Rise of Social Networking Underscores Generational Digital Divide

BY REID GOLDSBOROUGH

T here’s always been a generation gap, more or less, with the younger generation trying to improve on the latter. Seeing things differently, trying for new solutions to old problems, is one of the agents of progress.

Today’s generation gap manifests itself perhaps most with digital social networking. Unlike in the Sixties when those younger than 30 couldn’t trust those older about politics, lifestyles, and other issues, today’s young people are more likely to heavily use digital social networks whereas those older are less likely.

Whether the digital device used for social networking is a cell phone, MP3 player, or personal computer connected to such Web-based social networking services as MySpace (www.myspace.com) and Facebook (www.facebook.com), the imperative is to stay connected. Social scientists call it “ambient awareness.” It can get taken to an absurd extreme, when for instance you’re waiting in line as an 18-year-old clerk yaks to his buddy on his cell phone, or texts him using his iPod, about the moron he waited on just before you, perhaps prompting the same annoyance in you and for the same reason as that experienced by the previous customer.

Are other people really interested in the mundane minute-by-minute minutiae of your existence? Apparently, judging by the popularity of such newer offerings as Twitter (www.twitter.com), which promotes itself as a “microblogging service where you can stay ‘hyper-connected’ to your friends. People use Twitter, a free advertising-supported service, by sending and receiving short text messages, 140 words or less, using a PC or cell phone, about what they’re doing. It even includes the question, “What are you doing?” after its name in the title line of its Web site. As of this writing more than two million people have signed up to use Twitter to broadcast, you guessed it, what they’re doing.

The absurdity, or fun, of spending your time this way gets hotly debated online, as does just about everything else. The sometimes nonverbal context of the debate relates to age, with many older folks regarding digital social networking as narcissistic and many younger folks contending their elders just don’t get it.

The fact is that new technologies have always been adopted more readily by young people. Computerphobia has been around since the inception of computers, and it afflicts those who came of age using typewriters and slide rules much more than those weaned on PCs.

The adage about old dogs is partially true here. Older folks tend to get complacent, finding what works and sticking to it, which can sometimes land them in a rut. Young people, with minds more malleable, have an easier time learning new ways. Trying out the new, however, takes not only intellectual curiosity but also time, which younger people typically have more of than those with jobs, families to support and other responsibilities.

Still, even with people pressed for time, digital social networks can be useful. Many people, both young and mature, have reported using these services to find jobs, an online extension and improvement of traditional networking using the phone, the mail, and the visit. Those who travel a lot through their jobs or are self-employed use digital social networks as a weapon against solitude.

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Just as with other forms of online communication, digital social networking can be a good way to get consumer advice when making a purchase and point you in the right direction or provide support when confronting a health problem.

No matter what your age, social networking works best socially when it brings people together in real life. It can be a great way, for instance, to quickly organize a social event among your friends, from a dinner party to a meeting at a local club.

Despite its reliance on cutting-edge technology, digital social networking can take you back in time, adding a small-town flavor to your life, where your circle knows everything about everybody, for better or worse.

As with many things, balance here is key. Digital social networks used judiciously can improve the quality of life. But they shouldn’t replace face time—contact of the genuine kind. One of the negative consequences of the computer revolution is the digital shut-in.

Reid Goldsborough is a syndicated columnist and author of the book Straight Talk About the Information Superhighway. He can be reached at reidgold@comcast.net or www.reidgoldsborough.com.
New York’s Corning Community College will host “The Raptor Project,” a Cool Kids event during the fall semester. Participants will receive an up-close-and-personal introduction to a variety of raptors including a Golden Eagle. Host Jonathan Wood, a licensed master falconer, wildlife rehabilitator, raptor propagator, and game bird breeder, will share his fascination with birds. His love of nature and wildlife is evident with his solar home in the New York Catskill Mountains. The Cool Kids program is about interactive programs for kids of all ages, including parents. The college’s Activities Programming Committee is sponsoring these events as a means to reach out to the community and let them be a part of the college campus.

For ten years, Michigan’s Muskegon Community College has provided an opportunity for students and staff to participate in a bilateral exchange program with its sister college, Kaufmännische Schule Stuttgart-Nord in Stuttgart, Germany. The annual trip includes home-stay accommodations, visits to local businesses and factories, as well as cultural sites and events. The college’s annual May trip is followed with a reciprocal visit to Muskegon by German students and faculty in June. This year, part of the trip was documented by Deutschland-Welle (DW-TV) for world-wide broadcast on their weekly program, “Discover Germany.” DW-TV flew a videographer to Stuttgart where he met the group and followed their adventures from the home of Ritter Sport Chocolate in Waldenburg, to the Monastery at Bebenhausen, and ending in the picturesque university town of Tübingen. Muskegon students Nathan Derks, Gary Hoag, Wilhelmina Korpi, Joshua Pickel, Kirby Peuss, Christopher Pollock, and Keegan Richards were accompanied by instructors Harry Brown, Margitta Rose, Duane Schecter, and Kathy Tosa, who serves as the college’s coordinator of international programs.

Johnson County Community College in Kansas has received a $25,000 grant to fund a new advanced dementia care certificate program. The grant is from the International Longevity Center under the 2008 Community College Caregiver Training Initiative, funded by MetLife Foundation. The new 30-hour program will train family caregivers and in-home care workers to provide long-term home care services to older adults with cognitive deficits due to Alzheimer’s, dementia or stroke. The program will emphasize holistic, person-centered care and the importance of the family in the patient’s care. It will also focus on the stress and mental health of the caregiver.

Niagara County Community College in Sanborn, N.Y., announced that it has received a $108,734 grant from the State University of New York to support the growing enrollment of its nursing program. The funds for instructional support will provide a full-time clinical coordinator and part-time nursing classroom tutors, nursing practice lab tutors, and anatomy and physiology tutors.

Portland Community College has announced it is the recipient of a three-year, $698,095 National Science Foundation grant to infuse sustainability content, practices, tools and techniques into college programs that impact building construction. The grant, which will fund the college’s “Sustainability Training for Technical Educators” program, will provide professional development and training activities to faculty in building construction technology (Rock Creek Campus), architectural drafting & design and interior design (Sylvania Campus), and facilities maintenance technology (Cascade Campus). As part of the grant, a Summer Sustainability Institute will provide training for college faculty as well as other instructors throughout the state.

Santa Monica College has received a $10,000 water conservation grant that will be used for student-created video public service announcements, which will address how the college’s international students save water in their home nations. Blending two of the college’s strategic initiatives — sustainability and global citizenship — the public service announcements will highlight the ways in which water use and conservation are perceived around the world to inspire others to “think globally and act locally.” Santa Monica College was one of 15 California colleges and universities, selected from a record 40 submissions, to receive one of the Southern California World Water Forum grants that totaled nearly $180,000. The grants are awarded by the Metropolitan Water District of Southern California, Bureau of Reclamation, and the Sanitation Districts of Los Angeles County.

Santa Monica College’s water grant funds will allow the college to tap into its large international student population and its commitment to sustainability in creating water conservation public service announcements.
Colleen Brickle, program chair of dental hygiene and interim dean of health sciences at Normandale Community College in Bloomington, Minn., was the recipient of three prestigious awards in her profession this year. She received the GlaxoSmithKline and American Dental Education Association Teaching Fellowship, the Johnson & Johnson/American Dental Hygiene Association Award for Excellence and the American Dental Hygiene Association Presidential Citation. Brickle acknowledges that one of the reasons she received these awards was the key role she played in the passage of a bill by the 2008 Minnesota Legislature that creates the new oral health practitioner position – specifically for individuals who wish to improve access to oral health care for low-income, uninsured and underserved populations. She has been a licensed dental hygienist for more than 31 years. She received her master’s degree in curriculum and instruction design from the University of Minnesota and her doctorate in health care education from Nova Southeastern University. In late May she was appointed as interim dean of health sciences at Normandale.

Randolph Community College president Bob Shackleford addresses guests and family members who attended the Randolph Community College Administration/Education Center Plaque Dedication and Reception. The commemorative plaques honor those involved in the construction and launch of what was originally called the Randolph Technical Institute.

Officials of Randolph Community College in Asheboro, N.C., unveiled two commemorative construction plaques for the college’s original building (originally called the Randolph Industrial Education Center) and a later addition after the center was renamed the Randolph Technical Institute. More than 60 guests attended the ceremony, including Al G. Farkas, the center’s first director, from 1960-61; Lacy Presnell Jr., a member of the Joint City-County Committee and superintendent of Randolph County Schools from 1961-69; and D. Sidney Underwood, one of the original Board of Trustee members, who served from 1963-73. The plaque for the Randolph Industrial Education Center, which was constructed 1961-62, will be placed near the east entrance to the building, which was the original main entrance, and the plaque for the Randolph Technical Institute — the addition was constructed in 1967-68 — will be placed near the current main entrance on the west side of the building.

The American Association of Community College Trustees has selected Gretchen Wheeler as recipient of the 2008 Western Regional Faculty Member Award. Wheeler is a communications instructor, director of forensics, and director of service learning at Wyoming’s Casper College. She was selected for her demonstrated excellence in teaching, initiative and help in developing innovative programs, service on special committees, leadership and commitment in supporting national two-year postsecondary associations.

Gretchen Wheeler
Larry W. Tyree has been appointed interim president of Monroe Community College in Rochester, N.Y. Tyree has more than 40 years experience at eight different community colleges in Georgia, Florida, Texas, Kentucky and Kansas and has served as an interim community college president three times. He has led some of the most respected community colleges in the country: the Dallas Community College District in Texas, Santa Fe Community College in Florida and Johnson County Community College in Kansas. Additionally, he has served as president of the board of directors of the American Association of Community Colleges.

Central Piedmont Community College recently named Linda Dunlap the new director of teacher education initiatives at the college. In her new position, Dunlap will oversee curriculum and course development of teacher education courses at the college. She will work with local and state entities including Charlotte-Mecklenburg Schools, the North Carolina Department of Public Instruction and the North Carolina Community College System to stay abreast of new programs, certification requirements, and training needs. Dunlap brings more than 20 years of experience in teacher education training to the college. She received her bachelor of arts in elementary education from Glenville State College in Glenville, W. Va., and her master’s in public school administration from West Virginia University in Morgantown, where she also earned a doctorate.

Calhoun Community College in Decatur, Ala., has announced the appointment of Bethany Clem as dean of the business/computer information systems, technologies and workforce development division. Clem comes to Calhoun from the Alabama Department of Postsecondary Education, where she most recently worked as director of career and technical education for five years, and taught drafting at a local technical college.

Northern Virginia Community College has named Miguel Angel Garcia as the vice president of financial and administrative services. Garcia is an accomplished financial executive with more than 15 years of experience in higher education, banking, real estate, bond servicing and credit unions. He comes to the college from Polytechnic University, in San Juan, Puerto Rico, where he was vice president of finance and administration for six years. He started his higher education experience as a professor at Polytechnic’s School of Management. Garcia holds a master’s degree in business administration with a concentration in finance from the American University.

Barbara Howard has assumed the duties as vice president of academic affairs at Central Florida’s Lake Sumter Community College. Prior to relocating to Florida, Howard served as the special assistant to the chief executive officer of the Virginia Community College System. She contributed to the system’s goal of providing comprehensive higher education and quality workforce training programs throughout the state. Howard’s community college positions included vice president for instruction and student services at Piedmont Virginia Community College. As that school’s academic officer, she was responsible for all instructional programs.
Community College Week

September 22, 2008

Calendar

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DEVELOPING EFFECTIVE LEADERS:
How to Facilitate 360 Feedback
ILR School, Cornell University
Ithaca, NY
www.ICCO.cornell.edu

September 24-28, 2008
THE 4TH INTERNATIONAL CONFERENCE ON RESEARCH
In Access and Development Education
The Condado Plaza Hotel
San Juan, Puerto Rico
www.node.appstate.edu/researchconf3.htm

September 28-30, 2008
13TH ANNUAL NCCHC LEADERSHIP SYMPOSIUM
National Community College Hispanic Council
“A NEW VISION for Community Colleges: Latino’s in Leadership Roles”
Renaissance Worthington Hotel
Fl. Worth, TX
www.ncchc.com

**OCTOBER**

October 1-3, 2008
NCATC
20TH ANNIVERSARY CONFERENCE
ADVANCED TECHNOLOGIES/ADVANCED SKILLS: Preparing A Globally Competitive Workforce
Dayton, OH
www.ncaatc.org

October 1-4, 2008
ANNUAL CONFERENCE NATIONAL NACADA, Chicago, IL
(785) 532-5717
nacada@ksu.edu
www.nacada.ksu.edu

October 3, 2008
Atlanta, GA
Sandra Golden: 400-634-7161
Sandra@SandraGolden.com
www.SandraGolden.com

October 8-11, 2008
Professionals in Two-Year Colleges
National Network of Health Career Professionals in Two-Year Colleges (NN2); 21st Annual Conference
Baltimore, MD
bschenk@ccbcmd.edu; 410-780-6760
www.nn2.org

October 9-11, 2008
National Network of Health Career Professionals in Two-Year Colleges (NN2); 21st Annual Conference
“Access, Advocacy and Accountability”
Tremont Plaza Hotel
Baltimore, MD
Contact: Barbara Schenk,
tschenk@ccbcmd.edu; 410-780-6760
www.nn2.org

October 12-14, 2008
CUNA-HR NATIONAL CONFERENCE & EXPO
St. Louis, MO, www.cupahr.org

October 15-17, 2008
INSTITUTE FOR COMMUNITY COLLEGE DEVELOPMENT
NAVIGATING THE RISING TIDE OF COMMUNITY COLLEGE ADVANCEMENT
San Diego Marriott Mission Valley
San Diego, CA
www.ICCD.cornell.edu

October 18-24, 2008
THE LAWIN INSTITUTE MENTORING AFRICAN AMERICAN FUTURE LEADERS IN EDUCATION
National Council on Black American Affairs
Dallas, TX, (214) 860-2129
ajqines@olccdof.org

October 19-22, 2008
THE LEAGUE FOR INNOVATION IN THE COMMUNITY COLLEGE
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Dallas, TX, (214) 860-2129
www.theleague.org

October 20-27, 2008
20TH ANNIVERSARY CONFERENCE NATIONAL NACADA, Chicago, IL
(785) 532-5717
nacada@ksu.edu
www.nacada.ksu.edu

October 22-26, 2008
2008 ANNUAL INTERNATIONAL CONFERENCE, North American Council for Staff, Program and Organizational Development (NCSPOD)
Reno/Sparks/Lake Tahoe, NV
“Weaving Patterns of Practice”
This will be a joint conference with the Professional and Organizational Development Network, (POD)
www.ncspod.org

October 29-31, 2007
FIFTEENTH NATIONAL ATE PRINCIPAL INVESTIGATOR CONFERENCE FOUNDATION
Contact Ellen Hause:
ehause@asac.nche.edu
www.asac.nche.edu/ateprogram

October 29-Nov. 1, 2008
ACCT ANNUAL CONGRESS (ACCT)
The American Promise: Combating Poverty through Education — The Role of Community College Trustees
New York, NY
(202) 775-4667
congress@acct.org
www.acct.org

**NOVEMBER**

November 6, 2008
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Schenectady County Community College
PRESIDENTIAL SEARCH

The Board of Trustees and the Presidential Search Committee are conducting a nationwide search for the next president of Schenectady County Community College. Dr. Gabrielle Espinola announced her plan to retire after 17 years of exemplary service as president of the College.

Schenectady County Community College, established in 1967, is part of the State University of New York (SUNY) system. The College emphasizes high quality academic programs, broad access for students, and responsiveness to the needs of the community. SCCC offers a wide range of transfer degree, career degree and certificate programs. The College has a committed and accessible teaching faculty and an attractive campus, located in Schenectady along the Mohawk River, in the heart of the New York State Capital District. SCCC is an institution that is firmly committed to providing accessible, quality higher education at an affordable price to 12,000 full-time students and 25,000 part-time students.

A complete position profile and application instructions will be posted on the College's website: www.sunysccc.org or ACCT website: www.acct.org

Nominations and applications will be accepted until the position is filled, however the review of applications will begin on October 8, 2008. Confidential nominations or inquiries should be directed to:
Dr. Marcia A. Doleman, Vice President, Education, Research and Board Services, ACCT
mdoleman@acct.org or 202-276-3983
Or
Alisa Roberson, Board Leadership Service Specialist, ACCT
arothen@acct.org or 202-775-4454

Schenectady County Community College is an equal opportunity/affirmative action employer. Women, minorities, Vietnam veterans, and persons with disabilities are encouraged to apply. We are an equal opportunity employer. For more information, visit www.sunysccc.org.

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Letters to the editor should be brief. However, longer, insightful commentaries for use as guest columns also are welcomed. Please limit such submissions to 1,000 words. Include your name, address, phone number, and your title and college, if applicable. Unsigned letters will not be considered for publication.

Community College Week reserves the right to edit submissions for clarity, style and space.

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Submissions should be brief and include:
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- Wholesome is giving or granting
- What the gift or grant will be used for

Please send information to editor@ccweek.com with "Grants and Gifts" as the subject line.

Appointments
Submissions should be brief and include the following information about the individual:
- Name
- Description of new position
- His or her most recent job (before taking new position)
- Educational background, including degrees earned and institutions from which they were earned. Please send information to Community College Week using the following e-mail address: editor@ccweek.com

ASSOCIATE DEAN OF COMMUNICATION ARTS, HUMANITIES AND FINE ARTS

We are currently seeking a forward-thinking professional for a challenging administrative role. The position supports the Dean of the division of providing division-wide leadership for promoting excellence, administrative and fiscal leadership in accordance with the College's Strategic Learning Plan, and exists to direct the operations of a large and diverse division, which is essential in providing effective and efficient administration divisional programs.

QUALIFICATIONS REQUIRED:
- Master's degree in Communication Arts, Humanities, Fine Arts, or a related field
- 12-15 years related work experience
- Demonstrated capacity to lead and inspire
- Demonstrated commitment to student success
- Experience working with diverse populations
- Experience with writing/rewriting with communications, databases and standard technology applications

THE COLLEGE

The College of Lake County is a public, two-year community college located in Waukegan, Illinois, with a student body of approximately 12,000. Known for its excellence in teaching and learning, the College provides access to higher education, supports students to the community and enhances accessibility and continuous improvement. The College is committed to responding to the needs of its diverse community.

APPLICATION PROCEDURES AND DEADLINE:
For full consideration, applications must be submitted a complete application form, current resume, cover letter, three letters of recommendation, and official transcripts of all degrees by November 9, 2008. The position will remain open until filled.

For information, contact the Human Resources Office at one of the following:
219-220-1858; Fax: 219-220-1859; Email: humanrec@mail.clcillinois.edu; COLLEGE OF LAKE COUNTY, Human Resources, 1921 W. Washington St., Grayslake, IL 60030-1118. We are an Equal Opportunity and Affirmative Action Employer.

West Shore Community College is seeking an outstanding individual to provide leadership in coordinating administrative activities designed to support organizational goals through continuous improvement, effective use of technology and the delivery of high-quality services. Must have proven visionary leadership skills; ability to work effectively with all segments of the college community; understanding of acceptable budget, investment and financial principles, facilities management and construction, and issues related to risk management. Masters degree and comparable experience and credentials are required. A doctorate degree in a related field will be considered a plus.

West Shore Community College is located in a picturesque area near the shores of Lake Michigan and serves a multi-county district. West Shore's fall headcount is approximately 4,000 with a total annual budget of $13.5 million. The college offers a competitive salary and an excellent fringe benefit package as well as an exciting, challenging, and rewarding work environment.

Additional information about the college, including a vacancy announcement indicating required qualifications and instructions on how to apply are available at http://www.westshore.edu/home.php.

Initial screening of applicant materials will begin on Oct. 11, 2008 and will continue until the position is filled.
Part-Time Instructors
Immediate Fall 2008 Openings

Raritan Valley Community College (RVCC) is currently seeking Part-Time Instructors primarily for Day classes for the following areas:

- Italian
- English Composition
- Engineering
- Mathematics
- Biology
- Graphic Design
- Information System
- ESL
- Computer Science
- Arts
- Newspaper Production
- Communications (e-line)

Requirements:

- Masters degree required in field of specialty. RVCC's starting salary and rank are commensurate with educational qualifications and experience.

Please visit the RVCC website for the specific opening and submit your cover letter and resume online at http://www.rvcc.edu/employment.
Vice President for Instruction

Salary Range: $90,000 - $110,000 DOQ
Closing Date: November 30, 2008

Columbia Basin College, located in Pasco, Washington, is accepting applications for the position of Vice President for Instruction. Within the delegated authority from the President, the Vice President for Instruction shall provide strategic leadership and vision in the planning, development, administration, implementation, and evaluation of the instructional programs and services consistent with the College’s mission.

Qualifications:
- An earned Master’s degree or equivalent from a regionally accredited college or university;
- Five years of formal training or administrative leadership experience reasonably related to the assignment;
- Demonstrated familiarity with and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students.

Desired Qualifications:
- Doctoral Degree
- Experience in community college administration

Dean for Library & Instructional Support Services

Salary Range: $72,000 - $75,000 DOQ
Closing Date: November 30, 2008

The Dean for Library and Instructional Support Services is the line administrator who is responsible to the Vice President of Instruction for administering and coordinating comprehensive programs of instruction for the Library for Media Services, for Web site development, for Supplemental Instruction™, and for the Learning Center. The Dean is also responsible for all Learning Initiatives under the direction of the Assistant Vice President for Instruction.

Qualifications:
- Master’s in Library Science (ALA accredited) is required and three (3) or more years’ administrative experience in higher education or equivalent experience;
- M.D. with M.L.S. preferred and experience in higher education.

FRONT RANGE COMMUNITY COLLEGE

PRESIDENT

The Colorado Community College System seeks a dynamic leader for the position of President of Front Range Community College, the largest community college in the state.

FRCC needs a strategic thinker who can lead a multcampus college with a “college of many communities” approach to governance.

Our name is our location along the Front Range of the Rocky Mountains, with a campus minutes north of Denver, a campus in high-tech Boulder County, and a campus in Fort Collins, a city consistently in the Top 10 on “best places” lists.

Our faculty and staff focus on the success of more than 23,000 students annually. We celebrate the more than 7,000 degrees and 9,600 certificates earned and awarded this decade.

FRCC creates a welcoming community of learners that embraces excellence by setting and achieving high standards. We promote student access and success by valuing and respecting the diversity of all and the individuality of each. We lead community vitality. We do these things to achieve our mission, which is to enrich lives through learning.

Therefore, we seek:
- A student-focused leader
- An employee-focused leader
- An outward-looking leader
- An inclusive leader
- A fiscally astute leader

The complete position announcement, including the qualifications and application information, can be obtained at: www.cccs.edu. FRCC welcomes you at www.francrange.edu/presidentsearch.

Nominees, applications, and requests for additional information should be submitted to:

Ms. Cindy Haas
Director of Human Resources
Colorado Community College System
Cindy.Haas@cccs.edu
703-656-1834

The current goal is to identify a new President by December 2008 with an anticipated start date of early 2009. Applications will be accepted until the position is filled; however, a confidential review of materials will begin approximately September 19, 2008.
SAVE THESE DATES

1. Science in Community Colleges Special Report
   - Publication Date: Oct. 20, 2008

2. Technology Supplement
   Technology Challenges & Solutions For Higher Education
   - Publication Date: Oct. 20, 2008

Technology innovators and colleges will present the latest higher-education solutions in the face of today’s new challenges.*

In addition to our regular subscribers, the fall Special Report and Technology Supplement will have bonus distributions at The League for Innovation in the Community College’s CIT and ACCT’s Annual Congress, landing in the hands of thousands of industry leaders.

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