Rutgers University in Newark

A Century of Reaching Higher
The beer brewery is gone, as are the stables and razor-blade factory. In their places are the modern classrooms, libraries, and labs of today’s Rutgers University in Newark. The students who prowl our halls carry laptops as well as books while chatting on cell phones.

But don’t be fooled; even though the University of Newark and its predecessor schools now exist mainly in memory, their spirit is very much alive. We carry on their commitment to provide a first-rate education to students of modest means, to first-generation college attendees, and to students of diverse racial, ethnic, and religious backgrounds.

As you read this historical essay, you will meet the progressive idealists who laid the foundations for this university and their belief in the transformative power of education. You will learn how those beliefs took shape, first as a law school, then as a handful of disparate colleges, yet again as Newark’s university, and eventually, as a world-class research and teaching institution. You’ll understand how our location in Newark shaped our identity and our educational mission.

You also will meet Rutgers-Newark graduates who exemplify the best of our university and its mission. The alumni profiled here are not our most famous, but are representative of the thousands of Rutgers-Newark graduates who have made rich contributions to the world.

This is a story of dreamers and doers, of knowledge and power, of opportunity and access. It has a beginning but no end, for it is our story, and it is still being written.

“We carry on their commitment to provide a first-rate education…”

Chancellor Steven J. Diner
Rutgers University–Newark
Plinio convinced his father that higher education was his ticket to a better life, and his father replied by saying that he could go to college if he could manage to pay his own way. The family lived in Jersey City, so Plinio looked at a map and saw that Rutgers Newark was a destination he could travel to by train. After being accepted, he worked three jobs, including one as a night watchman.

"Alex regretted sometimes falling asleep in class, but stayed awake long enough to get a good education and earn a degree," says Diner. "Look at what he's done with his life and career." Besides his current position as president of AFS-USA, Plinio co-founded Rutgers' Center for Nonprofit and Philanthropic Leadership and served as vice president of public affairs for the newly Presidents' Insurance Company.Adds Diner, "Take Alex's story and multiply it by thousands and you get goosebumps thinking about what this place has meant in terms of bettering not only the lives of our graduates, but all the other lives those graduates have touched."

This year Rutgers Newark celebrated "one hundred years of reaching higher"—marking the 100th anniversary of the law school, the oldest of the schools that are now part of Rutgers. The State University of New Jersey. Newark. The Rutgers Newark community is inviting time to celebrate the many generations of alumni who have passed through its various doors—outstanding graduates who made immeasurable contributions in countless fields. A critical stop on the road to making hopes and dreams of thousands of alumni come true, Rutgers Newark is also reflecting on the steps taken to evolve into a nurturing home to some of the world's most distinguished scientists and researchers, legal and business scholars, and writers and artists.

When the University of Newark became part of Rutgers in 1946, the school was housed in a hodgepodge of 28 makeshift facilities scattered throughout the city. The central campus, now 38 acres, has since become a physical and spiritual force in the ongoing revitalization and renewal of New Jersey's largest city.

Rutgers Newark was also a lightning rod campus for much of the social change that took place in the U.S. in the 1960s and '70s. The takeover of a building by a group of black students in 1969 helped change admission policies for African-Americans at Rutgers and beyond. It has led to acceptance and the opening of doors on countless levels for African-Americans and other minority groups that followed.

Rutgers Newark is also where the women's movement made major strides in its early period and the School of Law–Newark's pioneering Women's Rights Clinic and Constitutional Law Clinic not only provided representation and relief to under-represented minorities, women and immigrants, but also brought about significant changes in New Jersey law. The law school's alumni and faculty include judges, partners who run some of the country's largest law firms, and elected leaders and officials in the highest levels of state and federal government. One former member of its faculty who taught at Rutgers from 1963 to 1972, Ruth Bader Ginsburg, is a U.S. Supreme Court Justice. Alumni include Elizabeth Blume Silverstein '11, the first woman to try a murder case and one of the first to practice in a court of law in New Jersey; U.S. Rep. Peter Rodino '37, House Judiciary Chairman during the Watergate hearings; Hazel O'Leary '66, a former U.S. Secretary of Energy; as well as U.S. Sen. Robert Menendez '89.

When Rutgers–Newark Chancellor Steven J. Diner meets and talks with alumni, more often than not their stories have a familiar theme—the impact the campus has had on their lives. After meeting recently with Alex J. Plinio, '60, Diner learned how Plinio came to become president and CEO of the largest nonprofit international student exchange program in the country. "Alex approached his father about wanting to be the first one in his family to go to college," says Diner. "Alex's dad told him that he could always depend on him to put a roof over his head and food on the table, but that they couldn't afford it."
Introduction

Diner has found that opportunity and access are threads that bind generations of students through time. "Higher education was never a given for the majority of our students," he says. "In many instances, they were the first ones in their families to go to college. Their challenge was to find a way to balance the rigors of academics with the jobs they had to have to pay their own tuition."

"Much of the literature having to do with the emergence of cities in America refers to us as one of the 'streetcar universities,'" says Diner, trained as an urban historian at the University of Chicago. "In some respects we still are. But there is also a history of engagement with the city of Newark, as well as in creating the graduate programs and research that contributed to Rutgers' invitation to become a member of the Association of American Universities (AAU) in 1989." The AAU consists of 62 of the leading research universities in the U.S. and Canada.

Several pages would be required to list all the accomplished Rutgers-Newark alumni. Among them are Raymond Chambers, ’64, a philanthropist who founded the Amelor Foundation in Montclair and led the efforts to create the New Jersey Performing Arts Center in Newark; Albert Goenner Jr., ’66, CEO of the GIT Group in Livingston (retired) and former chair of the Rutgers Board of Governors; Jon Kelly ’75, (retired) CEO of UPS; Al Kordig, ’69, president of the Newark Alliance and former CEO of Bell Atlantic New Jersey and PSEG, and Barbara Bell Goldman ’75, president of RFC Associates and a noted community leader and activist. Inspired to become writers during their undergraduate years on the Newark campus are Judith Viorst, ’58, the best-selling poetry, non-fiction and children’s book author; Michael Norman ’71, former New York Times reporter, economist and author, and Tracey Scott Wilson ’89, one of the country’s most promising young playwrights.

Rutgers Business School alumni of Irwin J. Lerner ’58, (retired) president and CEO of Hoffmann-La Roche; Thomas A. Byrne ’60, (retired) chairman and CEO of The Bank of New York; Mary Jo Green ’70, vice president and treasurer of Sony Corporation of America; Dennis Rose ’73, president of Verizon New Jersey; and Ralph Izzo ’02, CEO of PSEG. "When you go down what seems like an endless list,” says Diner, “you can’t help but marvel at the record of achievement of our alumni, particularly with the knowledge that many of them would not have had access to such an extraordinary education if places like the University of Newark and later, Rutgers-Newark, hadn’t existed."
The roots of Rutgers University in Newark actually date back to the turn of the 20th century when small pharmacy and law schools were established in Newark. At that time the city was an important U.S. economic engine, yet it had not caught up with other leading U.S. cities by establishing major cultural and educational institutions. That began to change as leaders of the Progressive Era maintained that cities needed substantial and accessible cultural institutions in order to serve the educational needs and aspirations of a growing population.
The first seeds for the Rutgers School of Law-Newark were planted when New York attorney Richard D. Currier opened the for-profit New Jersey Law School (NJLS) in the Prudential Insurance building. In 1901 the progressive-minded Currier had written that education is “a most potent factor in the progress of human development toward the ideal in the individual and the state.”

The NJLS remained the sole law school in the state for a couple of decades, and grew rapidly from an enrollment of 30 students in 1908 to 2,335 students in 1926-27. In 1927 the NJLS purchased the former home of the Malt House Number 3, the oldest remaining structure from the former Peter Ballantine & Sons Ale Brewery at 40 Rector Street. Decades of students have fondly remembered the vague odor of the brewery and the floors stained with dark malt.

Several prominent Newark citizens, including Arthur T. Vanderbilt, teamed up in 1929 to found the non-profit Mercer Beasley Law School, named for the chief justice of New Jersey from 1864 to 1897. Just two years later, a merger between Beasley and NJLS attracted the attention of Rutgers officials, who believed that their college (one of the oldest and most prestigious in the country) needed a law school to gain further prestige. One advantage to collaborating, it was believed, was that the college could become the greatest industrial center in the world. In 1937, Bob Ruth was his prime and the NJLS was the largest law school in the country. New Jersey needed a means to keep track in more higher education consolidations and developments followed.

In 1936, after the triad of schools came together as the new University of Newark, most of its units squeezed into the old building at 40 Rector Street. Originally built in 1908, the four-story, red brick building housed McGawr Library and for decades was a magnet for high school students and part of the Military Park Commons Historic District.
Boris Kwaloff, a 1940 graduate of the business school, had a front row seat to witness the Newark of the late 1930s, from the nation’s jazz and vaudeville capitals. Reminiscing a few years ago at age 89, he remembered Newark as the place where students flocked to Nedick’s at the corner of Broad and Market, one of the busiest intersections in America. The best hot dog and orange drink money could buy. The city was full of industrial muscle, swinging jazz clubs, vaudeville theaters, and ethnic neighborhoods. Its Thanksgiving Day parade was said to rival the one held on the other side of the Hudson—infact the Macy’s parade had been started by Louis Bamberger, founder of Newark’s Bamberger’s, laters to become Macy’s.

When the editor of the student newspaper, The Observer, heard Kwaloff was a jazz fanatic, he talked him into writing for it. “Press credentials gave me unlimited access into all the great theaters of the time,” said Kwaloff. He rattled them off like his own children: the Adams, Paramount, Lowes, Branford, Mosque, and R.K.O. Proctor. “I remember thinking how odd it was that while many of the musicians on stage were black, the theaters made black audience members sit up in the balconies. Things always seemed to be more lively up in those balconies.”

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A handy written snapshot of the atmosphere of the university that existed at the time can be found in The Scroll, a blue, pocket-sized handbook to help incoming freshmen adapt. In 1937, its section of rules called “Freshmen Take Heed” suggests that students address upperclassmen as “Sir” or “Miss,” men wear green bow ties and women green ribbons in their hair, and matches be carried at all times and produced upon request for smokers.

“The business school was especially good,” said Kwaloff, who later became an accountant. “One of the reasons (Bridgeport) New Brunswick agreed to absorb the University of Newark in 1946 was that our business school had been accredited.”

Kwaloff was typical of students at the time. He was a graduate of Weequahic High School, commuted by bus for five cents per trip from within the city, and worked as a gofer for the Newark Teachers Association for 45 cents an hour.

His classmate and friend Jack Cohen, ’46, of Monroe Township, also studied business and recalled that “New York University was $11 a credit compared to $10 a credit in Newark, but that our faculty came from NYU.”

Cohen and Kwaloff were among the many beneficiaries of Frank Kingdon’s vision for the University of Newark. Kingdon had migrated from the U.K. to become a Methodist minister in Maine. He moved to New Jersey to head a prominent church, became a trustee of Bowne College, and later president of the University of Newark. Kingdon was passionate in his belief that Newark needed a prominent university to match others in the country, and told potential University of Newark donors that education beyond the sixth grade (the average at the time) was essential for a democratic society and an informed electorate.
Creating a seamless University of Newark was not an easy task, as Kingdon and other leaders struggled with mergers of the existing schools and their varied curricula. Nonetheless the university kept attracting highly qualified students, primarily local and from modest backgrounds. Kingdon’s career at the University of Newark ended in 1939, and Franklin Gumbel became the acting president. Soon after, George Block became president. He made coordination for the University of Newark a priority. It was established in 1945.

In 1941, University of Newark freshmen concluded that the student body was primarily made up of second-generation students of European descent with large numbers from German and English families. The religious breakdown revealed that 45 percent of the students were Jewish, all percent Protestant and 25 percent Catholic (a large number of Catholic families in the area sent their children to Seton Hall University). Here students and families pay for college remains a constant in Rutgers-Newark’s history: a majority of University of Newark students, like Rutgers-Newark students today, worked to help their families pay for tuition.

In the 1940s, enrollment at the University of Newark plummeted as Jack Cohen and Boris Kwaloff—like most of their classmates and instructors—left for the military when the U.S. entered World War II. Cohen commented, “We never saw more of our classmates again; most of us had to move in on our own.”

During the war, a new nursing department at the University of Newark offered a series of programs developed by the military. The university even maintained a barracks and a pilot-training station in Essex Fells, as well as another near Easton, Pennsylvania. While the university tried vulnerably to adapt to wartime conditions, it saw an influx of students, especially the number of graduating seniors dropped from 36 in 1939 to nine in 1945, taught by just 15 faculty members.

After the war, the GI Bill brought Kwaloff and Cohen back, along with hundreds of other war students, to the over-crowded buildings. Cohen remembers that no one waited for the single elevator—even if that meant walking the four steep floors. Kwaloff recalled that everyone flocked across the street for lunch at the Rector Tavern.

Just one year after the war’s end, enrollment was continuing to fall. And because of official in Rutgers University, designated the State University of New Jersey in 1945, was growing toward a merger with the University of Newark.
President Robert Clothier and other Rutgers officials were well aware that a merger with the University of Newark would give Rutgers vastly more influence with state government officials in Trenton. Clearly there would be more strength in a combined Rutgers than in separate and competing universities. Enrollment expansion was also on their minds, as the G.I. Bill was leading the country into an exciting period of widespread growth in higher education.

Newark already had a Rutgers presence through University College, an outgrowth of its Newark extension programs, as well as the College of Pharmacy, which now resides at Rutgers in New Brunswick. With a merger, Rutgers would also acquire the University of Newark’s already prestigious law and business schools.

On July 1, 1946, the University of Newark became the Newark College of Rutgers University. George H. Black, president of the University of Newark, was named its first leader.

“The merger,” said the statement accompanying the legislative measure that merged the two universities, “will enable Rutgers to extend its offering of urban education of high standard to a large center of population and thereby enhance, develop, and strengthen public higher education.” What the measure didn’t say, but what administrators on both campuses believed, was that the merger would bring significant new funding from the state. After all, the G.I. Bill had fueled campuses all over the nation.

Legislators placed before the voters a $53 million higher education bond issue. When it lost by a margin of 80,000 votes, construction was halted for much-needed facilities on both campuses. “It looked like a sure win, but unfortunately, opposition from private institutions developed and it went down,” the late Rutgers University historian Richard P. McCormick told Rutgers Magazine. “So the euphoria that had gripped us as a result of the act of 1945 vanished as so often comes into a very unhappy period.”

This unhappiness was compounded by bitter division between the faculty and the governing board that developed in 1953 when two Newark professors were subpoenaed by the Senate Internal Security Subcommittee in Washington, D.C., to testify on their alleged membership in the Communist Party. Both men chose to invoke the Fifth Amendment before the subcommittee, due to “fear of perjury conviction, an unwillingness to incriminate others, and opposition to what they believed was a grave invasion of privacy.” The case drew the ire of Governor Alfred E. Driscoll and the Rutgers trustees fired both men.

The tide began to gradually turn in 1956 when Rutgers finally agreed to give the state partial control of its governance. After the university agreed to establish a board of governors with six members appointed by the governor of New Jersey and five appointed by the trustees, the state legislature reacted by passing a second act, this time granting Rutgers true state university status. The new status led to the passing of a $30 million bond issue, which allowed the Newark campus to purchase much-needed land and buildings.
In 1952, the campus became the home to the Rutgers School of Nursing. Ella V. Stonsby, its first director, was appointed as the first dean when it was accredited in 1956, and its rising stature was recognized by a name change to the College of Nursing. Originally housed in the old inn on River Street, the college moved in 1955 to a brownstone at 18 James Street.

Rutgers-Newark's 1952 graduate Jerry Izenberg is now semi-retired from a distinguished career as a syndicated sports columnist for The Star Ledger. Izenberg recalls getting his first taste of journalism working for the student newspaper, The Observer, joining Epsilon Landa, the first interracial fraternity, and working 40 hours a week at a nearby chemical plant. "All my classes were from 8 a.m. to noon, and I took two hours caught on South Street to get downtown," he says. "There were about 5,000 students and tuition was $85 per semester. We all commuted and there was no campus life."

"school was the lifeblood for a generation"
Into this atmosphere came Norman Samuels, a young political science professor who had seen his share of racial strife while in graduate school at Duke. His first memories of the campus were national guardsmen in battle gear on his walk from Newark’s Penn Station to the campus during the civil disturbances of the summer of 1967. The colleagues understood his commitment to racial equality when Samuels—a white, practicing Jew—left Rutgers-Newark two years later to help launch an inner city college in Brooklyn. However, after two years he decided to accept an offer from Rutgers-Norwalk to return as associate dean of the Faculty of Arts and Sciences. “A day or two after coming back, my boss, Dean Henry Blumenthal, became seriously ill and never returned,” remembers Samuels. “Gilbert Panson, a senior professor of chemistry, who became the acting dean, sat me down and said, ‘Norman, I’m a chemistry professor. I’m not a dean and I don’t want to be a dean. You’re going to go through all the mail that comes in and decide what’s important, and then you’re going to tell me what you recommend we do.’”

It didn’t take long for Samuels to conclude that the Newark campus had become something of a stepchild to Rutgers–New Brunswick. “There was a sidelight to higher education that says for a college campus to be viable and efficient, it needs to have between 20,000 and 25,000 students, plus professional schools, graduate research facilities and programs, and housing. We had to grow if we were ever going to get attention and resources.”

During Samuels’s time as Faculty of Arts and Sciences dean in the 1970s, the School of Criminal Justice, the Graduate School–Newark, and the Newark Center for Law and Justice were all established. Four major classroom buildings, Hill, Englehard, and Bradley halls, and the Dana Library, were added to the campus. Also, the Rutgers-Norwalk sports teams finally had home court advantage and the campus community a first-rate place to exercise when the Golden Dome Athletic Center opened. Overseeing this major expansion was Malcolm Talbott, vice president of Rutgers from 1963–1974, and later on, Provost James Young.

The campus was changing politically and socially. Many of the students and young faculty who had witnessed the 1967 civil disturbances felt that the campus needed to better reflect the new sensibilities. In 1969, the public school population of Newark was 75 percent African-American, but African-Americans made up less than two percent of the undergraduate enrollment and three percent of the faculty at Rutgers University-Newark, New Brunswick, and Camden campuses.

In February 1969, the Rutgers-Newark Black Organization of Students (BOS), intent on forcing change, took over Conklin Hall, a classroom building on University Avenue. Many of the BOS members, including two leaders, Joe Browne and Vicki Donaldson, were students of Professor Norman Samuels. Supporters, counter-demonstrators, and media converged on University Avenue. President Richard M. Nixon and U.S. Rep. Charles Sandman, a Republican gubernatorial candidate in 1965, were among the onlookers. The campus was changing politically and socially. Many of the students and young faculty who had witnessed the 1967 civil disturbances felt that the campus needed to better reflect the new sensibilities. In 1969, the public school population of Newark was 75 percent African-American, but African-Americans made up less than two percent of the undergraduate enrollment and three percent of the faculty at Rutgers University-Newark, New Brunswick, and Camden campuses.

Social Upheavals and Growth

Rutgers University in Newark: A Century of Reaching Higher

In the early 1960s, Rutgers-Norwalk obtained a 23-acre parcel of land targeted for urban renewal under a government program. The city, however, was becoming increasingly polarized. Newark was losing political influence in a state undergoing rapid suburbanization. Many African-Americans who had come from the South to escape Jim Crow and seek opportunity were living in deteriorating, crime-ridden federal housing projects. A corrupt mayor, Hugh Addonizio, was manipulating the political system and managing to retain control despite growing demands by minorities for inclusion.

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from Cape May County, were among those who condemned the action. The three-day event ended peacefully through a settlement negotiated by two largely sympathetic figures, Rutgers President Mason Gross and Malcolm Talbott. The takeover set the stage for new policies that would affect every dimension of Rutgers University. Most notably, it led to the university’s full endorsement of the Educational Opportunity Program (EOP), a state-supported initiative, introduced to the New Jersey legislature by then-freshman assemblyman Thomas H. Kean, later to become New Jersey governor. For decades, EOP has been a defining program for Rutgers-Newark, enabling economically disadvantaged students the ability to attend college at Rutgers and change the course of their lives. Clement Price, now Board of Governors Distinguished Service Professor of History at Rutgers-Newark and founder and director of Rutgers’ Institute on Ethnicity, Culture, and the Modern Experience, says the Conklin Hall takeover helped provide new opportunities for countless people, including himself. At the time, he was a first-year instructor at nearby Essex County College. He joined a three-block march to Rutgers-Newark in support of EOP; the first time he had ever set foot on the campus. “One demand was that students wanted more African-American history courses taught by blacks,” says Price. “My hiring at Rutgers was a direct response to that demand.”

Bessie Nelms Hill, an English teacher and a guidance counselor in Trenton who became the first African-American to serve on the Rutgers Board of Governors in 1965, worked with the BOS students to peacefully resolve the takeover. Hill’s portrait today hangs in Hill Hall. The campus center was named for universally acclaimed Rutgers alumna Paul Robeson, 1919 Rutgers College valedictorian. It was the first of many Rutgers buildings and other structures named to honor the African-American actor, artist, and musician.

While the black power movement was raging, so were huge protests and sit-ins against the Vietnam War. Alan Gilchrist, psychology professor at Rutgers-Newark, was a young student working in a campus lab. After protesting against the Vietnam War at the Democratic National Convention in Chicago, he designed an antiwar poster consisting of a daisy inside a helmet next to the words “End the War.” The poster was brought to the attention of the Moratorium Committee in Washington, D.C., who hired him to mass-produce 15,000 copies. The posters—made in a makeshift print factory in the basement of Conklin Hall—became one of the signature images of the anti-war movement.

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While the black power movement was raging, so were huge protests and sit-ins against the Vietnam War. Alan Gilchrist, psychology professor at Rutgers-Newark, was a young student working in a campus lab. After protesting against the Vietnam War at the Democratic National Convention in Chicago, he designed an antiwar poster consisting of a daisy inside a helmet next to the words “End the War.” The poster was brought to the attention of the Moratorium Committee in Washington, D.C., who hired him to mass-produce 15,000 copies. The posters—made in a makeshift print factory in the basement of Conklin Hall—became one of the signature images of the anti-war movement.

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The suit was won and Rutgers was forced to rectify salary inequities. The media of women faculty who were involved would go on to develop one of the first women’s studies programs in the country. Of the founders of the 1970 program, Virginia Tiger is professor of English and chair of the department; and Marie Collins, associate professor of French, is currently retired.

Tiger, who recalls that meetings were at the Booker Tower, would go on to direct the women’s studies program for three years. “The landmark lawsuit tends to get overshadowed by the Galbraith Hall takeover and the protests against the Vietnam War,” she says, “but it was very important and I’ll always be grateful to the people who made it happen.”

Rachel Hadas, Board of Governors Professor of English and one of the most respected poets in America, says senior women faculty members had a profound influence on her thinking when she came to the campus about a decade later: “It is easy to forget that as a woman the Newark campus has evolved to become an incredibly desirable place to work for women. It is a place where one feels included and respected.”

They were told that our next meeting would be held at the same level—worse earning money than we were.”

One of the first women’s movements on a college campus in the country was sparked by a pay discrimination class-action lawsuit filed against the university in the early 1970s. Among the organizers were three Newark professors, Ruth Bader Ginsburg, who joined the law faculty in 1963 and is today a U.S. Supreme Court justice; psychologist Dorothy Dinnerstein, and zoologist Helen Strasser.

Mary Segers, professor of political science, recalls that she was hired on the day the Kent State University killings took place in 1970 and that classes on the Newark campus were periodically canceled due to protests against the Vietnam War. “I was one of two women and a male colleague from Nigeria who were hired at the same level,” says Segers. “A group of women faculty members invited me and my new female colleague to a meeting to discuss the lawsuit. We were told that our next meeting would be held at the same level—worse earning money than we were.”

A self-proclaimed product of her times, Sandra has built a distinguished career in public affairs broadcast journalism.

THE WAY IT WAS — The Newark resident, who was putting herself through school, traveled by bus from her full-time job to evening classes. “There was little time for hanging out,” she notes, adding that there “really wasn’t any place on campus to hang out then.”

“I was very much a product of my times,” says Sandra, who came of age during the Vietnam War protests, the struggles for women’s rights and civil rights, and rising awareness of pollution and other environmental issues. “The war jolted us and changed us,” she explains. Participating in demonstrations and reaching out to the community were part of her life.

FAVORITE SUBJECTS — A Shakespeare class taught by an “unusually inspirational” professor who made the Bard “so accessible.” At the end of the course, the professor— who had noticed Sandra used library copies of Shakespeare’s works—recognized Sandra’s love of Shakespeare by presenting her with a set of the plays.

POSTGRADS — Sandra always found Rutgers Newark “an appealing place,” so much so that she taught journalism on campus for about 15 years. But her main career has been as an award-winning producer and director of news, documentaries and public affairs programs for WNET/Channel Thirteen and New Jersey Network.

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The population of Newark, which stood at 410,000 in 1967, began to dwindle as the middle class fled to the suburbs. The civil disturbances had left behind a city of problems; entire blocks of buildings became vacant lots, and major retailing mainstays gradually disappeared.

Yet Rutgers University, along with other key Newark businesses and institutions, held on and deepened their commitment and ties to the city. In 1980 Rutgers-Newark showed the world that the city was on the road to recovery when it hosted a three-day national conference on urban literature.
“This is an often overlooked event in our history and the history of the city, and a prime example of how the campus and the city are eternally entwined,” says Professor Clement Price, who attended the conference. “Many major American and non-American writers who wrote about cities came and saw for themselves that the campus was vibrant and that the college was thriving. Saul Bellow, Joyce Carol Oates, and James Baldwin were among those who attended. Amir Baraka led demonstrations to open the conference to non-registered, which also received considerable attention from the media. The conference was enormously successful and provided a real boost to the city.”

Two years later Rutgers President Edward Bloustein and executive vice president Alex Pelo Mon led the position of president to Norman Samuels, who recalls “it was offered under the condition that I stay out of Trenton and leave the politicking to them. I laughed. They knew that I had been going around them whenever I could for years. My feeling was that you’re sitting in Old Queens, most of your attention and focus is going to be devoted to the New Brunswick campus.” Samuels, who, after retiring as provost in 2002, returned to the faculty to teach political science but was recruited to serve a short stint as acting president of the university, and then executive vice president under President Richard L. McCormick, “learned in New Brunswick that you don’t see much of Newark and Camden so you don’t hear them; you don’t read their student newspaper or run into their faculty members on campus.”

State budget surpluses in the 1980s meant money for expansion and Rutgers-Northwestern administrators were determined to do whatever it took to make sure Newark got its fair share. “To build graduate programs, we needed to recruit top scholars—and that meant housing for them to live in,” says Samuels. The campus took a major step when the first residence hall—Talbott Apartments—opened for graduate students. At the same time, key structural changes were creating stronger undergraduate and graduate programs. Athletics received a boost with the completion of Alumni Field. “Also helping was that many prominent members and chairs of the Rutgers Board of Governors—Gene O’Hara, Kevin Collins, Al Rupper, and others—are products of Rutgers-Newark schools,” says Samuels.

Around 1990, construction began on Woodward Hall, Rutgers-Northwestern’s first undergraduate residence hall. Steedly Commons, the campus’ first dining facility, soon followed. During the 1993–94 academic year along with an additional $10 million dollars were spent on Woodrow Hall, Rutgers-Newark’s first undergraduate residence hall. Construction began on St. Crow Hall, the campus’ first dining facility, soon followed. Expansion continued with the opening of the Management Education Center and multi-million-dollar additions to the John Cotton Dana Library and the Paul Robeson Campus Center.
The Way It Was—It’s a rare individual who embarks on a career path immediately upon graduating college that perfectly suits him or her. Such is the case with Gus Gomide, a Brazilian native and 1996 graduate of the Newark College of Arts and Sciences at Rutgers University. Gus earned a bachelor of science degree in business after studying for three years in the business and the arts program. The program provided an excellent, broad overview of arts management through courses such as arts marketing, arts fundraising, financial accounting for arts nonprofits, and organization management.

Favorite Professor—Gus credits Professor Patricia Kettenring with being his greatest influence at Rutgers-Newark. She was more than just a professor; she ultimately became his friend and mentor and inspired him to pursue a degree in a discipline that incorporated both business and his passion for music.

Post-Rutgers—After graduating from Rutgers-Newark, Gus joined the marketing team of the New Jersey Symphony Orchestra. In 1999, he relocated to Oklahoma to serve as director of marketing for the Tulsa Opera and, in 2002, became marketing director for the Columbus Symphony in Ohio. After spending five years away from New Jersey, Gus returned to Newark in 2004 to accept responsibilities as vice president of marketing and audience development for the New Jersey Symphony Orchestra.

His passion for music and his talent for business led Gus from Rutgers and Newark to Oklahoma, Ohio and then back to Newark.
When a group of young Rutgers faculty members took a recent bus tour to become better acquainted with New Jersey, Chancellor Diner took them to the 17th floor of one of Newark’s tallest buildings, One Washington Park, to give them a sense of the state’s largest city. In 2009, the building will become the Newark home of Rutgers Business School. Graduates of this school, the law school and the other schools of Rutgers-Newark have been a major force in shaping the city’s growth and prosperity.
“Over the years it has become increasingly evident that Rutgers-Newark campus not only shares similar objectives for the city, but also plays a very important role,” says Gabriella Morris, president of the Prudential Foundation and the company’s vice president of community resources. Prudential, along with other leading Newark and New Jersey corporations and foundations, has been an active supporter of the growth and development of Rutgers University in Newark, with funds going to support many programs in scholarship, research, and community outreach.

When U.S. News & World Report ranked Rutgers-Newark number one among national universities for diversity in 1997, campus leaders couldn’t have been more proud. Rutgers-Newark has continued to win this distinction every year since then, while its academic stature and national reputation have continued to grow.

A recent survey revealed that about 40 percent of first-year students reported English as a second language. Where diversity was once measured by the number of African-Americans on campus, today there are first and second generation students from Asia, Latin America, Africa, and Western and Eastern Europe, representing close to 100 nations. “The diversity recognition has been extremely exciting, but it’s only part of the story,” says Diner. “Our students learn so much by mixing with fellow students and sharing stories with people from so many different backgrounds, and that experience is now deeply valued by prospective employers in the global marketplace.”

When Diner took over the leadership of Rutgers-Newark in 2002 he emphasized that the university’s relationship with the city of Newark was vital to the success of both. From the School of Criminal Justice’s Safer Cities Initiative to the Joseph C. Cornwell Center for Metropolitan Studies to the New Jersey Small Business Development Centers, the campus has forged alliances that have been crucial to the city’s renaissance. “I didn’t think anyone could fill Norman Samuels’s shoes but Steve Diner has done it,” says Larry Goldman, CEO of the New Jersey Performing Arts Center. “The campus is important to the arts and business, but it also helps the Newark schools, municipal government, new immigrants, seniors— I can’t even begin to count the ways.”

Diner has also made expanding the Newark campus and its campus life, priorities. He helped usher in a new six-story, $23.4 million Life Sciences building in the fall of 2005 and led the development of University Square, a 13-story student-housing complex that opened in the fall of 2006 and has almost doubled the campus housing capacity.
The Way It Was

– Kaifeng Yang attended Rutgers-Newark from 1999-2003, two years before and two years after the 9/11 terrorist attacks on the World Trade Center. As a student earning a doctoral degree in public administration, the historic event had a sobering effect on him. Given Newark’s close proximity to New York City, from some of his classrooms, Kaifeng could easily see both buildings afire the day of the tragedy as well as the lingering smoke for days after. Many questions preoccupied the minds of Kaifeng and his peers in the wake of 9/11 and stimulated frequent thought-provoking discussions.

Favorite Pastime

– Many of the conversations concerning 9/11 occurred over bottles of beer during regular happy hour jaunts to local taverns. Flanked by his classmates, and perhaps a professor or two, Kaifeng would engage in spirited discourse on a variety of topics. He found the exchange of ideas exhilarating.

Post-Rutgers

– Currently, Dr. Yang is an associate professor with tenure at the Reuben O’D. Askew School of Public Administration and Policy at Florida State University. He specializes in public and strategic management, organizational theory and behavior, citizen participation, and e-government.

Kaifeng received his introduction to American government in Newark, New Jersey; now he teaches government and public affairs in Florida.
Decades of Leadership

**Rutgers University in Newark**

Richard D. Currier  
Founder and President, New Jersey Law School, 1908  
Seth Boyden School of Business, 1919; Aura College, 1930

Frank Kingdon  
President, University of Newark, 1938

George H. Black  
President, University of Newark, 1939  
Vice President, Newark College of Rutgers University, 1946

Malcolm Talbott  
Vice President, Rutgers University, 1963

James E. Young  
Provost, Rutgers-Newark, 1973

Norman Samuels  
Provost, Rutgers-Newark, 1976

Steven J. Diner  
Chancellor (formerly Provost), Rutgers-Newark, 2002
The Schools and Colleges of Rutgers-Newark

Newark College of Arts and Sciences/University College
Founded 1921 as Dana College
Philip Yeagle, Ph.D., Dean

Graduate School-Newark
Founded 1921
Steven J. Diner, Ph.D., Dean

Rutgers Business School-Newark and New Brunswick
Founded 1923 as the Seth Boyden School of Business
Michael R. Cooper, Ph.D., Dean

School of Law-Newark
Founded 1859 as the New Jersey Law School
Stuart L. Deutsch, J.D., LL.M, Dean

College of Nursing
Founded 1921
Felissa R. Lashley, Ph.D., Dean

School of Criminal Justice
Founded 1978
Adam Graycar, Ph.D., Dean

School of Public Affairs and Administration
Founded 2010
Marc Hobler, Ph.D., Dean

Select Rutgers-Newark Centers and Institutes

Center for Information Management, Integration and Connectivity (founded 1995)
Nabil Adam, Ph.D., Director

Center for Law, Science and Technology (founded 2002)
Sabrina Slatin, J.D., Director

Cornell Center for Metropolitan Studies (founded 1992)
Stephanie B. Rock-Romero, J.D., Ph.D., Director

Center for Molecular and Behavioral Neuroscience (founded 1985)
Ian Creese, Ph.D., and Paula Tallal, Ph.D., Co-Directors

Center for Nonprofit and Philanthropic Leadership (founded 2004)
James Abruzzo, M.F.A., and Alex J. Plinio, B.A., Co-Directors

Lerner Center for Pharmaceutical Management Studies (founded 2004)
Dr. Mohamed Honan, Ph.D., Director

Center for the Study of Genocide & Human Rights (founded 2004)
Alexandra Honan, Ph.D., Director

Center for the Study of Public Security (founded 2004)
Leslie K. Kennedy, Ph.D., Director

Center for Urban Entrepreneurship & Economic Development (founded 2008)
Doreen K. Ph.D., Director

Division of Global Affairs (founded 2008)
Yale Segaar, Ph.D., Director

Institute on Education Law and Policy (founded 2002)
Pam Novick, J.D., Director

Institute on Ethnicity, Culture and the Modern Experience
Clarence Alexander Price, Ph.D., Director

Institute of Jazz Studies
Dan Morgenstern, B.A., Director

National Center for Public Productivity
Marc Bland, Ph.D., Director

New Jersey Small Business Development Center (founded 1973)
Brinda B. Shroff, M.B.A., State Director

Police Institute
George Kelling, Ph.D., Director

Prudential Business Ethics Center (founded 2003)
Peter R. Gillett, Ph.D., Director
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The Fidelco Group
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Credits

Editor: Helen Paxton
Contributors: Carla Capizzi, Bill Glovin, Ferlanda Fox Nixon and Eleonora Luongo
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Art Director: Instructor Brenda McManus { R-N class of 1997 }
The Department of Visual and Performing Arts at Rutgers-Newark.
Design Assistant: Rebecca Jampol { R-N class of 2008 } and Reiko Takatsu { R-N class of 2009 }

Historical photos: Rutgers-Newark archives and yearbooks; Special Collections Archives at Rutgers University Alexander Library; alumni personal collections.
Portrait of Steven Diner by Peter Tenzer; portrait of Richard McCormick by Nick Romanenko
Other contemporary photos by Theo Anderson, Shelley Kusnetz, Arthur Paxton and Nick Romanenko.

Printing: Pemcor

Additional photo captions:
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Pg. 9: New Jersey College of Pharmacy classroom, early 1900s.
Pg. 23: Black Organization of Students, 1969; 1969 graduates.
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Alma mater of government leaders, celebrated writers, and corporate giants. Home of the world’s largest jazz archive. Laboratory for groundbreaking neuroscience research. Most diverse university campus in America. A history of social activism.

Rutgers-Newark is all of these things and much more, and the past 100 years have been a remarkable story of empowerment, achievement, urban engagement, change, and growth. Throughout the years, it has remained a beacon of academic opportunity, offering thousands of families with their first experience of higher education and providing generations of students with a firm foundation for personal success.

As Rutgers-Newark marks a century of reaching higher, it is clear that the entire university and indeed the state of New Jersey have benefited immeasurably from the contributions that this campus and its schools have made to economic development, social advancement, and the revitalization of our largest city. Rutgers-Newark’s new programs, new buildings, and Chancellor Diner’s commitment to a 24/7 campus offer strong evidence that this vibrant campus’ greatest days are still to come.

“A remarkable story of empowerment, achievement, urban engagement, change, and growth”

President Richard L. McCormick
Rutgers University