

360

COLLABORATION

ENGINEERING
&
INTERDISCIPLINARY
SCIENCES COMPLEX:
WHERE IDEAS
COLLIDE



360

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Editor: Coleen L. Geraghty

Editorial Contributors: Michael Price, Doug Williams, Tobin Vaughn

Art Director: Lori Padelford '83

Graphic Design: John Signer '82

Cover Photo: Gary Payne

SAN DIEGO STATE UNIVERSITY

Elliot Hirshman
President

DIVISION OF UNIVERSITY RELATIONS & DEVELOPMENT

Mary Ruth Carleton
Vice President
University Relations and Development

Sarah Slaughter '78
Chief Financial Officer
The Campanile Foundation

Leslie Shibsted
Associate Vice President
Development

Greg Block '95
Chief Communications Officer

Jim Herrick
Assistant Vice President
Alumni Engagement

Chris Lindmark
Assistant Vice President - Campaign,
Presidential and Special Events

We welcome mail from our readers.

360 Magazine
Marketing & Communications
5500 Campanile Drive
San Diego CA 92182-8080
E-mail: 360mag@mail.sdsu.edu

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**SAN DIEGO STATE
UNIVERSITY**

Leadership Starts Here

FROM THE PRESIDENT



Photo: Wesley Beights/Daily Aztec

This summer we are in the midst of significant changes to our physical campus as we literally lay the foundation for moving to the next level as a leading public research university.

We have finished our beautiful Conrad Prebys Aztec Student Union and Storm-Nasatir-Hostler Hall complex, and we continue work on our new Jeff Jacobs JAM Center for basketball, our new South Campus Plaza featuring residences, restaurants and retail, and our top-to-bottom renovation of Zura Residence Hall. Less than one year after our first discussions, we have begun site work on our new Engineering and Interdisciplinary Sciences Complex—a project that will transform education and research across San Diego State University.

In this issue of 360 magazine we look at the compelling need for interdisciplinary research and at some of the areas to be housed in the EIS Complex, such as the Viromics Institute, a brain imaging center, a student innovation center and the William E. Leonhard Entrepreneurship Center (which includes our Lavin Entrepreneurship Center and Zahn Innovation Center).

We also look at how the complex will promote collaboration by connecting the engineering and sciences areas and the historical core of campus. At the center of the complex is the Thomas B. Day Quadrangle, which will become a gathering place for our community.

Our new EIS Complex is an exciting project for the entire university. It will elevate teaching and research across campus by attracting high-achieving students and researchers and by providing lab and collaborative space for innovations that benefit our greater society.

Other stories in this issue feature our efforts to increase planned gifts to SDSU—critical to funding the new EIS Complex and to the university's future in general—and our Rise to 25 initiative that will take SDSU Athletics to the next level in national prominence.

I hope you enjoy this edition of 360: *The Magazine of San Diego State University*.

Elliot Hirshman

FEATURES

8



360

8 COLLABORATIVE COLLISIONS

SDSU is building an Engineering and Interdisciplinary Sciences Complex where researchers will collaborate to develop real-world applications for scientific discoveries.

10 RESEARCH MISSION

A new state-of-the-art structure reflects SDSU's architectural legacy.

12 COMPLEX HOPES

SDSU's future shifts into high gear with plans for a new research hub.

14 SERIOUS FUN

Alumni Brad Hoffert and Steve Kelsey teamed up in 1996 to create LocoLabs, an engineering design firm with a sense of humor.

14



7



16



DEPARTMENTS

4 COMPASS

News from campus

16 AZTECS IN MOTION

All eyes on the QB

20 ALUMNI ANGLES

Class Notes

22 COMMON CHORDS

Chapters from Aztec history

On the cover: In the new EIS Complex, graduate students like Nicole Marie Salem (engineering) and Christopher Livelio (biology) will find the space and support for collaborative research.

Compass





Steeped in tradition

The 1915 Panama-California Exposition in San Diego's Balboa Park featured a Japanese tea house that stood for 30 years. The current Japanese Friendship Garden opened in 1999, and as part of Balboa Park's centennial celebration, it recently underwent a major expansion led by Kotaro Nakamura, director of SDSU's School of Art and Design.

Nakamura designed the garden's new Inamori Pavilion in an authentic Japanese style called *sukiya*. Surrounded by a koi pond, the pavilion sports exposed posts and beams made from Alaskan Yellow Cedar traditionally used in Japanese construction.

"For the Japanese-American community in San Diego and the San Diego community at large, this will be there many years for people to enjoy and to create a friendship between the two countries," Nakamura said.



Adults with autism

Autism is a lifelong condition, but much of the research and funding for this disorder has focused on children and young people. A recent, large grant from the National Institutes of Health will allow SDSU psychologists and neuroscientists to explore the cognitive progression of autism in older adults.

The research will help fill a major hole in our knowledge about autism and how best to support adults who have it. "There's really no literature to guide hypotheses in this area," said SDSU cognitive neuroscientist Ralph-Axel Müller.

The five-year, \$3.5-million grant will allow Müller and SDSU neuroscientist Ruth Carper to recruit older adults with autism and perform a series of cognitive and neuroimaging studies.

"Families are excited that someone is looking into this," Carper said. "A lot of them feel like they've been forgotten."

VIDEO  [SDSU.EDU/AUTISM](https://www.sdsu.edu/autism)

Strong argument

For the first time in more than 40 years, SDSU's debate team placed in the National Forensics Association Tournament, coming in eighth in Division III. SDSU's team of Vincent Bellinghiere, Cody Meza, and Darron DeVillez competed in literature interpretation and platform speeches.

"This is a great accomplishment for only three competitors against much more well-funded programs from across the country," said Bill Snavelly, director of SDSU's School of Communication.

In addition, senior debate partners Giovanni Herrera and Alexander James were the first duo from SDSU to compete against the top 64 teams in the country in the prestigious National Parliamentary Tournament of Excellence, finishing 21st in a debate competition about current social issues.

A photograph of a man playing an acoustic guitar under a pier. The pier's concrete pillars create a strong sense of perspective, leading the eye towards the ocean. The man is positioned on the left, leaning against a pillar. A large, semi-transparent circular graphic is overlaid on the center of the image, containing text. The background shows the ocean and a clear sky.

Sounds of service

Music and the arts can provide an invaluable lifeline to at-risk populations. Heartpower Performances, a program directed by Marian Liebowitz of the SDSU School of Music and Dance, provides career training and performance opportunities to music majors, like the Bassett Bros., pictured. The musicians perform and give classes for at-risk youth, veterans, individuals with mental illness and those in drug and alcohol rehabilitation.

Recognizing SDSU's efforts, the National Endowment for the Arts recently awarded Heartpower a \$10,000 grant, marking the fifth consecutive year of funding from the prestigious agency. The grant will complement the program's funding from the John and Jane Adams Endowment for the Humanities, as well as from individuals and civic organizations.

Photo: Sarah Draper

Desert tales

The desert is many things: a space of desolation, of reflection, of room for breaking land-speed records. SDSU School of Art and Design's Kim Stringfellow was awarded the 2015 John Simon Guggenheim Fellowship for The Mojave Project, her experimental, transmedia series focusing on the physical, geological and cultural landscape of the Mojave Desert and its dwellers. (mojaveproject.org)

"I'm looking at very unique subcultures and trying to break down stereotypes of what people see in the type of people that live in the desert," Stringfellow said.

Carbon lock-down

Sequestering carbon dioxide in geologic formations is one promising technology that could help slow the effects of global warming. For her efforts to better understand the chemical and physical principles underlying this technology, Ilenia Battiatto, an assistant professor of mechanical engineering at SDSU, was selected to receive funding from the U.S. Department of Energy Office of Science's Early Career Research Program.

"One of the biggest rewards a scientist could hope for is when their ideas are embraced, supported and promoted by the scientific community," Battiatto said.

Growing grant writers

Good ideas alone aren't enough to win research funding in today's ultra-competitive landscape. SDSU's Grants and Research Enterprise Writing Fellowship aims to equip junior faculty members with the tools that give experienced grant writers an edge when applying for federal funding.

The program covers such topics as creating an individual development plan, learning the layout of the federal funding landscape, tips for writing research proposals and holding mock study sections.

It's all capped with a trip to Washington, D.C., to meet with funding agencies, giving program fellows a personal connection to proposal reviewers.

"Before, it felt like applying for grants was like playing the lottery," said Melody Schiaffino, an epidemiologist and health services researcher in SDSU's Graduate School of Public Health. "Now I feel I have a chance."



Photo: Sandy Huffaker, Jr.

A vote for success

The Student Success Fee was approved by SDSU students in spring 2014, and just a year later, the results are clear. Nearly 60 new tenure-track faculty members will join the university this fall.

In addition, 81 student organizations received a portion of those funds to support their projects, including Aztec Racing, Project EarthLab, the Rocket Project and the SDSU American Society of Civil Engineers Concrete Canoe Competition.



Photo: Janusz Supernak

Taming wildfire

Fire season in San Diego County is a yearly battle against the elements for homeowners, firefighters, first responders and government officials. To help in that battle, the SDSU Visualization Center has partnered with New Mexico-based company SimTable to develop and test modeling software to help predict how wildfires will spread.

The software uses a map projected onto a sandbox to create a three-dimensional geographical overlay, then crunches data on time of day, wind speed and direction, fuel types and topography to predict where a fire will spread. It also estimates what effects different extinguishing and containment methods might have.

"We're hoping to put this into the hands of first responders who can use it to save lives and structures," said Lance Larson, assistant director in the SDSU graduate program in homeland security.

COLLABORATIVE



COLLISIONS


By Michael Price

SDSU's Engineering and Interdisciplinary Sciences Complex will develop real-world applications for research discoveries.

The great ideas of the future—the ones that might cure devastating diseases or address our world's looming climate woes—won't be devised by brilliant, solitary thinkers. Instead, they will emerge from the intellectual collisions of research teams, from alliances between engineers and biologists or mathematicians and climate scientists.

Interdisciplinary research is the future, and SDSU is ready to go there.

"The problems that face our country and our world are quite large and complicated," according to Stephen Welter, vice president for research and dean of Graduate Affairs. "It's apparent that the solutions can't come from a singular discipline. But when you put bright, engaged people next to one another and let them find common ground organically, you get unpredicted positive outcomes."



Creating fertile ground for these fortuitous partnerships is the primary motivation behind SDSU's newest project, the Engineering and Interdisciplinary Sciences (EIS) Complex, scheduled for completion in 2018. In addition to cutting-edge labs and working spaces, the complex will also provide new, state-of-the-art classrooms, allowing SDSU's science and engineering programs to cultivate the problem-solvers of tomorrow.

"SDSU has a long tradition of providing the kind of hands-on experience that has turned San Diego into a hotspot for biotechnology, cyber-technology, and other kinds of high technology," explained Stanley Maloy, SDSU's dean of the College of Sciences. "The EIS Complex will expand opportunities for our students to lead future development in these areas."

Drive to the top

The EIS Complex is a key piece in SDSU's drive to become a top-50 public research university. Not only will it enhance the university's current teaching and research capacities, it will also boost SDSU's ability to attract the best and brightest researchers and graduate students.

"The new complex will help us recruit outstanding faculty, larger numbers of honors students and highly qualified grad students," said Morteza Mehrabadi, dean of the SDSU College of Engineering. "You cannot be a leading public research university without state-of-the-art facilities like the EIS Complex."

The complex will host several established research centers including the Viromics Institute, the Smart Health Institute,

and an imaging laboratory for brain research. Other research areas will include biomedical engineering, renewable energy systems, and wireless communication, with more directions to be identified as planning for the complex evolves.

A common theme among these projects will be engineers and scientists recognizing opportunities for taking research and transforming it into real-world solutions. Biomedicine is a perfect example of this, Maloy said. There's a real need for antibiotics that can target specific, harmful microbes while bypassing our body's helpful bacterial life. Knowing which microbes are harmful is a science problem, while scaling up the ability to efficiently screen for these microbes in hospitals and clinics across the world is a job for engineers.

Market research

To help bring collaboratively-developed products to market, the EIS Complex will house the William E. Leonhard Entrepreneurship Center, an umbrella for the Zahn Innovation Center and Lavin Entrepreneurship Center.

"The EIS complex will create a cross-roads for the STEM disciplines and a focal point for our entrepreneurship efforts—a place to meet, to team up and to dream," said SDSU President Elliot Hirshman. "These opportunities will elevate the level of teaching and research throughout the university."

Having scientific research, engineering know-how and entrepreneurship and prototyping expertise all under the same roof will make the EIS Complex a unique and powerful hub for problem-solving, Maloy said.

"You can develop the greatest idea, but if you don't turn it into a business, it's going to die," he said.

Early exposure to entrepreneurial thinking will teach students to instinctively consider marketing opportunities for their discoveries, Mehrabadi said. The complex will feature a student innovation center to mentor them and further their ambitions.

Open concept

With an open, modular floor plan, the complex's workspace will flow seamlessly between labs, offices and common space. There will be mobile furniture, glass walls, a coffee shop and communal whiteboards in the hallways for spur-of-the-moment brainstorming.

The Thomas B. Day Quad, named for SDSU's research-driven sixth president, will tie these elements together by providing a place for students and researchers to gather and bump into one another—a literal collision course for sparking new ideas.

Mehrabadi imagines engineering students displaying their capstone projects in the quad, then popping over to the Zahn or Lavin centers to discuss consumer interest surveys and how to scale-up production.

Welter believes this "big tent" approach to research, innovation and entrepreneurship will spur collaboration and creativity across all of the university's research enterprises.

"If you're in a building that's buzzing with energy and creativity, you buzz with it," he said.



RESEARCH MISSION

The EIS Complex will feature modern

While the scientists and engineers in San Diego State University's new state-of-the-art EIS Complex focus on the future, the complex's architecture will reflect the Aztec legacy.

"Ever since 2008 and 2009, when we began the design work on the Aztec Student Union, we recognized that the campus aesthetic is California Mission Revival architecture," said Robert Schulz, associate vice president of operations and university architect. "It's the iconic, historic campus that our alumni and students love."

The California Mission Revival style draws on the modest yet functional designs of the state's early adobe missions. Think Hepner Hall and Hardy Tower as premier examples.

The style's modern interpretation casts durable, cost-effective painted cement in place of large adobe blocks, but keeps the emphasis on white exteriors, regularly spaced windows, tile roofs and modest decorative elements.

Resurrecting the California Mission Revival style for the new building is actually a return to form for campus architecture, Schulz explained. A number of buildings from the late 1960s and early '70s—including the Industrial Technology building that the EIS Complex will replace—departed from

SDSU's original mission architecture. The resulting mishmash of styles wasn't a good look for campus, Schulz said.

"We can do better"

"The early 1970s were kind of a dark period in SDSU's architectural history," he said. "When they put up new buildings during that time, they made no effort to make them fit with the existing campus. We think we can do much, much better."

While the exterior design looks to the past for its inspiration, the new complex's interior is dedicated to the needs of future scientists, engineers and entrepreneurs, Schulz said. The interior space will introduce many more instructional, laboratory and collaborative areas than exist in the present Industrial Technology building.



labs in classic architecture.

Outside, the Thomas B. Day Quad—named to honor SDSU’s sixth president—will provide space for students to relax and researchers to discuss their latest projects while sitting in garden spaces that ring the quad.

The designers want to foster the kinds of novel innovations that emerge when scientists, mathematicians and engineers can see one another working and easily bounce around ideas in common spaces and coffee shops.

Really solid

In terms of technological capacity, the complex will house state-of-the-art scientific and industrial equipment. Because many of these machines require precise calibration and can be affected by vibration and ground movement, the structure is designed to be “really stiff, solid, and immobile,” Schulz said.

The lowest level will house an MRI machine, which won’t sit on the foundation, but instead on a concrete slab isolated from the structure, offering maximum protection to this ultrasensitive equipment.

As with the Aztec Student Union, the EIS designers are also keeping environmental concerns in mind. Schulz said they will seek LEED certification for the complex.

When it’s all finished and the scientists and engineers are hard at work within, Schulz wants people to marvel at how they managed to fit cutting-edge equipment and technology into such an old space on campus.

“I hope it will feel like it’s always been there,” he said. “If people see it and make that mistake, I’d be very happy.”

—Michael Price

**EIS Complex
(sq ft)**

**85,000
to
90,000**

**Instructional space
(sq ft)**

11,500

**Thomas B. Day
Quad
(sq ft)**

8,600

Number of labs

17

Cost

\$90 million

**To learn more about
the Engineering and
Interdisciplinary Sciences
Complex, visit:**

sdsu.edu/eis

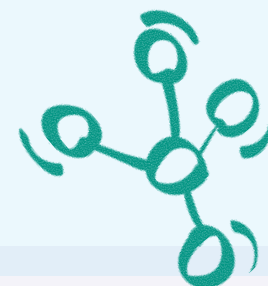
COMPLEX HOPES

The EIS Complex represents a dramatic leap forward for SDSU's capacity to educate the next generation of innovators and provide the infrastructure to support world-class research and development. We asked some people around campus for their hopes and dreams for the EIS Complex and this is what they said.

Engineering is a highly collaborative field by nature. To have a new state-of-the-art building where engineers and scientists can come together in collaboration will give students a realistic taste of the kind of problem-solving they'll face in their careers. It's very exciting and I hope I'm still around SDSU to enjoy it!

—Nicole Marie Salem, graduate student, environmental engineering



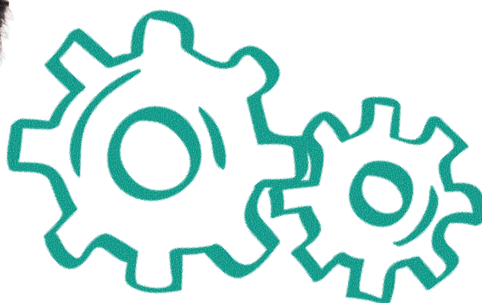
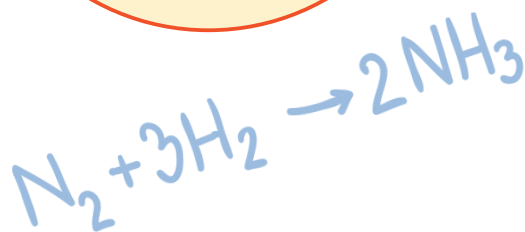


"Wearable sensors change the way medicine is practiced. But they also present challenges that require an understanding of both human physiology and cutting-edge technology. The new EIS Complex will be a place where diverse faculty can work together to overcome both physiological and technological barriers."
—Yusuf Ozturk, professor, electrical and computer engineering

The Entrepreneurship Center inside the EIS Complex will provide a highly innovative space for interdisciplinary students from across SDSU's campus to bring their ideas to life. Students working in the center will receive mentoring from experienced entrepreneurs, business acumen from College of Business faculty, prototyping support, access to legal guidance and expertise from our San Diego business community.
—Cathy Pucher, executive director, Zahn Innovation Center

The EIS Complex capitalizes on SDSU's success in science research and brings together the campus's strong technology focus and its outstanding, hands-on, practical students in an environment that fosters multidisciplinary problem-solving to tackle our nation's most challenging problems.
—Jordan Evans ('93), manager, mechanical systems division, Jet Propulsion Laboratory

The EIS Complex will be a campus hub for collaborative brainstorming between engineers and scientists like graduate students Nicole Marie Salem and Christopher Livelo.



SeriousFun

Alumni Brad Hoffert and Steve Kelsey teamed up to create LocoLabs, an engineering design firm with a sense of humor and purpose.

As students at San Diego State University, Brad Hoffert and Steve Kelsey vowed they would start a company together one day. Since these two are anything but conventional engineers, their venture, LocoLabs, is not your typical engineering development and design firm.

The first clue is the robot in the lobby of their Santa Clara offices. An employee created it—from the tennis shoes on up—for one of LocoLabs' legendary Halloween parties. Then there are the products Hoffert and Kelsey have helped to develop. They range from a 3D-imaging, gamma-ray detection instrument for the Department of Defense (DOD), pictured at far right, to a games console platform for children and a DVD rental kiosk, above.

LocoLabs collaborates with inventors to turn original ideas into reality by engineering Cinderella prototypes into elegant, marketable products. Before joining forces, Hoffert worked for Sun Microsystems and Kelsey was with Qualcomm Inc. Each pledged \$3,000 to start up LocoLabs in 1996 and "never had to put in another dime," Hoffert said. To read the full text of their interview, visit sdsu.edu/locolabs.



Both of you have multiple degrees. In your field, how important is it to have a broad domain of knowledge?

BH: It's a combination of staying curious and acting on your curiosity. That's why I double majored in electrical engineering and German with a minor in computer science. The goal of starting my own company was largely driven by my desire to always be doing new things. The Steve Buscemi character in "Armageddon" sums it up for me when he talks about why he likes his job. "Because the money's good, the scenery changes and they let me use explosives, okay?" It's like that, but without the explosives.

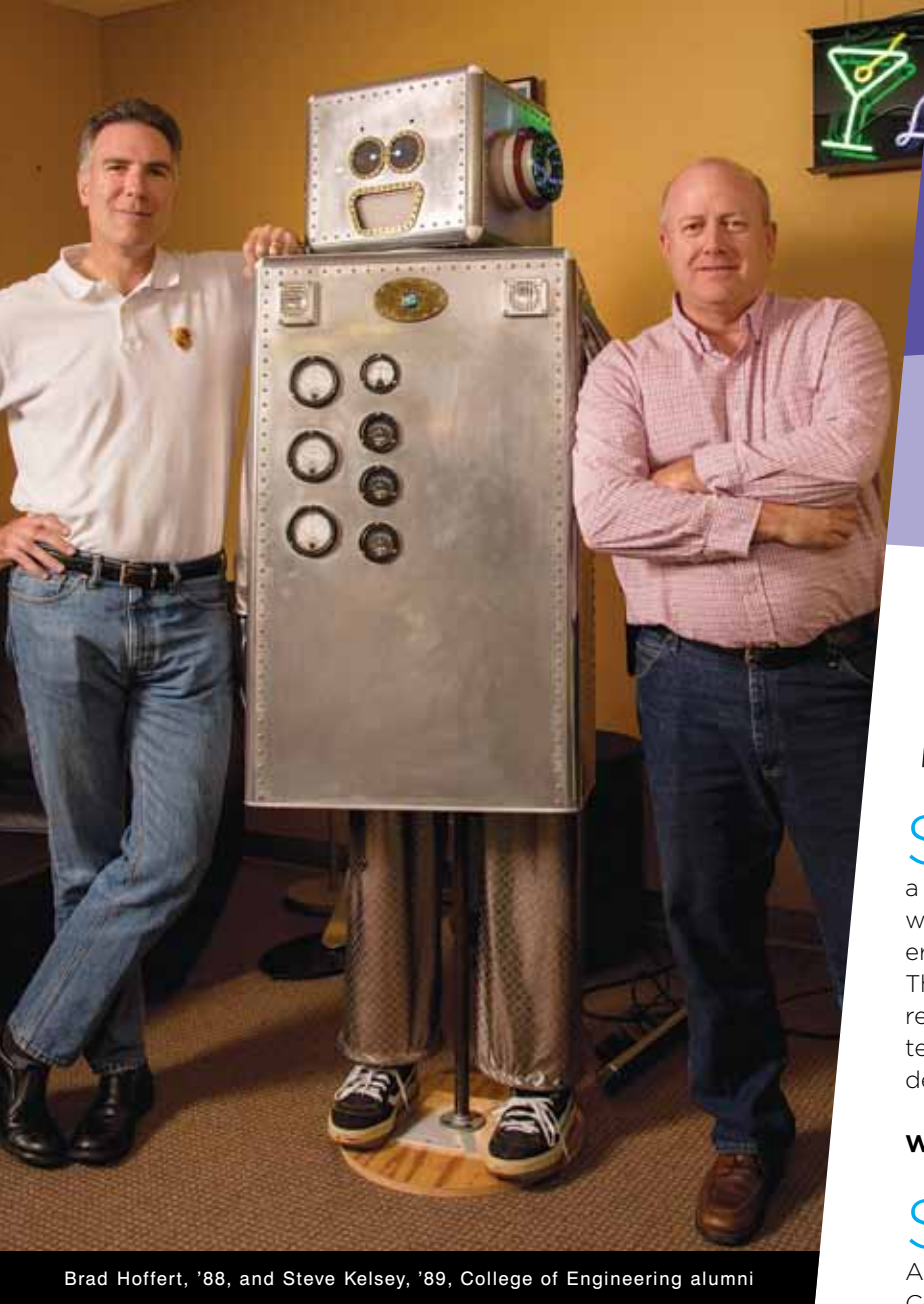
We are a "systems house," meaning we deliver hardware, software and mechanical solutions, integrated together. Most of our engineers are cross-trained in hardware and software, so each aspect of the design is engineered to serve and enhance the others. This results in a high level of elegance and efficiency. Also, our personal interests in nature, hiking, sports and music drive our technical knowledge and passions. We're consumers who want new features and more intelligent design, and we're engineers who can deliver those things.

Talk about the project you're doing for DOD. How did that come about?

SK: We were on a High Sierra hiking trip in Yosemite and met an interesting gentleman at one of the camps. We chatted for some time and exchanged business cards. A couple of years go by and, boom, we get an email from him. He works for a large firm on the East Coast that specializes in government contracting. A bunch of paperwork later, we're working together on a very advanced 3D-imaging gamma-ray detecting instrument. Now, we're at work on the third generation of the system, having turned a cool lab-bench science project into a usable instrument. You never know where a chance meeting or a hike in the high country might lead.

In today's market, what separates a great idea from a good idea?

BH: I believe there are two types of great ideas—those whose time has come, and those whose time will come. We listen for the sucking sound of the market pulling the product. We actually look for projects



Brad Hoffert, '88, and Steve Kelsey, '89, College of Engineering alumni

to invest in where an early prototype has already been built, customers are clamoring for it, but the product is way too premature. We have jumped in on multiple occasions to harden and properly release a product to make it a success. Redbox is a good example. We were asked to look at why the first generation was unreliable. We ended up using one of our own modules to work around the technical constraint, and ultimately built multiple generations of DVD rental machines for DVDPlay, which was later subsumed by Redbox. The CEO of DVDPlay is a dear friend and backpacking companion with a common German background; many technical or strategic conundrums have been solved over a pint and a few pretzels. Steve's skateboarding history melded well with the technical challenges of a surfer-camera project for some crazy smart guys with a kite-boarding school in the Bahamas, especially when we called on Steve to skateboard around the parking lot to tune the GPS tracking algorithms.

By Coleen L. Geraghty



SK: There are many great ideas out there, and even more good ideas. What separates any idea from a great product is a sound plan, inspired marketing and well-engineered implementation. Sometimes the consumers don't know they need the product until you create it. Those are the trickiest products to develop, but the most rewarding, when you guess correctly, and the marketing team is equally inspired. Our work on the original TiVo design is a great example of this.

What are your best memories of SDSU?

SK: There are so many. Skateboarding all over campus and getting my photo in the Daily Aztec by jumping off the "Free Air" wall of the Aztec Center. Meeting my wife (to be) in Philosophy 101 and getting married while still in school. Destroying a few curves. Conquering some challenging projects, often way beyond the required scope. Performing with friends in the Marching Aztecs and hanging out at the Murph so many Saturday nights. Being a rare EE/CS double major. Teaching a couple of computer design courses at SDSU for a professor friend on sabbatical.

BH: Napping in the banana garden in the warm afternoon shade. Learning machine languages from Vernor Vinge (and later reading his science fiction series). Doing my senior project under Dr. Len Marino's watchful eye. (Later, he agreed to be the arbiter in case Steve and I ever disagreed on anything major. We never had to call him, but thanks, Len!) Meeting my business partner and lifelong friend, Steve, and pledging to him that we would start a company someday. Meeting my spikey haired, quirky, future wife and traveling the world with her on the CSU study abroad program.

Aztecs in Motion

Once an Adversary, Now an Asset. Ex-Air Force QB Blane Morgan takes on coaching duties for the Aztecs.



Blane Morgan, above, on the job at the Aztecs' spring practice, and at right, as Air Force quarterback.



Photo: Ernie Anderson

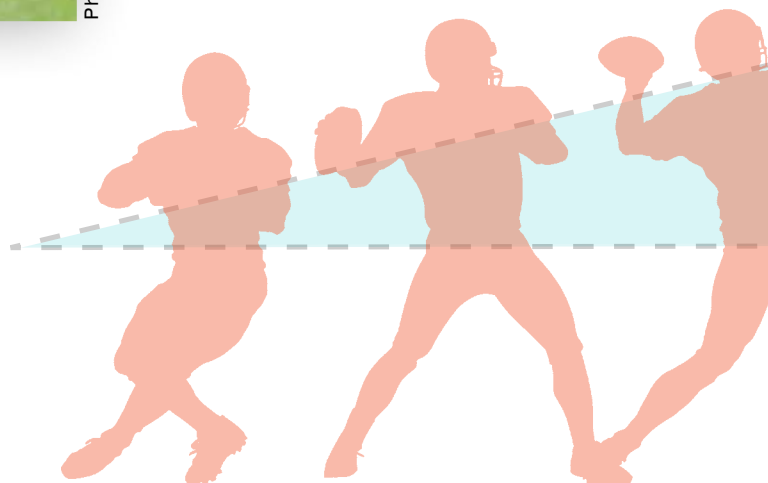
Aztec quarterbacks this season are far too young to have ever seen their new quarterbacks coach play live. Fortunately for them, Blane Morgan had a career that lives forever on YouTube. One mouse click brings up his performance in the 1998 Oahu Bowl, when he threw for 267 yards and two touchdowns while rushing for 50 yards in an Air Force victory over Washington.

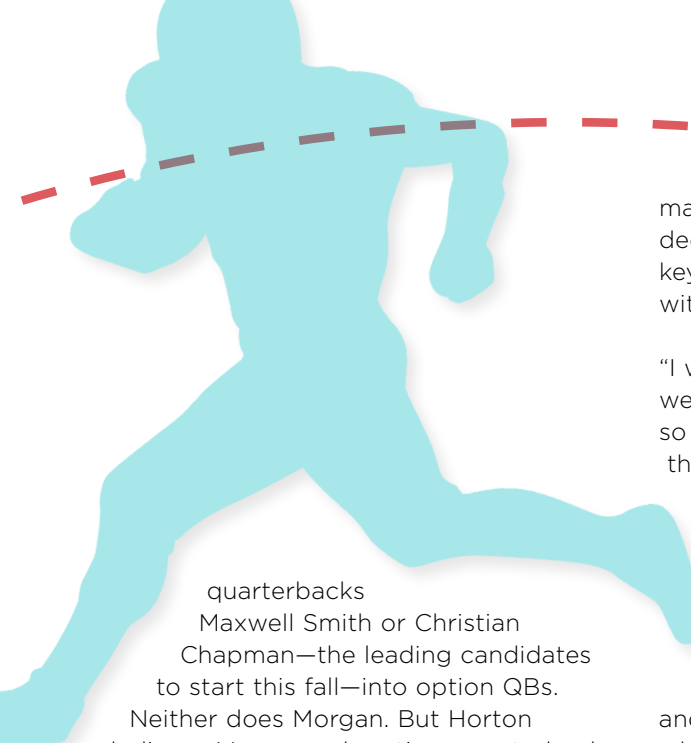
In the clip, the 5-foot-9 Morgan, No. 11 in white and blue, is faking handoffs, cutting upfield, stepping away from the rush or fading back to throw. After his second long TD pass, the play-by-play announcer screams, "Blane Morgan looks like an All-Pro quarterback tonight!"

For two seasons, Morgan was the epitome of a dual-threat quarterback in Air Force's option offense. As a senior, he rushed for 15 TDs, threw for 10 and was his conference's co-Offensive Player of the Year. His record as a starter in 1997 and '98: 20-3. So when Morgan, 38, was hired by the Aztecs this spring after many years as an assistant coach at his alma mater, it prompted an obvious question.

"Are we going to run the triple option?" asked new offensive coordinator Jeff Horton with a laugh, anticipating what a reporter might ask.

In a word, no. Horton and head coach Rocky Long have no plans to turn Aztecs





making proper decisions in practice—is the key, he said. It allows a QB to play with his instincts.

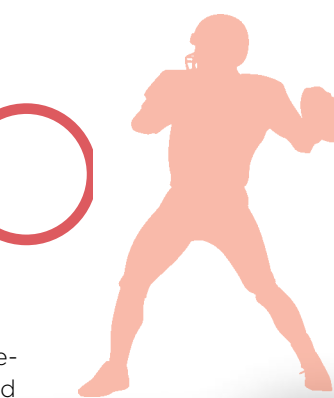
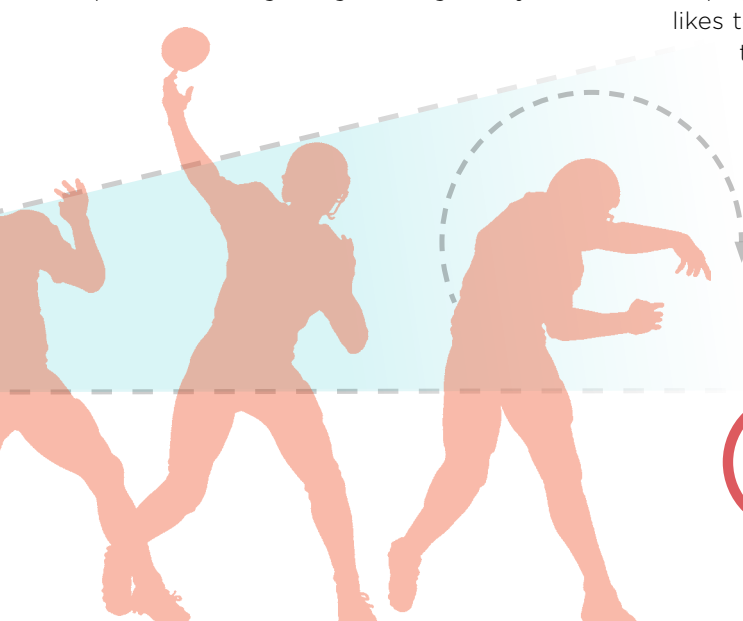
“I want my quarterbacks going into a game week with no question marks in their minds so they can go out and play, and when something different happens ... they’re well-versed enough to react to it and make quick decisions. It’s part of our job as coaches to put our players in situations where they can have success,” Morgan said.

Morgan loved practice as a player and didn’t hold anything back. That’s what he wants to see in his starting quarterback, be it Smith or Chapman. Smith, a transfer from Kentucky, is taller and a more classic drop-back passer. Chapman, a redshirt freshman from Carlsbad, California, is shorter but has a quick release and good feet.

“Generally, if you’re consistent across the board at practice, then that’s going to show up in a game,” Morgan said. “Rarely will you see a guy that hits throws every single day, makes great decisions every single day and then gets to a game and doesn’t do that.”

Morgan is passionate but not overbearing. In 7 1/2 years in the Air Force as a personnel officer, he learned how to deal with every kind of personality. And he says the players he works with will discover he likes to have a good time. “I enjoy cutting up with the guys and having fun. That’s a big part of me.”

—Doug Williams



Christian Chapman



Photos: Ernie Anderson



Maxwell Smith

The 2015 **Monty Award** Winners

Changes are coming to the Monty Awards, the signature event of the San Diego State University Alumni Association. The annual award presentation honors distinguished alumni and friends who have made significant contributions to the university, the San Diego community, or nationally and internationally.

This year's event with a rock 'n roll theme will be held Friday, September 18, at the newly remodeled California Coast Credit Union Open Air Theatre. Event organizers wanted to showcase the improved venue, in which all seating, including the concrete benches, has been replaced with approximately 4,600 theater-style seats.

A pre-ceremony cocktail reception will take place in the Lee and Frank Goldberg Courtyard at the Conrad Prebys Aztec Student Union.

This year, Montys will be awarded to 10 distinguished Aztecs.

College of Arts and Letters

R. Michael Pack

R. Michael Pack ('70, finance), president of SunCal Outdoor Advertising, is a key supporter of and advisor to the College of Arts and Letters, especially with regard to its interdisciplinary international business major. A member of the university's Campanile Foundation board of directors and founder of the Pack Foundation, he is committed to providing opportunities for young people to realize their educational goals.



College of Business Administration

Andy Esparza

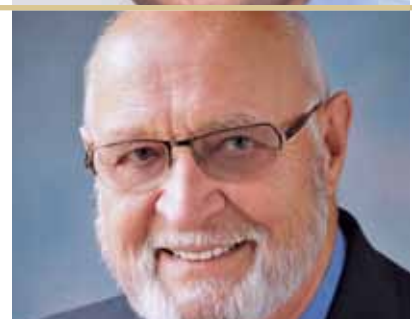
Andy Esparza ('81, business administration), chief human resources officer for the oil services and technology company Baker Hughes, is a leader in his profession. Recipient of the Associated Students 2014 Aztec Achievement Award for Outstanding Alumni, he is a member of the Campanile Foundation, serves as chair of the Alumni Engagement Committee and is a founding member of SDSU's Austin (Texas) Regional Alumni Council.



College of Education

Samuel M. Ciccati, Ph.D.

Samuel M. Ciccati, Ph.D. ('61, industrial arts; '66, MA teacher training), retired Cuyamaca College president, has enjoyed a successful career in higher education administration and is recognized for his philanthropy and outstanding community service. Active in the local Rotary as well as the SDSU Osher Lifelong Learning Institute, he has established four endowed scholarships at SDSU; three in education and one in athletics.



College of Engineering

Ziad Mansour, M.S.

Ziad Mansour ('82, electrical engineering; '86, MS electrical engineering), leads the Digital Hardware group in Qualcomm CDMA Technologies division as senior vice president of engineering. Holding patents in modem and low power implementation, he serves on the engineering Dean's Advisory Board with leaders of local industry, regional non-profit organizations and alumni to help assure the highest quality education for tomorrow's engineering workforce.





College of Health and Human Services

Jean Landis, M.S.

Jean Landis, MS (AB '41, physical education), faculty emerita, is a retired educator who for many years taught physical education at San Diego State. During World War II, she flew as a Women Airforce Service Pilot (WASP). For her contributions to the war effort, she was awarded in 2010 the United States Congressional Gold Medal, one of the two highest medals awarded to civilians.



College of Professional Studies and Fine Arts

Mort Marcus

Mort Marcus ('77, television, film and new media), co-president of the television production and distribution company Debmar-Mercury, has held senior executive positions at several large television and film companies. As a member of the Los Angeles Regional Alumni Council, he helps the School of Theatre, Television and Film identify and facilitate new ways to expand practical experience and training for its students.



College of Sciences

Jack Tempchin

Jack Tempchin ('70, psychology), musician and singer-songwriter, is best known for penning the Eagles classic "Peaceful Easy Feeling" and the Johnny Rivers hit "Swayin' to the Music (Slow Dancing)." He has toured with Ringo Starr, Jackson Browne and Emmylou Harris. As a manager and performer at the Backdoor in the former Aztec Center, Tempchin helped to place the intimate performance space among San Diego's most legendary music venues.



Library and Information Access

Edward E. Marsh

Edward E. Marsh is co-founder and director of Nationwide Title Clearing. He is a science fiction collector who compiled the acclaimed Edward E. Marsh Golden Age of Science Fiction Library that features signed first editions by renowned writers along with other items including correspondence, original manuscripts, photographs, memorabilia, film paraphernalia, and artwork providing insights into the growth and history of modern science fiction.



Distinguished Alumni Service Award

Keith Harris

Keith Harris ('91, economics) is a recruiting consultant for prominent Silicon Valley technology companies and for almost a decade has served as leader of the SDSU Bay Area Aztecs alumni chapter. Also active in the Bay Area Regional Council, he focuses on expanding mentorships, internships and developing a strong regional network to help create job opportunities for SDSU students and alumni.



Distinguished University Service Award

Sandra Cook, Ph.D.

Sandra Cook, Ph.D., SDSU associate vice president for Enrollment Management, provides leadership for all aspects of enrollment management. Also responsible for admissions, she has helped recruit increasingly diverse and academically qualified students to SDSU. Her work led, in part, to SDSU's ranking by the Education Trust as the #1 public university in the country for improving graduation rates and closing the achievement gap.

THE Campaign FOR SDSU

SHORT TAKES

This month marks the launch of *Strive*, the university's first crowd-funding website. Led by the Office of Alumni Engagement, *Strive* will allow SDSU students, staff and faculty to promote fundraising initiatives using a customized, internally-hosted crowdfunding platform. Look for links to *Strive* in late July at sdsu.edu

With groundbreaking for the Engineering and Interdisciplinary Sciences Complex scheduled for the summer, three donors have already made significant naming gifts to support the project. They are College of Engineering alumni William E. Leonhard ('64), Diane Denkler ('62) and Kevin Mayer ('88).

A bequest by Kevin B. Staff ('87) will support the College of Extended Studies' Osher Lifelong Learning Institute at SDSU. The OLLI offers university-quality courses for community members age 50 or "better" on everything from art history to political science.

San Diego State will add a National Academy of Sciences researcher to the faculty, supported by the Campanile Foundation (TCF). Members of SDSU's philanthropic foundation are building an endowment to hire and retain a leading researcher from the international scientific community to collaborate with faculty working in the Engineering and Interdisciplinary Sciences Complex.

The Tie that Binds

A braided red and white cord hung from Patrick Soliven's neck as he walked on stage at San Diego State University's 2015 commencement ceremony. It was a tribute to Soliven and an acknowledgement of his gift to the university he was about to bid farewell.



Soliven was one of 1,500 graduating Aztecs who contributed to SDSU's general scholarship fund. All 2015 graduates were given the option when they picked up their caps and gowns at GradFest, and 16 percent chose to donate. For each donor, it was the beginning of an Aztec legacy.

Many large donors start out making small gifts and eventually decide to leave part of their estate to SDSU. They come to understand that legacy giving has a lasting impact.

About 24 percent of the funds raised through The Campaign for SDSU are planned gifts, a total of about \$145 million since 2007.

"All great universities develop a culture of philanthropy that binds alumni to their alma mater in a variety of ways," said Mary Ruth Carleton, vice president for University Relations and Development. "Among the strongest bonds is a legacy gift to secure the university's future."

Matt ('90) and Stephanie ('95) Dathe made a planned gift through the Heritage Society while both were still in their 40s. The couple met through the SDSU Alumni Association, for which Matt was board president in 2003. He owns Encompas Printing and Graphics, while Stephanie is director for the Institute for Meetings and Events in the L. Robert Payne School of Hospitality and Tourism Management at SDSU.

"It was the perfect solution for us," Matt said. "We gave a percentage of our estate but retained the flexibility to designate a specific amount as we progress through the years. And we know we'll be giving back to SDSU in a substantial way."



Matt and Stephanie Dathe

Lifetime Loyalty

A neat row of miniature football helmets from 13 Division I teams greets visitors to Fred Pierce's office. The replicas are from each campus where his company, Pierce Education Properties, owns student housing.

You might think Pierce has serious loyalty issues on game days every fall. Not so fast. In fact, one university takes priority where his allegiance is concerned—his alma mater, San Diego State.

Since Pierce graduated with degrees in finance and real estate, his commitment to the university never flagged. He has served on the boards of the SDSU Alumni Association, the Aztec Club, the College of Business and the Corky McMillin Center for Real Estate.

His work for the California State University (CSU) Alumni Council and the Year of the Alumni initiative led to a seat on the CSU Board of Trustees.

"The people I've met through this volunteer work have become friends and business associates and have had a major impact on my life," Pierce said.

He strives to have a similar impact on the lives of future Aztecs. Pierce and his wife, Christine, are leaving a \$2.5-million legacy gift to benefit the College of Business, Aztec Athletics, the Alumni Association, Greek Life and student scholarships.

In addition, the Pierces have made a five-year cash pledge to provide current funding for the areas that will become endowed when their planned gift is realized.

"We want our gift to demonstrate the diverse ways of giving," Pierce said. "We're creating alumni scholarships to underscore the value of alumni and volunteerism. We're giving to the Parma Payne Goodall Alumni Center to support its longevity. We're supporting Greek Life with scholarships for students whose families can't afford to finance their education. We're giving to entrepreneurship, finance and real estate scholarships, and we're supporting athletics because it's a gateway to a continuing relationship between SDSU and its alumni."

Students First

Stuart Henry not only advises his San Diego State students to "become extraordinary," he's also given them the means to do so.

A \$410,000 endowment from Henry and his wife, Lee, will benefit students in the School of Public Affairs, where he is director. Interest from the endowment will support student research, enable students to attend professional conferences and subsidize study abroad experiences.

Henry understands the struggles of economically disadvantaged students. The son of a chef and a waitress, he grew up in a working-class London neighborhood and never thought of attending university. When a high school teacher encouraged him to apply, Henry's father scoffed, but not his mother, Doris.

He chose the University of Kent and a subject relevant to his urban upbringing—the sociology of criminal deviance, in which he eventually earned a Ph.D. and published a version of his thesis as "The Hidden Economy."

"Mine was the first book ever published on the hidden economy, which arose out of social support networks in urban communities," Henry said. "People stuck in menial jobs became part of a vast network of trade in pilfered goods. It was not about money, but about helping each other get by."

Eventually, Henry moved to the United States. When his mother passed away in 2014, he and Lee were stunned to discover that Doris had left a sizeable inheritance, accumulated by investing whatever small amounts she could save. They decided to create an endowment for the School of Public Affairs in Doris' memory.

The gift adds a financial component to the academic legacy Henry has already established at SDSU as teacher, mentor and administrator. He has received both the University Honors College Award for the most outstanding faculty member and the James Kitchen Distinguished Service Award from SDSU Student Affairs.

On the Way to \$750M

\$600M
Total as of
June 30, 2015



You might call it a perfect alignment of ambitions. As San Diego State University strives to become a top 50 public research university, Aztec Athletics has its sights set on joining the ranks of the top 25 Division I athletic programs.

The athletics department has developed a comprehensive strategy that includes significant investments and improvements on and off the field. Beginning this year, SDSU has focused resources and attention on ensuring financial stability for the football program, addressing stadium improvements and expanding a solid season-ticket base.

Reaching these goals is important because the largest growth opportunity for the entire athletics department is in football, the sport that makes the most money at NCAA Division I universities. More success translates to more exposure and more ticket sales. SDSU's goal is to average 40,000 fans per home game—up from the current 33,000.

“The message is this: We are at a high-quality academic institution,” said SDSU Athletics Director Jim Sterk. “Our national awareness is growing, our fan base is growing and we are stabilizing our future just like the rest of the university.”

A conference change?

Sterk is also working with the Campanile Foundation (TCF), the group that has helped lead The Campaign for SDSU to a total of \$600 million and mounting. A TCF subcommittee on athletics, chaired by Mary Curran ('82) and Kit Sickels ('60), is looking at ways to assist SDSU Athletics in growing fundraising, attendance and strategic partnerships.

In addition to engaging the community, SDSU's plan calls for enlisting the support of corporations and student leaders. Alumni are being asked to buy season tickets, bring their company associates or other groups to games and spread the word about Aztec success.

“Our job, if we do it right in athletics,” Sterk said, “is to showcase what's going on at



Rise

With football leading the way,
become a top 25

SDSU and capture the attention of students and fans across the nation.”

And none too soon. Recent changes in NCAA rules are increasing the competitive gap between schools in the so-called “power conferences” and institutions like SDSU, which belong to a tier of conferences known as the Group of Five.

While SDSU's \$42 million annual athletics budget may be competitive in the Mountain West Conference, it pales in comparison to the \$160 million-or-so annual budgets of Southeast Conference schools like Alabama and Florida.

Sterk said the only way for a Group of Five school to ensure its survival in the world of athletics is to become attractive enough to garner an invitation to one of the power

To support student-athletes like **VICTORIA BARBA**, SDSU has launched a new giving society, the Coryell Legacy.





Photos: Ernie Anderson and SDSU Athletics / Stan Liu

TO 25

Aztec Athletics has plans to Division I program.

conferences. Such invitations are few and far between and may never be extended to most schools in the Group of Five. SDSU, however, has a fighting chance. Aztec teams frequently place in the top 25 of their conferences, while other Group of Five programs rarely do.

In fact, SDSU teams have earned 29 championships since 2009, Sterk noted, and nine different Aztec programs finished in the top 25 since 2010. An example is Aztec softball, which leads the way with seven consecutive NCAA Tournament appearances over the last seven years.

The Coryell Legacy

Helping to take SDSU into the top 25 is the Coryell Legacy, a giving society for donors to contribute planned gifts and endowments supporting athletics scholarships.

Named in honor of Don Coryell, the winningest coach in Aztec football history, the Coryell Legacy will raise \$20 million to help ensure the financial future of Aztec Athletics and the success of its student-athletes.

The Coryell Legacy was launched in November 2014 with a \$1.25-million estate gift from Robin and Bill Sinclair. First-time donors to the university as recently as 2012, the Sinclairs have quickly become loyal Aztec supporters.

"Bill and I are not alumni, but we love the Aztecs," Robin said. "From the personable student-athletes to the hard-working coaches and staff, we feel SDSU Athletics is a perfect match for our philanthropic priorities, and we are pleased to make this commitment in addition to our annual giving."

Bill compared building an endowment to building a sports team—a steady stream of new recruits maintains the program's strengths. "Legacy giving will keep the university growing and guarantee its future," he said.

Jim ('74) and Deborah ('79) Marshall's endowed gift to the Coryell Legacy was a natural outgrowth of their decades-long involvement with SDSU Athletics. He is a former Aztec Club president—now part of the executive committee—and she is a current board member.

"We are proud of our university, both academically and athletically," Jim said. "We believe these successes are important to reinforce and strengthen the bond between the community, the alumni and SDSU."

Deborah shared that the couple has heard many student-athletes express gratitude for the scholarship support that allows them to participate in athletics while attending a quality university.

"That's the primary reason we've been supporting athletics for more than 30 years and why we felt that endowing the Coryell Legacy was the natural thing to do," she added.



ALUMNI ENGAGEMENT

2015 - 2016

ALUMNI BOARD of ADVISORS

EXECUTIVE COMMITTEE

President: Perette Godwin '86

President Elect: Alan Dulgeroff '92

Immediate Past President: Elsa Romero '84

Liaison to the Campanile Foundation: Bill Earley '86

Vice President, Affinity Groups/ Alumni Events:
Katie Hansen '03

Vice President, Athletics and Student Engagement:
Deanna Encarnacion '90

Vice President, Finance: Sean Kilkenny '10

Vice President, Alumni Engagement: Leo Morales '09

Liaison Aztec Mentor Program (AMP)/Career Services:
Aron Getty, '95

Liaison to Technology: Jason Farran '00

Liaison to Veterans/War Memorial: Brian Hayek '09

Assistant Vice President: Jim Herrick

Administrator: Christy Andrade

OTHER ELECTED ADVISORS:

Kelly Batten '98; Chilo Baty '08; Mike Cully '11;
Stephanie Dathe '95; Lindsey Dixon '02; Ileana Ovalle
Engel '94; Jason Farran '00; Aimee Faucett '96; Allyson
Frasure '97, '99, '03; Paul Fryling, '10, '14; Aron Getty
'95; Daniel Gomes, '01; Brian Hayek '09; Ryane Hughes
'02, '05; Rudy Johnson '00; Mark Mays '69; Channelle
McNutt '13; Steve Nelson '96; Chris Parks '92; Angie
Robert, '04; Allen Sliwa, '04; Todd Vitale '86; Stacey
Wolfson '10

PAST PRESIDENTS:

Immediate Past President: 2014-2015 Elsa Romero '84

First President: 1931 Vesta Muehleisen

For a full listing of past presidents, visit:

sdsualumni.org/pastpresidents

NON-ELECTED ADVISORS:

President: Elliot Hirshman; Vice President, University
Relations and Development: Mary Ruth Carleton; Univer-
sity Senate Chair: Doug Deutschman; Associated Students
President: Blaire Ward; Aztec Athletics: Mandy McKinley

ALUMNI ENGAGEMENT STAFF

Assistant Vice President: Jim Herrick

Alumni Engagement Coordinator: Christy Andrade

Alumni Engagement Coordinator: Lacey Lavigne

Assistant Director Administration: Ryan DeLong '05

Assistant Director, Affinity Groups: Dion Akers '08

Assistant Director, Annual Fund: Natasha Bliss

Annual Fund Supervisor: Caitlin Kuhn

Assistant Director, Annual Fund, Stewardship &

Membership: Cheryl Lemox

Career Development Liaison: Diane Barragan Marin

Communications Specialist: Tobin Vaughn

Data Control Technician: Robin Breen Rust

Director Development Technology:

Tammy Blackburn '94, '01

Electronic Solicitation Assistant: Vanessa Horne

Electronic Solicitation Manager: Dan Majors '03

Facilities Assistant: Mike Lopez '09

Parma Payne Goodall Alumni Center Coordinator:

Lauren Duran

Program Coordinator: Jen Ranallo

1960s

'67 **Burnie Dunlap** (psychology), former mayor of Brea, California, is now serving on the Orange County Grand Jury performing civil investigations.

1970s

'75 **Ron Martel** (marketing) retired after 40 years as a sales executive with IBM and was awarded its highest honor, "The Lou Gerstner Award."

'79 **Harrell Glenn Crowson** (recreation) published his first book, "Almost Eleven - The Murder of Brenda Sue Sayers" (Friesen Press).

1980s

'85 **Raymond Wong** (social work; '89, counseling) was a co-winner at the 2015 San Diego Book Awards with his memoir, "I'm Not Chinese: The Journey from Resentment to Reverence;" **Meredith Vezina** ('89, history) produced the documentary, "Unseen Warriors: Army Combat Cameramen in Vietnam."

'88 **Taciana Aguiar** (journalism) is the founder of EcoCork.us., a retailer of sustainable handbags and other accessories.

'89 **Lisa McGuinness** (speech communication) is author of the novel, "Catarina's Ring" (Yellow Pear Press).

2000s

'03 **LaWana Richmond** ★ (business administration) is staff adviser to the University of California Regents for a two-year term that began July 1; **Matt Robinson** (MBA) is senior vice president of business development for JHT Inc., a Florida-based business specializing in training and simulation.

'04 **Stan Krimerman** (economics), a realtor with Berkshire Hathaway in San Diego, finished 35th in this year's Colossus, the world's largest poker tournament.

'08 **Christopher Lynch** (economics) is cofounder and managing partner of Everyday California, an ocean adventure and apparel company based in La Jolla.

'09 **Fiynfoluwa Ani** (biology) will begin his medical residency at the University of California Irvine after graduating from UCI. He was a Presidential Grant Scholar at SDSU.

CORRECTIONS

In the spring issue, the SDSU degrees earned by alumna **Darlene Davies** ★ ('62) were reported incorrectly. Davies received a BA degree in speech communication and an MA in communicative disorders.

Scott H. Swift ('79) was incorrectly identified in the spring issue of 360. He is an admiral with the U.S. Navy and assumed command of the Pacific Fleet in May.

Please send your news to the SDSU Alumni Association, aluminfo@mail.sdsu.edu. | ★ = life member



San Diego State University

A prevailing “best memory” among Aztecs has to do with the friends they made during their years on campus. Who is the best friend you’ve made at SDSU?



Royann Anderson I placed an ad for a roommate in The Daily Aztec. After interviewing several increasingly frightening candidates **Lori** walked in. We hit it off immediately and have been best friends ever since. That was over 20 years ago.



Samantha Okazaki Well first there was my dorm roommate Jamie Sue then added to the list our first apartment roommates **Griselda** and Paulette! Love these girls to death even though I haven’t seen them in years!



Mark Daemon I can’t name a single person...because there were so many amazing friends and people I now consider family. From fellow students in the theatre department to the President (Dr. Weber) to alumni who mentored me (Bob and Pat Menke, Anthony Ghio, Tom Richards) to the Alumni Association that actually was involved with my experience at SDSU before I even got accepted. Best decision I made in my education.



Cristina Magaña **Kevin Biddle**, my best friend and lover who I share every part of my life with. Thank you Geography of Food class.



Emmy Solis-Parker Aww babe, **Ellie** you made my college experience amazing! Remember we both got our hearts broken around the same time? We helped each other pick up the pieces and grew up together along the way!



Veronica Reyes-Manzo Met my husband **Enrique Manzo** my very first year in my first class. Sat right next to him. That was 22 years ago!



Anthony Small My DU brother and godfather to my daughter, my friend, the esteemed Landshark, Mr. **Joey Landstrom!**



A Couple of Firsts

For the first time in more than 80 years, the SDSU Alumni Association president’s gavel passed from woman to woman—

from Elsa Romero (’97) to Perette Godwin (’86), the first African-American to hold the office.

“I don’t mind being the first African-American... to be in this position,” she said, “but I hope people don’t just see me for that. (I hope they) see me for someone who is passionate about this university and believes strongly in supporting it.”

A 1986 journalism graduate, Godwin

is a former television news reporter and anchor who now works as senior community relations specialist for California Coast Credit Union. She is also a single mom to seven-year-old daughter, Nikki, and incoming PTA president at the second-grader’s school.

Then there’s her work on the board of the San Diego Music Foundation and all of her volunteer activities at SDSU, including two-time emcee of the Alumni Association’s Monty Awards. Where does she find the time to do it all?

“It’s about being organized,” she said. “It’s about making sure you’re doing the most important things at that moment and being involved with San Diego State is very important to me.

“I want to make sure I’m doing all I can to be a strong alumni member. That includes the company I work for looking at hiring Aztecs, looking at being a mentor, anything we can do to grow what’s happening here at San Diego State.”



Common Chords

CHAPTERS FROM AZTEC HISTORY

Research is as intrinsic to the Aztec culture as diversity, leadership and school spirit. But it wasn't always so.

San Diego State University's emergence as a full-fledged research institution occurred under the leadership of its sixth president, Thomas B. Day, a theoretical physicist.



President Emeritus Thomas B. Day inspecting the brass sundial in front of Hepner Hall, circa 1978.

During Day's tenure from 1978 to 1996, SDSU rose from the ranks of regionally recognized institutions into the tier of national universities with research-intensive portfolios. Joint Ph.D. programs grew from two to nine; external research funding rose from \$14.7 million in 1980 to \$66 million in 1995; and SDSU directed resources to hire growing numbers of post-doctoral researchers.

To acknowledge Day's contributions, SDSU will name a section of the new Engineering and Interdisciplinary Sciences Complex for him. The Thomas B. Day Quad is designed as an open area for students and researchers in the building to encounter one another informally and share their work—a literal collision course for sparking new ideas. (*Read more on page 8.*)

Day came to San Diego from the University of Maryland with a deep appreciation for the quality of SDSU's faculty. His was a larger goal: to develop research-based curricula, even among faculty who had no interest in federal funding. Day was the first to use the phrase teacher-scholar to describe the ideal SDSU faculty member.

"I made it my life's work to get the deans and the departments to look for people who had this itch," he said. Gradually, the campus climate changed and faculty recognized "there was more to teaching than regurgitating the book; whatever their discipline, they should be alive on the frontier of it."

Day found ways to distinguish San Diego State. He encouraged the colleges to create research and exchange partnerships with universities around the globe. Recognizing the need to improve health services on both sides of the border with Mexico, he created the Graduate School of

Public Health, which received full accreditation in just three years.

Day furthered SDSU's research ambitions, but his austere governance in tough financial times provoked indignation. Faced with severe state funding cuts, he proposed eliminating several academic departments and nearly 200 faculty members—a move opposed by many in the SDSU community. In the end, Day helped persuade state officials to allow early retirement; only one faculty position was cut and the colleges were preserved for future growth.

At the same time, Day's national reputation was burnished during 12 years on the National Science Board, six of them as vice chair. This prestigious group determines the National Science Foundation's strategic budget policies and advises the White House on policy matters related to science and engineering. Day's leadership of the board also advanced SDSU's reputation as a research-driven university.

"Thanks to the professional environment and resources Dr. Day established decades ago, I am still actively pursuing federal research funds," said Emeritus Professor John Elder from the Graduate School of Public Health. "It gives me pleasure to see young professors continue to thrive in this environment, though many of them were not yet college-age themselves when Dr. Day was president."



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