



CELEBRATING  
**20 YEARS**



California State University  
**SAN MARCOS**

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**FEBRUARY, 2010**

# California State University SAN MARCOS

## UNIVERSITY COUNCIL

C O N G R A T U L A T E S   C S U S M

O N I T S   2 0 T H   A N N I V E R S A R Y



### UNIVERSITY COUNCIL STATEMENT OF PURPOSE

The University Council is a citizen advisory board consisting of community leaders interested in the development and welfare of the University. We are appointed by and serve in an advisory role to the President. The University Council's purposes are to advise, advocate and connect.

The Council advises the President on matters affecting University and community relations and meeting the needs of the service area of the University. We are proud of our role in helping the University become the most prominent educational institution in North County.

University Council advocates for the larger University initiatives. We serve as a University champion to the community and create awareness of University issues as well as of the University's impact on our region.

We connect by providing important linkages that ensure curriculum is relevant and students learn the skills needed in today's workforce. This is particularly important when you consider that Cal State San Marcos is educating our region's workforce with more than 80 percent of the graduates remaining in the area.

### M E M B E R S

Joe Bear, Chair, Community Member  
Charlene Baron, Private Practice - Family Law  
Manuelita Brown, Tsahai Studio  
Victor Botello, North County Health Services  
Sheila Brown, Palomar Pomerado Health  
Mark Cafferty, San Diego Workforce Partnership  
Howard Collins, Geico Direct  
William Cox, Cox Associates  
Dick Daniels, City Council Member, Escondido  
Olga Diaz, Blue Mug Coffee & Tea  
Farrah Douglas, CDS Printing  
Ramona Finnila, Finnila & Associates  
Nathan Garn, Parks and Oberhansley  
Darrell Gentry, DWG Consulting, LLC  
Steven Hart, ViaSat, Inc.  
Richard (Dick) High, North County Times Publisher (ret)  
Kenneth C. Hugins, Hugins & Associates, CPAs  
Ann Hunter-Welborn, Hunter Industries  
Rod Jones, Pro Real Estate / Carjon Capital  
Kenneth (Ken) Lounsbury, Lounsbury Ferguson Altona & Peak LLP  
Barbara Mannino, Vista Community Clinic  
Xavier Martinez, Martinez and Associates  
Robert Maxwell, Transportation Consultant  
Bill McClelland, Qualcomm  
Russell 'Butch' Murphy, Pechanga Band of Luiseño Indians  
Kenneth Noonan, Oceanside Unified School District  
Julie Norby, Solana Santa Fe Elementary School  
Reginald Owens, USMC (ret), Palomar College  
Vernon Pertelle, Tri-City Healthcare District  
John (Jack) C. Raymond, Raymond Companies  
Casey Roberts, USMC  
Ed Scarpelli, Civic Volunteer  
Matthew Tucker, North County Transit District  
Frank Whitton, Elite Service Disabled Veteran Network  
Emily Wichmann, Oceanside Unified School District Board  
Julie Wright, (W)right On Communications

### HONORARY MEMBERS

Sue Kint, Kint and Associates, Inc.  
Alejandro Orfila, Orfila Vineyards & Winery  
Robert Spanjian, Spanjian Enterprises



# Cal State San Marcos – Founded as a new kind of CSU

From the inspiration of those committed to bringing a comprehensive university to North County, Cal State San Marcos was born. In 1989 Governor George

Deukmejian signed into law a new state university — California State University San Marcos — the first comprehensive U.S. university to be founded in two decades and the 20th

campus in the California State University system. Students began to attend the new Cal State San Marcos in 1990.

Founding faculty and staff were committed to the ideal of creating a new type of CSU. They envisioned a university that was fully engaged in the community, technologically sophisticated, and dedicated to teaching future generations through a relevant curriculum with a global perspective.

Today, California State University San Marcos is a dynamic and vibrant campus where innovation is fostered and creativity cherished. In just 20 years, Cal State San Marcos has become a premiere institution for higher learning and a catalyst for regional economic growth.

In this special section we celebrate the 20th anniversary of Cal State San Marcos and showcase some of the many ways CSUSM has and will continue to transform lives and communities.

*California State University San Marcos is pleased to present this special section highlighting the University's first 20 years and its contributions to the region.*

**Karen S. Haynes, Ph.D.**  
President

**Neal Hoss**  
Vice President, University Advancement

**Cathy Baur, APR**  
Associate Vice President for Communications

**Margaret Lutz**  
Public Information Officer

**Dave Woods**  
Web & New Media Specialist

**Christine Haag**  
Communications Assistant

**Alex Ingram** (Photography) '10  
Intern

## Our Mission

California State University San Marcos focuses on the student as an active participant in the learning process. Students work closely with a faculty of active scholars and artists whose commitment to sustained excellence in teaching, research, and community partnership enhances student learning.

The University offers rigorous undergraduate and graduate programs distinguished by exemplary teaching, innovative curricula, and the application of new technologies. CSUSM provides a range of services that responds to the needs of a student body with diverse backgrounds, expanding student access to an excellent and affordable education. As a public university, CSUSM grounds its mission in the public trust, alignment with regional needs, and sustained enrichment of the intellectual, civic, economic, and cultural life of our region and state.

## President's Message

### Greetings Friends and Neighbors,

This year Cal State San Marcos marks its 20th anniversary, celebrating two decades of inspiration, innovation, and impact, including achievement in preparing student leaders, advancing research frontiers and engaging with business, educational and community partners for the benefit of our region.



It was February 23, 1990 when local dignitaries, CSU officials, and founding faculty gathered to break ground on the future site of Cal State San Marcos. Over the past twenty years the campus has evolved into a university with nearly 10,000 students, a center for Extended Learning that each year serves thousands more, an Osher Lifelong Learning Institute that provides hundreds of opportunities to mature learners, and a brand new off-campus location in Temecula.

CSUSM's 20th anniversary milestone isn't just a university celebration — it's a regional celebration. In these pages, you will read about some of the incredible stories of student, faculty, and staff achievement and progress that have benefited our region and beyond.

As I reflect on the tremendous twenty years we've had, I know we could not have done it without you and I know we cannot fulfill our future goals without you. Our successes — and the impact they have had — are because of your continued support of Cal State San Marcos.

I look forward to seeing you on campus this year for one of the many exciting and fun events taking place — check out the calendar of events on page 18 for more information — and visit my blog [www.csusm.edu/president/blog](http://www.csusm.edu/president/blog) for frequent updates from my desk!

Sincerely,  
**Karen S. Haynes, Ph.D.**  
President



President's Annual Report to the Community celebrated University milestones and highlighted campus impact on the region.

# Cal State San Marcos Roars into its 20s

**A**t her sixth annual Report to the Community, CSUSM President Haynes celebrated the inspiration, innovation, and impact of Cal State San Marcos, exclaiming, "Cal State San Marcos is your University. This is your celebration!"

Speaking before an estimated 300 regional leaders from government,

business, and service organizations at the annual President's Report to the Community on February 4, California State University San Marcos President Karen Haynes declared that the university had roared into its third decade of service to the region, realizing her 2010 vision for CSUSM to be an inspirational 21st - century campus, committed to the economic growth of its

region, while offering a best place to work and study for students, faculty and staff.

At the report, the President honored the City of San Marcos with the University's annual Community Engagement Award, recognizing the city's collaborative spirit and partnership on a number of initiatives, including the Student Neighborhood

Relations Task Force, the University District Project, and the Mayor's Education forums.

"It takes an extraordinary institution to commit to build for the future – its future, and its region's future," said Haynes. "Cal State San Marcos is that institution, strategically making decisions today while keeping a steady eye on the needs of tomorrow."

## CSUSM STATS & FACTS

CELEBRATING 20 YEARS

### The Academic Community

#### College of Arts & Sciences

- The College of Arts and Sciences (CoAS) is the cornerstone of research, discovery and instruction at Cal State San Marcos. Over 75 percent of all undergraduates take courses in the College which is home to several core disciplines and many interdisciplinary programs.

#### College of Business Administration

- The College of Business Administration (CoBA) provides a rigorous program with a balance of theory and application. Students gain practical hand-on experience, hone their analytic and critical thinking skills and leave the University ready to assume their role as business and community leaders.

#### College of Education

- The College of Education (CoE) has a long standing reputation of preparing our region's premiere educators transforming public education by preparing thoughtful educators and advancing professional practices. The College offers a range of credential programs, Masters Degree options and a joint Ed.D. Program.

#### School of Nursing

- The School of Nursing (SoN) provides students the opportunity to utilize a new educational facility with state-of-the-art equipment and technology. Students are prepared for a career in professional nursing that focuses on assisting patients to achieve health-related goals.

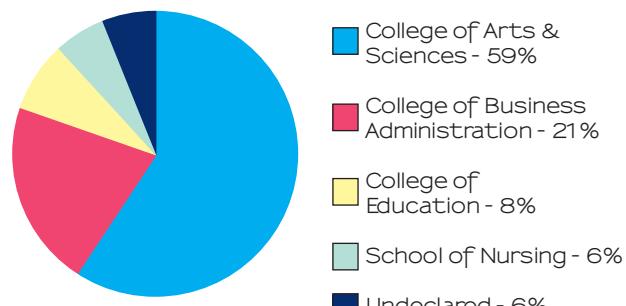
#### Extended Learning

- Extended Learning offers an exciting array of continuing education and training opportunities. Courses and both degree – and non-degree programs enable individuals to strengthen professional readiness, enhance skills or engage in personal enrichment.

### Campus Facilities

The campus has more than one million square feet of facilities, all of which have been constructed since 1990. The primary academic facilities include a 200,000 square foot library that opened in 2003 and can accommodate 840,000 volumes and seat 1,600 students, two science laboratory buildings, and classroom space for more than 7,000 students. Additionally, construction is underway on a 106,000 square foot Social and Behavioral Sciences Building due for completion in 2011 and a new Public Safety Building slated for completion in the spring of 2011.

### Enrollment



### Ten Most Popular Undergraduate Majors

Business Administration (Pre-Business & Undergraduate)	... 2,036
Liberal Studies	744
Psychology	632
Nursing (including pre-nursing)	607
Communication	586
Kinesiology	520
Human Development	390
Criminology	383
Biology	307
Literature & Writing Studies	286

### Enrollment Fall 2009

#### By Gender

	TOTAL	PERCENT
Male	3,694	38%
Female	6,073	62%
<b>TOTAL</b>	<b>9,767</b>	<b>100%</b>

#### By Ethnicity

	NUMBER	PERCENT
African American	291	%
Asian/Pacific Islander	1,030	11%
Latino/a	2,523	26%
Native American	76	>1%
White	4,595	47%
Other/Unknown	1,076	11%
Multi Racial	176	2%
<b>TOTAL</b>	<b>9,767</b>	<b>100%</b>

### Alumni: 23,000

(as of May 2010)

### Where Students Come From

(Based on the geographic location of high school or transfer institution of new undergraduate students for fall 2009)

REGION	FRESHMEN	TRANSFER STUDENTS
North San Diego County	37%	46%
Other San Diego County	13%	25%
Riverside County	24%	7%
Orange County	8%	4%
Los Angeles County	6%	3%
REGION	FRESHMEN	TRANSFER STUDENTS
San Bernardino County	4%	>1%
Elsewhere in California	6%	9%
Out of State	1%	6%
Foreign country	>1%	>1%

### International Students:

There are 134 international and exchange students. The largest contingents are from: • Japan (19%) • China (18%) • Korea (6%) • Germany (5%) • Brazil, Taiwan, Vietnam, England & The Netherlands each with (4%). In addition, 95 students are enrolled in the American Language and Culture Institut

### Did You Know . . .

- The University's annual spending in this region of \$161 million generates a total impact of \$307 million on the regional economy. CSUSM produces more than \$16 million in tax revenue, sustaining more than 5,000 jobs.
- Over 85 percent of CSUSM's alumni stay in the region fueling our local workforce.
- Through its nationally acclaimed Community Service Learning program, Cal State San Marcos students annually log over 100,000 hours of community service valued at over \$800,000.
- Over 40 percent of CSUSM graduates are the first in their families to earn degrees.

# 20 THINGS TO DO AT CSUSM IN OUR 20TH YEAR

California State University San Marcos offers a wide array of activities and events for the entire community. Below are just 20 of the many things CSUSM has to offer...

## 1. Attend an Arts & Lectures Series Event

The series has become an integral part of campus life and offers eye-opening perspectives on multiple topics, issues, and disciplines by bringing in exceptional guests who are experts in various fields creatively and intellectually. All Arts & Lectures events are offered FREE (unless otherwise noted) and open to the public. Visit [www.csusm.edu/al/](http://www.csusm.edu/al/) for the calendar of upcoming events.

## 2. Cheer on the Women's Softball Team During their First-Ever Games on Campus (Spring 2010)

Official play on the new CSUSM Softball Field began in January. View the complete 2010 schedule at: [www.csusm.edu/athletics/sports/softballfiles/schedule.html](http://www.csusm.edu/athletics/sports/softballfiles/schedule.html)

## 3. Attend "In the Executives Chair"

The inspiration for this course came from the Bravo cable television series "Inside the Actors Studio." The goal is to help students learn from the best by bringing in top business leaders to talk about their careers, companies, and business decisions. This class is open to the public. [www.csusm.edu/coba/programs/itec/](http://www.csusm.edu/coba/programs/itec/)

## 4. Take an Extended Learning Course

Whether you are looking to change careers, advance your current career or explore personal interests, we have a quality educational program perfectly suited for you. Offering courses throughout the region and around the globe through distance technologies, Extended Learning strives to meet the needs of all learners regardless of age or educational background. Visit [www.csusm.edu/el/](http://www.csusm.edu/el/) for more information.

## 5. Run in the San Marcos Fitness Roundup on March 13

CSUSM and the City of San Marcos will co-host a community 5K run/walk and challenging 11K trail run up to the top of Double Peak and back. Mark your calendars now. You won't want to miss this inaugural event. Visit [www.inmotionevents.com](http://www.inmotionevents.com) to register online.

## 6. Donate to the Annual Fund and Support the University's Greatest Needs

Annual Fund gifts ensure that each year CSUSM is able to provide students with much needed financial aid, up-to-date technology, library resources, career counseling, academic support and more. Make a donation online at [www.csusm.edu/giving](http://www.csusm.edu/giving)

## 7. Attend the Veterans Memorial Day Celebration

On May 4, at noon, CSUSM's Veterans Center will host an event in honor of Memorial Day. For more information, contact 760-750-4808.

## 8. Attend the Visual & Performing Arts (VPA) Film Festival (Spring 2010)

Come and see student submissions of their latest video projects on Friday, May 7. Visit the VPA website for information on this and other art events at [www.csusm.edu/vpa/art-events/](http://www.csusm.edu/vpa/art-events/)

## 9. Attend the Annual Gala

Join us for an evening of glamour and glitz at CSUSM's 20th anniversary signature event on June 26. Visit [www.csusm.edu/gala/](http://www.csusm.edu/gala/) for more information.

## 10. Attend Homecoming Events and the Homecoming Soccer Game (October 18-23)

Celebrate CSUSM's 2nd annual homecoming with a week of fun events designed to reconnect and reunite over 23,000 CSUSM alumni. The week of events culminates in a homecoming soccer game and tailgate at Mangrum Field on October 23.

## 11. Play in the Annual CSUSM Cougar Scramble

This is a fun-filled golf tournament that raises money for the university's golf teams and the alumni association. All proceeds from the event go directly toward each program's scholarship endowments. Visit [www.csusmalumni.org](http://www.csusmalumni.org) for more information.

## 12. Dia de los Muertos Event

Members of the Cal State San Marcos community will be honoring the dead and exploring Mexican culture during the annual Dia de los Muertos celebration in November. Contact Associated Students Inc. at 760-750-4990 for more information.

## 13. Attend the Farmers Market, Every Wednesday, 3-7pm

Visitors will have the opportunity to select from a large variety of fresh, locally produced, healthful produce, including San Diego grown fruit, vegetables, eggs, honey, as well as enjoy demonstrations, music, artisanal breads and prepared foods, tastings, and more. Get a coupon for \$2 off any purchase at [www.csusm.edu/events/event\\_info/marketCoupon.html](http://www.csusm.edu/events/event_info/marketCoupon.html)



## 14. Sponsor a Senior Experience Team

The Senior Experience Program matches consulting teams of students with projects submitted by local businesses and organizations. [www.csusm.edu/coba/programs/se/](http://www.csusm.edu/coba/programs/se/)

## 15. Hold a Business Meeting or Conference in The McMahan House

The beautiful, rustic facility provides a peaceful and comfortable retreat from daily life while offering all the convenient amenities that ensure a successful event, from intimate retreats to events for up to 150 individuals. Visit [www.csusm.edu/events/themcmahanhouse/](http://www.csusm.edu/events/themcmahanhouse/) for more information.

## 16. Park Your Car in the New Parking Structure

The new parking structure at CSUSM will provide parking for 1,615 cars and connect to the campus pedestrian mall. For driving directions to campus and parking information, visit [www.csusm.edu/guide/](http://www.csusm.edu/guide/)

## 17. Check Out a Library Book

The Library is committed to providing a learning environment which supports the information needs of the CSUSM community. Enjoy access to the largest library in the CSU system, visit [biblio.csusm.edu](http://biblio.csusm.edu)

## 18. Take a Tour of the Campus

Taking a CSUSM Campus Tour is a great way to learn more about the campus, our academic programs, and student life. Student-led campus tours are offered Monday through Friday at 10 a.m. and 2 p.m. (except during holiday and furlough closures) and last one hour. There are no reservations necessary. Visit: [www.csusm.edu/admissions/visitcampus/](http://www.csusm.edu/admissions/visitcampus/)

## 19. Buy a Commemorative Brick

Make a permanent mark on Cal State San Marcos, purchase a commemorative brick. The brick will be engraved with your message and on display in Kellogg Plaza. Call University Advancement at 760-750-4400 for more information.

## 20. Visit the Bookstore and Buy a 20th Anniversary T-shirt, Poster or Other Memorabilia

Own a part of history and show your cougar pride. Visit [www.csusmbookstore.com](http://www.csusmbookstore.com)

# CSUSM Alumni Association Growing & Building Traditions

While Cal State San Marcos may be a very young campus in the world of universities, it has an alumni association that is growing and thriving. To date, more than 1,200 alums have joined the CSUSM Alumni Association.

"With more than 85 percent of our graduates remaining in the region, the Alumni Association provides an excellent means to stay connected and have an impact on our campus and our region," said Lori Brockett, director of the CSUSM Alumni Association.

Goals of the Alumni Association include establishing traditions, promoting CSUSM, providing leadership and volunteerism, mentoring students and advocating for the University.



Ken Green, Alumni Association President



"The CSUSM Alumni Association is a committed partner to the University," said Green. "It's important to help promote and advocate for the university, our students and our alumni. The success and growth of the university directly impacts the growth and success of our region. As part of this community, our alumni have

a vested interest in supporting Cal State San Marcos."

Beyond the campus connection and networking opportunities, membership in the Alumni Association also includes such benefits as:

- Free career services
- 15 percent off courses offered through Cal State San Marcos Extended Learning

- 10 percent discount on logo merchandise at the University Bookstore
- Library privileges at all CSU campus libraries
- Discounted Alumni Rates for auto, healthcare, homeowners, renters, and life insurance

Throughout the year numerous networking events are planned to bring alumni together, and in 2009, the Alumni Association hosted its first homecoming. The week-long activities included a lifetime alumni member reception, student barbecue, an employee alumni luncheon (more than 120 CSUSM staff members are also alumni) and a homecoming soccer game.

Homecoming was a roaring success with more than 300 alumni, friends and fans attending the home soccer game.

"We are really focused

on building traditions," said Brockett. "Traditions help keep our alumni engaged and provide shared memories of the University."

In 2010 the Alumni Association will celebrate the 20th anniversary with homecoming festivities planned for the week of October 18 culminating in the homecoming soccer game on Saturday, October 23.

Even those who are not a graduate can join the CSUSM Alumni Association. By paying the small annual fee of \$30 or a \$300 lifetime membership, alumni members have access to all the benefits of the Alumni Association.

To join the Alumni Association or learn more about upcoming alumni events, visit [www.csusmalumni.org](http://www.csusmalumni.org)

## Congratulations CSUSM on 20 successful years!

North County Transit District looks forward to growing with the campus as we support your transportation needs for the next 20 years and beyond.

NORTH COUNTY TRANSIT DISTRICT  
[GoNCTD.com](http://GoNCTD.com)

Offices located in CA, AZ & NV

Congratulations to  
CALIFORNIA STATE UNIVERSITY SAN MARCOS  
on your

20th Anniversary  
from your friends at

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- Structural Engineering
- Construction Management

[www.RBF.com](http://www.RBF.com)

# Student Profile RoseAngelica Vogel

RoseAngelica Vogel, a senior majoring in human development at California State University San Marcos (CSUSM), was named one of 23 California State University (CSU) students to receive the 2009/10 William R. Hearst/CSU Trustees' Award for Outstanding Achievement.



"This award couldn't have come at a better time. It will allow me to focus on my studies and concentrate on maintaining my good grades so that I may graduate," said Vogel.

She also finds time to participate in community service through the High Hopes Center in Temecula. "This community center serves disabled adult members of our community and helps them to learn to socialize with their peers and their families in a fun and safe atmosphere. It is a very rewarding experience and something I enjoy," Vogel reflected.

This fall, she hopes to enroll in CSUSM's nursing program to become a nurse practitioner. "I envision providing services in a neighborhood clinic where my bilingual skills will be beneficial," she said.

The William Randolph Hearst Foundation originally established an endowed scholarship fund in 1984 to honor William Randolph Hearst, founder of the Hearst newspaper chain. In 1999, the William Randolph Hearst Foundation partnered with the CSU Board of Trustees to supplement the endowment with contributions from CSU Trustees and private donors.

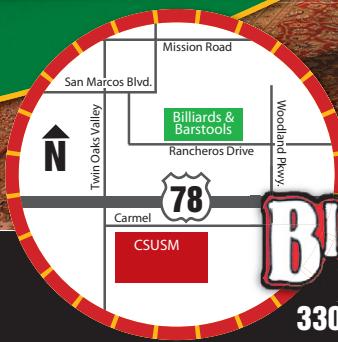
The award provides \$3,000 scholarships to students who have demonstrated financial need, experienced personal hardships and have attributes of merit including superior academic performance, exemplary community service, and significant personal achievements. Vogel meets or exceeds those requirements in every case, including a remarkable 3.51 cumulative GPA.

Vogel came to the United States at the age of 17. Despite struggling with a learning disability, she completed coursework at Miramar Community College prior to enrolling at CSUSM in the fall of 2008. She balances her studying and homework with working part-time as a student assistant and taking care of her two children – four-year-old Kyle and eleven-year-old Aric-Anatolio who also has autism.

# STOREWIDE BLOWOUT SALE!

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**ACE**  
Scholars Services

CONGRATULATES CSUSM  
ON ITS 20<sup>TH</sup> ANNIVERSARY



## ACE Scholars Services

A program for former foster youth

CSUSM has historically reached out to educationally "at risk" youth who may not have seen college as a possibility. By developing support services to increase their success, and with Memorandums of Understanding (MOU) that guarantee college admission, CSUSM is opening the door to higher education for former foster youth. ACE (Achieving College Excellence) Scholars Services is a program that targets youth emancipating from the foster care system. ACE is housed in the Division of Student Affairs at Cal State San Marcos.

For more information, please visit:

[www.csusm.edu/ace](http://www.csusm.edu/ace)

# Faculty Profile

## Dr. Kathy Norman

A great university begins with great faculty, with professors who are dedicated to scholarly excellence and devoted to the success of their students. Dr. Norman, the recipient of the 2009-10 Brakebill Distinguished Professor Award, is a shining example of that at Cal State San Marcos.

Dr. Norman's colleagues in the College of Education refer to her as the "heart" of the science faculty and state that she is "not only an incredibly talented and passionate teacher, but also an outstanding science educator."

Her students admire her ability to instill in them an enduring appreciation of science education. One of her students commented, "After taking her class, my eyes have been opened to the limitless possibilities of being able to teach elementary science and, at the same time, to create an environment which is filled with opportunities for students to develop a real love for science."

Dr. Norman is passionate about education and providing opportunities for her students to learn and thrive. "You can succeed. You can break out of the box of low expectations," she reflected.

During her 13 years of service at CSUSM, Dr. Norman's passion and innovation in teaching have reached beyond traditional classroom settings. Recently she developed several online courses that are infused with carefully crafted audios, videos and media sites which serve as community building exercises and information delivery systems.

As a result of her contribution to the field of science education, Dr. Norman has received several national honors and recognitions. She was awarded the Outstanding University Science Educator in San Diego County in 1999, and North County Times Women of Merit Award in 1999.

Dr. Norman is a member of the Board of Examiners for the National Council for the Accreditation of Teacher Education, the professional accrediting organization for schools, colleges, and departments of education in the United States. In 2006 she was elected president of the International Association for Science Teacher Education. Clearly this level of leadership in the professional community speaks for the tremendous respect she has garnered in her field.



# The College of Education: Educating the Future

## Distinguished Teachers in Residence

**A**t CSUSM's College of Education, bright futures are created. Over the last two decades, we have grown to become one of the leading regional colleges for producing teachers, school leaders, researchers, and policymakers who are transforming education and benefiting children in meaningful and lasting ways.

The Distinguished Teachers in Residence program, a hallmark of the college's commitment to community engagement, was created out of the desire to build collaborative relationships between regional schools and CSUSM's teacher preparation program. Teachers are selected from member school districts to serve on the College of Education's faculty with duties that include teaching, advising, program development, applied research, and community service, ensuring that aspiring teachers prepared by CSUSM are well grounded in current

concepts of teacher roles, instructional pedagogy, and efficacy as practiced in model area schools.

"The Distinguished Teachers in Residence program is a wonderful opportunity for teachers to share their knowledge and experience with up and coming educators," says Dr. Carol Leighty, superintendent of Temecula Valley Unified School District. "Our teachers return after two years as a university instructor filled with new ideas and an eagerness to share those ideas with students and colleagues."

To be eligible to participate in the Distinguished Teachers in Residence Program, a teacher must meet certain minimum criteria including: holding a valid California teaching credential with at least five years teaching experience; being currently employed as a full-time, tenured classroom teacher, hold at least a master's degree in an appropriate area of

study, and present evidence of successful teaching and demonstrated effectiveness in teaching diverse populations.

### Joint Doctoral Program

In conjunction with the University of California San Diego (UCSD), CSUSM now offers a new Doctor of Education (Ed.D.) in Educational Leadership. This program views the students' workplace as a powerful laboratory for their own study. Students conduct research on professional practice within their own institutions, addressing specific local problems that have national implications for teaching and learning, school reform, and professional development. Students completing the program will receive a joint degree from UCSD and CSUSM.

The foundation of this program rests on the belief that the work of school

leaders must always attend to the common objective of increasing student achievement. Learning to apply the effective tools of leadership requires the acquisition of flexible communication skills, creative decision-making capabilities, a collaborative approach to problem solving, and the confidence to take calculated risks. At its core, effective leadership depends on one's ability to advance the skills and dispositions of the adults involved in the instruction of students.

The students represented in the Joint Ed.D. program include Superintendents, Assistant Superintendents, Principals and Assistant Principals, Program Directors at the Pre-K to University program level, Learning Specialists and School Counselors.

For more information about the College of Education visit [www.csusm.edu/coe](http://www.csusm.edu/coe) or call 760-750-4300.

## Senior Experience

### Taking Students from the Classroom to the Boardroom

**A** hallmark of the Cal State San Marcos experience is gaining hands-on experience, and nowhere is that better exemplified than in the Senior Experience program. In the program, groups of four to five students work on a project submitted by a local business or non-profit. The program, a graduation requirement for all business administration majors, is the only one of its kind in the nation.

"Students participating in Senior Experience are in essence working as

**"We are always able to take something away from each project."**

**Jerry Swain,**  
founder & president  
*Jer's Handmade Chocolates.*

consultants on a real-world project. They have the opportunity to apply their classroom knowledge and enhance project management and team work skills," said Jim Hamerly, director of business community relations for the College of Business Administration (CoBA).



With the oversight of a faculty member, the students form their own teams and create a team contract which details roles and responsibilities. Hamerly said students are highly encouraged to form multi-disciplinary teams.

"While the team might have a marketing project, often times they find someone from another discipline like finance provides extremely valuable insight."

According to Hamerly, large and small companies as See **Experience**, page 20

# CSUSM, offering New and Innovative Degree Programs

**At CSUSM, developing innovative programs is part of the culture. In fall 2009, the University introduced several new degree programs responsive to business need and our changing world.**

## Master's of Biotechnology

Dubbed the 21st century MBA, CSUSM Extended Learning has begun offering a Master's of Biotechnology degree. An innovative graduate degree, the Professional Science Master's (PSM) allows students to pursue advanced training and excel in science without a Ph.D. while simultaneously developing highly valued business skills without an MBA.

"This will be the area's first professional degree of its kind for the biotechnology industry," explained Dr. Al Kern, professor and founder of the University's biotechnology programs.

"This program is specifically tailored to prepare graduates to meet industry needs for the growing life science industry."

The program is geared to prepare its students for positions not only in science but in marketing, sales, regulatory affairs, business development, product development, planning, manufacturing and technical communication, within a biotech firm.

For more information on the Master's of Biotechnology, visit [www.csusm.edu/el/degreeprograms/psmbiotech](http://www.csusm.edu/el/degreeprograms/psmbiotech)

## Global Studies Degree

The new interdisciplinary Global Studies degree program at CSUSM will teach students how to understand the world as an integrated whole and relate knowledge of the language, culture, history, society, and politics of a particular region to the larger trends and issues that affect all peoples worldwide.

"Even our local community is linked to the global community," said Dr. Patty Seleski, program director for the Global Studies program. "In the 21st century, nations share problems relating to security, health, climate and the economy, among many other issues, but more importantly, nations increasingly share the solutions to these problems. Students who major in

Global Studies will be ideally positioned to contribute both to their local communities and to the larger international community."

The new program builds on CSUSM's existing Global Studies Minor and will be useful to students pursuing careers in education, international business, international development, international organizations (e.g., United Nations), law, non-governmental organizations focusing on international affairs (e.g., Amnesty International and "think tanks" such as the Heritage Foundation), public service, and graduate study in related fields.

For more information on the new Global Studies Program, visit [www.csusm.edu/coas](http://www.csusm.edu/coas)

## Green Business Operations Certificate Program

CSUSM Extended Learning is offering a new Certificate Program in Green Business Operations for those in local industry and organizations seeking to gain a deeper understanding of the problems and potential solutions for "Going Green," including how to reduce associated costs and comply with new legislation to preserve the environment.

Jim Simcoe, green business strategist, CEO of Ecolife Consulting, and instructor for the Green Business Operations Certificate, believes the Cal State San

Marcos program is just what the region needs.

"Business leaders know they should and need to do something with regard to sustainable business practices - they often just don't know what to do," explains Simcoe. "This program will give them the guidance they need. Other than hiring a consultant, there are really not very many avenues for obtaining this type of guidance today."

To learn more about the Green Business Operations Certificate program, please visit [www.csusm.edu/el/green](http://www.csusm.edu/el/green) or call 760-750-4020.

# It is the time for your **MBA**

At California State University San Marcos we can prepare you to cross the bridge between your career now and where you want to be.

The top 5 reasons why you should attend our program:

1. Relevant & rigorous coursework to prepare you for success in today's dynamic, globally competitive marketplace.
2. Passionate and very knowledgeable faculty.
3. High caliber students & alumni which to learn from and interact with.
4. Affordable – a good return on your investment.
5. Convenient Saturday classes which will not interfere with your busy work schedule.

To learn more about our program:

- Go to our website at [www.csusm.edu/mba](http://www.csusm.edu/mba)
- Call our MBA Office at (760)750-4267

Attend one of our upcoming information sessions from 9:00-10:30am on the following dates:

- March 6 • April 17 • May 22

RSVP to Julie Pick at (760) 750-4267 or [mba@csusm.edu](mailto:mba@csusm.edu)



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MBA Program  
College of  
Business  
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## **Innovative Partnerships Expand CSUSM's Reach**

In March 2009, CSUSM hosted the ribbon-cutting for Cal State San Marcos at Temecula at the Paul Goldring Garrett Institute for Higher Learning. The Temecula site couldn't have been established without the innovative partnership that was fostered with the City of Temecula and business leaders in Southwest Riverside County. CSUSM at Temecula is completely self-supporting and is thriving thanks to \$575,000 raised from private donations.

In fact, the demand for CSUSM's Temecula campus is so strong that this year the campus will be moving locations to a new building at the Joan Sparkman Alternative Education Center. Thanks to the City of Temecula and the Temecula Valley Unified School District, the campus will be

paying only \$1 a year for a ten-year lease.

What's more, the City of Murrieta recently approved a \$200,000 grant of redevelopment funds while the City of Temecula approved a \$3 million dollar redevelopment grant to pay for renovations. This success at CSUSM at Temecula represents the power of a shared vision and the motivation of many people eager to transform a region through higher education.

### **University District**

In another example of an innovative partnership moving this region forward, the San Marcos City Council recently approved plans for the



University District - a 190-acre planned development that will feature mixed-use of residential, retail, and dining establishments. A key component of the plan is a student housing area. The University District will be a dynamic and vibrant addition, filling CSUSM's need for additional beds for students while further blurring the campus/community border and fulfilling the region's need for additional shopping and dining in a beautiful and walkable setting.

**The Center for Children and Families congratulates CSUSM on their 20th Anniversary!**



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# CSUSM Adds Events & Conference Center to Serve the Community

A panoramic view awaits visitors of the newest facility at Cal State San Marcos — The McMahan House. The McMahan House is CSUSM's events and conference center located on a rocky knoll overlooking Mangrum Field. The beautiful, rustic facility was made possible by a generous gift from Richard and JoAn McMahan.

Opened in July, The McMahan House provides a peaceful and comfortable retreat from daily life while offering all the convenient amenities that ensure a successful event. From intimate retreats to events for up to 150 individuals, the facility is quickly becoming the region's venue of choice.

"We hosted an open house for meeting and event



planners at The McMahan House and the response was overwhelmingly positive said Scott Gross, director of conference services and community engagement. "There just isn't any other venue like this in North County."

Located on the same knoll where the Prohoroff family lived (the owners of the poultry farm that once occupied the land where CSUSM is now located), The McMahan House occupies 3,200 square-feet in four

separate buildings that can host groups ranging from 15 to 150 guests. The existing cacti surrounding The McMahan House were part of the Prohoroff's personal gardens and were preserved during the construction of the property to honor the history of the land.

The McMahan House provides CSUSM with yet another opportunity to serve the region. As CSUSM President Haynes said during the ribbon cutting ceremony for the center, "The edges of our campus are becoming blurred as we reach out to our neighbors and work together with them to create a better quality of life for all of us."

While The McMahan House offers a truly unique venue for weddings, meetings or retreats, the CSUSM

campus as a whole is becoming a destination for many meetings and events. The amenities the campus can provide including state of the art classrooms are a big attraction as is the customized event planning.

"We offer a whole menu of services to assist with meetings and events," says Gross. "Not only do we have great facilities but we also have the talent and expertise to make an event or meeting truly memorable. We work with our clients to provide everything from online registration to catering to facilitators."

For more information on holding a meeting or event at The McMahan House or any venue on campus visit [www.csusm.edu/events](http://www.csusm.edu/events)



## Veterans Center

Approximately 91 percent of all military say that they enlisted to take advantage of higher education benefits, but less than 13 percent actually go on to earn a four-year college degree. The new CSUSM Veterans Center, opened in the fall of 2008, provides valuable resources including assistance with applying for education benefits and academic advising as well as being a place to gather and socialize.

CSUSM's Veterans Center is the second to be opened in the 23-campus California State University system. CSUSM's student population includes approximately 600 students who are self-identified as active-duty personnel, veterans, or their dependents.

## New Opportunities Under Construction in the College of Arts and Sciences

The College of Arts and Sciences (CoAS) is a focal point for discovery, learning, and research at California State University San Marcos. CoAS is home to the core disciplines in the arts and humanities, natural and physical sciences, social and behavioral sciences, mathematics, and many interdisciplinary programs. Virtually every CSUSM undergraduate takes courses in the College.

CoAS provides a supportive learning atmosphere for students to pursue their studies, with rich opportunities for interaction with their peers and with our world-class faculty. The College is proud to have internationally-recognized faculty who engage in creative endeavors and

groundbreaking research that shed new light on complex issues.

As proud as we are of our existing roster of accomplishments and educational offerings, we look forward to the exciting new opportunities that will be afforded by the state-of-the-art Social and Behavioral Sciences Building (SBSB). Currently under construction and scheduled to open in 2011, SBSB will serve as the flagship building for CoAS.

As the name implies, SBSB will bring all of the College's social and behavioral science disciplines together under one roof. This fusion of the social and behavioral science disciplines, combined with the building's close proximity to existing science and arts facilities, will enhance the College's

already strong reputation for interdisciplinary teaching and research.

At 106,509 gross square feet, SBSB will be the largest classroom and office building on the CSUSM campus. The building's six classrooms and 13 lab facilities will offer seating for 739 total students. In addition, SBSB will house the CoAS Dean's Suite, 125 faculty offices, 14 academic department suites, seven conference rooms, two centers, and research space for graduate students. The building will also be very environmentally friendly as the first campus facility designed to meet the requirements for Leadership in Energy and Environmental Design (LEED) Silver Certification.

While the building itself is impressive, perhaps the most

exciting aspects of SBSB are the unique and innovative labs that will take residence inside its walls. These labs include:

- The Daniels Communication Lab:** Providing advanced new media learning opportunities for students.

- The Behavioral Neuroscience Lab:** Providing groundbreaking research opportunities related to brain function, drug abuse, depression, and pain.

- The Geographic Information Systems Lab:** Enabling the collection, storage and analysis of geographically-linked data that can be utilized by the entire campus and the community for research and instructional purposes.



**The Community Ethnobotany Lab:** Providing interdisciplinary opportunities for botanical and medicinal research, storage and analysis of native plant specimens, cultural exhibits, and community presentations.

In order for these labs — and the building as a whole — to reach their full potential, private support is needed. While the construction of SBSB is funded by state bond money, these funds only pay for the building itself, as well

as fixed items like lighting and floor tiles. Many critical accessories like computers, science equipment, and some furniture — the very items that will have the greatest impact on student success — are not fully funded by the state.

If you would like to learn more about SBSB giving opportunities, contact University Advancement at 760-750-4400. Your support will ensure the best possible academic experience for all students.

CELEBRATING  
20 YEARS



**1968:** Business and civic leaders in North San Diego County work to interest state legislators and educational leaders to develop a state university in their region.

**1969:** CSU Chancellor Glenn S. Dumke issues a report that "an ultimate need" exists for a new university campus in North County.

**1979:** The State of California allocates \$250,000 in start-up funds for San Diego State University's North County satellite campus. The campus opens at Lincoln Middle School in Vista and serves 148 students.



The campus moves to a larger facility — an office building on Los Vallecitos Blvd. in San Marcos.

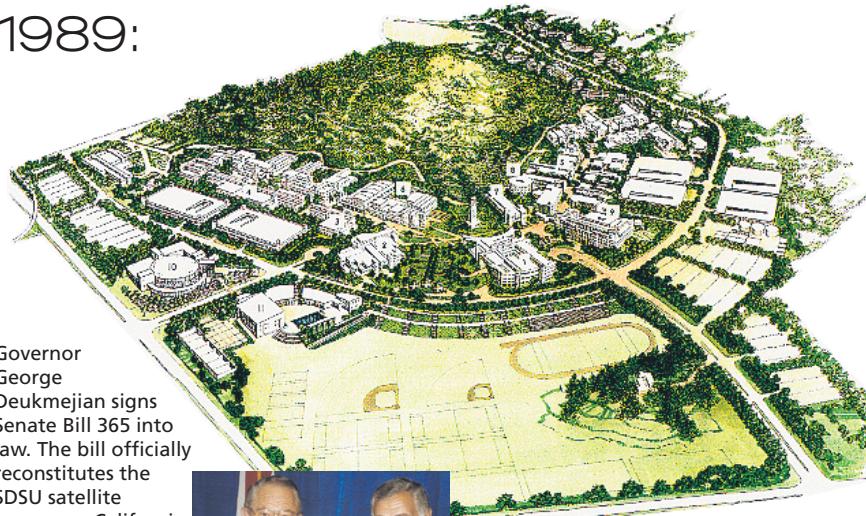
**1985:** Senator William A. Craven of Carlsbad introduces Senate Bill 1060. The bill passes in September and appropriates \$250,000 to a feasibility study of the need for a new North County university campus.



As enrollment at SDSU North County grows to over 1,250, CSU trustees purchase the future permanent home of CSUSM — the 304 acre Prohoroff Poultry Farm in San Marcos — for \$10.6 million. They also request \$51.8 million for the first phase of construction of a new "full-service" university campus.

# HISTORICAL TIMELINE

**1989:**



Governor George Deukmejian signs Senate Bill 365 into law. The bill officially reconstitutes the SDSU satellite campus as California State University San Marcos — the first comprehensive U.S. university to be founded in two decades, and the 20th campus in the CSU system. Bill W. Stacy is named the university's first president and is tasked with recruiting 12 founding faculty members.



**1989-1990:** President Stacy and founding faculty members are given one year and a budget of \$3.9 million to lay the groundwork for the new university, its mission, and its first nine majors.

**1990:**



In February, ground is broken on the site of the old poultry farm, and construction begins on the future permanent campus. Later in the year, CSUSM admits its first 448 students — all juniors and seniors — during fall semester. Classes are conducted in the former SDSU satellite location on Los Vallecitos Blvd.

**1991:** Seven students are awarded the first Bachelor of Arts degrees in campus history.

**1992:**

CSUSM holds its first official commencement ceremony in May. Later in the year, the permanent CSUSM campus on Twin Oaks Valley Road officially opens with the completion of Craven Hall, Academic Hall, and Science Hall I. The new campus serves a rapidly-growing student body of 1,700, and it employs 305 staff members.



**1993:** The rapid growth of the university continues as CSUSM serves nearly 2,500 students and expands its academic offerings to include 17 bachelor's degrees, nine teacher credentials, and six master's degrees. Additionally, CSUSM receives accreditation three years ahead of schedule from the Western Association of Schools and Colleges.

**1995:** CSUSM admits its first freshman students as lower division courses are added to the curriculum. Total enrollment is now more than 3,600. In addition, the College of Education receives an exemplary rating and full accreditation for the National Council for Accreditation of Teacher Education.

**1996:** The university receives two transitional gifts from generous donors: Jean and W. Keith Kellogg II pledge \$1 million — the first of multiple major pledges in support of the future Kellogg Library. Additionally, Richard H. Griset Sr. and Margaret Griset Liermann present CSUSM with a \$1.3 million gift on behalf of their sister, Lucille Griset Spicer, who donated the money in her will. The donation establishes a student loan fund for needy students.

**1997:** Alexander Gonzalez is appointed the new Interim President of CSUSM following President Stacy's departure earlier in the year. Meanwhile, CSUSM expands its academic offerings to include 19 bachelor's degrees, 15 teacher credentials, and eight master's degrees. The student body is now more than 4,400 strong with instruction provided by more than 300 combined part-time and full-time faculty members. Generous donor support continues as Bob and Ruth Mangrum donate funds toward the construction of an Olympic-class track and soccer field on-campus, and Leonard Evers pledges \$2.3 million to establish the Evers Computer Scholarship program.

**1998:**



The CSU Board of Trustees appoints Alexander Gonzalez as the permanent president of CSUSM. University Hall opens its doors, making it the first in a series of new campus buildings to be constructed over the next few years. In addition, the University establishes an intercollegiate athletics department consisting of men's and women's golf, cross-country, and track & field. Later in the year, groundbreaking takes place on the future site of the Mangrum Track & Soccer Field.

**2002:** The "building boom" continues as Science Hall II and the Arts Building open their doors. Simultaneously, the state awards nearly \$25 million towards the construction of a new headquarters building for the College of Business Administration.

**2003:**



The new University Village Apartments open, and for the first time, some CSUSM students are able to live on-campus. University Village is complemented by the completion of a nearby campus social and recreational facility — The M. Gordon Clarke Field House / University Student Union. Known to many students as "The Clarke," the facility is made possible by a 1998 pledge of \$1.2 million by Helene Clarke in honor of her husband.

## 2004:



Karen S. Haynes is appointed CSUSM's third president, filling the vacancy created by the departure of President Gonzalez in 2003. In addition, Kellogg Library — CSUSM's first free-standing library building — opens its doors for the first time, and the university announces plans to create a new School of Nursing. More than 7,000 students are enrolled at CSUSM on the first day of the fall semester.

## 2008:



The CSUSM community gains an important alternative for transportation to and from campus as the Sprinter light rail line begins service, complete with a train station on-campus. The Veterans Center opens its doors, providing important on-campus resources for CSUSM students who are active duty personnel, veterans, or their dependants. In addition, The Bernard Osher Foundation donates over \$1 million towards the Osher Lifelong Learning Institute.

## 2006:



Bolstered by a generous 2005 pledge of \$5 million from Mr. and Mrs. Kenneth Markstein, the College of Business Administration opens its new flagship building — Markstein Hall. Cougar Athletics expands to include baseball, softball, and men's & women's soccer. In addition, the School of Nursing opens its doors and accepts its first cohort of students during the fall semester.

## 2007:



The new Center for Children and Families opens. This state-of-the-art day care and preschool facility offers quality childcare for students, faculty, staff and the community as well as providing meaningful real-world learning opportunities for CSUSM students.

## 2009:



The rapid physical growth of the campus continues as construction begins on the College of Arts and Sciences' new flagship Social and Behavioral Sciences Building, and The McMahan House special event and conference facility opens its doors. Construction of The McMahan House is funded by a generous \$4.4 million donation from Mr. and Mrs. Richard A. McMahan. Also, the women's cross-country team earns the very first national championship in CSUSM history.

## 2010:

As CSUSM celebrates its 20th anniversary, student enrollment reaches an all-time high of 9,767. The university's 23,000th graduate will cross the stage at spring commencement — a remarkable accomplishment for our region as many of these graduates will remain in the area, thus providing a powerful engine for economic growth.



CALIFORNIA STATE UNIVERSITY SAN MARCOS  
**ROARING INTO OUR 20s**

# Opening the Doors of Higher Education to Foster Youth

Providing broad access to higher education is one of the hallmarks of the California State University system. At Cal State San Marcos, numerous programs are in place to ensure students from all types of backgrounds have the opportunity to attend the university. One of the more innovative programs is the Achieving College Excellence (ACE) Scholars Services program. The program is focused on assisting foster youth to enter and graduate from Cal State San Marcos.

Established in the fall of 2007, ACE Scholars addresses the specialized needs of former foster youth. Through ACE Scholars, program director Jim Mickelson and his team develop a customized response to each foster youth's needs.

"We work to help these students become self-sustaining, confident and integrated into the University community," said Mickelson.

For any young adult the process of entering college, completing paperwork, applying for financial aid can seem overwhelming. For foster youth who lack a support network to coach and help them, the process is daunting.

"Foster youth have nobody to fall back on to help them to file their financial aid forms or submit their enrollment paperwork," said Mickelson.

Since 2006, President Haynes has signed agreements with San Pasqual Academy and San Diego and Riverside Counties. These MOUs guarantee that any foster youth who meets CSU admission requirements will be guaranteed admission to CSUSM. Mickelson says Cal State San Marcos is the only higher education institution

in the nation to create such an opportunity for foster youth.

ACE services include providing priority registration for courses and acceptance for year-round housing for freshmen foster youth. ACE provides students with assistance in obtaining financial aid and all freshmen attend a five-week "Summer Bridge" program

to help them transition into the University environment. In addition, support services such as personal counseling, academic advising, and tutoring are provided. ACE students are also connected to a faculty mentor. Mickelson notes that studies find if a student can make a connection with at least one adult on campus the likelihood that they will stay in school and complete their degree increases.

The program is succeeding in its mission by improving retention rates of former foster youth. In less than three years ACE has been successful in raising the retention rate from 49 percent to 90 percent. Three of the ACE scholars have not only completed their degrees but are now in graduate programs. Mickelson says a key to the success is having the flexibility to customize services and understanding that each foster youth's needs may be different.

Antoinette Bowné is an ACE Scholar who attributes the program with helping her stay on track and work toward graduation.

The support and mentoring



Antoinette Bowné

Bowné receives from ACE is not something to which she is accustomed.

At just 18 months old, Bowné entered foster care. Her youth was spent bouncing from foster families to group homes. Abuse and neglect were part of her childhood. When she started kindergarten she was unable to hold a pencil to write her name. Her arm had been broken weeks before, but her foster family had refused to get care for her.

Despite her circumstance, Bowné had a determination to earn a college degree. After completing two years at Palomar College, she was ready to transfer to CSUSM but didn't know if it would be possible.

"I was shocked to learn about the ACE Scholars," said Bowné. "I didn't know such a program existed. They helped me get financial aid that I didn't know was available to me. ACE has provided me with great moral support and helped me figure out how to balance everything."

Bowné is in the home stretch of earning her teaching credential and anxious to work in a low

income school where she can give back and help students who may be in similar situations as she experienced. Bowné has even written a book for foster youth titled "The Little Red Suitcase" that provides encouragement and advice for foster youth. The book is currently being reviewed by a publisher for possible publication. While her determination has brought her far, Bowné attributes ACE Scholars with helping her succeed.

"Without ACE Scholars there is just no way that I could be here," said Bowné.

For Mickelson, ACE Scholars is critical in helping break a cycle of failure. According to Mickelson 70 to 80 percent of all prisoners were at one time in the foster care system. Consider these statistics for the approximately 4,000 foster youth who emancipate from care in California each year:

- 46% have not completed high school and 35% become incarcerated.
- Nearly 50% require government assistance and 40-50% become homeless.
- 60% of former foster youth are unemployed upon emancipation; and 50% are still unemployed at 21.
- One-third of former foster youth have incomes at, or below poverty level. Of those that are employed, 90% earn below \$10,000 a year.

"Foster youth are victims – they didn't choose to have their parents do whatever they did that caused them to wind up in foster care," said Mickelson. "They deserve the support through ACE Scholars and the access to higher education."

For more information on ACE Scholars Services and how you can support this valuable program at CSUSM, visit [www.csusm.edu/ace](http://www.csusm.edu/ace)

## Center for Children and Families

### Providing Quality Childcare for CSUSM Students, Faculty, Staff & the Community

It might seem like a typical day on a college campus: kids whizzing by on bikes, two readers poring over the newest library book, others cooperating on a challenging problem-solving exercise – until you realize that these students are all under four feet tall! Welcome to the Center for Children and Families (CCF), the early childhood care and education facility located on the campus of Cal State San Marcos.

CCF opened in 2007 and was designed to provide the students, faculty, staff and the community with convenient, quality child care and to serve as a resource to various programs on campus including psychology, nursing and education. CCF was built by the university with a grant received from the First 5 Commission of San Diego. Construction began in early 2006 and as the project neared completion, Children's Creative Learning Centers (CCLC) was selected to operate the center, providing day-to-day program management.



Professor Mirasol Clark-Ibanez picks up her son Pablo after a day of playing and learning at CSUSM's Center for Children & Families.

The center provides child-care and preschool education to children from six weeks to five years old. The spacious facility has 12 children's classrooms with one-way observation windows, internet accessible cameras, a kids' kitchen, and a children's garden. Students and faculty and staff of CSUSM also receive a discount on tuition at the center.

"It is such an incredible facility," said Francesca Gallozzi, CCF director. "We are very committed to providing a quality program with low teacher-child ratios and an exceptionally stable and qualified staff. Our parents are very happy – we have achieved 100 percent parent satisfaction on our annual survey two years in a row."

Faculty member Marisol Clark-Ibanez utilizes CCF personally and professionally. Her infant son enrolled in the center at six-months-old.

"I love having the webcams so I can watch my son when he's napping or playing," said Clark-Ibanez. "If I can't be there, I want to make sure my son gets the most attention and best care possible. The teachers really do an amazing job. They share with me my son's little adventures each day."

Clark-Ibanez has also found the CCF to be a valuable resource for her sociology classes. Her students have been assigned to visit the center to observe how children play.

See **CCF**, page 22

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California State University  
**SAN MARCOS**

# ATHLETICS

## AT CSUSM

Entering its fourth season of play, the CSUSM softball team has called the field at Mission Hills High School home for the previous three years due to the lack of playing fields at Cal State San Marcos. But thanks to the help of private donors, this fall the University broke ground on a

new on-campus softball field. The team began official play on it at their first home game of the season, January 30.

"Adding on-campus facilities for our sports will help in so many ways - recruiting, fan interest, campus life, scheduling - the list goes on and on," says CSUSM Athletics

Director Tom Seitz. "We would like to thank all the people who helped make this possible. We look forward to continuing this expansion."

The new softball field is just the first step in CSUSM Athletics' effort to transition to the National Collegiate Athletic Association (NCAA) as a Division II program. Currently, CSUSM is an independent member of the national Association of Intercollegiate Athletics (NAIA).

Seitz explained that for a university with such a short history, CSUSM Athletics have been very successful. "Our teams are competing in national tournaments, we have a great group of coaches, and a lot of athletic talent in the area," he said. CSUSM's geographic location makes the program appealing to talented incoming student-athletes. "Our potential is tremendous," he said. "The next logical step forward is to transition into the NCAA."

Currently CSUSM Athletics is the only program in the 23 campus CSU system still in the NAIA. However, making the move to the NCAA will mean that the Cal State San Marcos Athletics program will need to grow. The conference requires that universities meet certain minimum requirements to enter and maintain membership.

After building fields on campus for the baseball and softball teams to play on, the campus will need to create men's and women's basketball and volleyball teams and a multipurpose arena for them to play in. CSUSM's current recreation center, the University Student Union/ M. Gordon Clarke Field House, only has a half-sized basketball court and outdoor sand volleyball courts.

Additional fields and

facilities will not only support student-athletes but allow for the University to invite off-campus youth groups for sports clinics.

"In many respects, Athletics serves as the front porch of CSUSM. Having a more robust program will draw the community to campus and create a stronger sense of school spirit and tradition."

According to Seitz, another benefit of moving into the NCAA will be conference reimbursements of post-season travel expenses and the reduction of regular-season travel. CSUSM will be competing with other colleges and universities in the California Collegiate Athletic Conference (CCAC) of the NCAA as well as compete for conference awards and honors.

"Right now we don't have any established rivals. Moving into the NCAA will help establish those against our sister-CSU schools," reflected Seitz.

In addition to adding teams and facilities, the NCAA has requirements regarding the amount of scholarship dollars that must be awarded to students annually. In order to be accepted into the conference, CSUSM needs to raise a minimum of \$250 thousand in financial aid and scholarships every year.

The Cougar Athletic Club (CAC), a fundraising organization of CSUSM Athletics, has been created to help support and promote student-athletes by raising funds for scholarships. "By giving, our donors will be helping to sustain our teams, allowing our students to continue to learn the value of hard work, goal setting, and teamwork through competition. The CAC is crucial in helping our teams achieve success not just on the field but in the classroom



President Haynes (left) prepares to throw out the first pitch at CSUSM's first on-campus women's softball game on January 30

as well."

"Our teams are competing on low operating budgets and very scarce scholarship allocations, yet they continue to be nationally competitive," commented Seitz. "Tomorrow's success

begins with today's vision; and I know that with our short but aggressive timeline, we'll be able to make it. It's worth it not just for our student athletes but for the entire campus community."

## The Cougar Athletic Club

Funds raised through the Cougar Athletic Club will go directly towards student-athlete scholarships as CSUSM Athletics looks to raise the funds necessary to meet the NCAA's financial aid requirements. Funds may also go toward capital and special projects such as fields and facilities.

"In order to join the NCAA as a member of the CCAA," Seitz noted, "not only do we need to raise the scholarship budget for our existing sports, we must to meet the scholarship requirements for the sports we're planning to add as well."

A tax-deductible gift to the Cougar Athletic Club entitles a member to benefits such as Cougar gear, a spot in the Cougar Scramble Golf Tournament, and the opportunity to accompany a CSUSM team on a road trip. But most of all, members have the satisfaction of supporting student-athletes.

By giving, you are helping sustain our teams and allowing our student-athletes to continue to learn the value of hard work, goal setting, and teamwork through competition. The CAC is crucial to helping our teams achieve high levels of success, both on and off the field.

"We're not just looking for money," said Seitz. "We're looking for people to volunteer and serve on our CAC Advisory Council. We want the community involved, because as the athletic program grows, the University grows, and as the University grows, it benefits the community."

To join the Cougar Athletic Club, call (760) 750-7108. You can find more information on our website, [www.csusmcougars.com](http://www.csusmcougars.com)



## Champions

Fall 2009 was been one of the most successful seasons in the history of CSUSM Athletics. Women's cross-country took home CSUSM's first ever national championship and men's cross-country won three events of the year finishing the season ranked number four in the nation. Both men's and women's soccer had outstanding finishes, participating in post-season conference tournaments. Goalie Kaycee Gunion from the women's soccer team was named the Association of Independent Institutions Player of the year for the season. Go Cougars!



# Turner Construction Jump Starts CSUSM Annual Fund with \$10,000 Challenge

As Cal State San Marcos kicks off its 20th anniversary and its Annual Fund campaign, Turner Construction, San Diego has provided a jump start with a matching pledge of up to \$10,000. Turner will match – dollar for dollar – up to \$10,000, every gift made to support the challenge in 2010.

"We are extremely excited that Turner Construction, San Diego is making this commitment to our University," said Lori Brockett, Alumni Director and Chair of the Annual Fund campaign. "Annual Fund gifts are so important. They give us monies for much needed financial aid, technology, academic support and career counseling."

For Turner, the pledge is an opportunity to support the University as well as inspire others to give.

"Turner Construction, San Diego is honored to seed the 20th Anniversary Annual Fund Challenge for three reasons. First, we hope to inspire philanthropic giving amongst CSUSM alumni and friends. Second, we want to do our part to help with the depletion of state funds, and the tough impact these cuts have on universities throughout the state. Finally, and most importantly, we want to support higher education, particularly those study areas which contribute greatly to the construction industry such as math and science," said Rick Bach,

senior vice president. "Turner Construction is committed to supporting economic growth in North County and felt it particularly rewarding to support a university that has truly become the jewel of North County higher education."

With the Turner pledge, everyone who contributes to the 20th anniversary challenge will effectively double the impact of their gift. With Turner's pledge of \$10,000 Brockett is confident at least \$20,000 will be raised for CSUSM's special 20th Anniversary Annual Fund Challenge. To provide your tax deductible gift to the Annual Fund visit [www.csusm.edu/giving](http://www.csusm.edu/giving) or call 760-750-4405.

## CSUSM Annual Gala – An Evening of Glamour & Glitz June 26

CSUSM's 20th anniversary signature event will be the Annual Gala on June 26. This evening of glamour and glitz will include elegant dining and dancing. The campus will be transformed in what is sure to be one of the premier North County social events. This is an event and celebration not to be missed.

The talented and creative members of the 2010 Gala Honorary Committee are:



Jackie Bassett  
Angela Bear  
Ginger Bord  
Rosita Botto-Hieb  
Vivian Doering  
Frances Hunter  
Judy La Bounty  
Myrna Reese  
Barbara Ward  
Patricia Craven Worley  
Elsie Weston

For more information on the Gala, visit the Gala website at [www.csusm.edu/gala](http://www.csusm.edu/gala) or call 760-750-4400.

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With over 90% of our graduating students continuing to live and work in the San Diego area, CSUSM is a primary vehicle for developing and educating tomorrow's business leaders as well as maintaining the economic success of the region. We rely heavily on the local business community in order to do so. To learn more about how you can help us reach our goals, visit the "Make a Difference" section on our website at [www.csusm.edu/coba](http://www.csusm.edu/coba)



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# 20th Anniversary Events

- March 13 ..... San Marcos Fitness Roundup (see story to the right)
- May 15 ..... Commencement Ceremonies
- June 26 ..... Annual Gala
- October 18 - 23 ... Homecoming Week
- October 23 ..... Homecoming Soccer Game

Visit the 20th anniversary web site at [www.csusm.edu/20](http://www.csusm.edu/20) for the latest information on 20th anniversary activities and events.

**CONGRATULATIONS &  
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## CSUSM to Co-Host 5K Run

**O**n Saturday, March 13, CSUSM will co-host the San Marcos Fitness Roundup with the City of San Marcos, a community 5K run/walk and challenging 11K trail run up to the top of Double Peak and back. A lively festival around Mangrum Track will

take place after the races and will include age group and overall awards for both events.

Register for the Double Peak Challenge 11K and receive a timing tag, commemorative medal, and technical T-shirt. Space is limited to the first 500

participants to register for this unique event. Register for the Community 5K Run/Walk and receive a timing tag and cotton T-shirt.

Mark your calendars now, you won't want to miss this inaugural event, visit [www.inmotionevents.com](http://www.inmotionevents.com) to register online.



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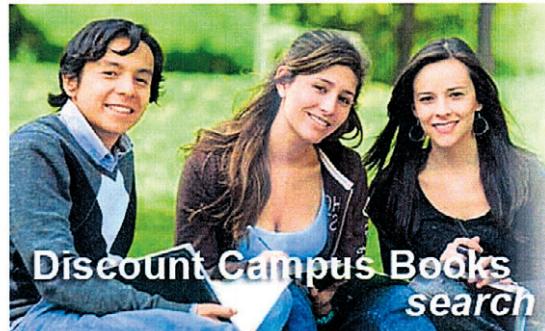
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# The School of Nursing: The Pulse of CSUSM

The story of the School of Nursing is one of success and partnership. The U.S. Bureau of Labor of Statistics ranks California 49th nationwide in the number of RNs per capita. Recognizing the need to educate more nurses, Cal State San Marcos struck up several unique partnerships with area healthcare organizations.

Palomar Pomerado Health (PPH), a health care system that includes two area hospitals, donated nearly \$3 million to the formation of the school. The bulk of that money was used to build the teaching facility, which includes a state-of-the-art, high-tech simulated hospital learning center. PPH also leases the teaching facility to the University for one dollar a year.

In addition to the physical space improvement, all

hospital supplies, including hospital beds and laboratory furnishings were donated by the Hill-Rom Company. Southwest Healthcare Systems donated emergency department hospital beds and various disposable supplies. The market value of contributed and donated equipment and furnishings equals \$10 million of non-taxpayer dollars.

PPH and Kaiser Permanente have both funded part-time clinical faculty in the School of Nursing. Students who choose to participate in the Accelerated Bachelor of Science in Nursing (ABSN) and Registered Nurse (RN) to Bachelors of Science in Nursing (BSN) programs pay self-support fee via the University's Extended Learning division.

During spring 2009, CSUSM was honored as a



finalist for the San Diego County Taxpayers Association's (SDCTA) Golden Watchdog Award for efficient use of public money thanks to these innovative partnerships that helped create and sustain the school.

The School of Nursing offers the following programs: Generic/Basic BSN, Part-time Licensed Vocational Nurse (LVN) to BSN, RN to BSN, ABSN, MSN and a Nurse Refresher Program. For more information, visit: [www.csusm.edu/nursing](http://www.csusm.edu/nursing)

## Osher Lifelong Learning Institute

Whether it is listening to music created by Russian Nationalist & German Austrian Masters or learning about the latest findings in Stem Cell Technology or discussing economics in the global marketplace, mature learners (50 years and older) are taking advantage of offerings through Extended Learning's Osher Lifelong Learning Institute (OLLI) at Cal State San Marcos.

It was in 2004 that Cal State San Marcos was awarded a \$100,000 grant from the Bernard Osher Foundation to establish OLLI which provides mature learners with an intellectually challenging program of non-credit courses. The popularity and demand for OLLI continued to grow, and in

2008, CSUSM received a \$1 million endowment providing necessary support for ongoing growth and success.

"Extended Learning's Osher Institute for Lifelong Learning is one of the region's most valued and popular educational programs," said Dean of Extended Learning Jan Jackson. "Osher students have the opportunity to connect with their peers who share common goals – to learn new things, travel, and build upon personal experiences."

Cal State San Marcos professors and other experts in their respective fields teach the classes which are taught on campus as well as at locations throughout North County and Temecula. Most of the classes are offered in

six week sessions, (two hours each week). Field trips and social functions are part of the Osher experience. Destination learning courses are also part of the offering as well. In 2010, Osher students will have the opportunity to travel to Peru with an archaeologist, explore the deserts of the Southwest, or discover the hidden treasures of Gascony in Southwestern France. OLLI offers over 100 courses per year, most likely right in your neighborhood.

With no tests, quizzes, or grades, members of OLLI come simply to experience the "joy of learning."

Classes are affordable and open to anyone 50 or older. Complete information on courses and pricing can be found at [www.csusm.edu/el](http://www.csusm.edu/el)

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# Growing Community Leaders through Leadership North County

There are "Aha" moments in every class and for every individual taking part in Leadership North County according to Scott Gross, director of events and conference services and community engagement at Cal State San Marcos. What brings on those "Aha" moments?

"Wrestling with an issue and hearing from the experts who present different viewpoints creates these "Aha" moments," said Gross, "which leads to the all important question – what do we do now?"

So what is Leadership North County? It is a comprehensive leadership program that fosters the growth of community leaders who will serve as catalysts in building a stronger region.

Leadership North County aims to impact the region's development by preparing an active network of exceptional leaders with diverse backgrounds.

In 2001, Cal State San Marcos Extended Learning took on operation of the program.

"We not only present this region's issues from a multitude of perspectives," said Gross, "We show participants how to engage in their community as an effective leader.

Outstanding communities are characterized by exceptional leaders who demonstrate a thorough knowledge of the region in which they live and have clear visions for the future. We are developing those leaders in Leadership North County."

During the 10-month

program, participants focus on an issue each month and visit different locations in North County. In each session participants gain understanding and gather important information about issues how they impact the region today and tomorrow.

There are over 400 alumni who have graduated from Leadership North County since its inception in 1986 as "Leadership 2000."

Each class is carefully selected to create the dynamic of a strong learning community and an effective network of leaders. Applications are currently being accepted for the Leadership North County class of 2011. For more information or to apply for Leadership North County visit [www.leadershipnorthcounty.org](http://www.leadershipnorthcounty.org)

## Experience

Continued from, page 7

well as for-profit and non-profits have benefited from the Senior Experience program.

"Some companies bring us a project or an opportunity they are interested in exploring but just don't have the time to address. A small company might bring a project that they don't have the internal expertise to handle," said Hamerly.

Senior Experience projects run the gamut from writing marketing plans to analyzing a manufacturing process to conducting feasibility studies for new product introductions. During the 17 years that the Senior Experience has been in place, hundreds of companies have benefitted from participation.

"We find some organizations implement recommendations immediately while others may have a delayed response," said Hamerly. "Overall, companies find tremendous value. The hours students put into the projects would cost an organization 10 to 20 times more if they brought in a private consultant to address the project."

The value organizations derive from the Senior Experience is further evidenced by the number of companies that participate year after year - companies like Stone Brewing, EasyTurf and Jer's Handmade

Chocolates.

"We've been impressed with the caliber of the student teams," said Chris Cochran, marketing coordinator for Stone Brewing Co. "The students are smart and creative and they want to be involved. It really is a great program. If it wasn't, we wouldn't keep coming back."

David Hartman, president and CEO of EasyTurf, describes Senior Experience as a true win-win program. For students it is an opportunity to get some critical practical experience. For business, it's not only an opportunity to support the University but can also provide a positive return for very little investment.

"One of the first Senior Experience teams we worked with completed a marketing analysis of the industry," said Hartman. "They provided us with solid information we've actually quoted from and used in our decision-making process."

For Jerry Swain, founder and president of Jer's Handmade Chocolates, Senior Experience is a great fit for his organization which since its founding has been committed to giving back to the community including mentoring students.

"For me personally, it's a feel good opportunity," said Swain, "It is refreshing to talk to and work with the students. Senior Experience is a very

well run program and Cal State San Marcos is putting out great talent."

In addition to providing students a helping hand, Swain says the Senior Experience program has enabled him to address projects he might otherwise have not been able to undertake.

"As a small business, we don't always have the bodies we need to take on certain projects or to hire a consultant to explore a project might be cost prohibitive. With Senior Experience the risk exposure is minimal and we are always able to take away something from each project," said Swain.

A highlight each semester is the Senior Experience tradeshow where students are able to showcase their projects.

"Senior Experience is a rigorous program," says Hamerly. "Our students are putting in 15 to 20 hours per week on their projects, but I hear time and again that our students find this experience invaluable. It's something that they never forget."

Through the lessons learned in Senior Experience, CSUSM graduates enter the workforce better prepared to take on business challenges while the region's business community benefits from an energetic team taking a fresh approach to a business project.

## Save the Date for the Annual Gala June 26, 2010

Join us for an evening of glamour and glitz at CSUSM's 20<sup>th</sup> anniversary signature event.

Elegant dining, dancing and festivities await you.

You will not want to miss this premier North County social event!

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[www.csusm.edu/gala](http://www.csusm.edu/gala)



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# CSUSM Offers Resort Style Apartment Living for Students

For Cal State San Marcos 2003 was an important milestone in the life of the University. That was the year the first student housing, University Village Apartments (UVA), opened and CSUSM began to shed its commuter school reputation.

Not your typical cinderblock institutional style housing, UVA offers students the latest in amenities based on student feedback.

"When we began designing UVA we listened to what students were telling us. They said they didn't want a cafeteria and they wanted more privacy," said Brian Dawson, director of student housing.

UVA occupies a 9-acre site at East Barham Drive and La Moree Road and houses some 625 students. Each apartment features a kitchenette and family room surrounded by either four single-person rooms or two-double-person rooms. There are also activities centers, which feature pool tables and other games and an on-site fitness center. The entire facility is wireless and the amenities are rounded out with sports courts and a salt water pool that is solar-heated.

In addition to providing a high quality living environment, Dawson said it's the community that is built that is UVA's most attractive feature. Getting students

involved is a top priority whether it's cooking classes in UVA or cultural programs on campus. Statistics show when students are connected to the campus continuation rates go way up. For UVA residents that continuation rate is an impressive 82 percent.

"Our UVA residents are really engaged in the campus," said Dawson. "On average they are attending five programs or events a month."

A tradition that started when UVA opened is Monday night dinners. The dinners enable the residents to connect and share a freshly prepared meal. Since UVA opened, some 30,000 meals have been prepared by Dawson and his team of resident student advisors. On average 250 of the residents take part in the Monday evening dinners.

Another advantage UVA provides is the San Marcos Experience, a living and learning program only for UVA first time freshmen. Students in this program have guaranteed classes, an exclusive overnight orientation and an opportunity to connect with some of CSUSM's best faculty in and outside of the classroom. Any first time freshman student living at UVA is encouraged to apply for this no cost program. Dawson says the San Marcos Experience



provides students with a solid core group who are all taking the same classes, working on the same assignments and sharing the same experiences.

UVA is operated through a public-private partnership with Allen & O'Hara Education Services, Inc. Allen & O'Hara operate on nearly 70 campuses around the country. According to Dawson, the expertise Allen & O'Hara brings to managing UVA enables the campus to stay focused on academics and allows CSUSM to keep costs down.

With accommodations

for just 625 residents and a student population quickly approaching 10,000, UVA provides priority to freshmen. However, with recent enrollment caps, UVA is able to accommodate some upper classmen.

The next exciting phase of student housing for CSUSM will be the University Village District. Located across the street from the campus, the University Village District will provide additional student housing as well as creating a vibrant university downtown feeling with shops and restaurants.



Even in the earliest days of the campus, students took an active role in promoting and planning for a future student union building for CSUSM.

## Student Traditions Roar to Life

Student life has played an integral role in the fabric of CSUSM since the very beginning, and that tradition has grown at a dramatic rate in recent years.

During the 1990–1991 school year, a diverse and dedicated group of students worked together to build the foundation for what would become Associated Students Inc. (ASI) — a non-profit, student-run auxiliary of CSUSM. Once their work was complete, ASI held its first election in spring 1991 to fill the positions on the newly-formed student board of directors. Such rapid adoption of an official associated students organization is a nearly unheard of feat so early in the development of a new university.

The creation of ASI immediately ushered in the creation and growth of student clubs and organizations on campus at CSUSM. During the 1991–1992 school year, 19 clubs were established with a combined total of 359 members. The very next year, those numbers skyrocketed to include 32 clubs and 689 total members. Seven of the original organizations are still in existence today, including the College of Business Administration's Accounting Society, which started with 40 members. Today, the Society is 99 members strong. The persistence of these long-time organizations is evidence of the strong tradition of student involvement at CSUSM.

Another important milestone came in 1993 when the Student Activities Department was formed. Over the years, it evolved into its present-day designation of Student Life and Leadership (SLL). Today, SLL serves as the hub of student life at CSUSM. The department offers new student orientation, multicultural programs, leadership opportunities, Greek life, and off-campus housing services.

While social activities are an obvious characteristic of student organizations and co-curricular activities, student life at CSUSM is about far more than simply having a good time. One example is CSUSM's collective commitment to community service and engagement. Student organizations dedicate countless hours every year to community service projects throughout the region. Another example is CSUSM's commitment to diversity and multicultural awareness — a commitment that has existed since the earliest days of the campus. Many of the University's

See **Traditions**, page 22

## CSUSM 2010 Anniversary Web site Launched

We are "Roaring into our 20s!" The official website celebrating the first 20 years at California State University San Marcos has launched. Check out the site that will continue to grow as we go roaring through our 20th anniversary in 2010:

[www.csusm.edu/20](http://www.csusm.edu/20)

Over the next several months CSUSM will be adding features, stories, additional photos and most importantly

Roars! Roars are favorite memories from alumni and donors as well as students, faculty, staff, community members or anyone who has something to share about Cal State San Marcos and its first 20 years. Be sure to share your special memory of this very special University, simply click the "Roars: Stories and Memories" button on our website.

You will want to be sure to bookmark this special site and visit often. Our 2010 website will be your information portal for all the fun festivities planned for our 20th anniversary. Get prepared for a roaring good time!

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## Traditions

Continued from, page 21 efforts in this area embody themselves through student life programs like SLL's Cross Cultural Center, which works to educate the student body and provide programs that encourage the full and equal acceptance and participation of all students. Finally, programs like Leadership Education and Development (LEAD) enable participants to develop leadership skills and

networking abilities that will make them more effective leaders both on campus and beyond.

Today, CSUSM is home to 102 recognized student organizations, with an estimated combined total of 1,500 members. Many of these organizations take part in a relatively new campus tradition known as University Hour. Also known as U-Hour, this staple of campus life

takes place every Tuesday and Thursday from 12 to 1 p.m. as students gather to socialize, listen to concerts, join student organizations, and take part in other meaningful social and co-curricular activities.

Now in its 20th year, a vibrant tradition of student involvement has flourished, and that tradition will serve CSUSM and the surrounding community well for many years to come.

## CCF

Continued from, page 14  
“CCF provides a living laboratory. It helps bring the course material to life,” said Clark-Ibanez.

For student Michelle Petracca, CCF was just the answer to her childcare search. As a student with an infant, Petracca was struggling to find quality

childcare. The opening of the center in 2007 was a huge relief and her son was one of its first students and has been there ever since.

“I love that my child is so close and the student discount for tuition is very helpful. I looked at other centers and they didn’t compare. Everything here is clean and new. Every teacher has been

wonderful. It is a really great place to have a child,” said Petracca.

The center is open to the community as well as those affiliated with CSUSM. For more information or to schedule a tour of the Center for Children and Families, contact the center directly at 760-750-8750 or visit the web site at [www.cclc.com/csusm](http://www.cclc.com/csusm)

## Congratulations CSUSM

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# Building a Garden for Tomorrow

**H**ealthy Choices Today Grow into the Dreams of Tomorrow" is the central theme of latest living laboratory under construction at Cal State San Marcos – The Tomorrow Garden.

The CSUSM Tomorrow Garden is a California native garden, providing students, faculty, staff, and the community with a beautiful and educational garden to learn about water conservation, sustainable gardening, and the value of using native plants. The garden highlights the use of indigenous plants by Native Americans and early settlers. The Tomorrow Garden at CSUSM,

expected to open on Earth Day 2010, contributes to an understanding of the changing relationships between plants and people through education, research, and community engagement.

Education is a critical component of the CSUSM Tomorrow Garden. In addition to the opportunities for plant study and observation, the garden promotes sustainable gardening practices and the use of environmentally-friendly garden plants. The garden is a refuge of beauty where visitors can reconnect with nature while being empowered to create positive environmental change. The garden utilizes sustainable

elements, recycled materials, and drought tolerant plants to ensure eco-friendliness.

Visitors to the garden will discover a series of signage that provide information about botany and ecology including water saving tips and ideas. Another feature of the garden is the historical cacti, originally planted by the Prohoroff family who first lived and worked on the land prior to the existence of the University.

The garden is conveniently located adjacent to The McMahan House, CSUSM's meeting and events center, and offers a beautiful natural backdrop for weddings, workshops, meetings, lectures, concerts and

receptions. The CSUSM Tomorrow Garden is ADA compliant and wheelchair accessible.

Greg Rubin, California Native Landscape Designer, designed all garden elements. Professionals and volunteers are donating their time to construct the garden. Vallecitos Water District has become a major partner and is providing the educational materials and showcasing the site as an example of what North County citizens can do in their own backyard to conserve water. If you are interested in being a part of The Tomorrow Garden please contact University Advancement at 760-750-4400.

## Extended Learning

# Serving the Learning Needs of North County and Beyond

**W**hile Cal State San Marcos may have a student enrollment of nearly 10,000, thousands more in our region are part of the growing group of lifelong learners who take advantage of courses offered through Extended Learning.

Extended Learning at Cal State San Marcos serves as the academic outreach arm of the university. As an integral part of the institution's Academic Affairs division, its purpose is to extend the academic and instructional resources of CSUSM to the region and expanding access for audiences that the University may not be able to serve through traditional channels.

"From personal enrichment courses to professional development and career transition programs to full degree offerings,

Extended Learning has responded to the lifelong learning needs of this region," said Jan Jackson, dean of Extended Learning.

Not only has Extended Learning responded – it has responded very well. CSUSM's Extended Learning is one of the fastest growing Extended Learning programs in the entire CSU system. Part of that rapid growth can be attributed to Extended Learning's connection with the region and its ability to develop courses and offerings quickly to meet workforce training demands.

"For 20 years, Extended Learning has responded to the educational needs of San Diego's North County and beyond, and has done so quickly and creatively to make high demand programs such as nursing, biotechnology, and

kinesiology available when state resources are scarce," said Jackson.

Another advantage of Extended Learning is its ability to customize programs to meet an individual business' needs. Extended Learning works with employers to develop on-site training for employees. These customized services run the gamut of everything from needs assessment, to creating curriculum to evaluation. According to Jackson another value add of Extended Learning's customized services is helping to determine a company's return on investment for the training.

"We offer a menu of options for businesses," said Jackson. "We are experts in program development and we work with clients to build a program customized to their needs."

CSUSM's new satellite campus in Temecula also affords Extended Learning an

opportunity to meet regional training needs.

"As Extended Learning celebrates the University's first 20 years, it does so with an eye toward the next 20 years, recognizing that growth will continue not just here in San Diego's North County but in Southwest Riverside County as well," said Jackson. "That's why there is so much excitement around CSUSM's new satellite campus in Temecula and why Extended Learning is working diligently to help build a slate of Cal State programs that will address the public higher education needs of that region."

From refresher training to personal development to emerging workforce demands, Extended Learning helps ensure our region has a skilled workforce. For more information on course offerings or training options, visit the Extended Learning training site at [csusm.edu/el](http://csusm.edu/el).

## Students learn from Industry Leaders through In the Executive's Chair

**T**he College of Business Administration at Cal State San Marcos prides itself on providing innovative programs to prepare students to assume leadership roles in business and industry. One of the most innovative and popular programs on campus is "In the Executives Chair," where students get an up close, personal view of what it takes to be a leading executive.

The inspiration for this course came from the Bravo cable television series "Inside the Actors Studio." The intention is to help students learn from the best by bringing in top business leaders to talk about their careers, their companies, and the critical business decisions they commonly face. The exposure to these successful executives helps better prepare our students for their own business careers as well as defining career paths.

The class meets from 10:00 a.m. to 11:50 a.m. most Thursdays through April in Markstein Hall, room 125. The discussions are open to members of the campus and business community at no charge, space permitting. Below are upcoming In the Executive's Chair sessions:

**Feb. 25**

**Ted Waitt**

Founder - Gateway

**March 4**

**Jung-Ho Pak**

Artistic Director & Conductor — Orchestra Nova

**March 18**

**George Koch**

Co-founder & CEO — Stone Brewing Co.

**April 8**

**Irwin M. Jacobs, Ph.D.**

Founder and Chairman of the Board (former) — Qualcomm

**April 15**

**George Hage**

CEO — HiTron USA; Founder & CEO, RevoBiolabs Inc.

**April 22**

**Bill Strauss**

CEO — Provide Commerce Inc.

**April 29**

**Mark King**

CEO — TaylorMade Inc.



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