

# Plan — Research — Assess!



## Introduction

Welcome to the fourth issue of **Plan — Research — Assess!** This newsletter is published by the Planning, Research, and Assessment Office (PRA) at Penn State Berks. The purpose of the PRA newsletter is to disseminate information on current assessment, institutional research, and planning projects at the College.


The PRA office is grateful for the student workers who make the PRA newsletter possible. Stefanie Galeano, senior Professional Writing major, Cindy Marrero, senior Business major; and Saskia Urbanez, senior Global Studies major and minor in Business will be graduating.

This newsletter is dedicated to the hardworking seniors.

Go directly to each article by clicking on titles below *Inside This Issue*.

Comments on the newsletter? Email: [PRA Office](mailto:PRA Office)

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## Contact Information

Dr. Mary Lou D’Allegro  
Senior Director  
610.396.6389  
mad23@psu.edu

Stefanie Kerns  
Statistical/ Data Analyst  
610.396.6386  
slk37@psu.edu



## Stefanie Galeano, Writing Major

Stefanie Galeano is a senior Professional Writing major who has spent the last two years working on her degree at Berks.

“Because of my experiences with the Planning, Research, and Assessment Office, I feel better prepared to enter the work field. Composing the office newsletters has honed my skills as a writer.”

Galeano is eager for May to arrive

and is pursuing a professional writing position in her hometown of Sugarloaf, PA after graduation.

She plans to submit her portfolio to Hazleton General Hospital; Galeano aspires to work in the Public Relations Department as a technical writer. “I want to be a part of community outreach,” says Galeano.

Galeano’s fondest memories in-

clude the faculty and students who always made her feel welcome at Berks. She believes the long commute from Luzerne County was well worth earning her degree at Penn State Berks.

“The professors of the Professional Writing program are dedicated to enriching our education. I feel confident that I’ll have a career that utilizes what I’ve learned in the classroom.”

## Campus Stat

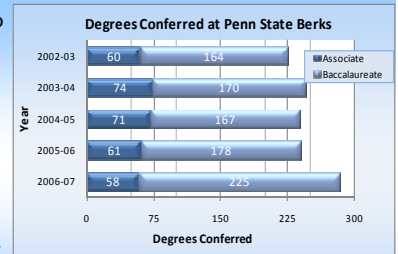


Figure 1: Degrees Conferred at Penn State Berks increased by 26% in the last five years.

## Cindy Marrero, Business Major

Cindy Marrero, a senior Business major with a focus in Marketing and Management, is nearing the end of her internship with the Planning, Research, and Assessment Office. “The internship has improved my business, technical and social skills,” said Marrero.

Although Marrero is anxious about finishing school, she has begun preparing for post graduation. She

has successfully landed an interview with PA College Advising Corps, a program that trains recent Penn State graduates to serve as advisors in selected public secondary institutions in southeastern Pennsylvania.

Marrero hopes to work at Edison High School, Philadelphia. As a graduate of Edison, “It’s an opportunity to give back to these high

school students. That’s important to me.”

Marrero plans to attend graduate school to earn a M.B.A. with a marketing emphasis.

She has enjoyed the last four years at Berks and believes, “the Penn State name has created good networking opportunities for me.”

at Penn State Berks and says each class has had an impact on her.

“Every class has influenced me in a strong way because without those classes, I wouldn’t have learned the skills necessary to achieve my degree.”

## Saskia Urbaez, Global Studies Major

Saskia Urbaez is a senior Global Studies major with a minor in Business.

Urbaez has spent the last two years working in the Planning, Research, and Assessment Office as a student worker. She has contributed to the daily tasks and responsibilities that keep the office running smoothly. Urbaez assisted Dr. Mary Lou D’Allegro, Senior Director of the Planning, Research,

and Assessment Office, in strategic planning and various projects.

“Working here has better prepared me for the work field because I know what it’s like to work with a deadline,” said Urbaez.

With graduation right around the corner, she is experiencing mixed emotions about leaving Berks, her home away from home the past four years. “The experience here

at Penn State Berks has been a good one with many memories that I will never forget.” One of her fondest memories is when she made the dean’s list.

Urbaez aspires to work with an international company so that she can experience cultures worldwide. Already having traveled to nine countries, Saskia has certainly enhanced her future opportunities in international business.

## Data Warehouse Requests

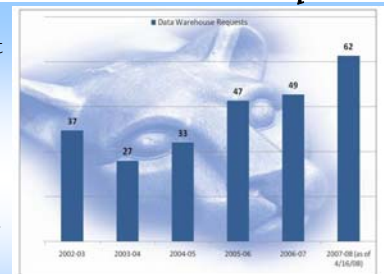


Figure 2: Data Warehouse requests have increased 27% this year, to date from last year.