

[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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'We assist people in reaching their personal, professional and educational goals.'

— 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/Flash-Feature-newStarbucks.shtml.



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