



# The University Bulletin

**East Stroudsburg University  
of Pennsylvania**

*A Member of the Pennsylvania  
State System of Higher Education*

*A campus-wide publication issued each Tuesday throughout the summer*

**Tuesday, July 16, 2013**

## Summer Sessions

ESU will offer a variety of summer classes with on campus, off campus or online options. A list of summer session classes is available by visiting [esu.edu/summer](http://esu.edu/summer). The schedule is also available through the myESU portal.

**Summer Session 2B: 7/22/13 - 8/9/13**

**Register at  
[esu.edu/summer](http://esu.edu/summer)**

## Announcements

**Public Notice Message:** The Teacher Education Unit at East Stroudsburg University is hosting an accreditation visit by the National Council for Accreditation of Teacher Education (NCATE) in October 2013. Interested parties are invited to submit third-party comments to the visiting team. Please note that comments must address substantive matters related to the quality of professional education programs offered, and should specify the party's relationship to the institution (i.e., graduate, present or former faculty member, employer of graduates). We invite you to submit written comments to:

Board of Examiners  
NCATE  
2010 Massachusetts Avenue NW, Suite 500  
Washington, DC 20036-1023  
Or by email to: [callforcomments@ncate.org](mailto:callforcomments@ncate.org)

**Small Business Marketing Boot Camp – Business Success Doesn't Happen By Chance.** Hosted by Karl Sterns, President, KMS Marketing Solutions, LLC. This four-part seminar series offers small business owners an in-depth solution for leveraging social media to improve marketing results. Co-sponsored by the ESU Business Accelerator and NEPA Service Corps of Retired Executives (SCORE). Seminars held at ESU Innovation Center, 562 Independence Road, East Stroudsburg, PA 18301. Contact: Carter McClure, manager, ESU Business Accelerator Program, 570-422-7953.

**Monday, July 29, 9 to 11:30 a.m.**

**SEMINAR 1: The Power of Email Marketing  
Effective Emails – Assuring Email Messages are Read**

This seminar explores the process of email marketing to ensure the delivery and reading of email messages. Participants will learn how to develop effective email marketing strategies beyond email blasts.

**Tuesday, July 30, 9 to 11:30 a.m.**

**SEMINAR 2: Social Media Made Simple  
It's Not About "Clever" Cat Videos – Really?**

Social media has transformed the landscape of communication for both social and business contacts. Participants will learn how to effectively incorporate social media tools and techniques to maximize marketing opportunities.

**To All Employees:** A representative from Great West, 457 Deferred Compensation Program, will be on campus in the Science and Technology Building, Conference Room 338 on the following dates: July 31 and August 29. Employees interested in scheduling a meeting should call or email Justen Yatko at 570-290-9576 or [justen.yatko@gwrs.com](mailto:justen.yatko@gwrs.com).

**To All Employees Enrolled in the TIAA-CREF Alternative Retirement Plan.** A representative from TIAA-CREF will be on campus in the Science & Technology Building, Room 338 on the following dates: Monday, July 22, Wednesday, August 21. Sessions to be held from 8 a.m. - 3 p.m. beginning every hour. To register call: Service and Scheduling Group, 1-800-732-8353.

**ESU will Offer a Series of Short Lectures and Roundtable Discussions this Month and in August at its Lehigh Valley Center, 60 West Broad Street in Historic Bethlehem.** The Summer Roundtable and Lecture Series is offered at no cost and is open to the general public. Each event will feature short, topical presentations delivered by members of ESU's faculty, followed by audience discussion. The first roundtable, featuring Bradford Seid, Ed.D., professor of recreation services management and Haklin Kimm, Ph.D., professor of computer science, will take place on July 24 at 6:30 p.m. at the Lehigh Valley Center. Dr. Seid will lead group discussion on the basics of quality guest and customer service, focusing on the changing landscape of customer expectations and the qualities that define exceptional business owners and managers in service industries. Dr. Kimm will present his research on Coastline Satellite Image Analysis and lead a discussion on how to apply computer science problem-solving techniques to real world problems. For more information please contact Tom O'Connor, ESU's Lehigh Valley site coordinator, at 610-419-0412 or by email at [toconnor4@esu.edu](mailto:toconnor4@esu.edu).

**Zumba® Fitness with Faith and Fitnezz to Benefit the Pocono Family YMCA, 6 to 8 p.m. Saturday, July 27 at Eiler-Martin Stadium.** The YMCA will hold its first-ever Zumba Palooza at ESU. Gates will open at 4:30 p.m. for access to vendor shopping and activities. Registration will begin at 5 p.m. The entrance fee is \$10 per adult and \$5 for children/ESU students. For more information or to preregister, please call the Pocono Family YMCA at 570-421-2525 or log on to [www.poconoyymca.org](http://www.poconoyymca.org).

**The University Bulletin will be published once a week – on Tuesday – during the summer months. Submit your announcement to [bulletin@esu.edu](mailto:bulletin@esu.edu). The deadline for each issue will be 10 a.m. on Monday. The University Bulletin will return to the regular Tuesday and Friday schedule beginning August 26. The bulletin can also be read at this website: [www.esu.edu/universitybulletin](http://www.esu.edu/universitybulletin).**

For special accommodations, contact the event sponsor.

