

[Academic Outreach]

Beyond JMU boundaries

Outreach and engagement offers off-campus centers and personal service

BY SARA RIDDLE ('10)

With an audience ranging from teachers to alumni and high-school students to military members, the JMU Office of Outreach and Engagement is the community's connection to JMU resources, academics and the faculty.

"The outreach and engagement staff goes beyond the boundaries of this campus and serves a wide array of students, all nontraditional," says Carol Fleming, director of outreach and engagement. "We assist people in reaching their personal, professional and educational goals."

The outreach and engagement office extends JMU campus resources by encouraging the implementation of new educational opportunities. The office partners with professors, academic programs, students and community organizations to design and deliver a wide variety of courses for the community. Last year, 1,913 students were enrolled in outreach and engagement's credit programs and 1,873 in noncredit programs.

"I believe what we're doing is re-thinking and re-shaping higher education," says Fleming. "We're opening our doors

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— CAROL FLEMING,
director of outreach and engagement

Serving Up Sustainability

Pumpkin spice lattes and stacks

Starbucks opens in Carrier Library BY COLLEEN DIXON



Starbucks Coffee Co. shops are everywhere, but the newest one at JMU is unique — it has a library attached to it. The first floor of Carrier Library was transformed to make room for the coffee spot. Outside, the library looks the same. Inside, coffee flavoring bottles perch like wine bottles on shelves, and the smell of coffee fills the air as soon as the door opens.

The newest addition to the Bluestone Area opened for business on Aug. 24, just in time for students' return to classes.

Carrier's Starbucks patrons will find the same menu as other Starbucks, as well as WiFi access, breakfast items and light lunch fare.

This Starbucks conforms to JMU President Linwood H. Rose's commitment to new campus construction projects being built to Leadership in Energy and Environmental Design, or LEED, standards. This is the first LEED-certified Starbucks on a Virginia college campus. Recycled materials were used as much as possible in construction. Carpeting throughout the store was made using recycled tires. To make recycling easy for customers, bins for recycled newspaper, glass, plastic and white paper line one wall. Continuing the sustainability theme, the baristas bag up used coffee grounds for use as fertilizer. Location supervisor Suzanne Davenport says, "I'm surprised that students are already taking the coffee grounds to use on plants they have in their dorm rooms."

Reaction to the new store has been mixed. Patricia, a reference librarian, says, "Some students like a traditional library." Patricia stops by every day for a cappuccino or iced coffee. "Library staff found out about the

new store in April. It's been an adjustment." Stacks were rearranged to accommodate the addition.

Undoubtedly, the relocation of books to the new East Campus Library made this reshuffling easier.

Danielle, a freshman from Fairfax Station, has been in several times for a White Chocolate

Caffeine and conversation. Students enjoy the amenities in the new Starbucks in Carrier Library.

Mocha. She likes the shop being in Carrier. "I don't like studying in my dorm," she says, "It's nice to have this option." First-time patron Jake, a junior from Ashburn, is also planning on getting a White Chocolate Mocha. Senior Chelsea, also from Richmond, is hankering for an Iced Caramel Mochiatto. Having the coffee shop right in Carrier "is convenient," she says. "It's a big plus."

Even though JMU continues to operate a Starbucks at the Top Dog Café in Phillips Hall, business is picking up every day at the Carrier location, says Davenport. "Students are enthusiastic." What's the best-selling item so far? "Our fall beverage special, the Pumpkin Spice Latte," she says. "We can make it hot or cold for customers."

President Rose has been spotted a few times in the Carrier Starbucks. His favorite beverage? A Grande Non-Fat Latte.

New store hours make it a convenient choice for library patrons: 7:30 a.m. to 1 a.m. Monday to Wednesday, 7:30 to 11 p.m. on Thursday, 7:30 a.m. to 6 p.m. on Friday, noon to 6 p.m. on Saturday and 2 p.m. to midnight on Sunday. ☞

* Read more at www.jmu.edu/news/FlashFeature-newStarbucks.shtml.



A student takes advantage of WiFi service in the Carrier Library Starbucks.

to nontraditional students in new ways and looking at innovative programs and providing multiple modes of delivery.”

When it comes to service, the outreach and engagement staff offers convenience, advising and personalized attention. When it comes to programs, they offer undergraduate and graduate courses, certificates, full degree programs at a distance, customized programs and noncredit programs.

“By extending JMU resources beyond campus, we are providing learning opportunities for people who may not have other options,” says Jim Shaeffer, associate vice provost for outreach and engagement.

Because not everyone can come to the JMU campus for programs and study, the office offers distance-learning sites in Martinsville and Roanoke and hopes to add a third center in the future.

A main outreach and engagement objective is to foster partnerships while engaging individuals and communities to reach and exceed both their personal and professional goals. Fleming believes these partnerships “help to build a better relationship between JMU and the community.”

More than 20 partnerships contribute to the success of outreach and engagement. Among these are Blue Ridge Community College; Clarke

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[Community Partnerships]

Caregivers Community Network lauded

The National Alliance for Caregiving and MetLife Foundation recognized the JMU Caregivers Community Network with a 2009 National Family Caregiving Award at the NAC annual meeting.

The awards honor community-based programs that support family caregivers of older adults, and they recognize innovation, effectiveness and responsiveness to caregiver needs.

The JMU Caregivers Community Network recruits and trains community volunteers and JMU students to provide respite and companion-care services to families caring for frail or disabled older adults in rural Virginia. The community partnership is coordinated by the JMU Institute for Health and Human Services under the direction of the nursing department.

The network provides students with numerous opportunities to reach out to the community via service learning.

Nonprofit organizations from around the states competed for the National Family Caregivers Awards. The nonprofit National Alliance for Caregiving

‘Family caregiving is the underpinning of the U.S. health-care system, with a value to society estimated at \$306 billion per year.’

County High School; Rosetta Stone; Greene, Page, Rockingham and Shenandoah County Schools; and the Virginia Department of Correctional Education.

The Clark County High School partnership provides high-school students with university courses and experiences designed to help them better prepare for the challenges of college.

“I leave meetings at JMU energized by the possibilities and the positive, produc-

tive approaches the folks at JMU have in finding creative ways to meet community and school needs,” says Clark Hansbarger, coordinator of the Bridge Program and Dual Enrollment at Clarke County High School. “JMU’s attitude about student success matched ours and has been the key to the success of our partnership.”

Rosetta Stone, another partnership, offers a series of project management training sessions to their employees

through the outreach and engagement program. “Application of the principles taught during these training sessions resulted in significant efficiency gains at Rosetta Stone in the areas of project scheduling and budgeting,” says Dale Richards, a producer at Rosetta Stone. “Our team continues to apply these principles, two years after the JMU outreach program provided us with this training.”

* Read more at www.jmu.edu/outreach/.



National Alliance for Caregiving representative Jordan Green (left) congratulates nursing professor Erika Metzler Sawin on the Caregivers Community Network award.

reports that “family caregiving is the underpinning of the U.S. health-care system, with a value to society estimated at \$306 billion per year — more than the value of home care and nursing care combined.

The JMU Caregivers Community Network offers services for all frail elders and their family caregivers in Augusta, Page, Rockingham and Shenandoah counties and the cities within. The services include regular personalized in-home companion care, educational workshops and support services, telephone consultation to supply caregivers with support, caregiver tips and resources, partnerships with community-service and faith-based organizations, and errand running like picking up prescriptions or groceries to aid the caregiver.

* Read more at www.socwork.jmu.edu/Caregivers/.