

A Note From Bette Matkowski President of the Denver Campus

First of all, I want to thank all the admissions representatives for your extraordinary kindness to my family and me in the first several months of my presidency. I enjoyed getting to meet so many of you when you were in Denver. Being a president is-in many ways-a "family affair", and Joe, Anne, and I have appreciated getting to know many of you.

Let me note those qualities which have struck me as exceptional about this campus and the university.

- The quality of the faculty is, to my mind, excellent. One of my first indications of the faculty's quality was that so many faculty voluntarily attended the honors fly-in. That is, instead of seeing their role as separate and distinct from enrollment, they embraced that responsibility, and several spent almost the entire weekend on campus meeting prospective students and their parents.
- Secondly, I appreciate the university's commitment to doing things right. With an outsider's fresh perspective-I see the good things that go on here. I see things as basic as the cleanliness of the buildings, the general civility of students, the use of good data, the planning, the university participation-all of that adds up to a campus that cares about doing things right.

- Of interest to me as well is the image and visibility of J&W in the Denver metro area and in Colorado. I must tell you the image of the university within the Denver metro area is amazing. To have made such a footprint in only five years is nothing short of miraculous, and I know it is not the work of one department-it is the work of everyone, and I credit a great deal of that image to the admissions representatives.

Let me talk a little about where I see the Denver campus going in the future. It is very important to me to create "the best university experience in Colorado for students." As one of 7 universities in Colorado, we are in a particularly good position to put ourselves forth as Colorado's best university experience. We have all the advantages of a university with none of the disadvantages. We are financially sound; our student population of 1500 or so allows us to behave like a small college and build strong relationships with most of our students; we are committed and like-minded about the university's mission; we are operationally stable; our public image is excellent. When I look at the university's mission, I want to stress that we are going to expand the student's ability to "succeed in today's dynamic world." I am urging everyone of you to agree that our work must focus-ever more diligently-on providing the "best university experience in Colorado."

I want us to build on our already existing strengths to become even better at creating and extending the best possible university experience to our students. We want a learning climate that provides our students the skills and knowledge they need for better jobs, for the chance to be leaders in their industries. We're going to build on the core values of Johnson & Wales-to be market-driven, experiential, student-centered, globally oriented, and career focused. I'm asking that we invest in our success and that we give our intellect, our energy, and our time to intensifying what is already wonderful about the Denver campus.

We can become the "best university experience in Colorado" by focusing on several strategic objectives:

We want to provide the best services to our students.

One of our core values is to be "student-centered" and this means that we ground our teaching and learning in students. But it also means that we create a learning and living environment on our campus that is student-centered. How do we ensure that our students are good citizens of the campus community? If we prepare them for meaningful employment, but we miss the chance to prepare them to be good citizens of their communities, that is a mistake. To that end, I want us to take our services for our students from "good to great."

We want to provide the best learning culture and environment.

Inside this issue:

<i>Denver Campus History</i>	2
<i>Faculty Spotlight</i>	2
<i>Your Territory and the World Wide Web</i>	2
<i>Note from President Matkowski continued</i>	3
<i>Best Practices</i>	3
<i>Motivational Quote</i>	4
<i>Safety on the Road</i>	4

Colorado Fun Facts:

- Colorado averages 300 days of sunshine annually.
- Katherine Lee Bates wrote "America the Beautiful" after being inspired by the view from Pikes Peak.
- The highest paved road in North America is the Road to Mt. Evans. The road climbs up to 14,258 feet above sea level.



Treat Hall on the Denver Campus. This building was the original Colorado Women's College.

Treat Hall and the History of the Denver Campus

In its 113-year history, historic Treat Hall has served a number of purposes: classroom building, dormitory, and administration offices. It has also been home to multiple institutions: first, Colorado Women's College; next University of Denver; and now Johnson & Wales University. Throughout these various uses and tenants, Treat Hall has always been the focal point of this campus. Its location, architecture, and sense of grandeur make it one of the most noteworthy structures in the City of Denver.

Treat Hall was built in two stages. The southern half of the

building, distinct with its red stone masonry exterior, began construction in 1889, but due to funding shortfalls, was not completed until 1909. The northern portion of Treat Hall, with its brick and terra cotta exterior, was added in 1916. Before Colorado Women's College fully developed the campus Treat Hall housed the school in its entirety. Classrooms, dormitory rooms, and even the President's living quarters were all contained within the walls of Treat Hall.

For all of its irreplaceable attributes, historic Treat Hall has suffered from lack of capital and outright neglect. Colorado

Women's College faced a string of financial difficulties that prevented it from investing additional funds into Treat Hall. When the University of Denver acquired the campus in 1982, it determined the cost of rehabilitating Treat Hall outweighed the future benefits it would provide.

Johnson & Wales has been raising the funds needed to rehabilitate Treat Hall. Upon completion of this project, historic Treat Hall will contain 55 guest-rooms, approximately 4,000 square feet of meeting space, and a first class restaurant and lounge. The hotel will be a four-star facility.

Denver Faculty Spotlight: Dr. Vincent C. Wincelowicz Certified in Homeland Security—Level III



Dr. Wincelowicz is an associate Professor of Criminal Justice at Johnson and Wales University; he is the former Chair for Public Safety Management at the Community College of Denver and an independent consultant for Security Management, Loss Prevention, Critical Incident Responses, and Homeland Security. He received his Bachelor's Degree (1971) in history from Richmond College, City University of New York; his Master's Degree

(1976) in Criminal Justice from John Jay College of Criminal Justice, City University of New York; and, his Doctorate in Public Administration (2003) from the University of Southern California. Dr. Wincelowicz has over 30 years of law enforcement and security management experience. He has been a consultant to corporations and public agencies throughout the United States. He has served as the Chairperson for the Denver

Mile-High Chapter— American Society for Industrial Security. Currently, Dr. Wincelowicz works directly with the Department of Homeland Security-FEMA as a consultant in their Higher Education Project, and Prepare America Campaign to help educate citizens to better understand the continued threat to Homeland Security.

Researching Your Territory Utilizing the World Wide Web



Utilizing the internet to research your territory will save you time and make you more productive.

As you are aware, there is unlimited information available to everyone using the internet. We are going to give you some websites that can assist you in understanding and managing your territory. Some commonly used search engines:

www.greatschools.net
www.altavista.com
www.google.com

www.whowhere.com
www.yahoo.com
www.msn.com

These sites can help you locate the Department of Education's website for your state. Use the state site to determine how many High Schools are in your territory. You can find information on state NSO's through search engines.

Other helpful websites are:

www.asd.com (American Schools Directory)
www.nais.org (Private School List)
www.deca.org
www.fccla.com
www.overview.com/colleges (Basic info on US Vo-Techs, Community Colleges, and Universities. If used wisely the Internet is a very helpful tool.

President Matkowski continued from page I

We want to protect the learning culture and environment that marks this campus-and in fact we want to intensify-to take to new levels-what we already do well. We will be taking a serious look at adding a graduate school to this campus, perhaps as soon as Fall 2006. We will be assessing the viability of at least one new or expanded program for Fall 2006, in addition to the culinary nutrition program which begins this fall. I have asked Dean Griffin to begin investigating online learning options as well as extended weekend and evening classes and/or programs. At this point, we also anticipate that the education school, where enrollment looks very good for Fall 2005, will remain a part of our campus offerings for at least another year.

We are also going to take a fresh look at the students we are recruiting-with particular at-

tention paid to adult students and students from Colorado's community colleges.

There are 116,000 students in Colorado's community colleges. Our first step in making ourselves known to community college students was last month at the Phi Theta Kappa luncheon where we gave \$20,000 scholarships to the 27 students who were being honored for their academic achievement-this was a \$540,000 commitment that was the first step in letting the community colleges know that we are serious about recruiting their graduates. If we are going to aggressively reach out to a new market of adults, we must ensure that we have the programming, the schedules, the marketing, the services, and the scholarships that will attract adult students. Until we have the ability to serve these students well-to offer them the best university

experience in Colorado, we will be taking "baby steps" in this area-but we do intend to look hard at this market. I think that you should expect that there will be a new staff position devoted to adults and community college graduates.

We want to provide the best campus climate.

As I mentioned earlier, I've been very impressed by the climate of this campus. We want good people to stay here. Good people do good work. Good people make this a good place to work. I am committed to regular communication with faculty, staff, and students. I believe that good communication contributes to a climate of trust that is essential to making this a good place to learn and work.

I believe we are the perfect university to step forward-in these difficult times in Colorado-to put our stamp on quality education.



President Bette Matkowski of the Denver Colorado campus

I am honored to be here. I am humbled by the talent and the hard work of all of you. I am humbled by what students tell me of their experiences here. What I'm asking is that we take the next step-the right step-and commit to providing the best university experience in Colorado to all our students.

Best Practices: Applications to Deposits

Apps to Deposits:

Check the Rep System daily for students accepted the prior day, then call those students to congratulate them. You will be the first to pass this exciting news along to them, and they will remember you. This will also let you know how serious this student is about

attending J&W. Break your calls into manageable numbers, it can be overwhelming if you are faced with 200 calls. A manageable number of calls made each day will make the task less daunting. Don't make "cold calls". There is always a reason to call one of your students. You can promote a Fly-in,

Open House, Accepted student days etc... Use this as an ice breaker. When calling students the call will be more productive if you approach it with a goal in mind. Getting a commitment for a deposit or a campus visit is always a good goal to shoot for.



Your telemarketing will be more productive if you have a goal for each call.



Motivational Quote

“The only thing that stands between a man and what he wants from life is often merely the will to try it and the faith to believe that it is possible.”

- Richard M. DeVos

AAA Safety on the Road: Did You Check Your Hoses?

One of the major causes of a breakdown on the road is preventable; it is hose failure.

Hoses carry your car's fluids and vacuum systems such as cruise control.

Cold Engine Inspection: Check around hose connections for leaks, cracks and insure clamps are tight but not over tightened. Firmly squeeze each radiator and heater

hose. If you hear a “crunch” sound or the hose feels hard replace it. If the hose is extremely soft, sticky or covered in oil it should be replaced.

Warm Engine Inspection: When the engine is fully warm put the car in park and shut off the engine. Open the hood (be careful the engine is hot) look for swollen areas on the hose. These areas indicate

weak spots where the hose could break. Check the ends of the hoses for dampness or dried coolant buildup. This could indicate a cold leak after your engine cools down. A cold leak can usually be fixed with a minor clamp adjustment of gasket replacement. This simple inspection process can help save you from breakdowns in the future.



Proper care and preventative maintenance will save you time and money down the road.