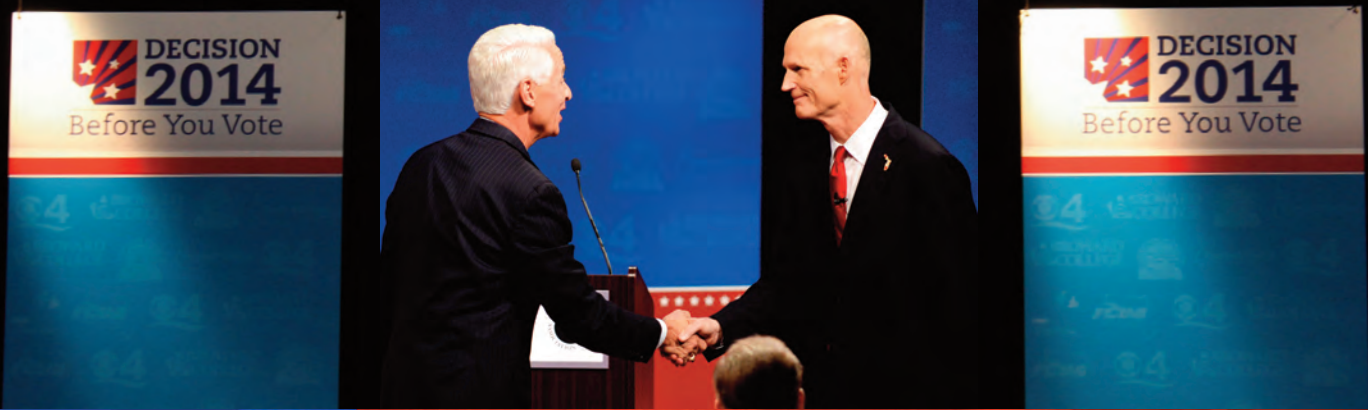


Broward College Update

OCTOBER 2014

FROM J. DAVID ARMSTRONG, JR., PRESIDENT

A Great Debate, Coverage Goes National, Publicity Value at \$9 Million



LIVE 2014 FLORIDA GUBERNATORIAL DEBATE

BROWARD COLLEGE

On Wednesday, October 15, millions of Floridians watched the 2014 Florida Gubernatorial Debate at Broward College's A. Hugh Adams Central Campus in Davie. Held in recently renovated Bailey Hall, which originally opened its doors 35 years ago this month, some 850 attendees — including 125 Broward College students, staff and faculty members — filled the auditorium. The debate was carried live on TV, radio and websites across the state.

The debate brought substantial media attention to Broward College, locally and nationally. Stories about the debate mentioning the College appeared in every market in Florida as well as on all major and cable news networks (NBC, CBS, ABC, CNN, Fox News, MSNBC) and most major daily newspapers and websites (including the *New York Times*, *Washington Post*, *LA Times*, and Politico and Yahoo). Mentions and images of the college even showed up on Comedy Central's Daily Show and Colbert Report.

The national and statewide focus translated into approximately \$9 million in publicity value for Broward College. More than 200 national, state and local journalists were on hand from 65 credentialed media outlets, including AP, Reuters, the Wall Street Journal, Fox News Channel, the New York Post, Univision, Aargauer Zeitung (Switzerland), as well as all major regional papers and broadcast stations.

During the last two months, thousands of Broward College students and members of the public attended more than 50 debate-related events — from mock debates to town hall meetings to lectures — exploring key issues facing Floridians and the inner workings of American democracy. Many local, regional and statewide organizations, including city and law enforcement agencies as well as businesses and individuals, supported the successful event. ([View a complete list of sponsors.](#))



Debate Recap

To read more about the **Debate in the News** click [here](#).
Click on the images below to view the videos.



Did You Know?

- The Broward College homepage recorded 12,689 additional page views the day of the debate compared to the previous Wednesday.
- The Debate page on the the Broward College website logged a 1,500 percent increase in visitors over the previous week.
- 1,718 Broward College media mentions were published or broadcast by media outlets about the debate.
- 21 media satellite trucks parked south of Bailey Hall, providing live coverage.
- Preparation for the debate involved: 4.5 miles of temporary audio/video cables, 3,000 feet of temporary electrical cabling, 108 directional signs and 75 traffic cones. Eight 70" TV screens carried the debate live for attendees and media.

'Chat with the Chancellor' Comes to BC

Broward College's Downtown Center recently served as the host site for the first "Chat with the Chancellor," with Florida College System Chancellor Randy Hanna and President J. David Armstrong, Jr.

"Chat with the Chancellor" is designed to provide small group settings for Florida college students in which they can offer insight about the challenges and opportunities they have experienced while in pursuit of their education. Local business leaders also participate in these hour-and-a-half programs, providing students with job placement and career advice.

Hanna said, "I'm encouraged by the success of our first chat in the series.



Florida College System Chancellor Randy Hanna discusses issues with President Armstrong at "Chat with the Chancellor" held last month.

Broward College students are focused on their educational outcomes and careers, and it was a great opportunity to hear concerns and gather feedback directly from the students."

President Armstrong advised students to continue to share comments and concerns once the chat was over. "We need your feedback" he said. "One way is to evaluate your professors. I encourage you to give good feedback when you have a good professor. However, if someone hasn't done a good job, then you need to share that as well. We take your evaluations seriously."

Broward Students Discuss Educational Challenges at Univision Town Hall

Earlier this month, 11 Broward College students participated in a three-hour Univision Education Town Hall meeting. The program was broadcast nationwide in mid-October. Of the 200 students attending the meeting, only five students were selected to ask questions, and Steven Tenorio, of Central Campus, was one of them. Later in the event, Central Campus student Frankie Rosso also was selected to ask a question live on the webcast.



Block Party for Education Attracts Crowds



Hundreds of people crammed Holcombe Plaza at the Broward College's Downtown Campus for the second annual Block Party for Higher Education on Oct. 16.

The event is a part of Broward County's Broward 100: Celebrating the Art of Community, a yearlong event commemorating Broward County's centennial with innovative art and performance projects. The celebration, which spanned from Andrews Avenue east to S.E. Third Avenue, was designed to bring Broward residents and visitors together using art, sports, and recreation venues, and others to creatively bridge, bond and build their communities.

Broward College, Florida Atlantic University and Nova Southeastern University were among the educational institutions represented.





'It's never too late' — Nursing Graduate Finds Reward in New Profession

by Janette Little, RN

About four years ago I made the decision to head back to school to explore my longtime interest in nursing. I had been working for an airline for 23 years and am grateful for having had that experience. I loved what I did but felt ready for a new challenge.

I started slowly, taking a few prerequisites and I really enjoyed learning about the human body. Then I took early retirement to pursue my degree and never looked back from that day even though nursing school was by far, the most difficult academic challenge I had ever faced.

After graduating last December, I received my certifications earlier this year. I had always wanted to work at Cleveland Clinic in Weston. I had been a patient there and always felt I received excellent care. I volunteered first and after about a month, I introduced myself to the nurse managers and let them know that I was a newly graduated RN and that I would love the opportunity to interview. Soon I was offered a full-time position on the telemetry floor.

My story illustrates that it is never too late to do what you've always wanted to do. Though nursing is both challenging and stressful at times, I'm sure there is nothing more rewarding than the profession I have chosen.

President Recognized by Leadership Broward

Leadership Broward's Profiles in Leadership Awards on October 11 at the Hyatt Regency Pier 66 hotel. President Armstrong was one of five community leaders to be presented with the award for 2014.



President J. David Armstrong, Jr., Laurie Sallarulo, CEO, Leadership Broward Foundation, Sean C. Guerin, Broward College District Board Trustee, and Sean Dannelly, Chair, Leadership Broward Foundation.

Nursing Grads Beat State, National Licensure Scores

For 2014 so far (through Sept. 30), Broward College nursing graduates posted the state's second-highest pass rate on the National Council Licensure Exam, or NCLEX, of 93 percent — well above the statewide NCLEX pass rate of 75 percent and the national rate of 85 percent. Broward also graduated the second-highest number of nursing grads among member schools of the Florida College System, with 326.

NEWS FROM THE BOARD MEETING



Melody Honored on Retirement

Lawrence "Larry" Melody, who is retiring from his position as an advisor the Student Disabilities Office on South Campus, and as an adjunct professor of reading on North and South campuses, was recognized for his service at the October Board of Trustees meeting. Melody, who earned his B.S. at the University of Dayton and a pair of master's degrees from FAU, worked at the college from 2000. Melody hopes he is best remembered by students for his advocacy on their behalf and assistance in solving issues and addressing their concerns.