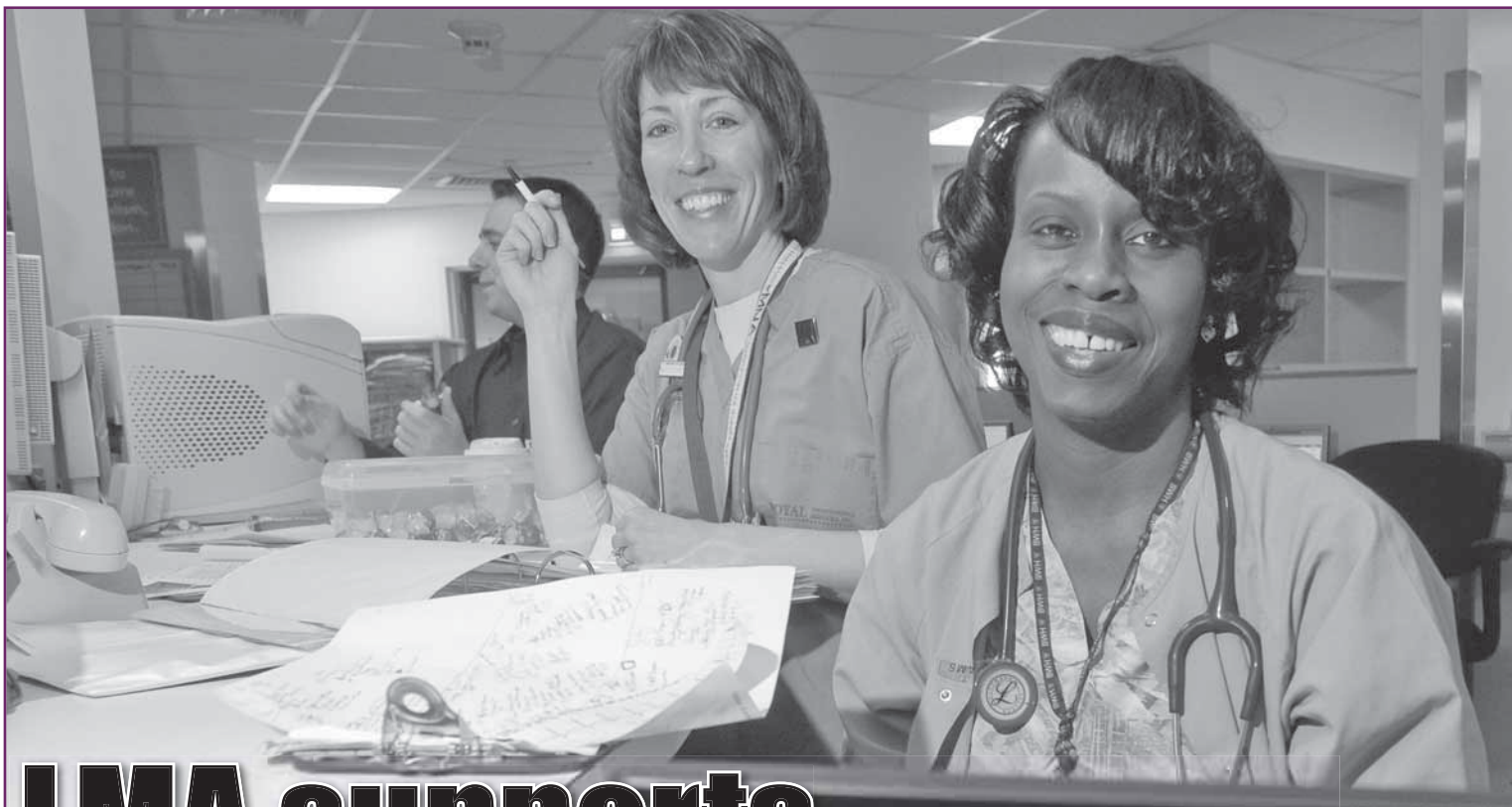


# MASCO NOW

MEDICAL ACADEMIC AND SCIENTIFIC COMMUNITY ORGANIZATION, INC.

Autumn 2008

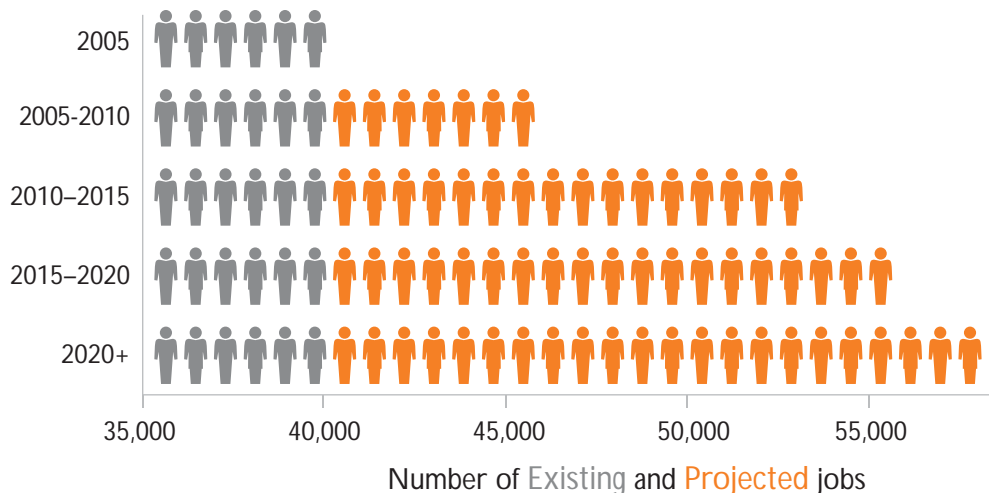


## LMA supports tomorrow's workforce

*More than 40,000 people work in the LMA in health care, education, biomedical research and at cultural and religious organizations.*

Every day in the Longwood Medical and Academic Area lives are saved and tomorrow's scientists and teachers are trained. An average of 1,000 new jobs are produced each year, bringing the current total of LMA employees to more than 40,000. Despite recent global economic downturns, employment is projected to grow to 58,000 jobs between 2020 and 2030.

The LMA's exceptional mix of major medical institutions, colleges and leading clinical research organizations makes it a center of the biomedical innovation that



See **LMA WORKFORCE** Page 2



## FROM THE PRESIDENT

Although we are now working within a difficult economy, we can take solace in knowing that the LMA has increased employment and doubled its facilities every 30 years for a century. MASCO members remain committed to improving our world and our communities through thoughtful growth.

In this issue, while we celebrate an increase in the workforce over time within the LMA, we also describe efforts to protect the environment, enhance the community and change commuting habits.

To help create a pipeline into jobs here, LMA institutions serve nearly 27,000 people in workforce development programs. We have learned that reaching out to young people in high school can be one of the most effective ways to ensure a greater number of candidates for jobs requiring strong skills in math and science. Developing a high school partnership program that fulfills expectations of students, parents, teachers, administrators, and the many partner participants is a long-term serious undertaking. On page 3, we interview just a few of the partners in Longwood who are working to make the John D. O'Bryant Gateway to the LMA program a success: Sally Dias at Emmanuel, Steve London at Simmons and Candace Burns at Dana Farber. MASCO members are in their second year in this four-year pilot program, and, like the students, we are learning every day.

Years ago, my college roommate gave me a copy of Rachel Carson's *Silent Spring* and said that a liberal arts education was incomplete without understanding the environment. She majored in botany because environmental science was not a course then. Now, we find that going green touches every part of our lives, and in this issue, almost every story. We are introducing a new section, LMA Going Green, on pages 6 and 7, that highlights green roofs on LMA institutions, as well as just a few of the environmentally-



sensitive initiatives occurring here. "Greening" has become a catchall term for all good things. So, the story on page 5 regarding renovations in Evans Way Park, news about "daylighting" the Muddy River on page 8 and MASCO's latest efforts to encourage public transit on page 9 are all green as well.

I was reminded of first learning about environmental issues at college because recent college graduates are bringing to the workforce a new type of advocacy: not against war or authority, but for saving the environment and respecting each individual. Longwood is fortunate to have this youthful army of positive forces among us.

*Marilyn*  
Marilyn Swartz-Lloyd  
President and CEO

## WORKING TOGETHER

### LMA WORKFORCE: from Page 1

defines the Massachusetts economy. A new MASCO report, *About the LMA*, highlights the significant contributions of LMA organizations.

In 2005, LMA hospitals had more than 95,000 inpatient admissions and nearly 2.1 million outpatient visits – a number that has grown by 66 percent in only 12 years. Between 1995 and 2005, National Institutes of Health awards to the LMA more than doubled. Close collaboration between biotech companies and hospitals is helping speed advances from the laboratory to the patient bedside.

### Training today's workforce

MASCO members are responding to

the growing demand for highly skilled employees with an array of workforce development programs. More than 200 programs help nearly 27,000 people gain the additional skills necessary to advance their careers. Programs annually serve almost 16,000 youth, over 2,300 adults, and more than 8,700 incumbent workers.

### Educating the future workforce

LMA industries – health care, education, human services, and fields that employ science, technology, engineering and math professionals – account for 40 percent of Massachusetts job vacancies. The Colleges of the Fenway are focusing on supplying students with the skills and experience necessary to pursue careers in these and many other fields. A significant 55 percent

of COF alumni remain in Massachusetts. These 65,000 well-educated, highly-skilled workers fill the Commonwealth's most in-demand positions.

### Collaborating for the future

MASCO members are collaborating to find ways to meet the challenges of translating growth in patient care, research and teaching into employment, better health care and education. Members are committed to making the LMA a better place to receive medical care, live, work and study.

*About the LMA* was compiled by MASCO area planning. For a copy of the report contact Seamus Gallagher at [sgallagher@masco.harvard.edu](mailto:sgallagher@masco.harvard.edu).



# Worlds intersect for Gateway students and MASCO institutions

Students at the John D. O'Bryant School of Mathematics and Science are learning valuable life lessons beyond the books, thanks to the efforts of MASCO member institutions.

Students and staff from Simmons College, Emmanuel College, Massachusetts College of Pharmacy and Health Sciences and Dana Farber Cancer Institute have been serving as tutors to students in the Gateway to the LMA program. Launched in the 2007 academic year, Gateway is a state-funded joint effort between MASCO member institutions and the O'Bryant School that combines intensive academic study with exploratory experiences for students interested in careers in the health sciences and related fields.

"The Gateway project is outstanding in terms of nurturing students in math and science," said tutor Sally Dias, professor at Emmanuel and director of the Carolyn A. Lynch Institute. "Math and science literacy is so important. I wanted to help in a very personal way."

"We are so impressed with the structure of the Gateway Program and the teachers at the O'Bryant," said Steve London, director of Simmons' Scott/Ross Center for Community Service. "Jennifer Wu (director of the Gateway program) has been incredibly helpful and understanding."

"The need for tutors will be on-going," said Dr. Wu. "We hope to see increased involvement of the Colleges of the Fenway and the hospitals as the Gateway program matures. It's a lifeline for us."

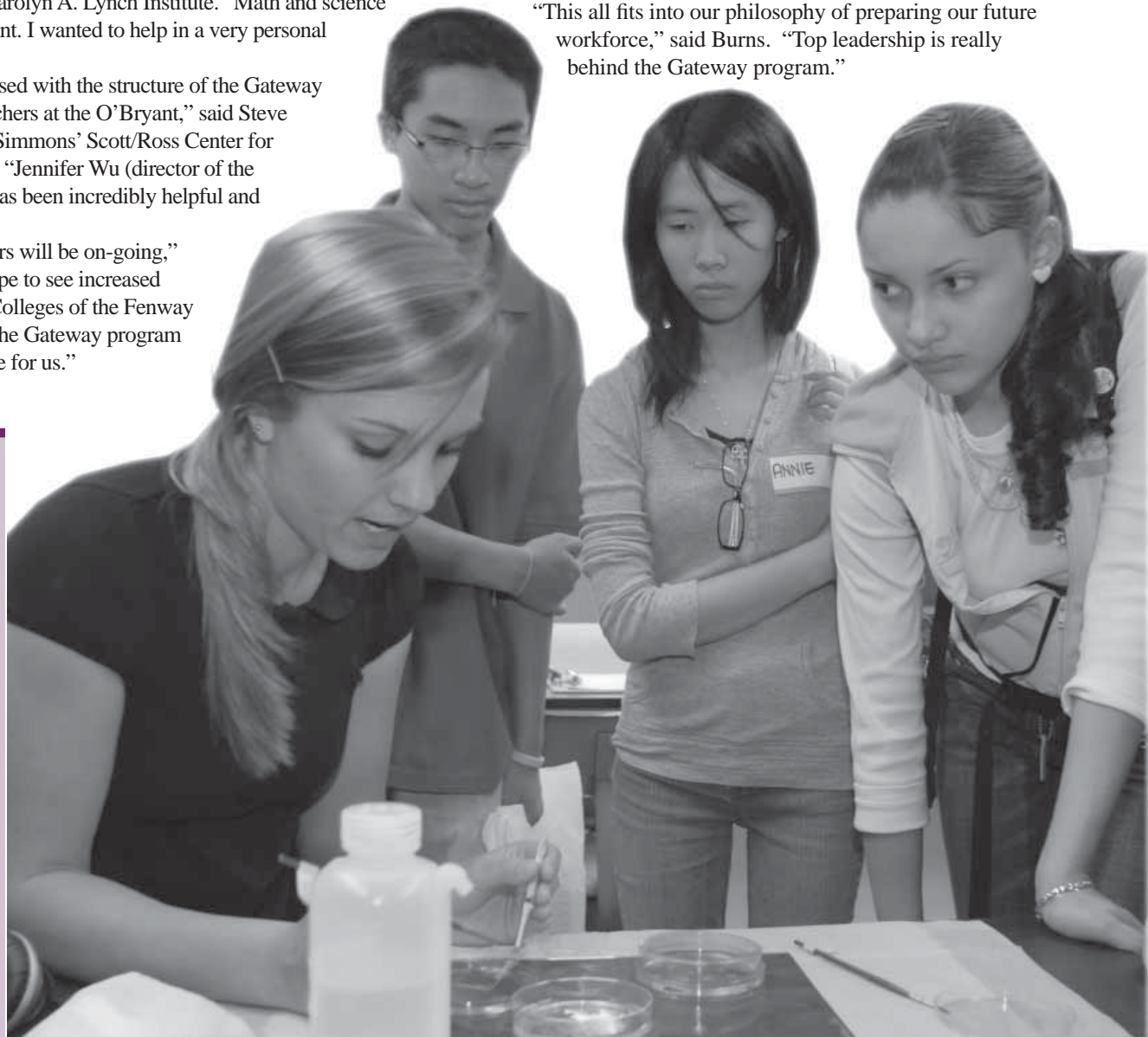
## Students get first-hand view of science in action

Dana-Farber Cancer Institute hosted six Gateway students during its annual Groundhog Job Shadow Day. DFCI shadow hosts paired up with their Gateway students and visited research labs. At the conclusion, students participated in a discussion about their experiences.

Prior to Job Shadow Day, a number of DFCI scientists and researchers had volunteered their time at the O'Bryant School to talk with Gateway students about their careers, research and personal perspectives on science. Candace Burns, DFCI's Director of Workforce Development, said that participants found the experience with the Gateway students so positive that they requested the opportunity to host students on Job Shadow Day.

"This all fits into our philosophy of preparing our future workforce," said Burns. "Top leadership is really behind the Gateway program."

*In Emmanuel College's science labs, a student explains her research work to a group from the O'Bryant School's Gateway program. In June, Gateway students spent a day touring institutions in the LMA to gain exposure to the kinds of opportunities that would be available to them after they graduate.*



## Copier contract saves thousands for Judge Baker

MASCO Collaborative Services, working with Judge Baker Children's Center (JBCC), identified a vendor that provided considerable savings on copier contracts and needs. By reviewing their current contracts, identifying new vendors and setting up specifications for the bidding process, JBCC leased four new up-to-date copiers and saved \$118,000 over 5 years.

# New national purchasing partnership increases buying leverage for members

E&I Cooperative Purchasing, the nation's largest group purchasing organization serving higher education, has reached

an agreement with MASCO Services, Inc. (MSI) for joint purchasing initiatives for all MASCO members. Member institutions benefit from savings across a spectrum of products including computer and electronic equipment, laboratory equipment and supplies, athletic training equipment, office supplies, furnishings and service contracts. The Office Max agreement is one of the



Educational & Institutional Cooperative Purchasing

most aggressively priced and fastest growing contracts available through E&I. Member institutions have experienced

between 10% and 40% reductions in office supply costs. Office Max also provides a proactive account management team, pricing comparison analysis, savings reports, and a plan for cost reduction at each institution.

For questions about the E&I partnership, or about other contract agreements available at MASCO, please contact John Healey: [jhealey@masco.harvard.edu](mailto:jhealey@masco.harvard.edu).

# Call Center technology enhances customer service

MASCO's Customer Care Call Center has introduced several enhancements to its web-based directory and paging systems. The most recent enhancements give users the ability to change their paging and on-call status up to a year in advance without calling an operator, so schedules and pagers can be set at one time. Clinicians can also update on-call schedules in the same manner, no longer having to remember to change their status in real-time, so they may better focus on patient care.

## Upgrading speed, security and reliability

The MASCO Information Technology network, which supports the Call

Center's application and other mission-critical systems, underwent an extensive upgrade to improve speed, redundancy, security and reliability.

## Reducing commuter traffic

Future capital improvements will include upgrading telecommunications and Call Center management systems to provide greater flexibility for expanding MASCO's remote Call Center operator workforce and business continuity initiatives. Call Center director Gary Dupont said, "This is a plus for the neighborhood because the Center is taking part in efforts to reduce commuter traffic and

providing flexibility for scheduling the workforce, especially during emergency situations. These new technology systems will greatly improve our ability to work with our major stakeholders on future disaster recovery projects."

## High marks for customer service

Again this year, the Call Center placed number one in a benchmark survey conducted by an independent market research firm, comparing MASCO to five other Boston-area hospital call centers. Measurements included speed of answer, courtesy and proper routing of the call. Operators are expected to answer calls within 20 seconds.



# Evans Way Park to bloom anew

Renovations on Evans Way Park began this summer. The small park, designed by Frederick Law Olmsted in 1895, is bounded by the Isabella Stewart Gardner Museum to the north, Massachusetts College of Art and Design to the west and Wentworth Institute of Technology to the south. Originally planned as a carriage entrance to the Emerald Necklace, the park remains a well-used and precious space along The Fenway.

In 2002, a park abutter's group, comprised of Boston Parks and Recreation, the Museum School of the MFA, the Gardner Museum, MassArt, Wentworth and the Fenway Alliance was coordinated by MASCO. They collaborated to launch a plan to restore and enhance the park. MASCO has raised nearly \$375,000 that is being used toward Phase I of the plan to renovate the park.

The renovation project includes planting 33 new trees to replace damaged ones, replacing benches and rebuilding pathways. A highlight will be the addition of *scilla pratensis*, star-shaped, blue-to-violet flowers that will bloom in the spring in a river of flowers. The master plan also includes the repair of street lights and sidewalks along the Isabella Stewart Gardner and Wentworth properties. To complete the second phase of renovations, another \$350,000 must be raised.

For more information about this project or to offer donations, please contact Jan Henderson, senior planner at MASCO: [jhenderson@masco.harvard.edu](mailto:jhenderson@masco.harvard.edu).

*Renovations on Evans Way Park, which is bordered by the Gardner Museum, MassArt and the Wentworth Institute, began in the summer and will be completed this fall. The renovations to the park include planting new trees, replacing benches and rebuilding pathways.*



# GREEN ROOFS GET GREEN LIGHT AT LMA INSTITUTIONS

"One of the project goals is not only to design a healing environment but also to bring nature back into the densely developed Longwood Area."

**Margaret DeBolt**  
*Architect*

Partially or completely covered with vegetation and soil, green roofs help to reduce our carbon footprint. Green roofs provide space to grow fruits, vegetables and flowers, increase roof life span, reduce heating and cooling demands, reduce storm water runoff, filter pollutants out of the air and rainwater and foster urban wilderness. The U.S. Green Building Council awards credits for green roofs as part of the Leadership in Energy and Environmental Design (LEED) certification process.

## **Dana-Farber's Yawkey Center will contain five green roofs**

Dana-Farber Cancer Institute's new Yawkey Center for Cancer Care will incorporate green roofs on five floors. One floor will contain a healing garden to provide a place of calm for patients, families and caregivers.

"One of the project goals is not only to design a healing environment but also to bring nature back into the densely developed Longwood Area," said architect Margaret DeBolt from the firm Zimmer Gunsul Frasca. "It will be a small urban green space."

The roofs will reduce energy use by minimizing heat gain and loss, help filter rainwater and reduce the run-off levels during heavy storms by 25 percent. The building is expected to be ready for occupancy in early 2011.

## **Simmons College receives donation for green roof**

Simmons College received a \$500,000 donation for a landscaped roof terrace on the new School of Management Building in acknowledgement of the college's commitment to green practices. The roof garden will be covered with ornamental grasses, ground cover and perennials and will provide a unique view of the Boston skyline.



*Plants on the 11th floor green roof of the MassArt Tower Building were selected based on their ability to thrive in a Northeastern US sand plain community, similar to the climate on Cape Cod.*

## **Wheelock College includes green roof in its construction plans**

Wheelock College's Campus Center and Student Residence will be ready for student occupancy in January 2009. The center, like the new Simmons School of Management Building and the Yawkey Center for Cancer Care, will be a LEED-certified green building. The 60,000-square-foot, seven story building features a terrace and garden roof that will require little maintenance, as it will be planted with vegetation that can withstand harsh conditions.

## **MassArt completes its rooftop pilot project**

The Massachusetts College of Art and Design green roof was initiated with a \$10,000 pilot grant from the Mass. Executive Office of Environmental Affairs. Students in the sustainable architecture course designed and constructed the roof as

part of their course work. "After receiving the grant, our class took a sharp turn from the theoretical to the actual," said designer and MassArt alumna Karin Sharav-Zalkind. "It was one of the most powerful lessons in my years of study."

Located on an existing flat roof accessible from the 11th floor of the college's Tower Building, the green roof consists of a 1,000-square-foot planted garden and a walkway.

"The planted roof, viewed from the trustee's room and gallery, and accessible from both of these locations, adds to the quality of this otherwise desolate black rubber roofscape," said Professor Patti Seitz, department of architecture and environmental design. "The goal is also to demonstrate a reduction of storm water into the city system and a reduction in the temperature ranges at the roof that will translate into savings both in winter and summer."

# LMA supports environmental initiatives

LMA hospitals are working with the Green Guide for Health Care to integrate environmental health principles and practices into the planning, design, construction, operations and maintenance of health care facilities. LMA institutions have established green campus initiatives, developed standards for water safety for medical and research facilities and have set up a number of programs for reducing greenhouse gas emissions.

Ten LMA institutions have achieved or are pursuing LEED (Leadership in Energy and Environmental Design) certification, or are designing to the highest LEED standards. The national benchmark for high-performance green buildings, LEED recognizes sustainable site development, water conservation, energy efficiency, materials selection and indoor environmental quality.

## MassArt green initiatives

Massachusetts College of Art and Design is one of the initial signatories of the American College and University Presidents Climate Commitment. Craig Kilburn, the college's sustainability and environmental health and safety officer, focuses on reducing energy and water consumption, collaborating on academic sustainability projects, expanding recycling efforts, and creating a healthy working environment; all with the goal of achieving a climate neutral campus.

"The challenge is to raise the awareness level and get the word out," said Kilburn. "We've put together a sustainability committee made up of students, we publish a monthly newsletter, and we are working on ways to involve the entire MassArt community."

The college has made some significant achievements:

- The amount of materials recycled quadrupled in one year.
- As a result of recently switching from fuel oil to a cleaner burning biofuel, installing an Energy Management System, and completing a boiler efficiency project, MassArt expects to reduce emissions by 7 to 12 percent and increase energy savings.
- New water fixtures saved 996,303 gallons of water last year.

Kilburn is currently working to upgrade existing light bulbs to full spectrum natural lighting across campus. This will reduce headaches, stress, aging and promote a healthy work environment.

## LMA parking garages going green

Not all green roofs offer the traditional above-ground level views. In the 1990s Harvard Medical School built a parking garage below its main quadrangle and reestablished the landscape upon completion of the garage. Simmons College has replaced its surface parking with a new underground parking garage that will be covered with a grassy quad.



*Ian Bowles, Secretary of Environmental Affairs for the Commonwealth of Massachusetts, and BIDMC President and CEO Paul Levy during the Healthy Work/Healthy Home environmental action awards breakfast.*

## Beth Israel Deaconess Medical Center marks 10<sup>th</sup> annual Healthy Work/Healthy Home celebration

Massachusetts Secretary of Environmental Affairs Ian Bowles offered the keynote address at the 10th annual Beth Israel Deaconess Healthy Work/Healthy Home celebration. The event also featured the third annual environmental awards, with honors going to two teams: one that created an innovative way to save water and a group that launched a pilot program in 2006 to install occupancy sensor devices that automatically power down vending machines after 30 minutes of inactivity.

## Dana-Farber, Brigham, Simmons establish clean air initiatives for new construction

Dana-Farber Cancer Institute has won the EPA's Environmental Merit Award for its efforts to improve air quality at construction sites. DFCI was the first hospital in New England to require that its contractors install diesel emissions reduction equipment and/or use cleaner, low sulfur fuels, and follow strict no-idling policies. Working closely with its main contractor, Walsh Brothers Construction Company, DFCI achieved emissions reductions of 20 to 40 percent per vehicle. Since then, DFCI has added the construction air quality requirements to its Institutional Master Plan, ensuring that it applies to all future projects.

Other LMA institutions have adopted similar policies, helping to significantly reduce the negative impact of construction projects on patients, employees and the environment. Brigham and Women's Hospital had similar requirements for the recently completed Shapiro Cardiovascular Center, as did Simmons College for their new School of Management Building.

Dana-Farber Cancer Institute, Brigham and Women's Hospital and Simmons College are all targeting LEED silver certification. The certification is awarded upon building completion.



# A river runs through it – again

A portion of the Muddy River in the Emerald Necklace that was channeled underground 50 years ago will be “daylighted” as part of a plan developed by the US Army Corps of Engineers in conjunction with the Muddy River Flood Control and Restoration Project.

The Muddy River has flooded in recent years, and sedimentation has caused deterioration of riverbanks and the historic landscape. The Army Corps developed a plan that will combine flood control and extensive relandscaping. As part of the planning, MASCO created a vision for improving the pedestrian environment at the nexus of Brookline Avenue, Boylston Street, Park Drive and The Fenway, while enhancing the historic parkland and reducing vehicle congestion.

The “daylit” Muddy River will run between grassy banks and through expanded culverts under the Brookline Avenue bridge in the Sears Rotary. Work is expected to begin next spring. MASCO will coordinate construction activity with its 23 institutions and neighbors in the community.

## Pedestrian navigation

The first phase of the project now includes restoration of the river and relandscaping, as well as traffic and pedestrian improvements. The Sears Rotary area surrounding the Muddy River serves as an important thoroughfare that connects Fenway residents to jobs, educational opportunities and health-care providers in the LMA, brings employees at LMA institutions to offsite facilities and connects residential communities to downtown Boston. “It’s a very complicated transportation system when you have pedestrians trying to cross an area where five major roadways come together,” said Sarah Hamilton, MASCO vice president for area planning. “We set out to determine how we could improve the parkland and pedestrian conditions, and at the same time help traffic circulation.”

## MASCO recommendations

MASCO’s recommendations, which have been endorsed by the Army Corps and City of Boston include:

- Create green space and pedestrian refuge at the point where Brookline Avenue and Boylston Street intersect by eliminating the Boylston Street outbound approach exclusive right-hand turn onto Brookline Avenue northbound.
- Provide a shorter new pedestrian crossing at the corner of Boylston Street and Park Drive by extending the sidewalk and adding landscaping.
- Prevent flooding that occurs at the intersection of Brookline Avenue and The Fenway.
- Provide advanced pedestrian crossing phase at the signal at Boylston Street and Park Drive.
- Add a direct park-to-park pedestrian crosswalk on the south side of the Boylston Street/Park Drive intersection at the Sears Rotary.
- Remove the jug-handle that allows reverse direction from The Riverway to Park Drive westbound to increase the amount of usable parkland.
- Upgrade crosswalks and accessible ramps throughout the rotary area.
- Adjust signal timing for Boylston Street at Park Drive to reduce vehicle congestion in the intersection.



*Geese on  
The Fenway  
are looking  
forward to  
renovations  
that will daylight the  
Muddy River.*



# New Woburn shuttle launches

A new pilot shuttle program between Woburn's Anderson Regional Transportation Center (ARTC) and the LMA kicked off in October. The shuttle allows commuters from north of Boston who travel on I-93 and I-95 to park at ARTC and avoid the drive into the city. The shuttle offers four morning inbound trips and six afternoon and evening outbound trips. During the initial three-month trial period, the shuttle is free to passengers, and parking is only \$4 per day at ARTC – significantly less than the cost of gas between Woburn and the LMA.

## After January 1

Once the trial period is complete, costs to ride the shuttle will be subject to the policies of each member institution.

## Eligibility

Employees should contact their employer's Commuter Service Office or Employee Transportation Advisors to determine if they are eligible to ride the shuttle and to sign up.

## Benefits

Shuttle riders avoid the expense and hassle of rush-hour driving, and can enjoy easy Wi-Fi computer access. To accommodate the needs of occasional drivers, riders have the opportunity to drive to the LMA up to two times a month and park at a MASCO off-site facility for no cost. (Day passes must be picked up in advance from MASCO.)

## What is the schedule for the Woburn shuttle?

The shuttle operates during peak commuter hours. There are four morning inbound trips and six afternoon/evening outbound trips. The shuttle makes one stop in the LMA on Avenue Louis Pasteur.

### Morning Inbound Schedule *(as of Oct. 2008)*

Leaves Woburn	Arrives in LMA
5:40 a.m.	6:20 a.m.
6:05 a.m.	6:45 a.m.
7:00 a.m.	7:50 a.m.
7:30 a.m.	8:15 a.m.

### Afternoon Outbound Schedule *(as of Oct. 2008)*

Leaves LMA	Arrives in Woburn
2:45 p.m.	3:45 p.m.
3:45 p.m.	4:45 p.m.
4:45 p.m.	5:45 p.m.
5:45 p.m.	6:45 p.m.
6:45 p.m.	7:45 p.m.
7:45 p.m.	8:45 p.m.

During the trial period enhancements and changes in schedule may occur based on member requests. For more information on the Woburn shuttle contact Matthew Grymek at [mgrymek@masco.harvard.edu](mailto:mgrymek@masco.harvard.edu).

## Successfully changing commuting habits

In the LMA, extensive efforts to promote public transportation are proving successful. At present, 58 percent of MASCO-member employees do not drive to work. Drive-alone commuters have decreased by 14 percent since 2001, while public transit use has increased by 7 percent. Institutional shuttles carry three million passengers annually and prevent 12,000 automobile trips into the LMA every week day.

## Shuttle information online real time

Commuters now have the option of checking the internet to pinpoint the exact location of their bus, narrowing the gap between expected and real-time schedules.

MASCO introduced a new tracking system for shuttles, which continuously displays the location of the vehicles in motion against a detailed map of recognizable landmarks. The Transit Visualization System is developed by TransLoc Inc., an "intelligent" transportation systems company. The intent is to help riders save time, stay safe and have more control over their schedules.

The M2, which runs between the LMA and Harvard University, piloted Transloc's technology. Because of its success, MASCO has added the technology to the JFK, Ruggles and Chestnut Hill runs. The system can be accessed at <http://shuttles.masco.org>.

## Greenbush Line adds new departure time to its evening schedule

At MASCO's request, in the spring the MBTA added a new outbound departure time to the Greenbush Line weekday schedule. The 5:26 p.m. train was introduced to better service those commuting during high-peak evening hours.

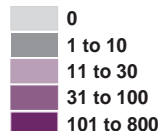
Departing from South Station, the 18-mile-long rail line services the towns of Braintree, Weymouth, Hingham, Cohasset and Scituate.

## New COF joint environmental sciences program

Preparing students to have a positive impact on the future of the planet, Colleges of the Fenway now offers an interdisciplinary program of study in environmental science.

The joint program provides unique opportunities for students to use the many specialized state-of-the-art laboratories and resources located within the COF system. Specialty tracks and flexible curricula allow students to take courses in their areas of interest. COF institutions offering undergraduate degree programs in environmental science include: Emmanuel College, Massachusetts College of Pharmacy and Health Sciences, Simmons College and Wentworth Institute of Technology. As an integral component of this program, a speaker series is hosted at one of the COF schools each spring. This year, the impacts of climate change and global warming, green campuses and the role of non-profits in environmental work were examined. To kick off the semester, students and faculty participated in a nation-wide interdisciplinary discussion about global warming solutions for America called Focus the Nation.

A series of workshops were held at Wheelock College to provide a platform for students, activists and educators to take leadership roles in sustainability. Highlights of the event included presentations by State Representative Frank Smizik and State Senator Stanley Rosenberg. In addition to the 14 faculty speakers from the COF, other presenters included representatives from Earth Share of New England, Massachusetts Climate Action Network, Grassroots International, Conservation Law Foundation and National Association of Environmental Law Societies.



### COF Volunteer and Intern Site Placement 2005

*Colleges of the Fenway students intern and volunteer at more than 800 organizations in Metro Boston and at 1,325 additional locations statewide.*

## Colleges of the Fenway dedicate 95,000 work days to community

### Study quantifies community commitment

In one year, a small army of Colleges of the Fenway (COF) students, faculty and staff dedicated an extraordinary 760,000 hours, or 95,000 work days, as interns and volunteers in community organizations. They worked at more than 800 sites in Boston and 1,325 additional locations throughout the Commonwealth – in day care centers, schools, health care organizations, social service agencies and other nonprofit organizations.

This arrangement is both civic-minded and practical. The colleges provide an important public service while students gain valuable hands-on experience in a wide array of service learning courses and coordinated community service programs.

A recent study by MASCO and the UMass Donahue Institute documents the community contributions of the COF and their positive influence on the neighboring communities, Boston and Massachusetts.

### COF students stay in Massachusetts

The study confirms the COF's important role in educating tomorrow's Massachusetts workforce. More than 75% of COF students come from across the Commonwealth and 55% settle here after graduation, making careers in some of the most in-demand fields – teaching, nursing, pharmacy and health sciences, social work, engineering, technology, art and design.

### Colleges Support Boston Students

The COF is committed to helping Boston students earn college degrees. This dedication is backed up by a number of outreach programs and significant financial aid. In 2005, the COF enrolled 348 Boston students and provided \$3.2 million in financial aid to graduates of Boston high schools.

The study was performed by the UMass Donahue Institute, Economic and Public Policy Research Unit, Sarah Hamilton, vice president, MASCO area planning and development and Jan Henderson, senior planner. For a copy of the full report contact the COF at 617-632-2729.



## "Be the Change We Want to See"

**Wentworth Institute of Technology** hosted the second annual Youth Workers and Youth Care Providers Symposium: "Be the Change We Want to See," sponsored by the Boston Centers for Youth and Families. Mayor Menino kicked off this year's symposium, which introduced city-wide and neighborhood-based youth workers and youth care providers to each other so they can develop a consistent process for networking, partnership-building and strategy development. An important outcome of the symposium is to provide coordinated, consistent support to youth during the summer. The symposium included workshops, presentations, panel discussions and guest speaker Deborah Prothow-Stith of the **Harvard School of Public Health**. Panelists shared their views on youth-related issues and best practices on collaborative efforts.

## National Minority Cancer Awareness Week

The members of the **Dana-Farber/Harvard Cancer Center** – the nation's largest NCI-funded comprehensive cancer center that includes **Beth Israel Deaconess Medical Center, Brigham and Women's Hospital, Children's Hospital Boston, Dana-Farber Cancer Institute, Harvard Medical School, Harvard School of Public Health, and Massachusetts General Hospital** – joined together to support National Minority Cancer Awareness Week. Working with the Faith-Based Cancer Disparities Network, the group sponsored a series of cancer awareness posters, supported a week of prayer for the healing of cancer campaign, and created Bible bookmarks that share cancer awareness tips.

## New Sports Safety Partnership

**Children's Hospital Boston, Philips Healthcare, the Boston Celtics Shamrock Foundation and Comcast SportsNet** have formed a new sports safety partnership. Sandra Fenwick, Chief Operating Officer and Dr. Lyle Micheli, Director of the Division of Sports Medicine at Children's, were joined by Mayor Thomas Menino to announce the innovative collaboration. The mayor was on hand to show his appreciation for the donation of 17 automated external defibrillators to Boston Public School athletic programs.

Below, pictured left to right: Sandra Fenwick, Michael Miller, Senior VP, Philips Healthcare; Mayor Menino; Wyc Grousbeck, Boston Celtics Managing Partner; Dr. Micheli and Bill Bridgen, Senior VP, Comcast SportsNet.



# Green Team

*The COF community held an Environmental Science Carnival on the Wentworth Institute of Technology Quad. The event was sponsored by the WIT "Green Team," the school's environmental club, and the joint Environmental Science Program. Sharing green information at the Carnival are Wentworth students (left to right): Danielle Lax, Nina Swanson, Heather Richardson and*

*Jocelyn Morelli.*

*Medical Academic and Scientific Community Organization, Inc. (MASCO) a tax-exempt Massachusetts charitable corporation established in 1972, works with its tax-exempt member institutions and others to assist the City of Boston and serve the general public by developing commuting alternatives to reduce traffic congestion, providing area planning and improving the accessibility and attractiveness of the Longwood Medical and Academic Area in Boston. MASCO's wholly owned taxable subsidiary, MASCO Services, Inc. (MSI), provides telecommunications and collaborative services that complement the tax-exempt services of MASCO. Although they operate separately, MASCO and MSI are referred to for convenience in this publication as "MASCO". For more information on MASCO and its services, call 617-632-2310 or visit MASCO online at [www.masco.org](http://www.masco.org)*

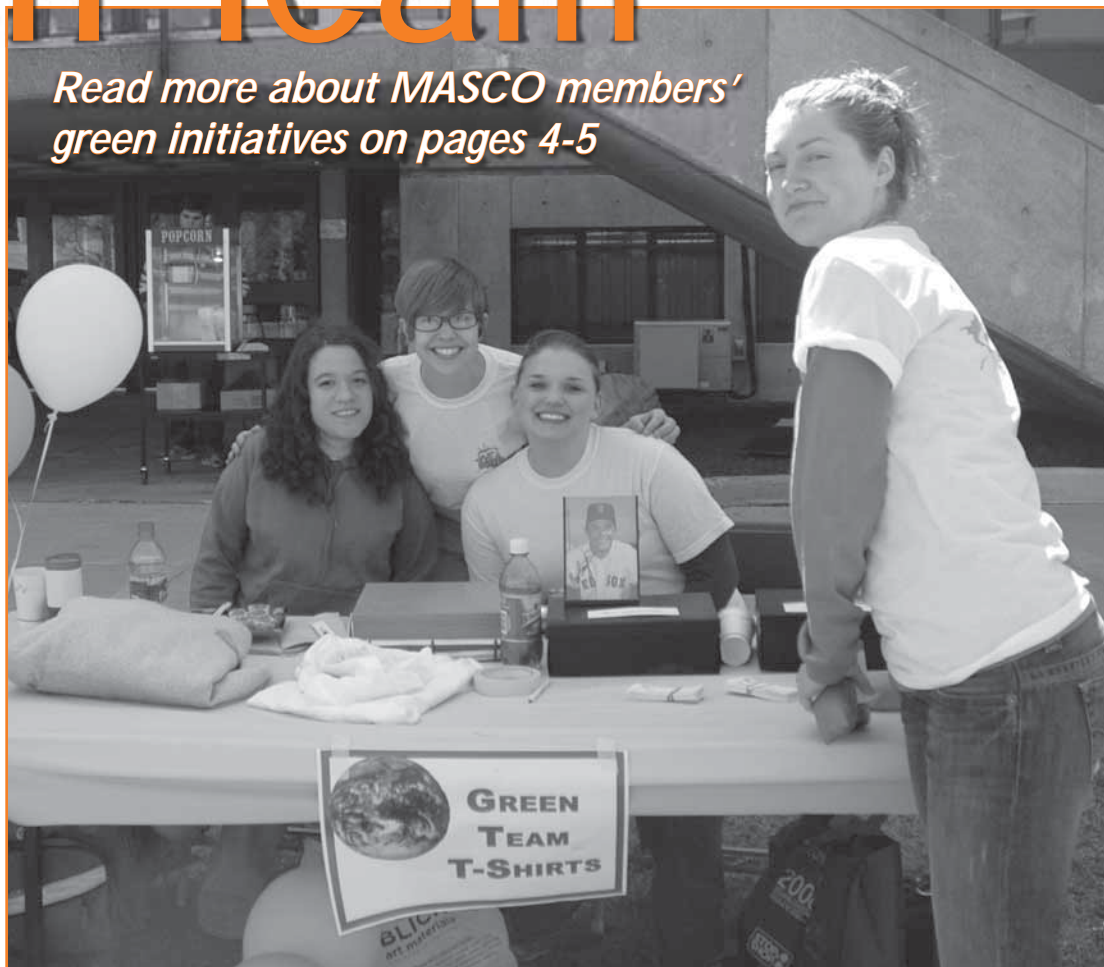
*Consulting Editor: Judith Taylor Patel*

*Writers: Jon Lundell, MASCO;  
Meaghan Casey, Grant Communications;  
Meaghan Clark, MASCO*

*Designer: Amanda Weber,  
Grant Communications*

*Photos: Beth Israel Deaconess Medical Center, Brigham and Women's Hospital, Children's Hospital Boston, Bob Howard, Massachusetts College of Art and Design, Wentworth Institute of Technology and MASCO.*

*Read more about MASCO members' green initiatives on pages 4-5*



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