



## College unveils new graphic identity

Last week, the college launched a new institutional identity in order to ensure a more consistent image is being displayed to the world.

“The new logo is a pictorial signifier of all that is Merrimack: forward-looking and fresh, while still embodying its rich history and traditions,” wrote President Christopher E. Hopey, Ph.D.

In addition to the updated logo, editorial guidelines as well as a branding website, that includes a toolkit, were unveiled as part of the launch.

The editorial guidelines express consistent colors, fonts and design elements in order to align the college’s four schools and units across campus.

Through the branding website ([www.merrimack.edu/toolkit](http://www.merrimack.edu/toolkit)) units across campus now have access to approved logo options and templates that will assist schools and units with their communication, marketing and recruitment.

The logo reinterprets elements from the college shield, in a more modern and simple way. The logo includes four quadrants: a book with the words “Tolle Lege” (“take up and read”) from St. Augustine; two quadrants of waves representing the “swift water” of Merrimack Valley’s Native Americans (“Merrimack” is a native word referring to the river); and the cross from the coat of arms of the Archdiocese of Boston.

In addition to the college’s trademarked academic logo, various schools, colleges, departments and units have used a variety of other logos on their websites and printed materials. Moving forward, all academic entities will adopt the new unifying visual identity system.

The message sent by the president noted that, “Any new apparel and promotional items featuring the logo must be approved by the executive vice president, Jeffrey Doggett, and only upon a recommendation from the Communications Office. Contact [communications@merrimack.edu](mailto:communications@merrimack.edu) to begin that approval process. This applies to units of the institu-

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# MERRIMACK COLLEGE

*The new Merrimack College logo*

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# Merrimack does well in new U.S. News classification

U.S. News & World Report has named Merrimack College among an elite list of institutions who ranked in the 2017 Best Regional University – North category, released Sept. 13.

This is a new category for the college which has moved from the smaller classification of Regional Colleges – North to be compared with colleges and universities whose names and programs are nationally recognized.

The rankings have Merrimack tied at no. 57 out of 187 institutions, with Wentworth Institute of Technology and King's College.

In a separate Best Value ranking among the same group, Merrimack was named no. 40.

Like national universities, the institutions

named in this category provide a full range of undergraduate majors and graduate programs; with the difference being offering very few, if any, doctorate programs.

In a much smaller group, for several years Merrimack placed in the top 10 in Regional Colleges – North.

U.S. News and World Report explains, "U.S. News recategorized colleges based on the Carnegie Classification of Institutions of Higher Education. In February 2016, Carnegie, which is the most widely accepted classification system in U.S. higher education, released official updates – called the '2015 Update' – including to the Basic Classification used in the U.S. News rankings."

"The Carnegie classification, which high-

er education researchers use extensively, has been the basis of the Best Colleges ranking category system since our first rankings were published in 1983. The U.S. Department of Education and many higher education associations use the system to organize their data and determine colleges' eligibility for grant money."

"As a result of implementing the Carnegie system updates, around 12 percent of ranked schools for the 2017 edition of Best Colleges have moved into different categories; for example, a university categorized previously as a Regional University may now be a National University."

Merrimack's undergraduate engineering program was also nationally ranked in the U.S. News edition.

## Admission staff on road to reach out to prospective applicants

Merrimack's undergraduate admission staffers have started their fall recruitment travel season to bring in the Class of 2021 next fall.

Fourteen members of the admission staff have fanned out across the United States and the world. While their primary focus is on New England and the Mid-Atlantic, they will also be traveling to California, Florida, Georgia, Illinois and Texas, said Darren Conine, associate vice president for admission.

Outside the United States, staff members will travel to 12 countries throughout Asia, Latin America and Europe, along with Canada. They will be attending national and regional college fairs as well as school-specific events, and arrange one-on-one meetings with students who have asked for more information about Merrimack.

"In addition to public and private secondary and charter schools, we focus on Catholic schools, whose students have a great fit with the culture and values of Merrimack," said Conine. "We also visit every single Augustinian secondary school in the country."

The admission staff focus on four key themes when talking

about the benefits of a Merrimack education: academic programs, community fit, affordability and value, and outcomes.

This fall the admission staff will host three signature events that will bring prospective students to campus. These signature events include: Open houses on Oct. 16 and Nov. 6, and the Academic Preview Day on Columbus Day, Oct. 10. During Academic Preview Day, prospective students can attend abbreviated versions of up to two showcased classes presented by faculty.

These events are in addition to Merrimack 360 information session and tours offered on Monday to Saturday through the year.

Merrimack welcomes applications from interested prospective students. Merrimack's application deadlines are;

- Nov. 15 for early action 1 and early decision.
- Jan. 15 for early action 2.
- Feb. 15 for regular decision applications.

The early action program allows students to find out their decisions sooner in the process while still keeping their options open at other institutions. The early decision program allows students who have Merrimack as their top choice to finalize their decisions.

Early decision is a binding program, Conine explained.

## In brief

### Faculty reception

All faculty are invited to a Welcome Back Reception, hosted by the Office of the Provost. The reception will be 5 to 7 p.m. Tuesday, Sept. 27, in the Merrimack Club.

### Employee socials

The college hosts an open faculty-staff reception every Thursday from 4:30 to 6:30 p.m. in the Merrimack Club (except when the club is closed for special events). Light fare is offered, and there is a cash bar (beer and wine).

### LS Core review

The review of the Liberal Studies Core will commence in mid-October. Very shortly, Peter Stokes and Chris Slatter of Huron Consulting will be sending out a survey and contacting faculty about focus groups.

## New graphic identity

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tion and all student organizations, which should work through the Office of Student Involvement."

"No departments or organizations should be creating logos wholly separate from the college's brand identity. Again, please contact the Communications Office if you have any questions about this."

The new logo will soon appear on campus banners and signage, in all online and printed communications, and internally on stationery, business cards and more.

## CARE offers more online resources

The CARE Committee has unveiled a new website and reporting tool for faculty and staff.

CARE is the program by which Merrimack employees can report students with “more than ordinary transitional issues” for a check-in or personal assistance by members of the committee, which includes representatives of student affairs, residence life, the Hamel Health Center, athletics, campus ministry, police, faculty and the Center for Academic Success.

Students who are typically referred to the CARE Team have recently shown some kind of distress or significant change in regular behavior, either in- or outside of the classroom. This can be due to the stresses of the academic calendar, a change in financial status, the death of a loved one, a challenging living situation, a recent illness or injury, or any number of challeng-

ing issues that face college students today. The website, [www.merrimack.edu/CARE](http://www.merrimack.edu/CARE), allows faculty or staff to call a student to the committee’s attention with a simply one-page form.

Another new resource offered on the CARE site is the Red Folder, a collection of resources — including contact information — for faculty and staff who want to recognize students in distress and guide them toward the help they need.

Preston Croteau, assistant dean of students for wellness and a member of the CARE Committee, has been visiting schools and offices across campus delivering paper versions of the Red Folder material to employees in student-facing functions.

For more information about the CARE process, contact [care@merrimack.edu](mailto:care@merrimack.edu).

## Fresh Check Day



Students, faculty and staff participated in Merrimack’s first Fresh Check Day, held Sept. 15 on O’Brien Plaza in front of the Sakowich Campus Center.

Fresh Check Day, created nationally by The Jordan Porco Foundation, is designed to bring a campus community together to “check in” on the mental health and wellness of college students.

The expo-like gathering, featuring educational booths, food, games and prizes, featured peer-to-peer messaging opportunities like the one shown above.

## What they said

“There is really a direct correlation between what you play with as a child and how your interests evolve over time.”

*Dean Isabelle Cherney, School of Education and Social Policy, interview for “Gender Marketing, Children’s Toys and Play-Based Learning” on Illinois Public Media Sept. 9*



Cherney

“(T)he future is right in front of us and it’s about time we come to figure out what ‘learning 2.0’ really looks like.”

*Professor Dan Butin, Education, “Learning 2.0 and the Future of Disrupted Learning,” op-ed in Forbes, Sept. 6*



Butin

“It’s rich in symbolism and certainly effective for the police administration to

lead by example, but I don’t think the rank-and-file and the detectives will see it that way.”



Nolan

*Associate Professor Tom Nolan, Criminology, interview for “Boston police commissioner says his command staff will wear body cameras,” The Boston Globe, Sept. 8*

## Lunchtime Atrium Concert Series returning

The lunchtime Atrium Concert Series is back for a second year with noontime performances scheduled through mid-November at the Rogers Center for the Arts.

“The purpose is twofold,” said the Rev. Richard Piatt, O.S.A., director of the Rogers Center. “One is to provide both college and local musicians a platform to perform; a venue. The second part is to afford the college community and local community a mid-week break.”

Rev. Piatt and the college music faculty chose the lineup, which features an eclectic mix of performances. Shows are scheduled to start last 35 to 40 minutes.

This semester’s lineup includes:

- Sept., 28, Emily Mure singing folk music
- Oct. 5, New Inca Son performing traditional Peruvian music
- Oct. 12, Michael Musial performing classical piano
- Oct. 19, Justin Murray ’10, lecturer in civil engineering, performing contemporary piano and voice
- Oct. 26, Gary Johnston and his American songbook
- Nov. 2, Mathew Wright playing classical guitar
- Nov. 9, the student a cappella group Mackapella
- Nov. 16, performance of Arlo Guthrie’s classic Thanksgiving-time “Alice’s Restaurant” featuring theater major Mike Semonelli ’17 as lead vocal and a supporting cast of musicians.

Last year’s inaugural concert series drew a loyal following and others who dropped in when time permitted.

“As people had time they came in, grabbed some lunch, listened to music, and went on with their day,” Rev. Piatt said.

The concert series is scheduled to resume in February for the spring semester.



*Adjunct lecturer Kevin Wilson plays banjo in one of last season’s atrium concerts.*



*Director of Campus Music Activities Hugh Hinton entertains on piano.*

## New to campus

### **Erin MacLean**

Director, international admission

Erin MacLean has joined Merrimack as director of international admission. She has worked in international admission for Regent’s University, the University of London, Robert Gordon University and Edinburgh College of Art, and held student affairs positions at Columbia University

and Hampshire College. She holds master’s degrees from the University of Edinburgh and the University of St. Andrews and a professional diploma in marketing from the Chartered Institute of Marketing.

### **Richard Kelley**

Assistant vice president, budgets, finance, financial planning

Richard Kelley has joined Merrimack as assistant vice president for budgets, finance and financial planning. He has been director of budget and financial planning at Salem State University and previously held senior budget positions at Tufts University and Bentley University. He holds a B.S. in finance and an M.B.A. from Bentley and completed institutes at Cornell and Tufts.

## Award winning center focuses on advancing financial inclusion

Merrimack's Financial Capability Center has been honored by the Association for Financial Counseling & Planning Education. The center, established in September of 2015, was selected as the 2016 AFCPE Outstanding Counseling and Planning Center award recipient for its ability to create accessible financial education and coaching services tailored to the needs of the audience.

The Center is a collaboration between Merrimack College and ACT Lawrence, a community development corporation that provides bilingual financial education and counselling to the residents of Lawrence, MA. Merrimack's Financial Capability Center and ACT work closely together to wrap financial services for clients. Through strong partnerships with other local organizations such as the Lawrence Public Schools, Bread and Roses Housing and Hands to Help, the Center provides services that are flexible and accessible to local residents.

"We are honored that our program has been recognized by the AFCPE for its success in providing clients with financial knowledge and skills that help them realize their financial goals," said associate professor of finance and center director, Ana Silva. "Expanding financial inclusion for those who need it most is the mission of this center and I am proud of the impact our students have had and will have on the community."

During the 2014-2015 academic year, Silva was one of 14 faculty members to receive a 2014-15 grant from the Provost Innovation Fund, which supports academic initiatives related to the Agenda for Distinction. It was with this grant that she spearheaded the creation of the Merrimack Financial Capability Center, a program that is designed to provide Merrimack students with knowledge,

skills and practical experience to become effective financial coaches, as well as serve low-income households to become financially stable.

"I thought – I work at a college with students who want to help their community, students who would also benefit from building their own personal financial skills," Silva explained. "Therefore, I knew that we could harness this drive by offering experiential learning opportunities to our students – and also successfully supporting those in the community who are underserved by the financial system."

The center offers an unbiased approach for those participating in the financial capability program, as they meet with trained financial coaches, as well as benefit from educational workshops that focus on positive financial behaviors. Coaches are trained to help with personal finances, including budgeting, credit and debt management, student loan management and more.

To become a coach, students from all majors enroll in an elective course where they learn personal finance, coaching and cultural competences. Students intern for a semester at the center and upon successful completion of the academic and service components of the course, they earn a certificate in financial coaching.

Under the guidance of Silva, in the first year of operations, the center has trained 35 financial coaches, provided 1-on-1 bilingual financial coaching services for 67 clients, and served more than 30 additional clients with tax preparation and referrals.

Through this award, the AFCPE also recognized the center for its creative outreach that focuses on a variety of delivery systems to meet the needs, and learning styles to a diverse population.



Silva

## Significant renovations brighten Stevens Auditorium

Stevens Auditorium, on Cushing Hall's ground level, underwent extensive renovations this summer to return it to a first-class learning environment.

"We needed a high-quality lecture space that can seat more than 80 people," said Assistant Vice President Felipe Schwarz. The room now has 99 fixed seats.

The auditorium now gives the school enhanced flexibility in scheduling larger classes in a lecture hall atmosphere.

The auditorium hasn't been used as a primary classroom for some time, said interim Dean of Liberal Arts John "Sean" Condon. It's been used as a rehearsal theater for a number of years, Schwarz said, along with occasional special lectures.

A drop-down projector screen was installed with a new audio system and computer connectivity. The walls were re-finished, new carpeting laid down, modern energy efficient windows installed, and lighting updated.



Associate professor Joel Kuzmaul teaches Mechanics 1 in Stevens Auditorium

The work was completed in four weeks. "It's a much more inviting place now," Condon said.

The auditorium is named to honor

donations from the Abbot and Dorothy H. Stevens Foundation and the Nathaniel and Elizabeth P. Stevens Foundation of North Andover.



## JCMR brings 'bridge-building' activist to Lawrence

The Center for the Study of Jewish-Christian-Muslim Relations moved beyond the campus borders Sept. 19 to share a story of inclusivity presented by Daoud Abudiab, a Muslim who grew up in East Jerusalem with Jewish friends while receiving a Catholic education before moving to the United States for college.



Abudiab

Members of the local clergy have been meeting annually for about five years to reflect on interfaith relations, concerns and growth, and this year chose to include representatives from the larger communi-

ty, including lawyers, health-care professionals, educators and businesspersons, said professor Joseph Kelley, the center's director.

"Interfaith relations is human relations," Kelley said during the conference, held at Kurth Auditorium in Lawrence General Hospital.

Abudiab is president and founder of the Faith & Culture Center in Nashville, Tenn. Merrimack's Center for Jewish-Christian-Muslim Relations is awarding the Faith & Culture Center its prestigious 2016 Goldziher Prize on Oct. 18 for its interfaith work.

Abudiab is a health-care industry executive, but his passion is building bridges to battle Islamophobia.

He has a personal history in which he and his family have been victimized by Islamophobia, he said.

In 2001 he founded the Islamic Center of Columbia mosque in rural Tennessee and in 2008 it was firebombed as part of a hate crime, Abudiab said. Anti-Muslim rhetoric continued to grow after 2008 and it became more acceptable to act out against the religion, he said.

The Tennessee Muslim community united for the first time to battle adoption of an anti-Sharia bill before the state Legislature in 2011.

His children have been victims of bully-

ing from schoolmates who portray them through terrorist stereotypes.

Interfaith relations improve when a number of groups work together, Abudiab said. A group of high-profile community leaders under the name Collective Impact are working in Tennessee to improve interfaith relations.

"In social justice, you must overcome the desire to go it alone," he said. "No one group is responsible for social injustice so no one group can solve it."

Collective Impact organizes a number of events including "hot topic forums," an annual Our Muslim Neighbor Conference, and speaking programs for groups ranging from 50 to 500 people, as well as working with other groups and projects such as the Humanities Tennessee's Southern Festival of Books, and Family of Abraham speaker events.

Collective Impact also holds "A Seat at the Table" events to meet people of other faith traditions.

"How I worship is my business," Abudiab said. "How I live out my faith is my business and yours."

In the end, Muslims can't force other faith traditions to accept them.

"You have to want us in the community," Abudiab said. "This is about community — it is a social issue, it is not a religious issue."

**Friday, September 30 • 5-9 PM • Sakowich Campus Center lot**

**BLOCK  
2016  
PARTY**

Before the Block Party, join the campus community at the groundbreaking for North Campus Academic Pavilion at 4 p.m. between the Sanctuary and Honors Commons

## Mass spectrometer enhances research, hands-on learning

The School of Science and Engineering has a new mass spectrometer that faculty and students are using for the first time this semester to further their research

“If you ever watch ‘CSI’ (the television show), this is the instrument that solves all the crimes,” said assistant professor of chemistry and biochemistry Jimmy Franco.

Researchers can inject hundreds of compound samples being studied into the spectrometer and it quickly separates them then breaks them down and analyzes them to provide the molecular weight, said Franco and assistant professor Brian Provencher.

The compounds can be manmade or naturally occurring environmental samples from a wide range of places.

Funding for the spectrometer, built by Bruker Corp., of Billerica, was provided through a \$100,000 grant from the George I. Alden Trust.

Provencher works with medical chemistry, so the spectrometer is helping him create compounds that could help fight drug addictions, particularly cocaine usage. When compared to a library of compounds, his spectrometer results provide evidence that he’s created something new.

“The area of the brain these compounds target is the area that controls addictions and the body’s response to cocaine,” he said.

Associate professor Stephen Theberge is using the spectrometer to identify the types of drugs finding their ways into public water systems. Samples are being gathered from wastewater plants, and the local environment, such as the Harold Parker State Forest in North Andover.

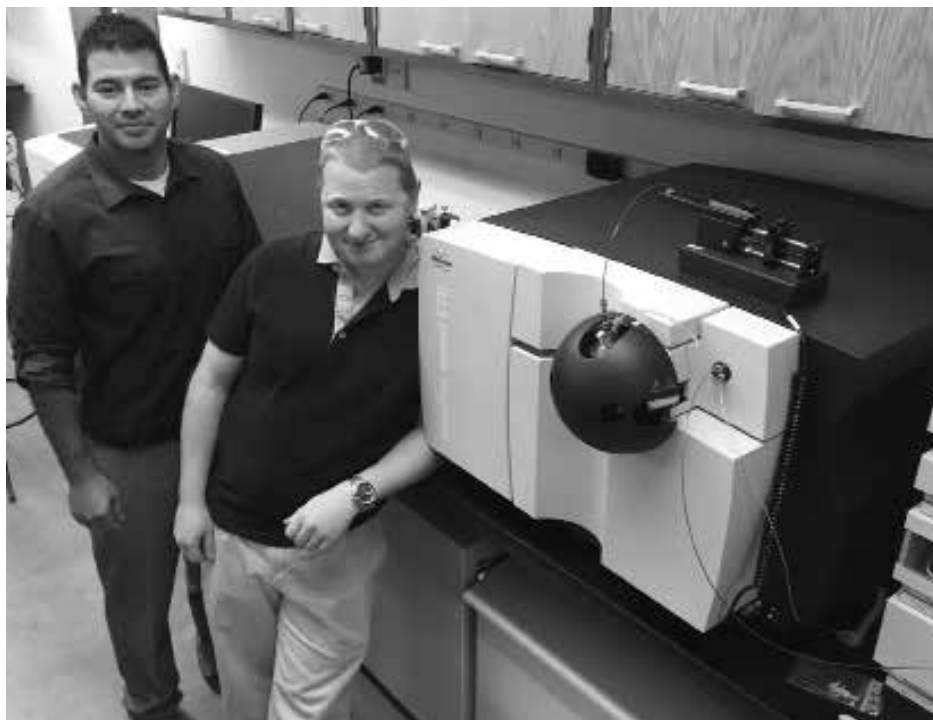
“Adderall is a big one,” Franco said. “We are taking it in (our bodies) without even knowing it.”

Associate professor of biology Charlotte Berkes intends to use the spectrometer in her research analyzing protein samples that are important in biological functions, Franco and Provencher said.

Franco is using the spectrometer on extracts from fruits and vegetables to identify biological compounds.

“It’s a high-end instrument that will really boost our research capabilities at Merrimack,” he said, “especially in the areas of environmental chemistry, forensics and biotechnology.”

It is a practical learning tool for students, Provencher and Franco said. Just about every biotechnology and pharmaceutical



*Assistant professors Jimmy Franco and Brian Provencher with the spectrometer.*

company has a spectrometer, and there are companies whose entire workload is centered on mass spectrometers, so students who learn how to operate the sophisticated equipment will have an advantage finding jobs after graduation.

The Massachusetts State Police crime lab has spectrometers as crime-fighting tools

and even airports use them to ferret out potential dangers to planes and passengers.

The Organics 1 class is using the spectrometer this semester, and the Analytical Chemistry class will use it next semester, he said. It will be available to all third and fourth year students working on research projects.

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## Obituaries

### Roberta “Bobbie” Palmisano

Roberta “Bobbie” Palmisano, of Salem, N.H., passed away at her home Sept. 16, 2016.

Mrs. Palmisano was the wife of college benefactor and former trustee Laurence J. Palmisano '57, of Salem, N.H.

She was a member of the former Women of Merrimack; the couple regularly attended alumni events ranging from the annual Christmas party to the Florida trip.

Along with her husband, Mrs. Palmisano is survived by their children, Kathryn Cote and her husband Steven, of Salem, N.H.; Lisa Martin and her husband Barry, of Salem, N.H.; Larry Palmisano and his wife Geraldine, of Methuen, Mass.; Robert Palmisano and his wife Donna, of Salem, N.H.; and James Palmisano and his wife Amy, of Salem, N.H.; as well as grandchildren, great-grandchildren, nieces and nephews.

Mrs. Palmisano's funeral was held at St. Michael Church in North Andover Sept. 20 and her burial was at the family gravesite at St. Mary Immaculate Conception Cemeteries in Lawrence.

Memorial contributions may be made to the Berwick Academy at 31 Academy St., South Berwick, Maine 03908.

Online condolences can be made at [www.contefuneralhomes.com](http://www.contefuneralhomes.com).

### Louis H. Hamel, Jr.

Louis H. Hamel Jr., of Winchester, the son of philanthropist Louis H. Hamel, for whom Hamel Health is named, passed away Sept. 4, 2016.

Mr. Hamel, 82, graduated Harvard Law School in 1969 and was a senior partner with Hale and Dorr Law Firm from 1976 to 1997.

He was pre-deceased by his former spouse Geraldine T. Griffin and son Augustin Hamel. He is survived by his children Juliana Hamel Thomas and her husband Gary Thomas; Louis III and his partner Kim Vachon; Lucy Hamel; Paul Hamel; Mark Hamel and his wife Keri Dogan.

Mr. Hamel was buried at Wildwood Cemetery in Winchester, Mass.

In lieu of flowers, donations in his memory may be made to Project STEP, 301 Massachusetts Ave., Boston, Mass. 02115-4557, [www.projectstep.org](http://www.projectstep.org); or, to the Boston Psychoanalytic Society & Institute, 141 Herrick Road, Newton Center, MA 02459.

Online condolences can be made at [www.lanefuneral.com](http://www.lanefuneral.com).

## McQuade Library staff

As McQuade Library's staff has expanded, here is a brief introduction to who's who. Front, from left: assistant Ashley Cook, instruction/liason librarian for scholarly communications Michaela Keating, access assistant Linda Wilkins, instruction/liason for graduate programs Elizabeth Sarkodie-Mensah, head of resource management Frances Nilsson, head of instruction and outreach Lyena Chavez, education resources collection and technical services coordinator Janet Graham. Rear, overnight assistants Donna Denham and Deborah Nicotera, instruction/liason librarian C.J. Wong, head of access services Christina Condon, assistant Diane Taylor, director Kathryn Geoffrion Scannell, assistant Laura Franzone, reference/access



associate Kadie Turcotte, acquisitions and serials supervisor Christine Coflan, and

director of media instructional services Kevin Salemme.

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