

Community  
College  
*of* Philadelphia  
*The Path to Possibilities™*

OFFICE OF ACADEMIC AFFAIRS  
**MEMORANDUM**

**TO:** The College Community  
**FROM:** Judith Gay  
**DATE:** September 18, 2006  
**SUBJECT:** Corporate Solutions Announcement

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I am pleased to announce that Community College of Philadelphia's work unit that offers specialized services to individuals and the business community has been renamed Corporate Solutions. Previously, the College identified workforce development initiatives, onsite employee training and professional certification testing under the name Center for Business and Industry.

Through research performed by Clarus, our marketing consultants, it was determined that the College should not use the same name to identify both a work unit and a location. The Corporate Solutions title will distinguish the College's offerings in this area from the Center for Business and Industry (CBI) building, a high-tech facility that features conference rooms with smart podiums and computer classrooms. This clarification will help the College market the services within Corporate Solutions. In addition, Corporate Solutions now offers local businesses and organizations the opportunity to utilize the CBI for their meeting or conference needs.

Corporate Solutions is under the Division of Business and Technology. Waverly Coleman, an Assistant Dean in the division, also serves as Executive Director of Corporate Solutions.

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