Strategic Initiatives

OFFICE OF STRATEGIC INITIATIVES

Vice President: Dr. Eddy Bayardelle

Strategic Initiatives is the bridge between Bronx Community College and the world beyond BCC’s gates. Its various offices link on-campus academic programs to business and industry, alumni, foundations and donors, local high schools, the media and community organizations. In doing so, the division plays the dual role of preparing future BCC students for the challenges of higher education and preparing current BCC students for the demands of the job market after they graduate.

Offices under its auspices include: EOC (the Economic Opportunity Center), which helps disadvantaged clients with classes in job skills and other programs designed to advance their education or careers; a GED program that is among the most successful in the state; continuing education programs offering certified training for professionals in various occupations; and outreach programs designed to help high school students advance to college.

SI is also the college’s main philanthropic arm, connecting BCC to foundations, individual donors and alumni with the goal of providing additional resources for students and faculty. In addition, Strategic Initiatives oversees the Office of Communications and Marketing, which coordinates BCC’s promotional and branding activities through media outreach, publications and special events targeted to the campus and the larger community it serves.

Descriptions of the six offices of the Division:

OFFICE OF WORKFORCE DEVELOPMENT AND CONTINUING EDUCATION

Interim AVP for Workforce Development, Continuing Education and Assistant Pre-College Programs: Mr. Lawrence B. Sharpe

The Office of Continuing and Professional Studies (CPS) and Workforce Development offer non-credit fee-based continuing education programs (as well as customized industry certifications courses and programs meeting industry standards) for life-long learning and professional and community development. The courses provide students and workers the opportunity to attain skills that support their career development and compete in the technological environment of today’s businesses and industries. CPS also offers professional development and personal enrichment courses. Classes are conducted both on campus and at satellite learning centers. The Office of Hall of Fame for Great Americans, managed by CPS and WF, is responsible for providing increased community awareness and campus visits as well as curriculum development as it pertains to the Hall of Fame and fundraising.

OFFICE OF GRANTS AND CONTRACTS

Grants Officer: Ms. Carin Savage

The Office of Grants and Contracts develops and administers grant and contract-funded programs from federal, state and local governmental agencies and private foundations. These programs are designed to strengthen the College’s academic offerings, student services and learning environment. They also support faculty development and research. Additionally, the Office of Grants and Contracts responds to the needs of the surrounding community, collaborating with the public schools, business and labor organizations, government agencies and community groups to obtain sponsored support for a variety of educational and outreach programs for the people of the Bronx.

OFFICE OF DEVELOPMENT

Assistant Vice President of Grants and Development: Angela Wambugu Cobb

The Office of Development establishes relationships with and secures resources from corporate, foundation, alumni and individual donors in support of the College’s priorities.

OFFICE OF COMMUNICATIONS AND MARKETING

Assistant Vice President: Ms. Diane M. Weathers

The Office of Communications and Marketing provides the strategic direction for the college’s internal and external marketing and public relations. It oversees and coordinates the College’s media relations, marketing, advertising, website design and content, and internally driven print and electronic publications. The Office is also responsible for maintaining and upholding the BCC brand reputation and visual identity. It helps craft speeches, letters, editorials and other important marketing and promotional items for the president and other members of senior leadership. The Office plays a major role in helping shape public events in ways that enhance the college’s reputation within CUNY, among other key stakeholders and the larger community that it serves. Communications and Marketing also develops initiatives to advance the college president as a thought leader in her field.
BRONX EDUCATIONAL OPPORTUNITY CENTER

Executive Director: Mr. Thomas Jordan

The Bronx EOC is an educational institution of the State University of New York, established to educate and train economically and educationally disadvantaged youth and adults throughout the borough. The Center offers continuing, remedial and technical education and college preparation classes in a life-long learning process, in order to develop a skilled work force for the future. Students receive intensive training in the technical and interpersonal skills necessary to compete in today’s job market. Through its educational activities, the Center is also a catalyst for community revitalization and personal development.

OFFICE OF PRE-COLLEGE PROGRAMS

Interim AVP for Workforce Development, Continuing Education and Assistant Pre-College Programs: Mr. Lawrence B. Sharpe

The Office of Pre-College Programs is comprised of six programs: Adult Education and Training Program, Collaborative Programs, Future Now, POISED for Success, College Now, and TRIO Upward Bound, Upward Bound Math and Science, and Talent Search. These units respond to the needs of the diverse populations served by the College, providing access to instruction and services for academic improvement, institutional and faculty development, occupational training and career development and personal enrichment. Through the work of a foundation, the Office secures private sector support for the College. Programs and services are developed in collaboration with academic departments, business and labor organizations, government agencies, foundations and other educational institutions, and community groups. The Division of Strategic Initiatives is committed to excellence in education and to services that are responsive to the needs of the college community and its neighbors.