Roland Reinhardt, MBA '11 (left), is congratulated by Joseph Ugras, Ph.D., Dean of the College of Professional and Continuing Studies, for earning his degree. This past January, seven students completed the MBA program in Basel, Switzerland.
Dear Friends of the College,

In the last issue of the College of Professional and Continuing Studies (CPCS) Explorer newsletter, I shared with you how the College connects with the University’s Strategic Plan, *The Will to Excel*. In this issue, I want to take the opportunity to further bring to your attention how CPCS is moving toward the fulfillment of the internationalization component of *The Will to Excel*.

Did you know that there are more than 30 Lasallian institutions of higher learning throughout the world? Lasallian institutions are located in Brazil, Colombia, Spain, Mexico, the Philippines, and beyond, educating more than 1 million individuals each year. The legacy of St. John Baptist de La Salle can indeed be found in many corners of the globe. These Lasallian connections provide excellent opportunities to offer our students a sense of global citizenship and prepare them to work within international teams. Further, these connections will help them develop a refined sense of tolerance and multicultural awareness in this “flattened” world.

The globalization efforts at La Salle University are well under way. Every year, we host MBA students on campus from Lasallian programs in three countries to give them an American perspective on business. International programming is now available to provide the same opportunities to American students as well. Other units at the University are also utilizing the opportunities that come with the Lasallian network. There are now articulation programs that will allow students from various Lasallian institutions to take a component of their degree at a different Lasallian institution. Faculty across institutions have been connecting with each other to develop global opportunities for their students. Over the past 10 years, we have been offering our own programs in Greece, Czech Republic, and Switzerland. Many students take advantage of the opportunities that come from the Lasallian Consortium for studying abroad.

*The Will to Excel* calls for further globalization of the campus, and CPCS is playing a major role. With the growth of Internet and communication networks, English has become the global business language. To respond to this need, CPCS has launched the English Language Institute (ELI) for academic, professional, and business purposes. The ELI will bring students from various cultures and nations to La Salle, contributing to the academic and spiritual community. The program will include both curricular and co-curricular activities designed to support the acculturation of ELI students into the larger La Salle/Philadelphia community. In addition, the cross-cultural learning experiences will enhance University life and global understanding between international and American students.

It is clear that we have become more of a “global village,” and the future workforce must be prepared for an even “flatter” world. I see tremendous opportunities, and I encourage all of us to take further advantage of the connections that come from being part of the global La Salle.
PONZI SCHEMES 101

The great recession of the past three years will be remembered for bear markets, a global credit crunch, and some of the largest investment scams ever. Bernie Madoff plead guilty to running a $65 billion Ponzi scheme; Forbes 400 member R. Allen Stanford stole a billion dollars through his Ponzi scheme; and here locally in the Delaware Valley, con artists such as Robert Brennan, Joe Forte, and Tony Young each have pleaded guilty to stealing tens of millions through their own Ponzi schemes. These egregious scams have all mimicked Charles Ponzi’s infamous “Rob Peter to Pay Paul” scheme and continue to proliferate.

Although these fraudsters can be creative, their approaches to the investing community bear many similarities. Knowledge of these similarities, also known as “red flags,” has become an essential part of our Fraud and Forensic Accounting Certificate Program. Following are the 10 red flags to be aware of when choosing a financial adviser to avoid becoming the next Ponzi scheme victim:

1. Funds are deposited directly with the investment adviser and not in a separate custodian account.

2. Funds are deposited in a broker-dealer, which is an affiliate of the adviser.

3. Monthly brokerage statements are sent by the adviser and not by the custodian.

4. The adviser’s investment returns are consistently good, even in a volatile economy.

5. The adviser’s returns are consistently the same year after year.

6. The adviser’s investment strategy is complex and not clearly defined.

7. The advisory’s investment strategy is not compatible with either one’s short-term or long-term goals.

8. The adviser claims you are now part of an exclusive club.

9. The adviser shares your same views regarding politics, religion, sports, etc.

10. The adviser was recommended by a member of one’s church, country club, or affinity club who, like yourself, has not performed the proper due diligence.

This last fact is consistent with nearly all victims of a Ponzi scheme: they failed to perform the proper due diligence and, in some cases, did not perform any due diligence at all. All were led by a trusted intermediary from their church, country club, affinity club, etc., who was led to believe consistently high annual returns without doing his or her own due diligence.

As fraud continues to be the crime of choice for the 21st century, and desperate people continue to do desperate things in these desperate times, our curriculum is ready to arm our students with the tools they need to both detect and mitigate these financial crimes.
"You must be the change you want to see in the world."—Gandhi

The Instructional Technology Management (ITM) program at La Salle University was started to produce leaders in the field of corporate, institutional, organization, and institutional learning—and produce leaders it has. The focus of the program is on the creation of effective solutions to support learning and improved performance using technologies. Individual professional experiences are highly valued and form the basis for most of the projects developed throughout the program. Students are immersed in using technologies for learning while they study how to build, recognize, and evaluate the application of instructional design to learning in the 21st century. Through experiential learning, using cutting-edge technologies, ITM students are on the fast track for experiencing the growing use of technologies in adult education. Our students are acquiring the knowledge to lead on the leading edge, and this has been their segue to success. With continuing high demand for knowledgeable professionals in the disciplines of e-learning business, instructional design and development, communications, and new media technologies, ITM learners have already been able to give back.

Our ITM learners have earned positions as customer relation managers, training and development directors, adjunct professors, and e-learning division managers. Even more impressive is their willingness and ability to serve the international training and development community through volunteer work, academic and professional presentations, published articles, and by providing hands-on examples of expertise and excellence. Our learners are culturally, educationally, ethnically, and professionally diverse; they have a wide variety of backgrounds. They share a vision and passion for the future of training and learning using technologies and are actively making themselves an important part of the global community. By working for and partnering with some of the best and most influential companies, corporations, and organizations on the planet, they have truly found a way to give back. If you are interested in learning more or taking the compatibility quiz for ITM, visit our Web site at www.lasalle.edu/ITM or call 215.991.3682.

Frank Meister, a prospective September 2011 graduate of the Instructional Technology Management graduate program, presented at the eLearning Guild’s national conference on mobile learning in San Jose, Calif., on June 22, 2011. The Mobile Learning Conference and Expo is the Guild’s annual event highlighting the work being done on delivering learning to mobile devices. The session titled “Effective mLearning Planning—Moving from Myth to Reality,” utilized a case-study approach to answer questions about what makes effective mobile learning and how to evaluate it, what are the key instructional issues and considerations in planning mobile learning, and what are the practical considerations when converting and deploying existing e-learning courses to mobile devices.

Bobbe Baggio, Ph.D., Director of the Instructional Technology Management graduate program and Yoany Beldarrain, Ph.D., adjunct professor in the program, have co-authored an important textbook on the subject of authentic learning in the online environment. The book, Anonymity and Learning in Digitally Mediated Communications: Authenticity and Trust in Cyber Education, was just published by IGI Global. It investigates the impact of anonymity and its effects on online identity and learning, and reveals issues of authenticity and trust that are at the heart of online learning. For more information or to purchase, visit www.igi-global.com for details.

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Meister is Senior IT Training Specialist at the Federal Reserve Bank of Chicago and is responsible for managing and developing blended information technology training programs. He holds a bachelor’s degree in education from the University of Northern Iowa and anticipates receiving his Master of Science in Instructional Technology Management from La Salle University in September 2011. He is active in professional organizations including the American Society for Training and Development, the eLearning Guild, and the International Association for Mobile Learning. Based on his outstanding work in the ITM program, Meister also received the program’s Outstanding Student Award at the 2011 Graduate Academic Awards ceremony in May.
The first cohort of 12 students in the 2+2 Business Program graduated May 15 with a B.S. in Business Administration. Faculty members have been very impressed with the quality of the students in the program, and the students are appreciative of the quality of education they are receiving.

The 2+2 Program is a full-time day program offered at the Bucks County Center in Newtown, Pa. The program is offered in a cohort format, and classes meet Monday through Thursday mornings. There are no afternoon classes or Friday classes. The program is offered at a special tuition rate for Bucks County and Mercer County Community College graduates. Students take 20 specific courses at their respective community college, and they take 20 specific courses at La Salle. Entering students must have a minimum 2.5 GPA.

Students have said that they are extremely happy that they can stay local and do not have to commute to Philadelphia.

Mary Kehler, a graduate of Bucks County Community College, was attracted to the program because of the reputation of La Salle, the proximity of the Bucks County Center to her home, and the fact that all of her Bucks County Community College credits transferred to La Salle. “I am receiving a high-quality education and have developed personal relationships with the other members of the cohort,” Kehler said.

August Rider, also a graduate of Bucks County Community College, chose the 2+2 Program because of the academic reputation of La Salle, the convenience of the Bucks County Center, affordable tuition, and the small class size. “I have been so impressed with the faculty that I plan to enroll in either La Salle’s full-time or part-time MBA program,” Rider said.

Genevieve Carlton of the Career Services Center has been assisting students with resume writing and in finding positions after they graduate. Carlton said, “one of the most rewarding aspects of the program is seeing how the students have matured and the camaraderie that has developed. They work on projects as part of a team, and this gives them valuable experience as they enter the workforce and work on teams in the real world.”

A luncheon was held for the first graduating cohort in early May, with representatives from La Salle, Bucks County Community College, and Mercer County Community College participating.

A new cohort begins each fall semester. The second cohort of 14 students began in fall 2010, and, for fall 2011, it is anticipated that 15 new students will enroll.

For more information about the 2+2 Business Program, please call 215.713.3912.
The special interest group SHIFT (Stimulating Human Interaction, Fostering Transformation) continued its series of Organizational Leadership and Change programs this past April at La Salle’s Bucks County Center located in Newtown, Pa. The latest SHIFT program featured speakers J.T. Kostman, Ph.D., and La Salle’s own Stephen Hart as they explored “Lessons in Leadership: Wisdom and Wit from the Warrior and the Artist.”

This interactive program focused on how leaders can build credibility and gain the respect and confidence of those they lead by using either a Warrior or an Artistic approach. The unique styles and characteristics of leaders were explored with input from event attendees, as the group as a whole learned and shared real life experiences of effective leadership approaches.

Kostman, the Warrior, and Hart, the Artist, discussed the leadership traits inherent to both the Warrior and the Artist. The two leadership styles offer different approaches to carrying out the same leadership objectives. The message that the duo shared was that regardless of style, the important aspect of leadership is to incorporate what is both valuable and vital from each of the represented perspectives in order to meet organizational goals.

True to the SHIFT purpose, the Warrior and the Artist stressed the human side of organizations as living and breathing systems. Both leadership styles recognized the importance of human interaction as the life-blood that supplies organizations and communities with the vitality to grow and adapt in ever-changing environments.

The SHIFT group has started preparing for the next special interest group event and would like to extend an invitation to all current students, alumni, faculty, and community members. As is the nature of SHIFT, all parties are welcome to become a part of the planning committee or simply as a SHIFT event attendee. We are always looking for new ideas and opportunities to compliment our SHIFT/Lasallian values.

The SHIFT series is sponsored by La Salle University’s programs in Organizational Leadership and Human Capital Development.

For more information on SHIFT, contact Stanley Braverman at bravermans@lasalle.edu or call 215.713.3906.

**HUMAN CAPITAL DEVELOPMENT PROGRAM: ALIGNING PEOPLE STRATEGIES TO ORGANIZATIONAL OBJECTIVES**

*Stanley A. Braverman, Esq., MBA, Director, Master of Science in Human Capital Development Program*

Starting in the fall, La Salle will offer a new, fully online Master of Science in Human Capital Development (HCD) program within the College of Professional and Continuing Studies.

The HCD curriculum is designed for human resource practitioners and managers who are expected to guide development of their organizations’ workforce by strategically integrating its people, mission, goals, and objectives. It is a cutting-edge alternative to traditional human resource and to traditional human resource and business administration degrees.

Gone are the days where human resource professional’s transactional knowledge and expertise regarding benefits, performance appraisals, compensation, and recruitment alone can support an organization. Organizations require strategic thinkers, individuals who can link the expected needs of an organization and the skills of the individuals who make up that organization. The program was designed by faculty and academic administrators in the College, with input from an advisory panel composed of diverse practitioners and academics who were tasked with examining the need for a new curriculum.

This unique program combines theory, hands-on design experience, and management skills to provide learners with a theoretical and intellectual foundation of human capital development principles, methods, and techniques. The multidisciplinary curriculum draws courses from psychology, management, negotiation and conflict resolution theory, and instructional technology to offer learners a blend of theory and practice. Students are able to focus on a specific aspect of human capital development in fields such as education, health care, finance, global corporations, not-for-profit organizations, and government.

The curriculum is also an ideal bridge for graduates of organizational leadership, communication, and business degree programs seeking to continue their education at the master’s level.

CPCS Dean Joseph Ugras has explored various partnerships to benefit the launch of the HCD program. Especially noteworthy is a new partnership with the National Association of African Americans in Human Resources (NAAAHR). Early indications reflect a robust interest in the online master’s-level program.

For more information about the online Master of Science in Human Capital Development program, please call 215.991.3682 or visit www.lasalle.edu/humancapital.
FOCUS ON STUDENT: JILL WEISKOPF

Donna Erb, Assistant Director of Continuing Studies

On May 15, 2011, Jill Weiskopf walked proudly across the stage at Commencement and realized her goal of obtaining her Bachelor of Arts degree from La Salle University.

Weiskopf started her degree program in Corporate Communication in the fall of 2009 through the College of Professional and Continuing Studies (CPCS). She had completed her associate’s degree at Bucks County Community College and was able to transfer 54 of those credits toward her bachelor’s degree. While working full time and taking classes part time, Weiskopf realized she would need to make a significant change in her life to earn her degree sooner than later. Inspired and encouraged by one of her instructors, Weiskopf made a very important decision to leave her full time job and devote her time to being a full time student. She is grateful and happy that she had the support to make the decision to study full time and she completed her degree much sooner than originally anticipated.

Her decision to attend La Salle University resulted from recommendations she received on where to pursue the completion of her degree. It surprised Weiskopf to learn that quite a few people she approached on this subject were, in fact, La Salle University alums who strongly encouraged her to apply. After researching the programs offered by CPCS, she determined that “the Corporate Communication program was a good match for my skills and the public relations emphasis in this program captured my desire professionally.” She feels that her experiences through the program have been very rewarding in that the program utilizes real-world course material. “The faculty in the program are excellent, very encouraging, and forward thinking,” she said. They provided her with a new perspective on just how far you can go by pushing yourself. Weiskopf is appreciative of the mentoring she received from the faculty at La Salle and, as an alum of the University, is interested in playing an active part in providing mentoring to other students. In the beginning of her La Salle experience, she said one of her instructors told her that, “she would get out of her college experience what she put into it.”

While a student here, Weiskopf exhibited excellent leadership ability in establishing a chapter of the Golden Key International Honor Society at La Salle University. The first installment of La Salle students into this honor society took place on Feb. 20, 2011, at which time Weiskopf was also inducted. Due to her excellent academic record, she was also inducted in the spring of 2011 into Alpha Sigma Lambda, the Honor Society for Adult Students. She is also a member of PRSSA, Public Relations Student Society of America. During her final academic year, she traveled to Ireland for the religious history of Ireland course. She learned a great deal about Ireland and its religious history and had an amazing, memorable experience.

After graduation in May, Weiskopf will be relocating to Los Angeles, Calif., for a year to pursue a post-baccalaureate program in visual communication at the Fashion Institute of Design Merchandising (FIDM). She is eventually hoping to branch out into the field of urban design. In her desire to continue her strong connection to the University, she is hoping to locate a chapter of La Salle alums in the Los Angeles area to connect and network with fellow La Salle graduates.

NEWS FROM THE ORGANIZATIONAL LEADERSHIP PROGRAM

Stanley A. Braverman, Esq., MBA, Director, Organizational Leadership Online Degree-Completion Program

Over the past year, the Organizational Leadership program accelerated its transformation from its predecessor, Organizational Dynamics, into an online degree-completion program that better matches the College of Professional and Continuing Studies’ mission of reaching out to working adult learners.

Under Dean Joseph Ugras’ leadership, the program added a full-time Director, updated its curriculum, modified its format, attuned its entrance requirements, and explored various innovative partnerships.

The program changed the two controlled electives to free electives and replaced the microeconomics course with legal and ethical environment of business and replaced writing for business with writing for work (emphasizing writing by leaders and supervisors). All the changes were reviewed and approved by the Curriculum Committee.

Moving away from a blended 14-week semester format, the program now offers two fully online seven-week courses per semester concurrent with one 14-week online General Education course. This allows the most ambitious learners to take up to nine credits per semester.

In order to remain competitive among providers of online programs, the transfer credit policy was modified to allow additional students to transfer into the program. A minimum of 30 credits and a maximum of 70 credits are now required for admission. The acceptance of transfer credits was also relaxed slightly to include certain accredited courses not offered at La Salle University.

Many of the changes above were a result of extensive market research performed by two different marketing firms. La Salle has entered a program articulation agreement with Tiffin University, a virtual community college, to accept their transfer credits into our online degree-completion program. The program also entered into a partnership with Straighterline, allowing students to acquire American Council on Education-approved credits for transfer.

For more information about the online Organizational Leadership Degree-Completion Program, visit www.lasalle.edu/orgleadership or call 215.951.1100.
CPCS CONTINUES INTERNATIONAL INITIATIVES

Liz Heenan, Assistant Dean

During the 2010–2011 academic year, the College of Professional and Continuing Studies (CPCS) continued its focus on international initiatives in support of the University’s The Will to Excel strategic plan.

Through academic programming for international students, hosting academic leaders from international institutions, visiting universities abroad, and exploring new levels of learning options, the College is playing an integral part in moving the University forward in the global educational marketplace.

CPCS Dean Joseph Ugras has dual roles in these endeavors. As Dean of the College, he provides leadership in program development, explores important external partnerships, and channels the resources necessary to help achieve the University’s internationalization goals. He created the Summer Immersion Program that brings MBA students from Lasallian institutions abroad to La Salle’s Main Campus for a two-week, intensive academic and cultural experience. Participants live on campus and attend classes, visit regional corporations, meet with business leaders, and take full advantage of the social and cultural life of Philadelphia and the region.

Ugras administers the University’s Swiss MBA option, a 15-month, executive-format program offered in Basel, Switzerland. The curriculum consists of 45 credits taught by La Salle University faculty and local content experts living in Switzerland. The academic work is intensive—classes meet for one or two weekends per month, and students continue their work and submit final assignments the following month. In addition to the program in Switzerland, Ugras also is responsible for administering the contractual and financial aspects of our graduate programs in the Czech Republic and Greece.

A new undergraduate program is being developed, with support from Ugras, with Lasallian universities in Barcelona and Madrid, Spain. Plans call for Spanish students to spend the first three years at their home institutions and then travel to our Main Campus for their fourth and final year of study. This will be the first program of its kind at La Salle. As part of the planning process, the President and Vice President of La Salle University in Madrid visited our campus last March.

A major new initiative will be launched during the 2011–12 academic year under the College’s auspices. The English Language Institute (ELI) will provide full-time, non-credit courses in English as a second language (ESL) to international students who have been conditionally accepted to the University. Students will test into the appropriate level(s) of ESL instruction and, upon successful completion, will transition into other University academic programs. The ELI will be one component of a larger effort known as the International Institute, which eventually will be the coordinating unit for several other international programming activities, including summer immersion programs and non-credit online professional education courses.

Ugras’s other role is as an active member and leader in the University Professional and Continuing Education Association (UPCEA), the professional organization for adult and continuing education units. His particular emphasis with UPCEA for the past two years has been as the Chair of its Global Associates group. Global Associates is a knowledge network dedicated to identifying global higher education and training needs, fostering collaboration, sharing best practices, and keeping its members abreast of developments in international education.

Participating institutional members of Global Associates, including both private and public institutions as well as Ivy League schools, choose a country to focus on each year. In a symposium in Washington, D.C., representatives share important information about current trends in that country. The symposium is followed by a trip to the country where associates meet with representatives from educational institutions, share ideas, and explore partnerships.


For Ugras, as both Dean of CPCS and Chair of UPCEA’s Global Associates, there is great potential in this type of international exchange. “We selected Vietnam as a country of focus for 2010 because we see the potential for creating new educational opportunities for citizens in both countries,” he said. As a result of his trip to Vietnam, Ugras was able to host visitors from a number of Vietnamese educational institutions on our campus in December 2010.

At the 2011 UPCEA national conference in Toronto in April, Ugras participated in three presentations, two of which had the theme of international education. He moderated a pre-conference workshop, titled “Global Associates International Symposium—Internationalization: Myth vs. Reality.” Representatives from Boston College and York University, along with an internationalization consultant, addressed the idea of internationalization as a distinct concept and how it can become an integral part of institutional mission statements, policies, and strategies. He also was a panelist in a session titled “Developing International Programs—Lesson Learned.”

The College’s involvement with UPCEA will take on an added dimension in fall 2011, when it serves as the host institution for the Association’s mid-Atlantic regional conference. It will be held at the Nassau Inn in Princeton, N.J., and will include concurrent sessions on international topics, as well as others, such as emerging learning technologies, current trends in non-credit programming, Middle States standards for distance education, and assessment of learning.
On the morning of Jan. 17, 2009, it was difficult to think spring-like thoughts. A biting wind was whipping down Olney Avenue, and the temperature, which had hovered in the low teens for much of the night, dipped into the single digits just before a watery-looking sun made its appearance over main campus. But from an academic perspective, spring was here! The spring 2009 term was kicking off and, with it, a new offering from the College of Professional and Continuing Studies: the Corporate Communication Accelerated Degree-Completion Program. Among those heavily bundled students quick-stepping across campus on that frosty morning were the members of the new program’s first cohort, embarking on a journey that would eventually encompass 18 months of study comprising 13 individual courses.

Recently, the members of that first cohort gathered with the program’s faculty and administration to celebrate their participation in the successful completion of the program’s first rotation of courses, and to talk about their experiences as the program’s “test pilots.”

“We’ve rolled out new programs before, but each one is unique,” said Donna Erb, Assistant Director in the College of Professional and Continuing Studies. “With the Business Communication Program, we were fortunate to have administrators, faculty, and students who were all excited about being a part of something new and who really contributed to the direction and success of the first rotation.”

Instructors described their experience in the first program rotation as both challenging and rewarding. Bob O’Brien, who teaches public relations writing, found it both necessary and enlightening to adjust and recalibrate his instructional style to meet the varied professional backgrounds and career aspirations of the program’s students. “You need to absorb more deeply where each student has been, where they are, where they hope to go, and how you can best help get them on their way,” O’Brien said.

Jamie Gairo, who teaches business and professional communication, noted that the experience and caliber of the students created a “graduate-level” dynamic in her course. Gairo was also inspired by the commitment of the students, some of whom weathered significant professional and personal challenges during the program and yet maintained their focus on their academic goal.

Students also felt the sense of challenge and reward. Rory McGlasson, a member of the first cohort, remembered “staring in-front of the computer screen seeking words for that final essay, or sitting late at night on a weekend engulfed in a textbook.”

“Going to school can be a lonely time for the adult student,” McGlasson said. “But having a team of expert instructors and administrators who truly understand the complexities of being a continuing studies student really helps.”

Since the completion of the first rotation, a second rotation has also concluded with similar high marks from participants. Jill Weiskopf, ‘11, said that she will “take from La Salle a wealth of knowledge and piece of each of my professors that they have instilled in me through the close academic relationship provided by the program.”

A third cohort is planned for the fall 2011 term. On May 9, 2011, La Salle’s Curriculum and Standards Committee unanimously approved the change of the program name from Corporate Communication to Business Communication. This change is being made to better reflect the program’s goal to present a course of study that is broadly applicable across a range of business roles. The change will be in effect beginning in the fall.

For more information about the Business Communication Degree-Completion program, visit www.lasalle.edu/buscomm or call 215.951.1100.
FOCUS ON NEW STAFF

Stanley A. Braverman, Esq., MBA
Director, Human Capital Development Graduate Program
Director, Organizational Leadership Undergraduate Degree-Completion Program

Stanley A. Braverman, Esq., is the Director of the new online Master of Science in Human Capital Development program, which begins in fall 2011. He is concurrently the Director of the online Bachelor of Arts in Organizational Leadership program. Previously at La Salle, he was the Director of the Negotiation and Conflict Resolution Institute. He is President of Braverman Associates, LLC, a national consulting firm specializing in workplace dispute resolution and negotiation skills. He is the former Deputy District Director for the Philadelphia District of the Equal Employment Opportunity Commission (EEOC). In that position, he managed administrative judges, federal investigators, mediators, and the support staff for six states. Braverman’s expertise in employment law, negotiation techniques, and workplace conflict resolution are well known nationally. He was Associate Counsel for Personnel and Ethics as well as a trial attorney for the Defense Logistics Agency with responsibility for employment law matters relating to workplace discrimination, conduct, ethics, and performance. He has mediated employment cases in more than 20 states.

Braverman is the author of RESOLVE, an award-winning mediation program that covered more than 50,000 employees worldwide. He is the architect of the 2010 EEOC Administrative Settlement Envoy (EASE) initiative at the EEOC. Braverman was inducted into the Federal Executive Board, Partners in Equity Hall of Fame. He has appeared as a guest expert on the cable television show “Law Journal Television.” He was a faculty-adviser at the Earl Mack School of Law at Drexel University for the 2010 American Bar Association Mediation Advocacy Competition. He has been an adjunct faculty member at Rider University, Chestnut Hill College, and La Salle University. He earned a juris doctor from Temple University School of Law and earned both his MBA and bachelor’s degree in business from Drexel University.

Lynnette Clement
Online Program Coordinator

Lynnette Clement came to La Salle University after seven years of service at the University of the Sciences in Philadelphia (USP). She joined La Salle in 2007 as the administrative assistant in the College of Professional and Continuing Studies and quickly was a welcomed addition to the staff. Clement enjoys working with the evening adult student population and goes above and beyond her role to help students achieve academic, social, and emotional growth. She previously volunteered her services in the Academic and Learning Support Services department as a CSC 151 tutor for students in the Bilingual Undergraduate Studies for Collegiate Advancement (BUSCA) program.

In May 2010, Clement earned her Bachelor of Arts in psychology from La Salle and was promoted to be the College’s Online Program Coordinator. Clement is currently enrolled in the Graduate Education program at La Salle. She is a member of the Golden Key International Honor Society and the Pennsylvania State Education Association.

Tomea Knight
Director of Marketing

Tomea Knight joined La Salle University in May 2010 as Director of Marketing for the College of Professional and Continuing Studies. Previously, since September 2006, Knight had worked as Associate Director of Marketing and Communications for the MBA and M.S. programs at Temple University’s Fox School of Business. She worked very closely with the MBA admissions team, program administrators, the Graduate Career Management Center, faculty, and students to develop strategic marketing plans that boosted brand awareness and spurred interest among MBA prospects on a regional, national, and international level. Prior to joining the Fox School, Knight’s background included experience in nonprofit fundraising and sports marketing. She holds a Bachelor of Science in marketing from Rutgers University and has recently enrolled in La Salle’s MBA program.

Angela Kostelny
Administrative Assistant

Angela Kostelny is the newest member of the College of Professional and Continuing Studies Dean’s Office staff. She completed her bachelor’s degree in marketing at La Salle in January of 2009. After graduating, Kostelny spent time working as a paralegal for a criminal defense law firm in Center City Philadelphia. While enjoying the challenging nature of the legal world, Kostelny decided she wanted to pursue her educational goal of a master’s degree. While working in the Dean’s Office, providing support and services to undergraduate students, she intends to enroll in La Salle’s Instructional Technology Management program in the fall.
If you bring up the name Steve Hart around La Salle, you will instantly know the buzz that surrounds his course offerings, and you will collect similar responses about him as a professor and a person—all variations of “Wow, what an amazing guy.”

And he is. Steve's list of professional accomplishments is seemingly endless. He works as the Vice President of Human Capital Development at the Federal Reserve Bank in Philadelphia where he heads Organizational Learning and Development and Staffing and Recruiting. He also leads the Bank’s industry award-winning Professional Education Program which provides learning consulting services and develops various online and blended learning programs for use by the Federal Reserve System. Steve has received numerous accolades for his outstanding contributions to online learning—and somehow, he finds the time for personal ones, too, like playing guitar and recording with members of St. David's Parish in Willow Grove, Pa.

On a personal note, Hart is one of a handful of La Salle professors who have greatly influenced me—the one whom I credit with providing me the guidance and encouragement to change my life. When provided with the opportunity to sit down and find out about the journey that brought him so much wisdom, I was elated. The questions I wanted to ask him came to mind faster than I could scribble them down. But, when the time came to meet, I took a page out of his book: I let go of control and let the conversation unfold.

I asked Hart where he was first introduced to the concept of Complex Adaptive Systems, the guiding principle of his life's work: "I think I always had it in me," he said, "but my first awakening was during my time spent teaching at a rehabilitation school for boys." After earning his first degree at Durham University in England and working at a boarding school for maladjusted youth, he determined that the right transformation for a person was very much based on his or her environment. “We had to recalibrate—to create alternative ways of thinking to create meaningful change,” he said. According to Hart, we often debilitate ourselves by conforming to other people’s visions of reality, rather than shaping the reality to support ourselves. “It’s all about breaking free from the assumptions that hold you in place, so that you can come through on your own and allow your authentic self to guide you on your journey to exploring your passion,” he said.

That journey brought Hart to La Salle first as a student, then as a leader. After moving from the U.K. to Philadelphia (his wife Loretta’s hometown) in 1980, he began to search for a university in the area where he could earn a degree more marketable in the U.S. “La Salle was the most welcoming,” he said, “and Brother Joseph Bender, F.S.C., and I developed a great relationship, as he helped me with credit equivalencies and the admissions process.”

After graduating with a business and marketing degree, Hart went on to pursue his master’s degree in organizational dynamics at the University of Pennsylvania. Eventually, he ended up back at La Salle in 2001, after being contacted by Judith Stull, Ph.D., to teach the modern organizations course as part of the new Organizational Dynamics program. Since then, he has acted as both Director of the program and adjunct professor—a position that fulfills his passion for teaching.

“It’s important to read situations, follow the meaningful relationships, look for the real connection, and ask, ‘Is this doing honor to my spirit?’” he said. “I didn’t know it when I first spoke with Brother Bender, but 20 years down the road, I know it was those early meaningful relationships that made La Salle my home.”
On Thursday, May 17, 2010, La Salle University entered into a Dual Admissions Transfer Agreement with Mercer County Community College. The agreement allows students from Mercer County Community College who obtained an associate's degree to transfer into a proposed major at La Salle University. The majors eligible under this agreement are business administration, computer science, criminal justice, liberal arts, and biology.

La Salle University also signed a Dual Admissions Transfer Agreement with Montgomery County Community College on April 13, 2011. Under this agreement, Montgomery County Community College students who graduate with an associate's degree in arts or science with the required minimum GPA will be granted admission to La Salle University.

Qualified students from both community colleges enrolling in a full-time day program offered at La Salle University’s Main Campus are also eligible to receive a Founders Scholarship. The scholarship amounts will vary between $6,000 and $15,000 depending on GPA earned.