



LIM

The College for the
Business of Fashion

Family Pipeline

Volume 2, Issue 1
Fall 2007

President's Message

Dear Parents,

On October 24 LIM celebrated an exciting and important milestone. With the help of New York State Assemblyman Jonathan Bing and Larry Scott Blackmon, deputy commissioner of New York City's Department of Small Business Services, we "cut the ribbon" on our newly-renovated flagship location at 12 East 53rd Street.

Our flagship historic townhouse, which the College has owned and occupied since 1965, underwent extensive upgrades and renovations over the course of several months. It re-opened for the Fall 2007 semester, for which we saw enrollment increase to an historic high of more than 1,100 students.

Our growth has been driven by the fashion industry's need for college graduates who can bring significant knowledge of -- and hands-on experience in -- the fashion industry to their first day on the job.

Over the past five years we have expanded into three additional buildings, but the townhouse is truly our home. It was fitting to cap off an incredible period of planned strategic growth by returning to where it all began. With this renovation, we have blended the beauty of the historic with the best in modern technology to create an educational environment on the cutting edge. The completion of this project represents the jewel in LIM's crown.

Yet as proud as we are of the environment we've created for our students, it's all just a means to an end. Thousands of young women and men have passed through LIM's doors on their way to successful careers in the fashion industry. We are the only institution committed to providing specialized education focused on the business side of the field, so completing these extensive renovations and upgrades means that we are now even better equipped to serve our students' educational needs.

If you have not yet had a chance to see the townhouse for yourself, I encourage you to do so. And on behalf of all of the faculty and staff at LIM, please accept our best wishes for a happy and healthy holiday season and a wonderful New Year.

Sincerely,

Elizabeth S. Marcuse
President



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Helping Students From the Start

The first year of college is exciting, but it can also be very challenging. To assist our students with the transition to college life and help them make the most of their freshman year, LIM recently put two important new initiatives in place.



Students listen during Fall Orientation

The Summer Bridge program, piloted this year, was developed to benefit students within a certain SAT score range who would normally take two developmental courses during their first semester with us. By taking LIM's Math Essentials and Writing Essentials courses the summer before they begin at LIM, these students are able to get a "head start" and subsequently earn more academic credits during the fall semester. The 13 students who enrolled in this year's Summer Bridge program reported it to be a very positive experience. Not only did they complete the required courses and strengthen their math and writing skills, but they also formed a unique bond with each other and learned their way around LIM and Manhattan before their first official semester even began.

LIM also created the First Year Experience course, which is a one-credit class designed to help freshmen tackle the issues they will deal with as college students. In addition to completing readings and writing papers, students were required to attend events throughout New York City and at LIM that helped them acclimate to their new surroundings. They were also challenged to create a logo to represent the fall 2007 freshmen class and create a tradition that could be adopted by the College. These projects were judged by LIM's Executive Team, led by President Elizabeth S. Marcuse. The winners received gift certificates to Barnes & Noble and Starbucks.



Summer Bridge Students

Faculty Facts

Becky Collier, an adjunct professor who teaches First Year Experience and Writing Essentials, was recently featured in a "Do-It-Yourself Makeover" on the Lifetime Television channel as well as in a television commercial for Ridgewood Savings Bank. She also has a role in an upcoming film starring Mischa Barton and Bruce Willis.

Marketing professor **Jean Joachim's** book, *151 Quick Ideas for Advertising on a Shoestring*, will hit stores in January 2008.

Ron Knoth, who teaches Introduction to Visual Merchandising, blogs for www.retaildesigndiva.com. Recent posts include "Absence Makes the Heart Grow Fonder" – on the gentrification of the Upper West Side – and "Flying by the Seat of Your Pants" which explains how retailers follow trends, but not necessarily customers.

Diana Spechler, an adjunct professor in the Arts & Communications department, has sold her first novel, *Who by Fire*, to Harper Collins Press.

Ana Stanic, who teaches Human Resources, is currently consulting with Market Access International and working with the Canadian Consulate General and the Canadian Chamber of Commerce representing Canada's Atlantic Provinces to help Canadian and U.S. companies establish relationships.

Melinda Wilson, who teaches First Year Experience and Writing Essentials, is also the managing editor for *Coldfront*, an online journal dedicated to publishing reviews of recent books of poetry.

Student Financial Services Corner

Part of the mission of the Office of Student Financial Services is to assist students in lowering the debt they may have when they graduate. To this end, we ask that you encourage your students to take time to pursue outside scholarship opportunities.

Many awards and scholarships for the 2008 -2009 academic year have application deadlines from February through May. The winter break is a perfect time for students to decide what scholarships they are going to apply for and begin to pull together the required documents.

To support this effort, the Office of Student Financial Services and the Writing Center are sponsoring workshops to help students find scholarships and write essays that get the attention of scholarship committees. We also encourage students to come in individually for guidance and visit the LIM website (click on *Current Students > Student Financial Services > Other Aid Sources*) for links to online scholarship search sites.

LIM also sponsors an annual scholarship competition (both need and non-need based awards) for which students are required to submit the LIM Supplemental Scholarship application, which is due by May 1, 2008. This application will be available on our website in March and we will also email it to all students. Most of our supplemental scholarships are made possible through the LIM Fashion Education Foundation (FEF) and require that students have earned a cumulative GPA of at least a 3.0 at LIM (including Spring 2007 grades).

You and your student must re-file your Free Application for Federal Student Aid (FAFSA) each year to re-apply for financial aid. You can submit a Renewal FAFSA for 2007-2008 as early as January 1, 2008 at the FAFSA website www.fafsa.ed.gov, and you should do so no later than April 1, 2008 to meet our priority application deadline. As always, if you have questions for the Student Financial Services team please contact us at (212) 752-1530 ext. 389 or by email at sfs@limcollege.edu.



LIM's SIFE Team Prepares for Regional Competition

For the third consecutive year, a team of LIM students is busy gearing up for the Students in Free Enterprise (SIFE) regional competition.

SIFE is a global program that challenges teams of students to develop community outreach projects with support from local businesses. This year's LIM team projects include an eco-friendly tote bag, a hunger relief program, help for underserved women returning to the workforce, tutoring for school children in Harlem, and a recycling project.



SIFE, which is on more than 950 campuses in the United States, enables students to showcase their leadership and entrepreneurial qualities in front of an audience that includes representatives from major corporations. Kraft, AT&T, and Best Buy were among the companies who sent human resources representatives to observe the SIFE team training presentations in October.

This year's SIFE World Cup competition included teams from nations all over the globe, including Russia, Japan and Nigeria. But before they can think about the World Cup, our students will compete in the SIFE regional competition in Tarrytown, New York on April 4, 2008. If they win there they will move on to the national competition.

Our 19-member team is led by management professor Marla Greene. She also receives support from several other LIM faculty and staff members who are dedicated to helping our intrepid team of young entrepreneurs make a difference in the community.

My First Fashion Week: A World of Opportunity

When you think of Career Services, phrases such as ‘resume writing’ and ‘interview skills’ may come to mind. Yet these do not even begin to describe the range of services provided by LIM’s Office of Career Services. The Career Services team believes that what we truly offer students is opportunity. Our efforts to work with the industry enable our students to have direct access to the world of fashion.

New York Fashion Week is a prime example. During this fall’s Fashion Week we were able to connect students to volunteer opportunities at many prominent companies, including *Elle* magazine and Isaac Mizrahi. Participating students were given the chance to experience all the aspects of producing high-profile fashion shows and events. Volunteers did everything from dressing models to directly assisting the designers themselves. Several of these student volunteers were able to parlay these experiences into internships, continuing the cycle of opportunity that our department offers.



Attending The Gen Art show during my first Fashion Week helped me better relate to our students and continue to promote LIM to the industry. The show was exhilarating – and from the sidewalk to the stage, LIM students were holding up the house. As we entered the building we were checked in by LIM students and we continued to be greeted by LIMers throughout the experience.

As we sat in the dark, all eyes focused on the runway, I realized that these emerging designers and our students have something important in common. They are both opening the closet on their dreams.

I’m proud to be an employee of a college whose goal, to educate through experiential learning, I truly believe in.

2008 Academic Calendar

DAY	DATE	EVENT
Thursday	January 3	LIM Reopens
Monday	January 14	Senior Co-op Begins
Wednesday	January 16	Work Project I & II Orals
Thursday	January 17	Work Project I & II Orals
Friday	January 18	First Senior Semester Marketing Plan Class
Friday	January 18	New Student and Parent Orientation
Monday	January 21	Martin Luther King Jr. Day – College Closed
Tuesday	January 22	Spring 2008 Semester Begins
Monday	January 28	Last Day to Add/Drop a Class
Thursday	February 14	Classes will run on a Friday Schedule
Fri-Mon	February 15-18	President’s Weekend - College Closed
Tuesday	February 19	Classes will run on a Monday schedule
Mon-Fri	Mar 3-Mar 14	Mid Semester Period
Thursday	March 20	Last Day to Withdraw From a Class
Friday	March 21	Good Friday – College Closed
Mon-Fri	Mar 24-Mar 28	Spring Vacation – No Classes
Friday	April 25	Senior Orals/Senior Marketing Plan due
Thursday	May 1	Classes End
Fri-Thurs	May 2-May 8	Make Up & Review Days
Friday	May 9	Senior Journal Presentations
Mon-Fri	May 12-May 16	Final Exam Period
Thursday	May 15	Senior Co-op Ends
Fri-Mon	May 23-May 26	Memorial Day Weekend – College Closed
Friday	May 30	Commencement

LIM's Library: The Key to Academic Success

Where can your son or daughter study, use a computer, meet with their classmates, do research and write a paper? They can do all this, and more, at LIM's Adrian G. Marcuse Library. The Library supports the College's curriculum with a wide variety of collections and resources. Taking full advantage of the LIM Library can help your student achieve academic success.

During each semester the Library is open 65 hours a week, allowing access to more than 10,000 titles, including more than 130 journals and magazines. These materials cover every major offered at LIM and range from *Paris Vogue* to the *Harvard Business Review* to *Women's Wear Daily*. And in addition to our collection of books and journals, the Library has a growing collection of DVDs and videos that are available for check-out.

The Adrian G. Marcuse Library is not only a bricks and mortar building; it's also a virtual library accessible from anywhere in the world. Even in the middle of the night, students can continue their research from wherever they are - whether that's at home, in their dorms or at a friend's place across the country. Our Citrix Web login gives students access to the online catalog, including 43 databases which include full-text, electronic versions of journals, reference books, and primary source documents.



LIM's Library Staff: George Sanchez, Tiffany Schureman, Ana Noriega and Maria Rothenberg

The Adrian G. Marcuse Library has also developed strong relationships with our neighbors in the public and academic library sectors so that our students can have additional research privileges. For instance, we are part of METRO, a group of more than 1200 libraries in the metropolitan New York area. METRO allows LIM students access to these libraries in person or through inter-library loans.

We also offer hands-on instruction by our staff of professional librarians and seminars and classes and workshops are scheduled in the Library Training Room. In addition, more than 40 computers available for student use, as well as color and black-and-white printers.

When visiting your daughter or son, come take a tour of the Adrian G. Marcuse Library. You will discover that it is an ideal place for one-on-one instruction, research, study, and socializing, and it just may be the key to your student's academic success.

IT – Keeping Students Connected, Saving Students Money

The Information Technology (IT) department is eager to help the College community maximize their individual technological capabilities. To that end, we have formed a number of alliances that will help students save money on their computer-related purchases.

As part of the College's partnership with Dell, Inc. all students can receive a discount of up to 15% on all hardware, including laptop and desktop computers. And if your student takes advantage of this offer, the shipping may also be free. Visit www.dell.com/lim for additional details.



Our department has also partnered with PC Connections, a leading software vendor. The LIM community can receive discounts of up to 50% on all software purchases, including Microsoft Office Suite, the Windows operating system, and a variety of other applications. Free ground shipping is included as well. Visit www.govconnection.com/limcollege for more information on this offer.



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Save The Date

February 8 - Parent Advisory Board Meeting

March - Spa Event—Date to be announced

April 11 - LIM's Student Fashion Show

LIM's 53rd Street Townhouse Ribbon Cutting - October 24, 2007



LIM President Emeritus Adrian G. Marcuse, Assemblyman Jonathan Bing, Deputy Commissioner Larry Scott-Blackman and LIM President Elizabeth S. Marcuse



LIM Executive Vice President Linda Harris Paolillo and Board Member Jessica Mitchell



LIM Alumni and Board Members Jacqui Wenzel, Donna Westerman and Elaine Flowers
