

Parent CONNECTION

News for Families of Johnson & Wales University



JOHNSON & WALES
UNIVERSITY

NORTH MIAMI CAMPUS

PAWS

Parent Ambassadors
Working for Students

Spring 2009

www.jwu.edu/northmiami/parents • paws.mia@jwu.edu • 305-892-7567

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FROM THE DEAN'S DESK

Dear Parents and Families,

The spring term is very exciting in many ways. Some students are getting ready for their graduation while others are making arrangements to go home for the summer and also preparing for their return in the fall. Naturally, our spring issue is full of information on how you and your son or daughter can prepare for graduation or the next academic year.



Ismare Monreal
Dean of Students &
Parent Liaison

If your son or daughter is graduating, congratulations! I know that a college degree is a team effort between students and their parents, and I know you are as happy as we are to see your child fulfill such a significant accomplishment. For information on the graduation process and Commencement ceremony, please visit www.jwu.edu/commencement and read the FAQs section on Page 2 of this newsletter.

If your son or daughter is planning to return to JWU in the fall, I encourage you to take a look at our FAST FORWARD program on Page 2. Perhaps the most important step you can take is to complete the Free Application for Federal Student Aid (FAFSA) by the March 1 priority filing deadline, or as soon as possible thereafter.

I know many college students and their families are experiencing the negative effects of today's economy. Luckily, the recently passed economic stimulus plan includes several elements that will make it easier for families to afford a higher education (see the article on this page for details). I encourage you to speak with our Student Financial Service team (1-866-598-3567 or 305-892-7006) if you have questions or need help preparing for Fall 2009.

As always, please feel free to contact me at ismare.monreal@jwu.edu or 305-892-7567 if I can assist you in any way. I hope to see you at graduation, or another campus event in the near future.

Business students gain hands-on experience with espresso project

Students are accustomed to working under the deadline of term papers and classroom presentations. But in January, a group of business students experienced the pressure felt by high-powered marketing executives.

Managing partners Joseph Hanono and Jeff Stone of Trucillo USA, an international espresso brand, asked students to prepare marketing presentations to launch the Trucillo brand in the United States.

Before the presentations, Hanono and Stone spent time with the students during the first week of the term to present the Trucillo USA story and answer any questions that the students had before they began work on their projects.

The students met with the partners to



Marketing professors Mark Neckes (left) and Jack Rose (right) worked with their students to create marketing campaigns for Trucillo USA, a new espresso company founded by Jeff Stone and Joseph Hanono (center).

learn more about the company's branding strategy and its plans for expansion in the United States. Students from Principles of Marketing, Retailing, Business-to-Business

■ See **ESPRESSO**, Page 3

Stimulus package to help college families

The recently passed economic stimulus package includes an estimated \$32 billion in additional funding for higher education to help families cope with the challenging economic climate.

Some of the highlights of the package include:

- An increase in the maximum Pell Grant. Starting July 1, the maximum grant will be \$5,350 (compared to the current maximum of \$4,731). In 2010-2011, the maximum increases to \$5,550. An additional 800,000 students are estimated to qualify for Pell funding.
- The tuition tax credit has been increased to \$2,500.

- An increase in funding for the Federal Work-Study program. The program allows eligible students to earn federal money for working on campus or in the community.
- Computer expenses can now be claimed as allowable expenses for 529 college savings plans.

As a reminder, the Free Application for Federal Student Aid (FAFSA) is a prerequisite to accessing most financial aid programs, including the university's scholarship and grant programs. Please complete the FAFSA online at www.fafsa.ed.gov as soon as possible.

For additional details, please speak with Student Financial Services or your tax adviser.

PARENT PERSPECTIVE

Berrios family shares JWU experiences

Carmen and Luis Berrios, parents of culinary arts freshman Luis Berrios Jr. spoke to Parent Connection about their experiences with the North Miami Campus. The Berrios family is from Clermont, Fla.

Parent Connection: *How did your son become interested in the culinary arts field?*

Berrios Family: Luis always showed interest in the culinary field. When he was about five or six years old, he went to the kitchen and took everything out of the refrigerator and started mixing everything that he was able to get his hands on and serving it as “dinner” for his little sister who was only two at the time.

PC: *How did your family learn about JWU?*

BF: When Luis was in Hungerford High School, one of his teachers mentioned Johnson & Wales University. He became interested in JWU about three years before he graduated from high school, and it became his goal to attend Johnson & Wales.

PC: *What do you feel makes JWU the right fit for your child?*

BF: We went to a couple of different culinary schools, but what made the difference were the advanced kitchens and all of the clubs and organizations that Luis could participate in after class. He has been working at Chick-Fil-A for a while, and recently decided to resign so he can spend more time with campus activities and volunteering. Every day he gets more excited about the school.

PC: *What advice would you share with other JWU parents about having a successful experience at JWU?*

BF: Work with the staff when you have a concern. At first I was worried that he would be on his own at college, but that didn't happen. If Luis has a doubt or concern, he always has someone he can go to that will help him with any decision he needs to make. I am glad he has people at the campus taking care of him.

To be interviewed for the Parent Perspective column, e-mail paws.mia@jwu.edu.



JWU parents Carmen and Luis Berrios with their son Luis Jr., a culinary arts freshman, and daughter Hildanyse.

FAQs to ease spring term ‘crunch’

Work with your student to prepare for Fall 2009 or graduation

GRADUATES

What does my child need to do to prepare for graduation?

Students who will complete their degree in November 2008, February 2009, May 2009 or September 2009 qualify to walk for the May 2009 graduation ceremony.

Paperwork: Students must submit the Diploma Application and Graduate Exit Interview and Form by March 13 to Student Academic & Financial Services. These can be found at Student Academic & Financial Services, in the graduation booklet or at www.jwu.edu/commencement/northmiami.

Cap & gown pickup: Available at the Bookstore now through May 22. Graduates must submit their diploma application and exit interview to Student Academic & Financial Services and present a Cap & Gown Voucher at the Bookstore to pick up their cap and gown. Students who are unable to pick up a cap and gown before May 22 may pick it up at the ceremony.

Ceremony: Sunday, May 24, 2009, 10 a.m., Miami Beach Convention Center, Hall C. Graduates must arrive to the convention center by 8:30 a.m.; guests must be seated before doors close at 9:45 a.m.

Details: Visit the Web site, www.jwu.edu/commencement/northmiami for directions to the convention center, discounts on rental cars, flights and hotels, and additional information about the ceremony. You may also call the graduation hotline at 305-892-5388.

RETURNING STUDENTS

What should my son or daughter do now to prepare for the Fall 2009 term?

The university's FAST FORWARD program helps students prepare for the Fall 2009 term before they leave classes in the previous spring. Through this program, students are encouraged to take care of as much university business as possible, including register for fall classes, establish a financial plan with Student Financial Services, and ensure any holds are removed from their accounts. A full list of recommended processes is available at www.jwu.edu/northmiami/parents.

As an added incentive to participate in the program, students who complete minimum criteria by Friday, May 1, 2009 at 4:30 p.m. will qualify for prizes.

To qualify for the FAST FORWARD drawing, students must complete the following three steps:

- Self-schedule for fall 2009 in uconnect or visit Student Academic Services to schedule classes with an advisor.
- Create a fall term payment plan with Student Financial Services.

- Make sure all holds are cleared by checking uconnect.

Even after a student has successfully completed the FAST FORWARD process by May 1, students must still monitor their JWU e-mail throughout the summer to ensure they satisfy any other university requirements (i.e., clear any holds before the start of the 2009-2010 academic year).

Returning students who have not been cleared for the fall term by Aug. 7 will have their schedules and housing assignments deleted on Aug. 10.

What do I need to do now to help maximize the amount of financial aid my child will receive for next year?

For need-based financial assistance (grants, student loans and work study), visit www.fafsa.ed.gov with your child and complete the upcoming year's FAFSA form by March 1 for maximum eligibility. The awarding of need based financial aid will begin by mid-March for brand new JWU students and by mid-April for returning students.

For scholarships, timing is everything. The scholarship season is not over yet, but it will be soon, with most scholarship deadlines ending by late March. You and your child should visit our website at www.jwu.edu/sfs and click on “scholarships” to find out information on scholarships that JWU offers as well as those from outside agencies. If you click on scholarships “from outside agencies” you will be connected with dozens of free scholarship search engines that can connect you and your child with thousands of private scholarship organizations.

If you are having challenges navigating the financial aid process, please call Student Financial Services at 1-866-598-3567 or 305-892-7006.

How do I extend my child's university health insurance through the summer months?

If your child is taking summer classes, he or she will receive an automatic extension of the university's health insurance coverage. If not, the coverage will lapse until Fall 2009 unless you contact the insurance company and register for extended summer coverage.

To register to extend your son or daughter's university health insurance, please contact Koster Insurance directly at 1-800-457-5599. You must register for this extension by the end of the spring term.

The extension premium is very reasonable, and taking advantage of this opportunity will ensure that your son or daughter will have uninterrupted insurance coverage through the summer months.

Signature events planned for spring

The spring term is just a few days away, and we encourage students and parents to mark their calendars for some important activities.

Students returning to JWU for the 2009-2010 academic year should begin preparing now through the campus' **FAST FORWARD** program (see Frequently Asked Questions on Page 2 for details). Students who complete financial and academic processes before May not only will be prepared for Fall 2009, but will also have a chance to win great prizes.

One of the Office of Student Activities' (OSA) most popular events, **Bash at the Beach** will be occurring on May 16 at John Lloyd State Park. This fun day in the sun, includes free barbeque, food and games for all the students. Students have the opportunity to catch free bus rides to and from the beach during the event. This is a way to make memories with friends and end the school year enjoying South Florida's amazing weather and beaches.

OSA is hosting the **Student Activities Leadership Banquet** at the Miami Shores Country Club. The banquet is being held on

Thursday, May 7 from 6 – 9 p.m. and is open to our student organization leaders and advisers. Numerous awards and certificates will be presented throughout the evening, including awards for the Student Leader of the Year, Organization Program of the Year, Fraternity Member of the Year, and Sorority Member of the Year, and Senior Leader of the Year.

This year's **Graduation Expo** is paired with Career Development's **Spring Career Expo** and will occur March 26 from 11 a.m. to 2 p.m. on the first floor of the University Center. During this event, students have the opportunity to network with employers representing the business, culinary arts and hospitality industries, while also completing required graduation paperwork and learning of important graduation deadlines. A photographer will



This year's Spring Career Expo will give students a chance to network with employers who have full-time, part-time and internship openings. This year's event is March 26 and will include an information table for students who are graduating.

be available to take senior photos, as well as a representative from Traditions who will have a variety of class rings the students can peruse and order.

More information regarding these events will be posted to the North Miami Campus Update e-mailed to students each Friday.

Cooking with superstars



More than 20 culinary students had the opportunity to work with Food Network star Alton Brown and JWU alumna Michelle Bernstein at the JWU/Arsh Center Celebrity Chef series. The next event is March 19 with Tom Colicchio, head judge on 'Top Chef'.

Students perk up to marketing project

■ From **ESPRESSO**, Page 1

Marketing and Strategic Marketing courses were asked to develop marketing strategies with a focus on slogans and advertising, store layouts, business-to-business marketing and in-depth strategic marketing planning. Each topic was reviewed using specific criteria for each category. The presentations allowed the students to gain insight on working in teams, presentations skills, strategic planning and brand development.

The winning group from each class was awarded a dinner outing with Hanono and Stone.

"Students usually do their best work, and have the most fun with projects that are real and involve our industry partners," said Jack J. Rose, the professor who led the project across multiple marketing classes. "The experience they get with real clients, like Jeff and Joseph, helps them transition smoothly into successful careers and affords them networking opportunities for great positions after graduation."

Campus' new 'Gold Cards' encourage feedback

Students at the North Miami Campus now have a new way to evaluate their experience on campus thanks to feedback cards placed throughout the campus and in student service departments.

The 'Gold Cards,' which are printed on golden yellow paper, were launched to give students another way to rate their interactions with individual staff members. Staff members will hand them out as they interact with students, and students may also pick them up from one of the Feedback Zone boxes located

around campus.

The cards ask students to respond to three questions, and include space on the back to provide additional comments about the student's experience. Students may provide their name, or feedback may be submitted anonymously. The cards also offer students an option to request that a member of campus administration call them back to follow up on the feedback provided.

"The Gold Cards give students another way to tell us what we're doing well and also

let us know what we can improve upon," said Jordan Fickess, executive administrator. "We hope to provide the best possible experience for our students. To do this, it is essential for our students to let us know how we're doing and make recommendations."

The program was launched in mid-February, and includes an e-mail address (feedbackzone.mia@jwu.edu) for students who wish to provide their feedback electronically.

Important Dates

March 2009

- 1 Priority filing date for Free Application for Federal Student Aid (FAFSA)
- 10 1st day of class for spring term
- 13 Deadline for Graduation paperwork
- 20 Registration opens for Summer term
- 26 Spring Career & Grad Expo

April 2009

- 17 Registration opens for Fall term
- 30 Athletics Awards Banquet

May 2009

- TBA Summer housing placements
- 1 Summer school tuition due
- 7 Student Activities Awards Banquet
- 14 University Awards Banquet
- 16 Bash at the Beach
- 21 Spring term ends
- 22 Residence halls close for underclassmen at noon
- 24 Commencement
- 31 Residence halls close for grads at 4 p.m.
- Residence halls open for summer students

June 2009

- 1 Summer co-op/internship begins
- 1-25 Summer session 1 begins and ends
- 29 Summer session 2 begins

July 2009

- 23 Summer session 2 ends

August 2009

- TBA Returning student payment deadline
- 15 Summer co-op/ internship ends

September 2009

- 7 Returning student move-in
- 8 First day of classes for 2009-2010 academic year

Please check the FAQs section on Page 2 for important deadlines related to graduation and the Fall 2009 term.

This calendar is for planning purposes only, and is subject to change.

Cultural community explores Spanish art



Elisha Jennings (left) Sue-Ann Haase (right) are two of the students who visited a Salvador Dalí art exhibit at the Freedom Tower in downtown Miami as part of Residential Life's Cultural Living Learning Community.

ABOUT PAWS

Parent Ambassadors Working for Students (PAWS) is an initiative led by the Office of Student Affairs at the North Miami Campus to engage parents in the university experience. *Parent Connection* is published four times a year and mailed to each student's permanent address. To add your name to our e-mail distribution, e-mail paws.mia@jwu.edu with your name and your student's name. For more information on PAWS, visit the university's new Web site at www.jwu.edu/northmiami/parents, call **305-892-7567** or e-mail paws.mia@jwu.edu.

Would you like to receive *Parent Connection* via e-mail? E-mail your name and your student's name to paws.mia@jwu.edu to join our e-mail list.

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