world around them," said Susan McGalla, president and chief merchandising officer for the American Eagle brand. "By helping them advance their work, we hope to encourage countless other young adults to live life to the fullest, which is the spirit of the AE brand. We are extremely proud to be a part of their success." To learn more about AE's Live Your Life campaign and this year's winners, go to www.aeliveyourlife.com.



Elizabeth Torres

TalkChart Reaches All the Way to China



The TalkChart is shown here in its new design.

It's a simple solution to a challenging problem. Just a laminated chart with graphic symbols, an alphabet, diagrams of the human body and a pain scale. The TalkChart was created as a communications device for patients in hospitals who cannot speak because of tubes or as the results of a stroke or other medical conditions. By simply pointing to the symbols, these patients can make their needs known to staff, family and friends.

The chart was originally designed by students in the Visual Communications program at Kean University under the guidance of Alan Robbins, Design Center director and recipient of the 2006 Visual and Performing Arts Professorship. But they had no idea that the project would reach all the way to Hong Kong.

"The original TalkChart won a grant from Sappi Fine Papers in 2001 as part of its Ideas That Matter program to support design for the public good," Robbins explained. "It was a generous grant that made it possible for us to donate the chart to 2,000 hospitals throughout the United States. We were amazed to find out that none of the hospitals had this kind of simple communications device."

Letters of thanks from families and hospital administrators point to just how effective the TalkChart can be in helping patients communicate their needs at a difficult moment in their recovery. Just using it makes patients feel more in touch and less isolated.

That might have been the end of the story until one of the students had another bright idea. John Ko had already graduated from Kean University in 2001 to become a professional designer focusing on intercultural graphics. He had plenty of clients

continued on page 2

Kean Briefs

Parking Lot Closures

The visitor's circle parking lot and part of the Bruce Hall parking lot will be closed beginning on Monday, June 5, at 10 p.m. until further notice. Other sections of the Bruce Hall lot may close on Tuesday or Wednesday as necessary. We apologize for the inconvenience.

14th Annual New Jersey Advisors Conference

Kean will host the 14th annual New Jersey Advisors Conference, sponsored by the National Academic Advising Association (NACADA), on Thursday, June 15, in the Center for Academic Success (CAS), Second Floor. Registration will begin at 7:30 a.m., followed by the keynote address delivered by Dr. Peter Hagen, professor at Richard Stockton College, at 9 a.m. in CAS, Room 106. For further information, please visit the conference Web site at <http://www.kean.edu/~njadvcon/> or contact Linda Bradbury at 7-0350 or at njadvcon@kean.edu.

Administrative Report Summer Deadline

The deadline for the *Administrative Report* is **Thursday** at noon for publication one week from the following Monday. Please e-mail your information to news@kean.edu.

Calendar of Events

Monday, June 5

Representatives from **TIAA-CREF** will be on campus to answer questions regarding benefits from 9 a.m. to 4 p.m. in the University Center, Room 344. For further information, please call the Office of Human Resources at 7-3300.

Wednesday, June 7

The **Small Business Development Center** will present a free seminar, titled *S.B.A.'s Building and Financing Your Small Business*, from 9:30 a.m. to 11:30 a.m., in the Scotch Plains Public Library, located at 1927 Bartle Avenue in Scotch Plains, N.J. For further information or to register, please contact Mira Kostak at 7-4220.

The Office of Continuing and Professional Education will present the workshop, *Make-n-Take: Creating Learning Materials*, from 6 p.m. to 9 p.m. (CEN 302-036). There is a fee of \$60 per person. For further information, including location, please call the Office of Continuing and Professional Education at 7-3430.

The ninth annual **Kean University Gala**, honoring Don Conklin, will be held at 5:30 p.m. in the Harwood Arena. Tickets are \$150 for Kean employees. For further information, please call the Kean University Foundation at 7-3340, or visit the office in Townsend Hall, Room 130.

New Jersey Institute for Nonprofit and Social Work Management Holds Successful Inaugural Conference

The New Jersey Institute for Nonprofit and Social Work Management, sponsored by the Department of Social Work, held its inaugural conference on May 12, in the University Center. Chaired by Dr. Irwin Nesoff, associate professor in the Department of Social Work and director of the New Jersey Institute, the conference, titled *Social Entrepreneurship: Improving Impact, Capacity and Sustainability for Nonprofits*, was the launch for the institute, a post-graduate training program for nonprofit leadership.

The keynote speaker for the conference was William Grinker, CEO and president of Seedco Financial Services (SFS), and a nationally known leader in the field of nonprofits and human services. SFS specializes in helping nonprofit organizations to increase their income through mission-based businesses. Following Grinker, the afternoon keynote speaker was Samantha Beinhacker, the former director of the Partnership on Nonprofit Ventures at Yale University and the current president of New Capital Consulting.

The conference program also included an interactive panel of nonprofit leaders describing their experiences in starting a mission-based business, and 10 workshops covering a variety of topics on social entrepreneurship and income generating businesses for nonprofits.

The mission of the institute is to increase the effectiveness and efficiency of the not-for-profit social-service sector in New Jersey through supporting excellence in management and organizational stability. The Institute for Nonprofit and Social Work Management will reach out to the not-for-profit sector throughout the state to provide support, training and technical assistance in an effort to improve the stability, quality and range of services provided. Nesoff explained that the institute will provide a comprehensive program of post-graduate training to help improve the quality of nonprofit management and to encourage practicing social workers to become nonprofit managers.

The institute will begin its post-graduate training program in September, offering classes on Tuesday and Thursday evenings, and Saturdays.

TalkChart Reaches China

continued from page 1

in the new global environment, but he could not quite get the idea of the TalkChart off his mind.

"I went to visit my grandfather at the hospital before he died," Ko explained. "He was always too weak to talk and stared at me. With his eyes, I felt he was trying to talk to me. And last year, when I visited my grandaunt at a nursing home in Hong Kong, I thought a Chinese version of the TalkChart would help people like them to communicate."

Ko, originally from Hong Kong, proposed the idea of a version of the TalkChart that had Chinese language words on it to support the graphic symbols. In the process of making that change, he also redesigned the chart to give it a more international appeal.

"Icons are universal symbols understood in many cultures," he said. "But Hong Kong is a very modern city, so besides adding Chinese, I felt it was important to update the look of the chart, too."

Thanks to a new grant from Kean University, the TalkChart has now been donated to 100 hospitals throughout Hong Kong. "We try to help our students realize that what they learn here in school are not just job skills but abilities that can help them help other people," Robbins said. "That's the most important thing ... the understanding that design really does change people's lives."

Kean alumnus Ko agrees. "My company KO11 Design Inc. selects freelance assignments that challenge our skills in design and illustration. But I really like to work on projects that help make a difference for people all over the world. I learned that at Kean, and I still use it in my work."

"Of course, Hong Kong is just one city, and it is a big world out there, full of challenges, which only means there is plenty of work ahead for young designers with a desire to help other people," Robbins noted.