


360

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**San Diego Story:** The unique synergy between San Diego and San Diego State

**SDSU Month:** Celebrating the minds that move the world

**School in the Park:** It's easy to learn when Balboa Park is your classroom

**Faith in the Future:** Finding new relevance in religious studies after 9-11





# Directions

Welcome to the premiere issue of 360:  
The Magazine of San Diego State University!

For almost a decade now, we've been telling the amazing story of San Diego State, its faculty, students and alumni, through the pages of SDSU Magazine. Our intent has been to give you a window through which to view the campus, and to keep you current and connected. That remains our goal. In fact, we've redesigned and reformatted the magazine to expand your view of the university, to offer a panoramic perspective on the people, programs and impact of SDSU, within our region and throughout the world. Thus, our new title: 360. We've matched this fresh editorial approach with a bold and exciting new design from cover to cover. All in all, we hope 360 gives you one more reason to be proud of your association with San Diego State University.

We've timed this first issue of 360 to help kick off a very special occasion in the life of our university. In March 2003, San Diego State University will host SDSU Month, a community-wide celebration designed to highlight the accomplishments of our students, faculty, staff and alumni, and to thank them for their support of SDSU. This celebration will feature a series of special events on campus and around San Diego, as well as promotions at entertainment, cultural and business venues.

We are hosting SDSU Month to help the entire region become more aware of, and take pride in, the work of SDSU's past, present and future scholars and students. Our graduates include thousands of the region's teachers, nurses, engineers, and business and civic leaders. Our faculty pursue innovation in areas from education to biotechnology to the arts, and their projects share the common theme of enhancing lives. When you combine these factors with more than a century of history, as our cover story explains, it becomes clear that SDSU shares an unparalleled relationship with its diverse, exciting community.

We've provided in this issue a special pull-out supplement that lists the events and benefits planned during SDSU Month, and the community partners who are helping us bring them to you. We've also included an SDSU Month card, which will entitle you to related discounts and other benefits at businesses and destinations around the county. I hope all of you will share in the excitement and the benefits of SDSU Month, and help make this unprecedented celebration a truly memorable experience for the entire San Diego State family.



Stephen L. Weber, President  
San Diego State University

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### Targeting Enrollment

Positive academic trends at SDSU have boosted enrollment beyond budgeted levels, prompting the university to implement new admissions policies to help keep student demographics on target.

For fall 2002, the average course load for undergraduates increased to 12.8 units from 12.5 units the year before. Also, more students are staying in school after freshman year. This "continuation rate" rose from 75.3 percent in fall 2001 to 76.7 percent in fall 2002. Finally, the "show rate"—the percentage of admitted first-time freshmen who actually enroll at SDSU—jumped from last year's level.

All these trends are good news for SDSU. But taken together, they've led to unexpected overenrollment of about 1,100 full-time-equivalent students. To help bring enrollment back in line with resources, SDSU will not admit any students in spring 2004. And starting with the 2003-04 academic year, the university will require upper-division transfer applicants to have completed at least 60 transferable units plus all available preparation for their majors.

### The End of the Tunnel

Nearly two years into the mammoth construction project that will route the San Diego Trolley underneath the SDSU

campus, workers reached a major milestone in October when they punched through from the tunnel into the underground station site near College Avenue.

"We can honestly say there really is light at the end of the tunnel," said Clayton Kraft, SDSU's project architect and liaison to the Metropolitan Transit Development Board, developer of the trolley project.

Excavation of the tunnel began last May on the west side of campus and progressed at a rate of 10 feet per day, with miners digging around the clock. Running 80 feet underground, the trolley tunnel will be 36 feet wide and 29 feet high—larger in diameter than the Chunnel connecting England and France.

Scheduled to open in early 2005, the trolley's Mission Valley Extension is expected to accommodate 11,000



people per day, with 4,300 boarding at the SDSU station. For more info, see [www.sdsutrolley.com](http://www.sdsutrolley.com) or call (619) 594-TALK.

### Snyder's Superbowl

Super Bowl XXXVII, the third NFL championship game played in San Diego, came to America's Finest City on Jan. 26 in large part because of SDSU alumnus and former Aztec defensive back, Ky Snyder. Snyder served as a key member of the San Diego Super Bowl Task Force, the group responsible for bringing the game to the city. He was also president of the Super Bowl Host Committee.

Snyder's Super Bowl efforts complement his position as president of the San Diego International Sports Council, which promotes the San Diego/Tijuana region as a preferred site for sporting events that provide social and economic benefits to the community. He has held the post since 1996.

"Super Bowl XXXVII was an incredible event for San Diego," Snyder said. "I am thrilled that I had the opportunity to participate."



"Humankind is just at the threshold of discovering a whole new range of unimagined benefits of the natural world, but we must work with nature to find it. Our best ally is nature itself."

Thomas E. Lovejoy, environmental scientist who coined the term "biodiversity," speaking Oct. 10, 2002 at the Third Annual Jordan Dale Covin Memorial Lecture, sponsored by the SDSU Field Station Programs.



## Spring Sports Preview

It is becoming tradition in the Mountain West Conference. As the league sits on the brink of another spring athletic season, seven schools at varying levels of elevation keep a wary eye on the one school that hugs the ocean. In the brief four-year history of the Mountain West, San Diego State has established a firm foothold on spring sports championships, and each year the Aztecs gain in strength. The spring of 2003 should continue that trend.

The Aztecs will be looking to defend conference championships in softball, baseball, men's tennis and women's tennis. And they appear more than ready to compete for championship hardware in men's golf, with the women's golf program also beginning to move in that direction.

SDSU's track and field program is firmly established among the league's top three. The Aztec crew and water polo programs, both young and neither a member of the Mountain West, are blossoming into national programs.

But the spring of 2003 will focus an even brighter spotlight on San Diego State as Tony Gwynn fields his first team as the Aztecs' head baseball coach. A former Aztec player in baseball and basketball, Gwynn is destined for the Baseball Hall of Fame based on his 20-year, major-league career with the San Diego Padres. But he is now firmly entrenched on the Mesa.

Gwynn takes over a program led for three decades by his own college coach and mentor, Jim Dietz. The Aztecs coasted to the regular-season championship of the Mountain West Conference last season, but dropped the championship game of the league tournament and remained sidelined during the NCAA Tournament.

Gwynn has a clear road map for the Aztec baseball program. The itinerary merely begins with the Mountain West championship, then rolls on to the NCAA Tournament, and a spot in the College World Series. Ambitious? No question. But when a perennial all-star talks about championships, it pays to listen.

– Kevin Klintworth





Does the Nose Still Know?

Older adults may not smell as well as they used to. A San Diego State University study published in the November 2002 issue of the prestigious Journal of the American Medical Association found cases of smell loss are significantly underreported or undiagnosed—especially among older adults.

The National Institutes of Health reports 200,000 physician visits per year for smell-loss impairment in the United States, but according to the study by SDSU psychology professor Claire Murphy and colleagues, the true number of people with smell disorders may be closer to 14 million, with men more at risk than women.

“As much as 25 percent of adults 53 and older suffer from smell loss, while as little as 2 percent are diagnosed with the impairment,” Murphy said. “Those who suffer undiagnosed sensory malfunction lack the vital ability to detect certain dangers, including gas leaks, rotten food and more. And even at the most basic level, olfactory impairments lessen quality of life.”

Bookmarks

Two San Diego State faculty have published new books through the University of Nevada Press. Jackson J. Benson, emeritus professor of English and comparative literature, is the author of “Down by the Lemonade Springs,” a collection of nine essays on Western writer Wallace Stegner. The new volume complements Benson’s acclaimed biography, “Wallace Stegner: His Life and Work.”

Historian and SDSU lecturer Clare V. McKanna Jr. has added “Race and Homicide in Nineteenth-Century California” to his previous work, “Homicide, Race, and Justice in the American West.” The new book relies on McKanna’s analysis of 1,338 court cases to reveal a racially based judicial bias during the 1800s. For more information, visit [www.nvbooks.nevada.edu](http://www.nvbooks.nevada.edu).

A Spot of Camelot

As the nation prepares to mark this year’s 40th anniversary of the assassination of President John F. Kennedy, many San Diegans will recall a much happier memory of JFK. Less than six months before his death, Kennedy accepted San Diego State’s invitation to deliver the June 6, 1963, commencement address and receive the first honorary doctorate ever conferred by the institution.

More than 30,000 people, including 1,700 graduates, crowded into the old Aztec Bowl to see the president. After the ceremony, Kennedy stepped aboard a waiting helicopter and took off in a swirl of dust. Today, a stone marker identifies the spot, California Registered Landmark 798, where Camelot once came to San Diego State.

Español Online

San Diego State has become the first university in California to post admissions information online in Spanish. Jim Kitchen, SDSU’s vice president of Student Affairs, called the new Web site at [www.sdsu.edu/espanol](http://www.sdsu.edu/espanol) “an essential step to ensure that Spanish-speaking parents have an equal opportunity to help their kids successfully prepare for college, academically and financially.”

Data from several sources indicate Latino parents and students are often frustrated by the language barrier in exploring college options. At the same time, other studies show Latinos are venturing into cyberspace faster than any other ethnic group.

“I’m proud that SDSU has become a leader in using Internet technology to reach out to the Latino community,” commented David Valladolid, president and CEO of the Parent Institute for Quality Education, a San Diego-

based group dedicated to teaching low-income, ethnically diverse parents how to assist their children through school. “I believe this will help more young Latinos who dream of a college education get the guidance they need to achieve it.”

San Diego State has for years vigorously recruited Hispanic students, with remarkable success. Hispanic Outlook in Higher Education magazine ranks SDSU fifth among the nation’s colleges in awarding bachelor’s degrees to Hispanics and seventh for total Hispanic enrollment.

More Nurses Now

Just in time to help celebrate this year’s 50th anniversary of San Diego State University’s School of Nursing, six area health-care organizations have renewed financial pledges to SDSU Nurses Now, a community partnership that aims to alleviate a regional shortage

of nurses by funding the extra faculty needed to accommodate more students.

Thanks to Nurses Now, SDSU has nearly doubled the number of nursing students—from 50 to 90—accepted each semester since fall 2000. The first group assisted by Nurses Now will graduate this May. From now through May 2005, SDSU will produce some 450 new nurses—180 of them because of Nurses Now. Renewal funds will help prepare almost 500 more.

Each Nurses Now partner pledges \$72,500 per year for three years, allowing SDSU to admit and train 20 additional nursing students. Renewing partners are: Alvarado Hospital/Tenet Healthcare, Children’s Hospital, Kaiser Permanente, Scripps Health, Sharp Healthcare and UCSD Medical Center. In addition, the VA San Diego Healthcare System has joined as a new partner.





## Ghost in the Machine. Computers that understand human language? We're getting there.

By Liese Klein

**They are already a fact of life on the screen**—computers that can talk, listen and even develop mental problems, like HAL in Stanley Kubrick's classic "2001: A Space Odyssey." But the challenge of creating a computer that can interact with people in a natural manner has stumped scientists for more than 50 years.

Now a cutting-edge program at San Diego State University has joined the quest for a truly "intelligent" computer, and is helping to revolutionize other fields in the process.

SDSU's computational linguistics program packs a lot of syllables into its name and a lot of academic disciplines into its syllabus—computer science, linguistics, psychology, mathematics and even philosophy. And breakthroughs in the field find a lot of uses in daily life—from Internet search engines to phone systems to the global hunt for terrorists.

"This area is full of direct applications," said Jeffrey Kaplan, chairman of SDSU's linguistics department. "It is basic, cutting-edge, frontier research."

Computers scientists and linguists blend their strengths in the discipline, which first arose as a separate study in universities about 15 years ago. SDSU established a specialty in the field around that time, and now has the largest program in the region. Two full-time computational linguists research and teach at SDSU, with another position planned for the future. Also under consideration is a potential joint Ph.D. program with UCSD.

*"We're very excited about it," Kaplan said of the program, which currently offers a master's degree.* "We can really serve the community, we can serve students, and we can participate in the university's goal of fostering technology. This fits within the SDSU tradition of interaction and applications in the real world."

Jeanette Gail Pettibone, '02, earned her master's in computational linguistics at SDSU and is now in Stanford University's Ph.D. program, one of the best in the nation. "SDSU has a lot of resources," she said. "I had a fabulous education in computational linguistics that prepared me to work at this level, and I also had the support of the whole department."

For linguists like Kaplan, advances in computational linguistics have opened up new ways of figuring out how languages are structured and how they relate to each other. Researchers burrow their way into massive databases made up of telephone conversations, e-mails and newspaper articles to study how spelling evolves, word meanings shift and conversations unfold.

As globalization continues to bring cultures together, computational linguists are also working hard to improve intercultural communication through computerized translation. Computer scientists welcome this trend; bringing the study of language into their field helps further the quest for artificial intelligence and produce more functional computers.

But creating a computer like HAL from "2001: A Space Odyssey" isn't easy. Just buying a faster machine with a bigger chunk of memory won't do the job. Researchers say it involves at least four separate tasks.

## Faculty Research

- **Listening:** The computer must be able to convert the sound waves of speech into units of data. (HAL could even read lips!)
- **Understanding:** Recognizing individual words is one thing, but how do you make sense of a sentence? Computers must be taught to process speech as humans do and recognize words in context.
- **Sorting:** Like a search engine, the computer must sort through mountains of data to find the answer to a question. But an ideal computer would be able to limit itself to the pertinent facts, and deliver a simple, brief answer in plain language.
- **Answering:** After listening, understanding and fishing a simple answer out of its databases, the computer must answer back in a natural voice. Researchers are closing in on this problem—you can dial automated directory assistance on your phone to check their progress.

Although far from creating anything like C-3PO of "Star Wars" fame, computational linguists have already made it much easier to find information on the World Wide Web by making search engines more efficient. "We use a combination of techniques from informational retrieval and computational linguistics, and we have several Ph.D.s in computational linguistics," said Peter Norvig, director of search quality at Google, the world's largest search engine.

As jobs at companies like Google multiply and research dollars grow, students are increasingly gravitating to the field from both computer science and linguistics. One hot area is intelligence, that is, keeping an eye out for terrorists and other lawbreakers in the ever-growing international thicket of computerized data.

*"Intelligence researchers are scouring the Web for information, and they're using these kinds of tools to filter the information,"* said Mark Gawron, director of SDSU's computational linguistics program. "The better those tools get, the happier they'll be, and the more efficient they'll be."

"Information retrieval used to be kind of an esoteric thing," agreed Robert Malouf, an assistant professor who joined SDSU's program in 2002. "Now, everybody uses Google every day. People are starting to understand how great it would be if computers understood English better."

*Journalist Liese Klein is a former SDSU Magazine staff writer.*



# San Diego Story

By Sandra Millers Younger

Like all good stories, the story of San Diego springs from relationships between characters, perhaps none more influential than the interaction between a young town and a tiny teachers' school that grew into San Diego State University. Over a span of 106 years, San Diego and San Diego State have evolved together, enriching individual lives and building a human infrastructure strong enough to support a growing metropolis.

Today, the resulting synergy permeates countless conversations, decisions and endeavors, in every sector of commerce, at every level of society. Linked by history and destiny, the San Diego region and San Diego State University have forged a dynamic interdependence, each strengthening the other, and together creating a greater whole.

# Aztec

# Influence

San Diego at the dawn of the 21st century is at once diverse and singular, an amalgam of native Californians, frost-belt refugees and global-village expatriates—San Diegans all. And all touched daily by the permeating influence of San Diego State University.

Some 88,000 of SDSU's 200,000 living alumni have

City of Hope

## The City Heights Collaborative

Some 30 years ago, the San Diego community of City Heights offered hope of a new life for thousands of immigrants, many fleeing oppression. But the aging neighborhood slipped into poverty and despair, its 72,000 residents struggling against crime, illiteracy and unemployment.

The situation troubled San Diego philanthropist Sol Price, who launched a community renewal effort and in 1998 challenged SDSU to help revitalize education in City Heights. The dual mandate: instructional improvement for students and professional development for teachers.

*Funded initially by an \$18 million grant from Price Charities, San Diego State responded with the City Heights K-16 Educational Collaborative,* a partnership with San Diego City Schools, the San Diego Education Association, plus teachers and parents.

SDSU now manages three City Heights schools, while also providing on-site teacher education leading to credentials and master's degrees. With test scores, attendance and teacher retention already improving, City Heights is once again looking toward a brighter future.



chosen to remain in the region, investing their talents, their knowledge and their energy here. Consequently, it is impossible to live in San Diego without benefiting from the efforts of Aztecs.

Your child's teacher. Your banker. Your CPA. The reporter who brings you the news. The engineer who

inspected your office building. The police who patrol your neighborhood. The military personnel who ensure your freedom. The artists, performers and sports stars who entertain you. The owners and managers of your favorite stores, hotels and restaurants. Your city council member, county supervisor, state assembly

representative. Any—or all—could well be SDSU alumni.

"We are leading this entire county, from the middle level to the upper level," says Dipak Gupta, SDSU professor of political science.

In economic terms, San Diego State's contributions to the San Diego region

run wide and deep, both through expenditures and jobs generated.

But equally important are the university's nonmonetary contributions, including labor-force education; knowledge transfer, via faculty/ staff consultants and regionally focused research; and community services, such

as health clinics and cultural enrichment, from KPBS to student musicals.

More than 50 years ago, Lowell Davies of the Old Globe Theatre wrote to then SDSU president Walter Hepner about "the worth of intellectual training rippling out into many fields from an educational center."

"What Davies wrote then remains true today," SDSU historian Raymond Starr observes. "The university's existence has been inexorably linked with the growth and development of the community since its inception."

Here are three examples:

## Global Think

### The International Business Program

From its ideal location on the Pacific Rim, just next door to Mexico, San Diego anchors a region poised for success in an era of growing internationalism. Increasingly, the work force here must possess not only professional skills, but global savvy.

SDSU is answering this challenge, building worldwide educational partnerships and multiplying international learning opportunities. *The most comprehensive of these initiatives is SDSU's undergraduate international business program, one of the biggest and best, offering the nation's No. 1 study-abroad program.*

More than 750 SDSU students are currently pursuing the international business degree, a rigorous academic endeavor demanding internships, regional studies, study-abroad credits and foreign language proficiency in addition to the typical business coursework.

SDSU also offers several transnational degrees, including the nation's first triple-degree program, requiring coursework at partner universities abroad.

International business program chair Steven Loughrin-Sacco sees such opportunities as crucial to developing international perspective among San Diego's future leaders. "You can't make them global if you keep them local," he explains.

## Heart and Soul

### The SDSU Heart Institute

Coming together from both campus and community, a growing number of San Diego's health professionals share a common passion: to eliminate cardiovascular disease, the No. 1 killer of American men and women. More than 40 of these individuals also share an affiliation with the SDSU Heart Institute.

Organized in 1999, the group comprises faculty, staff and students from four of SDSU's seven colleges, along with several prominent San Diego-area physicians and scientists. This interdisciplinary blend of talent has created "a research powerhouse," says Christopher Glembotski, institute director, professor and chair of SDSU's biology department.

Attracting more than \$5 million in external grant funding for 2001-02, Heart Institute researchers are engaged in analyzing the molecular basis of cardiac disease, developing gene therapies for its treatment, establishing new means of prevention, and teaching the public, including schoolchildren, the ABCs of healthy hearts.

*What's more, SDSU's entrepreneurial approach to research enables faculty to fast-track their discoveries directly to the public through campus-based ventures.*

Biology professors and Heart Institute colleagues Roger Sabbadini and Judith Zyskind have each launched companies based on their research. Sabbadini's Medlyte Inc. is working to revolutionize the diagnosis and treatment of coronary disease. And Zyskind's Elitra Pharmaceuticals, now a part of Merck, is developing a promising new breed of antibiotics.





# Joint Venture

San Diego's earliest civic leaders realized it from the beginning. Their little town would need a university to become the city of their dreams. They started small in 1897, establishing the State Normal School of San Diego, a teachers' college.

It wasn't much, just a few rooms over a downtown drugstore, but it provided the homegrown educators San Diego needed to nurture future citizens, while giving city boosters and developers a selling point. "Education makes property valuable," explained real estate mogul John D. Spreckels.

Spreckels was more perceptive than he knew. Over the next century, San Diego would grow from a tiny seaside settlement into the nation's sixth-largest metropolis, its rutted dirt streets and clapboard storefronts morphing into 12-lane freeways and shining skyscrapers, its tiny teachers' school evolving into San Diego State University.

*Now a comprehensive urban campus of 34,000 students, SDSU is recognized by the Carnegie Foundation as a "doctoral/research university-intensive," a designation granted to only the top 6.7 percent of the nation's institutions of higher education.*

In a very real sense, the city and its first university grew up together, each providing at every turn the support the other needed to take the next step. As San Diego matured, San Diego State reinvented itself time and again to meet evolving regional needs. Expanding academic offerings, strengthening the faculty, upgrading athletics programs, establishing satellite campuses, initiating regionally focused research—San Diego State paralleled the city's trajectory through a period of explosive growth. By 1986, serving a population of 1 million, San Diego's Normal School had become the nation's 10th-largest university.

Along the way, customized curricula helped advance the city's key industries, first aerospace and, recently,

technology and hospitality. Special initiatives met regional crises. In the early 1990s, for example, SDSU responded to military and aerospace downsizing with a comprehensive Defense Conversion retraining program. Since Sept. 11, 2001, terrorist threats have triggered a wide range of sophisticated homeland security initiatives that partner SDSU researchers with civilian and military specialists.

Entering the 21st century, San Diego State University remains committed to its threefold mission of education, research and service—and to goals set in 1997 as part of the Shared Vision compact initiated by President Stephen L. Weber. Moving toward these benchmarks, SDSU is distinguished by:

- **Academic excellence:** More students than ever are applying to SDSU, and they're bringing better qualifications as admissions criteria become more selective. In 2002, faculty brought a record \$140.4 million in research grants and contracts to the university. *And all across campus, you'll find top-flight departments, such as international business, No. 12 in the nation, and entrepreneurship, No. 20, as ranked by U.S. News & World Report.*

- **Vibrant diversity:** On the Mesa, student and faculty demographics reflect an unwavering commitment to diversity, confirmed by independent rankings that placed SDSU No. 10 in the nation for bachelor's degrees awarded to minorities.

- **Wise cultivation of resources:** *Private giving to SDSU has jumped dramatically in the past three years, hitting \$52.7 million in 2001-02, a target attained by only a small percentage of universities nationwide.*

- **Learning-centered community involvement:** Beyond labs and classrooms, students gain knowledge through real-world experiences, such as tutoring inner-city school children, interning for San Diego-based businesses or monitoring regional ecosystems.

- **Global opportunities:** More than 180 international exchange partnerships offer study-abroad experiences in 40 countries, some leading to transnational degrees. Many of these opportunities exist within the international business curriculum's study-abroad program, recognized in 2002 as the best in the nation by the Institute of International Education.

A number of innovative town/gown partnerships are combining these objectives. Countering effects of a nationwide nursing shortage, for instance, SDSU Nurses Now has enabled the School of Nursing to expand enrollment by hiring additional nursing faculty with funds contributed by area healthcare organizations.

Similarly, industry donations helped launch two new academic programs—Hospitality and Tourism Management and Construction Engineering Management—to produce homegrown leadership in those fields. And community partners led by QUALCOMM Incorporated have helped fund the Entrepreneurial Management Center (one of eight NASDAQ centers of excellence nationwide), which reciprocates by returning business professionals to the local start-up sector.

These stunning success stories may well presage a new paradigm of interaction between San Diego State University and the region it serves, continuing a tradition begun long ago in a humble classroom above a downtown drugstore.

*Sandra Millers Younger is editor of 360 Magazine.*



# SDSU Month:

## A Time to Paint the Town Red and Black



On March 13, 1897, when city leaders founded the State Normal School of San Diego, none could have imagined that the tiny teachers' college would endure and grow over the next 100 years into a major urban university.

But in March 2003, as it marks its 106th anniversary, San Diego State University can celebrate its status as the region's first and largest institution of higher education, the campus of choice for more than 34,000 students, and the alma mater of nearly 200,000 living alumni, almost half of whom still reside in San Diego County.

SDSU continues to meet the region's needs for teachers and school administrators. But education represents just one thread in an intricate tapestry of mutual influence and development that binds San Diego and San Diego State together as inseparable partners.

This partnership—expressed through the innumerable benefits SDSU faculty, staff, students and alumni bring to the greater San Diego community—is the inspiration for a special SDSU Month

By Jason Foster

celebration. Observed throughout March, it will feature events on campus and within the community, plus promotions offering benefits at retail, entertainment, cultural and business venues throughout the county.

The city and county of San Diego, as well as U.S. Rep. Bob Filner, have issued proclamations declaring March 2003 to be SDSU Month. "There's so much substance to the relationship between SDSU and San Diego that you can't reflect it with an honorary day, or even a week," commented

Ron Roberts, chairman of the San Diego County Board of Supervisors and an SDSU alumnus.

San Diego State President Stephen L. Weber says the celebration will recognize the academic and civic contributions of SDSU faculty, staff, students and alumni. "San Diego State University has developed into a powerhouse for producing nurses, engineers, business and civic leaders, artists and performers, scientists, and a legion of other graduates whose professions and contributions are limited only by their imaginations," Weber said. "They are truly minds that move the world."

"Current faculty and students continue to pursue innovation in areas ranging from education to biotechnology to the arts, with their projects sharing the common theme of enhancing the community," Weber continued. "SDSU Month will reward them and rec-

ognize their contributions in a way that enables people from all around the county to participate."

Cornerstone SDSU Month events include Athletics Day, presented by The San Diego Union-Tribune; the 31st annual Montys Awards Gala, sponsored by the SDSU Alumni Association; the 14th Annual Venture Challenge business-plan competition, sponsored by SDSU's Entrepreneurial Management Center; Arts (un)Plugged, a series of performances integrating SDSU's arts and science disciplines; "Breakfast with Brancaccio," a special event presented by City National Bank with David Brancaccio of public radio's "Marketplace;" and two concerts by world-renowned classical guitarist Ricardo Iznaola.

In addition, an SDSU Month card, available online and in a pullout supplement contained in this magazine, will entitle students, faculty, alumni and other commu-



*Celebrating the minds  
that move the world.*

nity members to discounts and other benefits at businesses throughout the county during March.

SDSU Month sponsors include the SDSU Alumni Association, US Bank, Associated Students Inc., Aztec Shops, Nextel, Sempra

Energy, Qwest and Paetec. Promotional partners include Rubio's Fresh Mexican Grill, Aztec Store/SDSU Bookstore, the San Diego Opera, LEGOLAND California, the Balboa Park Museum Association, San Diego Magazine, the Aztec Recreation Center, the San Diego Zoo, the SDSU College of Extended Studies, Woodstock's Pizza, Starbucks, Westfield Shoppingtowns and US Bank. Others are expected to be added.

Media partners include The San Diego Union-Tribune, NBC 7/39, KPBS, San Diego Magazine, Cox Communications, Hispanic Broadcasting Corp., The T-Sector and Clear Channel Communications.

For more information on SDSU Month or to obtain an SDSU Month card, visit [www.sdsumonth.com](http://www.sdsumonth.com), e-mail [info@sdsumonth.com](mailto:info@sdsumonth.com) or call (619) 594-7085.

*Jason Foster is media relations manager at San Diego State University.*





Photo: Alan Decker

# A kid's perspective: School

By Heather Holliday

With Balboa Park's museums as their classrooms, students from Rosa Parks Elementary in San Diego's inner city thrive as participants in the innovative School in the Park program. Hands-on lessons challenge them to learn through the lens of experience rather than as passive listeners.

Kids are jumping up and down, hands waving high in response to the teacher's questions. All around them are clues to the answers — an enormous 3-D map of San Diego; a life-sized figure of the region's first padre, Father Junipero Serra; a descriptive timeline spanning San Diego's growth from 1490 to 1990.

This classroom at the San Diego Historical Society in Balboa Park was designed to teach third-graders about local history and geography. But the students here, bused in from Rosa Parks Elementary School in the inner-city community of City Heights, are not rushing through an afternoon field trip. They're attending School in the Park, an innovative 12-week program jointly taught by museum educators and Rosa Parks teachers.

The idea originated with philanthropist Sol Price, founder of Price Club and Price Charities, and an architect of the recent revival of City Heights. Aware of overcrowding at Rosa Parks, an elementary campus built as part of the City Heights renaissance, he saw in Balboa Park's world-class museums a chance to relieve that situation, while also exposing City Heights students to new experiences. Prompted by Price, four museums agreed to a pilot program that included half the third-graders at Rosa Parks. Today, three years later, the program benefits all 800 students in the third, fourth and fifth grades.

School in the Park is a perfect fit with the City Heights Educational Collaborative, a master plan to boost student achievement and teacher retention in neighborhood schools. Launched in 1998 as the City Heights Educational Pilot, the Collaborative is a partnership among Price Charities, the San Diego Unified School District, the



San Diego Education Association, and San Diego State University, which assumed administrative and operational responsibility for three City Heights schools, including Rosa Parks Elementary.

"The new environment and new set of opportunities [offered by School in the Park] were seen as an opportunity to help kids learn, help them get excited, help them be critical thinkers," says Ian Pumpian, SDSU professor of educational leadership and chief educational officer for the Collaborative.

School in the Park director Susan Wachowiak was running a similar

# in the Park





Photo: Alan Decker



program she'd created in Old Town when Sol Price recruited her to replicate the idea in Balboa Park. In both cases, she says, the experiential learning has appealed to all kinds of students because hands-on lessons make learning relevant.

"When education is taken outside the classroom, it becomes a world experience," Wachowiak says. "The students see how [what they're learning] fits into the world. They learn the information and then use it right away."

#### Opening Minds

Perhaps the strongest evidence of School in the Park's success is the positive response of students and parents. Ask Sarah Pasapera, a fourth-grader, what her favorite part of the program is, and she blurts out, "Everything!" With a little more thought, she adds that she especially likes the Museum of Photographic Arts, where she gets to make pictures.

"My son is still talking about things he learned, and he's not even in the program anymore,"

says Sarah's mother, Isabel Pasapera. (Fernando Pasapera is now in middle school.) "We would never be able to take [our children] to all of those museums," she adds. "They are a lot smarter because of the program. It opens their minds and expands their horizons."

Sherrin Landis, the Historical Society's director of education, says the museums' resources are motivational for the children. "We have objects that help us understand [our ancestors'] culture and how they lived," she says. "We have exhibits that help bring history to life. We have the park, which helps show how the native land has changed."

And it's clear that while students relish the freedom of a non-traditional classroom, they take their learning in the park very seriously. Student Robert Montijo reflects on a recent lesson about erosion.

"I learned about weathering. Like now it is raining, and the rain water is washing the walls, and some of the finish will come off. Big rocks fall and break into pieces; water breaks them into smaller pieces. That is how we get beach sand."

When the idea of School in the Park first came to Rosa Parks,

educators worried about meeting benchmarks for student achievement. After all, 12 weeks in Balboa Park meant 12 weeks outside the classroom. "We needed to make sure all the state standards would be realized," explains Emilee Watts, principal of Rosa Parks.

But Wachowiak had designed School in the Park to satisfy curriculum needs and educational standards. "The program really blends standards-based and life-based learning, formal and informal learning," she says. "It's all based on the curriculum; we coordinate our lessons with what they're learning in the classroom."

#### Immediate Results

The results of School in the Park were clear from the outset, Watts says. Teachers saw positive changes in the students' oral and written language skills, as well as in their approaches to problem-solving. And that led to dramatic changes in classroom expectations, says Steve Spencer, senior research associate for the Collaborative.

"At first the Rosa Parks teachers felt they needed to protect the kids from what they thought would be unreasonable expectations from museum teachers," he says.

But the children performed so well in the new environment that their teachers were forced to revamp their perspectives and their lesson plans. "So the program is as much about teachers

changing their perception of kids as it is the kids themselves changing," Spencer says.

Along with rising student achievement and teacher expectations, behavior improved, too. "When we went back to school," says teacher Loretta Saez, "our students were more mature; they settled quicker; they were more willing to follow classroom routines; they came in ready to learn."

It was more than enough evidence to justify expanding School in the Park from a group of six teachers and 125 students rotating through four museums in the initial 1999-2000 venture to a program involving 800 students, more than 25 teachers and 10 museums. Educators suspect the program has since contributed to a dramatic improvement in test scores.

#### Building Confidence

Specific evidence points to broader benefits, including increased student confidence. Watts tells the story of one fourth-grader, assigned to report on the differences between certain rocks, who was daunted by the prospect of textbook research. But after seeing and touching different rocks at the park, he dove into the project and finished it. "I've never seen such pride," Watts says. "He realized that he could do something he couldn't have done a year or two before."

Spencer hears many such stories. "You start to see trends," he says, "things that are pretty significant: confidence, the ability to engage in a challenge and persevere to reaching the goal, feeling a sense of success, learning about cooperation. Clearly, this program impacts these kids'

self-concept. They go forward as more confident learners because of the success they've experienced."

A study conducted after the program's first year highlighted another long-term benefit—the children's growing ability to imagine their own futures. "If you had asked them before what they'd like to do when they grow up, most would have said they had no idea," Watts says. "But we started hearing things like, 'I want to be an archaeologist.'"

Meeting scientists, historians, animal keepers, photographers—people outside the children's normal circle of existence—may well change the future of students who attend School in the Park. "(The program) has stretched these kids probably more than we'll ever know," Saez says. "They'll be more successful in whatever they do because they know there is something out there for them."

#### More Than Numbers

Lannie Kanevsky, a visiting professor at SDSU, is working to quantify reports that School in the Park students display improvements in self-esteem, goal-setting, motivation, and sophisticated learning and critical thinking skills. But she also realizes numbers may never reveal what's really happening in the Park.

"The researcher in me is trying to do things quantitatively," Kanevsky says, "but I know I'm going to miss some of the most important things. What the research will never capture is the heart and the spirit of it. For that, you just have to see it."

*Heather Holliday is a free-lance journalist. Both her grandmothers went to San Diego State.*

Brenda

"We learn about animals, and we get to see the animal."

José

"The museum teachers teach us what we need to learn, like explorers. We don't use social studies books; we work together."

Miream

"We don't have the same teachers. This is good because I like different teachers that know about different things. At School in the Park, we learn acting and painting, and we made a physical map of California."



The title of the book on Professor Linda Holler's desk says it all: "Jihad vs. McWorld." On Sept. 11, 2001, "McWorld" awoke to the extremes of "Jihad," and religious studies took on new relevance.

Not that religion has ever been irrelevant on the San Diego State campus. On a typical day, Hare Krishnas may be drumming on Centennial Walkway, Jewish students handing out literature at Aztec Center or evangelical Christians holding forth on the Bible from the Free Speech Steps. Eight major religious centers operate on or near campus, and numerous other religious organizations serve student needs. Since Sept. 11, however, SDSU faculty have seen a surge of interest in religious studies.

"We've always had a strong enrollment," said Holler, who chairs the department, "but Sept. 11 affected our students' seriousness in dealing with the subject matter....They've begun to ask such penetrating questions, they're sending me back to the subject matter. It's marvelous and refreshing."

Holler is particularly pleased to see students grasping the links between religion and culture in their attempts to understand their own diverse communities. "We have excellent students coming in," she said. "They understand that what we're doing is not just an abstract exercise, but a way to comprehend each other and explore what it means to be human. There is very little solipsism; there are no tightly enclosed bubbles around them; they see that we're all connected and constructed by our culture."

In particular, more students are exploring Islam than in years past.

Lecturer Samy S. Swayd has seen his class on Islam triple from an average of 20 students five years ago. Of the 66 students enrolled in fall 2002, many say they were influenced by Sept. 11 to find out more about other cultures. "I think there is more interest, and I think the interest will last," Swayd said.

San Diego's growing and influential Muslim community helped establish a Center for Islamic and Arabic Studies at SDSU in 2000, and the department is hoping to fill a full-time position in Islam by this summer. As many as 30 percent of Swayd's students come from Muslim families and want to learn more about their traditions.

"When Sept. 11 broke out, I felt very uncomfortable," said Sara McNabb, 29, a senior from an Egyptian background. "I took the class so I could learn more about my own religion, because I didn't feel like I knew enough. I wanted to have a bigger impact and show that Islam is like any other religion. It doesn't teach hatred or negative things; it teaches good things."

### Faith and experience

Often, the students' own perceptions and experiences help shape class discussion and make for lively dialogue. As part of a recent discussion on Mexico's Day of the Dead festival, for instance, students in Rebecca Moore's "Death, Dying and the Afterlife" section brought much more to the class than their knowledge of the readings—they brought their personal stories.

One student spoke of pouring beer on the grave of a dead family member, as a way of sharing the celebration with the departed. Another described elaborate festivities in his

# Faith in the Future

## In the Wake of 9-11, Students Find New Relevance in Religious Studies

By Liese Klein

ancestral state of Michoacán, Mexico.

"I think students do bring their own life experiences to religious studies classes," said Moore, an assistant professor. "Religion is not an impersonal or academic subject to them. They raise issues and ask questions about things that I hadn't thought about."

Classes that incorporate students' varied personal experiences into the curriculum are typical in SDSU's religious studies department, which in recent years has transformed its curriculum to reflect global cultural shifts, as well as San Diego's changing ethnic mix.

Instead of poring over dusty tomes of theological debate and institutional history, SDSU students today are more likely to visit San Diego's "UFO church" or interview Somali Muslims in City Heights.

"[San Diego] is a marvelous place to study religion in its concreteness," explained Holler, noting the variety of cultures and religions introduced by the region's diverse immigrant populations. "People have likened the city to Ellis Island for the 21st century."

### Culture in the broadest sense

Key to the growth of religious studies at SDSU is a team of professors invested in the interdisciplinary trend that has shaped the field nationwide in recent years. These faculty members have remade SDSU's curriculum to match shifts in the discipline—moving away from the traditional East-West dichotomy.

"We're a pretty young faculty," said Risa Levitt Kohn, associate professor. "We took a long look at the

curriculum and realized that we could make the courses more interesting, more relevant, more modern. We ended up going in all kinds of different directions."

The current schedule includes courses on comparative mysticism, the religions of East Asia and alternative religious movements, also known as cults. Faculty and students investigate the role of faith in modern life through courses on religion and science, religion and the marketplace, and religion and ecology.

"We really understand culture in the broadest kind of way," Holler said. "We are a totally interdisciplinary field. Everything we do is affected by psychology, geography, literary criticism, philosophy, history."

Most prescient in light of current events is a new course Holler teaches called "Religious Violence and Nonviolence." Planned long before the Sept. 11, 2001, terrorist attacks, the curriculum explores the role religion can play in hate groups, terrorism, and even domestic violence.

"I thought it would be fascinating to juxtapose the kinds of violence religion is capable of—violence against 'the other,' violence to oneself like self-mutilation and sacrifice—to all the non-violence for which religion is also famous, like the nonviolence we see in Mahatma Gandhi or the work of Martin Luther King Jr.," Holler said. "I really developed this class as an extension of previous research. I never realized how timely it would be."

*Journalist Liese Klein is a former SDSU publications writer. Want to know more? See Linda Holler's book, "Erotic Morality: The Role of Touch in Moral Agency" (Rutgers University Press, 2001).*



## The Margin of Excellence

**C**oming in March 2003, SDSU Month will celebrate San Diego State University's many contributions to the region and its emergence as a major public research university. This celebration of achievement gives us, alumni and friends of the university, an opportunity to rededicate ourselves to SDSU's mission of education, research and service.

Most people are surprised to learn that tax dollars, tuition and fees provide only half of SDSU's annual operating budget. The rest must come from research grants and contracts, institutional investments and private donations. For many years, SDSU lagged behind its peer universities in private giving. I'm pleased to say that we are beginning to close this gap.



Three years ago, I became chairman of the Campanile Foundation, established in 1999 to augment community support and philanthropy benefiting SDSU. During my tenure, I have been gratified to see so many of the university's alumni and friends respond to our efforts. Their generosity has enabled us to break records in private giving, creating a margin of excellence at San Diego State.

In the face of dwindling government budgets, we will become even more dependent upon private giving to maintain SDSU's prominence in academics and public service. Now is the time to actively engage in initiatives that mutually benefit our students and our community, and simultaneously enhance the university's leadership role.

As we approach San Diego State's birth month, I encourage you to consider how you can support this institution, which has profoundly influenced the lives of so many in our community.

Thank you,

Ron L. Fowler  
Chairman, The Campanile Foundation

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### 1940s

'48: **Leonard Cosgrove** (economics) has marked half a century practicing law, a goal he set for himself in 1952. In addition, Cosgrove and his wife, Mary, celebrated their 55th anniversary in September. They live in Palmdale.

### 1960s

'61: **Dennis L. Johnson** ★ (math) served as an M.D. in the United States Navy at Balboa Hospital in San Diego. Johnson retired from the Navy as a captain in 1989 and settled in Pacifica, Calif. **Michael I. Neil** (English, industrial arts) was one of 27 Sigma Chi fraternity alumni honored as "Significant Sigs" for 2002. Recognized for his outstanding legal career and his service to the U.S. Marine Corps, Neil is a San Diego trial attorney and a brigadier general in the Marine Reserve.

### 1970s

'70: **Dennis E. Cook** (marketing) was recognized as a 2002 All-Star Dealer for his community service by the American International Automobile Association. Cook is president of Herman Cook Volkswagen in Encinitas, Calif.

'71: **Judith Haller Omdrasik** (M.A., history) found herself in elite company alongside national security advisor Condoleezza Rice as one of only three recipients of the Mortar Board National Alumni Achievement Award for 2002. A former San Diego attorney, Omdrasik since 1994 has served as an appellate judge. **Scott P. Rawers** (political science) has been appointed by California Governor Gray Davis as warden of Avenal State Prison in Avenal, Calif.

'74: **Larry Aceves** (fine arts and humanities) is president of the 16,000-member Association of California School Administrators and superintendent of the Franklin-McKinley School District. He lives in Fremont, Calif. **Carole Collier Frick** (history; '87, M.A., history) has published a historical monograph on the origins of consumerism in fashion, titled "Dressing Renaissance Florence: Families, Fortunes and Fine Clothing" (Johns Hopkins University Press). She is an associate professor of history at Southern Illinois University, Edwardsville.

'77: **Karen Kenyon** (English; '87, M.A., English), an instructor in SDSU's College of Extended Studies and at MiraCosta College, has written and published a young-adult biography, "The Brontë Family: Passionate Literary Geniuses" (Lerner).

'78: **Sheryl Rowling** ★ (accounting; '91, M.B.A., finance), was named one of the nation's top 250 financial planners by Worth Magazine. She is a certified public accountant, personal financial specialist and registered investment adviser with Rowling, Dold & Associates LLP in San Diego.

### 1980s

'80: **Ellen Ochoa** ★ (physics), a NASA astronaut with four space shuttle flights to her credit, has received the OSA Leadership Award/New Focus prize from the Optical Society of America for significant contributions to society and/or the field of optics.

Please send your news to the SDSU Alumni Association, 5500 Campanile Dr., San Diego, CA 92182-1690 or sshook@mail.sdsu.edu.  
★ = annual member; ★ = life member

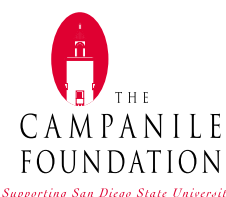
## When I was at State...

June 6, 1963: I was graduating the next week from Crawford High School and going to State in the fall, when President Kennedy came to San Diego to give the commencement address. Of course, I had to go. A whole group of us Crawfordites went to campus and sat up

on the dirt at Aztec Bowl to watch all the graduation excitement and see the president of the United States. It was a huge, overflow crowd; people were sit-

ting all around the hillside. The stage was at the other end, so we couldn't see too well, but I could say I was there. Six months later, as I was leaving campus for Thanksgiving break, I heard the president had been shot. And I thought, "How could this have happened? I just saw him."

Anita Smith, '67, social sciences/education





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The Montys: SDSU Alumni Association  
Awards of Distinction for 2003

The 31st annual Monty Awards celebrate the talents, achievements and contributions of San Diego State University alumni, faculty and staff. Congratulations to the following distinguished representatives of SDSU's seven academic colleges and Imperial Valley Campus, as well as this year's exceptional alumni volunteer and outstanding university employee.

College of Arts and Letters

The Honorable Leon L. Williams ★ (alumnus)

The Honorable Leon L. Williams ('50, English) is chairman of the San Diego Metropolitan Transit Development Board (MTDB). He has also served as a San Diego County sheriff, a San Diego City Council member and a San Diego County supervisor. Known as a pioneer and a visionary, Williams was the first minority elected to the city council and an early proponent of public transportation in San Diego. He continues to contribute to his alma mater as a member of the College of Arts and Letters Dean's Advisory Council.

John R. Weeks, Ph.D. (faculty)

During a 30-year academic career, John R. Weeks, Ph.D., professor of geography, has achieved a superlative record in teaching, research and service. He literally wrote the book on demography, authoring the leading college text on the subject. A respected professor and mentor, Weeks is the author of more than 60 articles and book chapters, and nearly 40 research reports. He also serves as director of SDSU's International Population Center.

College of Business Administration

Adelia "Dee" Coffman (alumna)

As one of seven charter employees of QUALCOMM Incorporated, Dee Coffman ('76, accounting) played an instrumental role in the establishment of one of San Diego's most successful companies. A director of the firm since its founding in 1985, Coffman has served also as vice president, senior vice president and chief financial officer of QUALCOMM. Still committed to her alma mater, she is a member of The Campanile Foundation Board of Directors and an advisor to the dean of the College of Business Administration.

David R. Hampton, Ph.D., J.D. (faculty)

David R. Hampton, Ph.D., J.D., professor and chair in the Department of Management, has taught at SDSU since 1964. Honored repeatedly for his outstanding teaching, he is also the author of numerous books, articles and presentations, and has lectured extensively as a visiting professor throughout the world. A frequent consultant to major corporations, Hampton has developed curricula that integrate students' academic experiences with community applications. He has received research funding from the U.S. Information Agency.

College of Education

Joseph F. Johnson Jr., Ph.D. (alumnus)

Joseph F. Johnson Jr., Ph.D. ('82, M.A., administrative and special education certificate) is known nationwide for his expertise in addressing the needs of "at risk" learners. Currently

special assistant to the Ohio superintendent of public instruction, Johnson has held top education posts in Texas and New Mexico. He also served as director of student achievement and school accountability in the U.S. Department of Education. Johnson continues to contribute to SDSU as a distinguished lecturer in the doctoral programs and as a reviewer of the City Heights Educational Collaborative.

Natalie A. Kuhlman, Ph.D. (faculty)

Natalie A. Kuhlman, Ph.D., professor of policy studies in language and cross-cultural education, began teaching at SDSU in 1976. Focusing on improving student achievement through teacher preparation and language policy, her work has influenced English language instruction at every level. Kuhlman has helped establish English language development standards and assessment and improved preparation of ESL professionals. She taught in Poland as a Fulbright scholar and co-directs the CSU/Mexico Bilingual Teacher Education International Program.

College of Engineering

Michael W. Marcellin, Ph.D. (alumnus)

Michael W. Marcellin, Ph.D. ('83, electrical engineering) has won acclaim as one of the most prolific and eminent scholars in the burgeoning field of digital signal processing. A professor of electrical and computer engineering at the University of Arizona, he specializes in image compression and JPEG2000 standards. Marcellin is a past recipient of the National Science Foundation Young Investigator Award, author of more than 50 journal articles and co-author of the book, "JPEG2000: Image Compression Fundamentals, Standards and Practice."

Leonard R. Marino, Ph.D. (faculty)

A dedicated SDSU faculty member since 1973, Leonard R. Marino, Ph.D., professor of electrical and computer engineering, has won numerous awards for his outstanding teaching, while also steadily expanding the scope of coursework and lab experiences available to students. He has kept curricula current by introducing evolving technologies and establishing new laboratories. These efforts culminated in 1998 with the launch of SDSU's undergraduate computer engineering program, already the largest program in the College of Engineering.

College of Health and Human Services

Marlene Ruiz ★ (alumna)

Marlene Ruiz ('75, nursing) is director of education and consulting services for Kaiser Permanente in San Diego. A nurse since 1960, Ruiz recently has focused on organizing numerous educational and service programs, such as the San Diego Nursing Service-Education Consortium, established to facilitate clinical placements for area nursing students. She is nationally known for arranging U.S. study experiences for international nurses. An enthusiastic Aztec, Ruiz led the reorganization of the School of Nursing alumni chapter.

Diane Ruley Williams, M.A. (faculty)

In her 27 years with SDSU's School of Speech, Language and Hearing Sciences (formerly the Department of Communicative Disorders), Diane Ruley Williams, M.A., has forged a dual reputation as a highly respected faculty member and superb clinician. An exemplary teacher, she is also a leader in the professional community. Her findings have helped change audiology practices for hard-of-hearing clients of all ages. Williams also helped design, equip and establish SDSU's communications clinic.

'82: **Alan F. Kingsley** (accounting) is executive director of taxes for PG&E Corp. and president for 2002-03 of the San Francisco chapter of Tax Executives Institute Inc.

'84: **Norm Fjeldheim II** (information systems), chief information officer for QUALCOMM Incorporated, has recently taken the helm as chief executive of Wireless Knowledge, a QUALCOMM subsidiary. **Frederick W. Pierce IV** ★ (finance; M.B.A. '88) was elected to a third term on the California State University Board of Trustees and serves as chair of the board's institutional advancement committee. Pierce was also re-elected as president of the \$2.6 billion San Diego City Employees Retirement System board of trustees.

'85: **Timothy Day** (physics; M.S., '88, physics) has received the Optical Society of America's Engineering Excellence Award and the international IEEE-LEOS Engineering Achievement Award for contributions related to the development of specialized tunable lasers used in telecommunications. Day, a Stanford Ph.D., is co-founder, vice president and chief technology officer of New Focus Inc., in San Jose, Calif.

'87: **Catherine Trout** (public administration; '92, M.P.A., public administration) is director of the San Diego County department of housing and community development.

'91: **Joseph Horiye** ★ (finance) has been appointed by San Diego Mayor Dick Murphy to the city's Senior Affairs Advisory Board, which advises Murphy and the city council on issues related to older San Diegans. Horiye is director of the Local Initiatives Support Corporation. **Phil Konstantin** (political science) has



published his first book, “This Day in North American Indian History” (Da Capo/Perseus, 2002). Konstantin is a public affairs officer for the California Highway Patrol in San Diego. **Darlene Kelley Rich** ★ (accounting) has been promoted to manager with the certified public accounting firm Sobel & Co. LLC, in Livingston, N.J. **Steve Salisbury** (speech communication) is building a career in Australian independent films, television shows and stage productions. He appeared in the 2002 Melbourne International Comedy Festival.

’95: **Saaqib Rangoonwala** (journalism) is news editor at KFWB-AM in Los Angeles. He has also started a business called Build-a-Book, which produces personalized stories to encourage children to read.

’96: **Rosemary O’Brien** (English/creative writing), a freelance writer in Bristol, R.I., has just published her first novel, “First Saturday.” **Armando Pesqueira** (M.M., performance) was chorus director for the Tijuana Opera’s August presentation of “Madame Butterfly.”

’98: **Monica Tencate** (M.P.H., environmental health science) recently returned to San Diego from Washington, D.C., where she served as health policy director for the U.S. Senate finance committee. Tencate is now president of Health Policy Source.

’99: **Toby Danylchuk** ★ (M.B.A.) and **Paula Riestra** ★ (M.B.A.) have opened Itzá Galerías, an importer of handcrafted Latin American furniture and home accessories, in Poway. The couple met in the M.B.A. program at SDSU. Riestra is also a senior marketing analyst for Kyocera-Wireless.



Stewart



McDonald



Reich



Riley



Camacho



Shumaker



Brown



Perkins



Bruhn



Gibson

### College of Professional Studies and Fine Arts

Julia Stewart (alumna)

Julia Stewart (’77, speech communication) has built a successful 30-year career in the food service industry, culminating in her current position as president, chief executive officer, chief operating officer and director of the IHOP (International House of Pancakes) Corporation. Previously, Stewart held executive positions with Applebee’s and Taco Bell, preceded by marketing positions with Carl’s Jr., Stuart Anderson’s and Spoons Grill & Bar. She is also a past president and founding member of the Women’s Foodservice Forum.

Nan L. McDonald, Ed.D. (faculty)

Nan L. McDonald, Ed.D. (’73 music; ’83, music education), believes that music and other arts can enhance a child’s learning in reading, writing and oral language. As coordinator of music education in SDSU’s School of Music and Dance, she shares that philosophy with more than 35 master teachers. McDonald also serves as integrated arts curriculum director for SDSU’s City Heights Educational Collaborative, helping hundreds of classroom teachers develop customized curricula that integrate the arts within classroom environments. A noted scholar in music education, McDonald is the author of numerous books and journal articles.

### College of Sciences

Siegfried H. Reich, Ph.D. (alumnus)

Siegfried H. Reich, Ph.D. (’82, chemistry) is vice president of viral and ophthalmic diseases for La Jolla-based Pfizer Global R&D, a branch of the world’s largest pharmaceutical company. While at SDSU, Reich developed an interest in synthetic chemistry, which he furthered with doctoral studies at the University of California, Irvine. Reich was honored with the Pharmaceutical Research and Manufacturers Association Discoverers Award for his role at Agouron Pharmaceuticals in the development of Viracept(r), a drug used to treat AIDS.

Edward Riley, Ph.D. (faculty)

Edward Riley, Ph.D., director of SDSU’s Center for Behavioral Teratology, has won national and international acclaim for his research on the effects of drugs and alcohol on brain and behavioral development. Riley’s research examines adverse effects of prenatal alcohol exposure in children, leading to much of our current knowledge on the subject. The U.S. Secretary of Health recently appointed Riley to chair a national task force on fetal alcohol syndrome and fetal alcohol effects. He also co-chairs SDSU’s new Fetal Alcohol Syndrome Center for Excellence.

### Imperial Valley Campus

Mary Newell Camacho ★ (alumna)

Mary Newell Camacho (’75, home economics; ’88, administrative credential) is superintendent of the Imperial Valley Regional Occupational Program in El Centro. An educator for 26 years with the Calexico Unified School District, she has secured grant funding in excess of \$50 million for education, vocational training and job placement programs, sometimes partnering with SDSU to obtain economic development grants for the county and to arrange entrepreneurial training for ROP youth. Camacho last year was honored as Woman of the Year by Imperial Valley’s Center for Family Solutions.

Jeanette Roberts Shumaker, Ph.D. (faculty)

An exemplary teacher, researcher, grantwriter and administrator, Jeanette Roberts Shumaker, Ph.D., has served on the IVC faculty since 1992. Her excellence as a teacher is evident in her many teaching awards. Her scholarship often focuses on gender-related issues as illuminated in literature. During four years as assistant dean of IVC, she championed the concerns of students and staff. More recently, she authored a successful \$2.1 million grant to build curriculum, campus endowment and educational technology, a project she now supervises.

### Library

Andreas L. Brown ★ (alumnus)

Owner since 1967 of New York’s celebrated Gotham Book Mart and Gallery, Andreas L. Brown (’55, economics) is recognized nationwide as the foremost bookseller and literary estate consultant in the field of American literature. Brown’s work includes evaluating and helping place significant literary collections for academic institutions. An advisory board member for the Friends of the SDSU Library for more than 25 years, Brown has donated to his alma mater a broad and valuable collection of American literature and memorabilia.

Michael J. Perkins (faculty)

As business librarian for SDSU’s library, Michael J. Perkins (’94, M.B.A.) has served the College of Business Administration for 15 years, developing handouts, syllabi, Web resources and extensive bibliographies for students and faculty. In addition, he currently serves as acting head of collection development, supervising the acquisition of materials totaling more than \$2 million per year in value. Perkins is also the library’s faculty chair and University Senate representative, a frequent committee volunteer and the recently elected senate secretary.

### Distinguished Alumni Service Award

Lois C. Bruhn ★

Active in the SDSU Alumni Association since 1974, Lois C. Bruhn, (’63, sociology; ’69, counseling/guidance) has served the organization as president, board member and frequent committee chair. She has also represented the Association on the CSU Alumni Council. Fueled by a contagious passion for her alma mater, Bruhn never shies from tackling tough issues and always focuses on the big picture. She is an exceptional alumni volunteer and a role model for hundreds of other alums who have worked with her during her 28 years of Association leadership.

### Distinguished University Service Award

Davene C. Gibson ★

Since 1963, Davene C. Gibson, a loyal alumna and retired SDSU Foundation employee, has won the respect of co-workers for her competence, professionalism and dedication to SDSU. Her contributions include volunteer service on committees tasked with such key issues as Aztec identity, the university’s centennial and President Stephen L. Weber’s inauguration. Gibson also serves on the SDSU Alumni Association’s membership and marketing committee.

’01: **Sean Caruana** (education) is teaching English as a Second Language (ESL) with the San Diego Community College District Centers of Education and Technology. Last year, he was honored as outstanding new teacher of the year.

### In Memoriam

Alumni

1930: Frederick A. Wetzell Jr.; 1934: Margaret McKinney Burgert; 1936: Ruth Annabelle Allen, John Jay Flachsenhar, Elinor Soule Meadows; 1937: Aubrey F. Thompson; 1940: Otto A. Hirr, Will Dobson Rudd Jr.; 1942: Lorraine H. Hansing, Patricia Ann Kelly; 1943: Thomas George Hofmann; 1947: Wilford Dean Willis; 1949: William J. McCandless, Robert Harris Nash; 1950: Eric Barham, Frank J. Filippi; 1951: John Juanico Jr., Bill R. Shaffer, William G. Sly; 1956: Gerald Arthur McIntire; 1957: Arthur W. Billings Jr., Edward H. Dibb; 1962: David J. Miramontes; 1963: Gloria D. Campbell; 1964: Charles Raczkowski; 1967: Bette Briggs, Elizabeth Day Marston; 1968: Judith Johnson Halbert; 1969: Philip Frederick Moore; 1971: Pamela Burch; 1972: Sandra J. Woodruff; 1973: Alger Milton Myers; 1974: Wynne Nobiensky; 1975: Myrtle O. Agatep; 1981: Carrol Lynn Anderson; 1989: Catherine Mary Hill; 1992: Donald W. Wooten; 1996: Laurali Kathryn Noll; 2001: Gloria June Newman; Class Year Unknown: George J. Ashton, Jerry A. Helms, Charles L. Kelley, Howard H. Smith

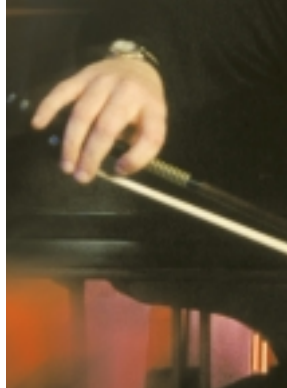
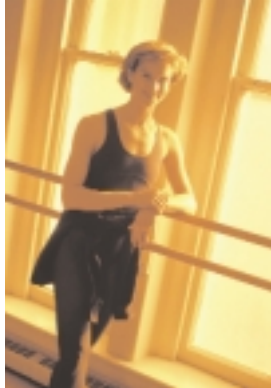
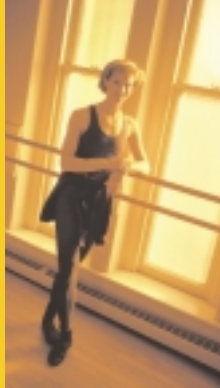
Faculty

Calvert E. Norland, professor of entomology, zoology and botany, 1947-1976. Robert D. Smith Jr., professor of teacher education, 1963-1993.



# Calendar

## Spring 2003



### SDSU Month

For a complete calendar of SDSU Month activities, please see the special pull-out section in this issue.

### Alumni Events

(619) 594-ALUM (2586)  
www.sdsu-alumni.org

#### March 6

Scholarship Luncheon;  
11:30 a.m.,  
Mission Valley Doubletree Hotel

#### March 29

The Montys;  
6 p.m.,  
San Diego Convention Center

### Theatre

(619) 594-6884  
theatre.sdsu.edu

#### Feb. 21-28, March 1-2

"The Laramie Project"  
By Moises Kaufman and the  
Tectonic Theater Project  
Don Powell Theatre

#### March 14-16, 19-23

"Cocks Have Claws and Wings  
to Fly" by Amparo Garcia  
Experimental Theatre

#### April 25-27, May 1-4

"Saturday Night"  
Book by Julius J. Epstein, music  
and lyrics by Stephen Sondheim.  
Don Powell Theatre

### Music & Dance

(619) 594-6020  
www.musicdance.sdsu.edu

#### February 28

"A Tribute to Langston Hughes"  
7 p.m., Smith Recital Hall

#### March 2

SDSU Wind Symphony  
2 p.m., Smith Recital Hall

SDSU Symphony Orchestra  
7 p.m., Smith Recital Hall

#### March 4

SDSU Concert Band  
7 p.m., Smith Recital Hall

#### March 6-9

"Ghost of the Gods: A Techno-  
Odyssey;" 7 p.m., March 6-8; 3 p.m.,  
March 9, Don Powell Theatre

#### March 11

SDSU Symphonic Band  
7 p.m., Smith Recital Hall

#### March 27

Jazz Ensemble #1  
7 p.m., Smith Recital Hall

#### April 11-13

Danzantes Unidos  
Folklorico Festival  
9 a.m.-5 p.m., Montezuma Hall

#### April 13

SDSU Wind Symphony  
2 p.m., Smith Recital Hall

SDSU Symphony Orchestra  
7 p.m., Smith Recital Hall

#### April 18

Abaa Koma (African Ensemble)  
8 p.m., Smith Recital Hall

#### April 21-25

Jazz Week; concerts daily  
Smith Recital Hall

#### April 25

Neolithic Orchestra  
8 p.m., Smith Recital Hall

#### May 1-4

Great Opera Choruses  
7 p.m., May 1-3; 2 p.m., May 4,  
Smith Recital Hall

#### May 2

Yanni; 7:30 p.m., Cox Arena

#### May 7

Electronic Music Marathon  
8 p.m., Smith Recital Hall

### Art

(619) 594.5171  
www.sdsu.edu/artgallery

#### February 3-March 15

"Re-Inventing Pleasure:  
Ornamentation in Contemporary  
Ceramic Art"

#### April 7-May 7

"Anne Wilson: Unfoldings"  
Reception for the artist: April 11

### Athletics

(619) 594-5547  
www.goaztecs.com  
Home games only

#### Baseball at Tony Gwynn Stadium

March 6, 6 p.m., Oral Roberts  
March 7, 6 p.m. UC Irvine  
March 9, 1 p.m., UC Irvine  
March 12, 6 p.m., Long Beach St.  
March 14, 6 p.m., Utah  
March 15-16, 1 p.m., Utah  
April 3-4, 6 p.m., BYU  
April 5, 1 p.m., BYU  
April 15, 6 p.m., San Diego  
April 25, 6 p.m., Air Force  
April 26-27, 1 p.m., Air Force  
May 2, 6 p.m., UNLV  
May 3-4, 1 p.m., UNLV  
May 15-16, 6 p.m., New Mexico  
May 17, 1 p.m., New Mexico

#### Women's Softball

March 4, 3 p.m., St. Johns  
March 7, SDSU Tournament  
March 14, USD, Aztec Invitational  
March 26, 1 p.m., Oregon St.  
March 28, 1 p.m., New Mexico  
March 30, 1 p.m., Colorado St.  
April 12, 1 p.m., UNLV  
April 13, 1 p.m., Centenary  
April 17, 1 p.m., BYU  
April 19, 1 p.m., Utah  
May 8, Mountain West  
Tournament

#### Women's Crew at Mission Bay

March 1, SDSU Alumni Race and  
Family Day  
April 5-6, San Diego Crew Classic  
April 19, San Diego City  
Championships

#### Men's Tennis

March 11, 3 p.m., Florida St.  
March 20, 1:30 p.m., Yale  
March 22, 1:30 p.m., Princeton  
March 26, 1:30 p.m., Harvard

March 28, 1:30 p.m., Air Force  
March 29, 1:29 p.m., New Mexico  
March 30, 10 a.m., UNLV

#### Women's Tennis

March 7, 2 p.m., Washington  
March 8, noon, Washington St.  
March 11, 2 p.m., Rice  
March 14, 2 p.m., TCU  
March 17, 2 p.m., Princeton  
March 19, 2 p.m., Purdue  
March 20, 2 p.m., New Mexico  
March 21, 2 p.m., Air Force  
April 8, 2 p.m., Pepperdine  
April 18, 2 p.m., Oregon

#### Women's Track

March 8, noon, San Diego City  
Championships  
March 22, 9 a.m., Aztec  
Invitational  
April 6, noon, All Women's  
Invitational  
April 11-12, 10 a.m., Cal/Nevada  
State Meet

#### Women's Water Polo at Ray & Joan Kroc Community Center

March 1, all day, USCD Mini-  
Tournament  
March 6, 3 p.m., UC Irvine  
March 15, 11 a.m., California  
March 16, noon, Pacific; 3 p.m.,  
Princeton  
March 17, 3 p.m., Indiana  
March 23, noon, Stanford; 4 p.m.,  
Brown  
April 19, 5 p.m., UCSD

### Lectures & Symposia

Lipinsky Institute for Judaic  
Studies  
(619) 594-5338  
www-rohan.sdsu.edu/dept/lipin-  
sky/index.html

#### March 5

The Dorothy Stuzane Lecture on

Women in Judaism: "Recovering  
Rosh-Hodesh" by Marcia Falk,  
author of "The Book of Blessings"  
7 p.m., Congregation Ner Tamid

#### March 12

The Dorris Lipinsky Lecture in the  
Jewish Performing Arts: "Piano  
Music from Theresienstadt" by  
Phillip Silver, University of Maine  
7 p.m., Smith Recital Hall

#### April 6

The Dorsha Wallman Lecture in  
Modern Torah Interpretation:  
"Healing Ceremonies in Modern  
Judaism" by Jody Myers, CSU-  
Northridge; 1:30 p.m., Temple  
Emanu-El

#### April 26-27

Israel Studies Association  
Conference; Glickman-Galinson  
Symposium on Current Israeli  
Events; Catamaran Hotel

#### April 21

Gail A. Burnett Lecture in  
Classics: "E Pluribus Unum:  
Religion as a Cohesive Force in  
Ancient Rome" by Karl Galinsky,  
University of Texas at Austin;  
3:30 p.m., Aztec Athletics Center

### Special Events

(619) 594-SDSU

#### April 25-26

Border Voices poetry fair  
7 p.m., April 25; all day, April 26,  
Montezuma Hall

#### May 15

Imperial Valley Commencement

#### May 17-18

SDSU Main Campus  
Commencement



# By Degrees

ERICA GONZALEZ

Future Profession: Retail marketing

**SDSU degree:** In December, Gonzalez became the first graduate of SDSU's CaMexUS partnership, the nation's first transnational, triple-degree program. CaMexUS students study for a minimum of one year at SDSU and at universities in Canada and Mexico; they graduate with three bachelor's degrees in business — one from each institution. The program is designed to produce trilingual business leaders equipped to succeed in the NAFTA economic environment.

**What has SDSU done for you?**

"My CaMexUS studies have been the most rewarding experiences of my life — just incredible! I earned three degrees, speak all three languages, and I have a true understanding of the cultures and the way people do business. Not to mention that it gave me a great chance to travel."

**Who on campus had the greatest impact on your life?**

"CaMexUS coordinators Beatrice Schultz and Theresa Donohue helped make my university experience more rewarding than I ever thought possible."

**What were your favorite places on campus?**

"I loved hanging out at the Aztec Center patio to listen to the live music and spend time with friends. I also spent a lot of time at the library, but that was more out of necessity than choice."

Photo: David Friend

**What \$35 gets you these days:**

1. A no-frills dinner for two.
2. Three movie tickets w/popcorn and soda.
3. A fill-up for the family SUV.
4. Another pair of half-price shoes.
5. The chance to make waves. Big waves.

In addition to all the cool benefits you get as an association member, you get this: the satisfaction of knowing your contribution is helping exceptional SDSU students achieve great things through scholarships, mentorships, and a variety of other innovative programs. To make a real difference, call 619-594-ALUM (2586) or visit [www.sdsualumni.org](http://www.sdsualumni.org).







The Mission Valley East extension is a project of the Metropolitan Transit Development Board.



## down under at sdsu



Not all the  
improvements  
at SDSU are  
above ground.

Sure, there's the new Chemical Sciences Lab, Athletic Center, Fraternity Row, residential halls and more. But underground, one of the San Diego region's largest infrastructure projects has reached the 50 percent completion mark at SDSU. The new Mission Valley East trolley extension, which features an underground station and a 3/4 mile tunnel under campus, is on schedule for a grand opening in 2005. Whether it's attending class or events at Cox Arena or the Open Air Theater, we hope you'll come along for the ride.

e x c e l l e n c e  
b y  
d e s i g n

Check out construction progress with the interactive Trolley Tracker Web cam at  
[www.sdsutrolley.com](http://www.sdsutrolley.com)



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