Welcome to 360 online! To increase the type size for easier reading, change the percentage field in your toolbar or use the settings found under the “view” tab. To jump from one article to another, use the “table of contents” or “thumbnail” links under the tabs to the left. If no tabs appear, click on the navigation symbol in your toolbar to reveal them.

The QUALCOMM Institute. Educating tomorrow’s tech-savvy work force.

Success Squared. A novel approach to college prep multiplies benefits in South Bay.

Meet Mike Bohn. As athletics director, he’s the Aztecs’ No. 1 booster.
In October 2003, Mike Bohn was selected as director of intercollegiate athletics at SDSU. It was a great choice. Mike not only possesses uncommon breadth and depth of knowledge and experience in athletics; he also exudes boundless enthusiasm. His positive outlook engenders support and confidence, leading to important bottom-line results.

With Mike at the helm, we’ve turned a corner in our athletics program. We have successfully resolved all audit recommendations resulting from a California State University (CSU) investigation and are quickly moving ahead into a new era of progress in athletics.

As president, I expect the same level of excellence in athletics as I do in our academic endeavors. Mike understands and embraces this criterion. He and I share the commitment to a quality athletics program because we realize that education doesn’t all happen in the classroom. Education is about human growth and development. So we expect our student athletes to strive for continual improvement in their sports, while meeting the same standards for scholastic achievement as other SDSU students.

As one of the major ways the public interacts with a university, athletics programs also provide an important vehicle for community outreach and service. Consequently, our athletics department is reaching out to a wide range of our fellow San Diegans, including youth, families and military personnel.

Mike has canvassed the community, working to strengthen our existing partnerships with alumni, donors and boosters and bring in new supporters and corporate sponsorships. These efforts will strengthen our bond with the community and provide essential public support for our student athletes and their coaches.

As a result of all these important initiatives, I am confident you will find your support of our athletics program to be well placed. As Mike says, we aspire to be recognized as the program to beat by any measure. We are well on our way.

Stephen L. Weber, president
San Diego State University
Features

14 Success Squared
In San Diego’s South Bay communities, a novel approach to college prep overcomes obstacles and multiplies benefits.
By Coleen L. Geraghty

18 The QUALCOMM Institute
A power partnership launches a longterm effort to educate a tech-savvy work force for the future.

24 Meet Mike Bohn
As SDSU's director of intercollegiate athletics, he sees boosting Aztec pride as part of his job.
By Aaron Hoskins
San Diego State University has debuted its first new graphic identity system in 27 years. Part of a strategic communications program designed to help bring SDSU due recognition as a major public university, the updated marks will be implemented gradually as logistics and budgets allow.

"The new university logos will help us integrate our communications and establish a consistent identity to better tell the story of San Diego State’s excellence," said SDSU President Stephen L. Weber.

The new primary logo features the distinctive bell tower and twin turrets of Hepner Hall, centerpiece of the original Montezuma Mesa campus, which opened in 1931. Designed by Greenhut, a San Diego creative agency, the identity system also includes a university seal, banner logo and "SDSU" initials.

A generous gift from Ralph and Dione Rubio, owners of Rubio’s Fresh Mexican Grill, allowed SDSU to develop and implement the new identity system without new state funding.

The new logos will not affect use of SDSU’s current athletics marks, introduced in 2002.

M.B.A. in Sports Business
San Diego State University and the San Diego Padres are teaming up to offer a customized master’s in business administration with a specialization in sports business management.

“We wanted to partner with a university because we see an increasing need for specifically trained executives and business managers in Major League Baseball and in other professional sports," said John Moores, Padres chairman.

The Padres will bolster the new program, which begins in January, by creating internship opportunities, helping faculty develop relevant coursework, and providing guest lectures. "The Padres involvement," said Gail K. Naughton, dean of the SDSU College of Business, "will help make our M.B.A. in sports business management one of the premier programs of its kind." For more information, visit www.sdsu.edu/business.

Study Homeland Security
An innovative new master’s program at SDSU aims to support national and local efforts in homeland security by providing interdisciplinary preparation at the graduate level for a variety of careers affected by security concerns, from nursing to banking to communication to technology.

“Of course there are the traditional security issues,” explained Jeffrey McIlwain, a professor of criminal justice who suggested the new curriculum, “but what’s evident post 9-11 is the importance of all key players knowing the function of others.

“So tech people should know what the police mandates are; the police need to know which nurses are first responders, and so on,” he said.

For more information, call 619-594-2743 or -7978.

“Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education."  

Franklin D. Roosevelt
Fast Forward. To secure San Diego’s future, we must create it.

In 1900, San Diego was becoming a real city, with electricity, telephones, streetcars, a city park, a teachers’ college (the embryonic SDSU), and a population of 17,700. But it had no zoo, no military bases, no professional sports, no freeways, no suburbs. It’s doubtful that today’s 1,224,000 San Diegans, sent back in time 100 years, would even recognize their city. And vice versa.

So what will San Diego be like in 2100? SDSU scholars are leading efforts to ensure best-case scenarios.

John Eger, executive director of SDSU’s International Center for Communications (ICC) has been instrumental in launching “Envision San Diego,” a partnership with Kpbs and Signonsan Diego.com. The initiative aims to foster a community discussion (via television programs, online discussions and town hall meetings) on the kind of city San Diego should become and how to realize that vision. A recent ICC report started the conversation by describing a “creative community,” one that embraces the information economy by promoting not only creativity, but also connectivity, collaboration and civic engagement.

Professors Alan Sweedler, director of SDSU’s Center for Energy Studies, and Paul Ganster, director of SDSU’s Institute for Regional Studies of the Calafornias, see sustainability as the key to a livable 22nd century San Diego. Their 100-year plan for the San Diego/Tijuana region, developed with a panel of civic leaders and city planners, won kudos in recent international competition.

The proposal urges “fundamental changes in the way American and Mexican cities are designed, developed and managed, and in the way urban residents utilize natural resources.” Its five central goals: sustainable energy resources and practices, ecological urban form and function, community-based resources management, land use optimization, and social and economic parity.

Toward a Green SUV

Jim Burns’ mission – and he’s chosen to accept it – is to beat engineering teams from other top universities across the nation in building an environmentally friendly SUV. Burns, an associate professor in SDSU’s Department of Mechanical Engineering, is leading a group of students competing in Challenge X: Crossover to Sustainable Mobility.

Initiated by General Motors Corp. and the U.S. Department of Energy, the 3-year competition will pit SDSU against 16 other respected engineering programs to determine which group does the best job re-engineering a 2005 Chevrolet Equinox compact SUV. The task entails reducing energy consumption and decreasing emissions while maintaining the vehicle’s original performance and utility features.

When They Build It ...

Montezuma Mesa continues to buzz with construction as the San Diego Trolley’s Mission Valley East Extension moves toward completion and the College Community Redevelopment Project continues to gear up adjacent to campus.

Sound barriers are down and landscaping is under way around the handsome new underground trolley station fronting Aztec Green. Aztec Circle Drive at College Avenue, diverted for 3 years by trolley tunnel construction, has reopened, restoring a major campus gateway.

Meanwhile, construction has begun on a new Sorority Row located on College Ave. south of Montezuma Road.

Two other major redevelopment projects are scheduled to break ground in 2005: The Paseo, a mixed-use complex of housing, classroom and retail space; and The Aztec Inn at San Diego State University, a 4-story, 74-room hotel. San Diego’s City Council has selected the Paseo to serve as a “pilot village” in the city’s revamped general plan, which aims to concentrate growth in urban areas.

Bringing Home the Gold

You’re reading an award-winning magazine. 360: The Magazine of San Diego State University took top honors in recent national competition.

The publication, formerly known as SDSU Magazine, received a gold medal for magazine publishing improvement in the 2004 CASE Circle of Excellence Awards. 360 also drew a silver medal for its handsome visual design. The competition is sponsored by the Council for Advancement and Support of Education (CASE).

Adding to the Aztecs’ medal count, the SDSU Alumni Association snagged a gold in the CASE competition for its successful membership recruitment efforts.

Aztec Authors

Inspiring stories explain how 18 colleges and universities moved toward environmental responsibility and a more sustainable future in “Sustainability on Campus: Stories and Strategies for Change” (MIT Press, 2004), edited by Peggy Barlett and Geoffrey Chase, dean of the Division of Undergraduate Studies and professor of Rhetoric and Writing Studies at SDSU.

“Kids Who Laugh: How to Develop Your Child’s Sense of Humor” (Square One Publishers, 2003) is the first book to examine the psychology of humor in children and explore the benefits humor has to offer. Written by Louis R. Franzini, SDSU emeritus professor of psychology, the book offers lots of fun and easy exercises designed for parents to use with their children.

As the world’s only superpower, the United States is a potential arbiter of war and peace between rival nations. But how can we prevent war and encourage compromise while remaining neutral? SDSU alumnus Timothy W. Crawford, assistant professor of political science at Boston College, examines this age-old dilemma in his new book, “Pivotal Deterrence: Third-Party Statecraft and the Pursuit of Peace.” (Cornell University Press, 2004).

Roeder Is New IVC Dean

San Diego State’s Imperial Valley Campus has a new dean. Stephen Roeder, a faculty member in SDSU’s College of Sciences for 35 years, has assumed leadership of the Galenoic and Brawley facilities.

Most recently interim director of the university’s master of arts in liberal arts and sciences program, Roeder has also chaired the physics and chemistry departments and served as interim dean of the College of Sciences. At IVC, he succeeds Khosrow Fatemi, now president of Eastern Oregon University.

“Store’s vision and excitement for the IVC campus, coupled with his administrative experience and shared governance service to SDSU made him an ideal candidate,” said SDSU Provost Nancy Marlin. “The students, faculty, staff and greater Imperial Valley community will greatly benefit from his leadership.”
Already, the Nu’s 5-ton electromagnet has become a powerful force attracting prominent scientists and promising students to SDSU. Professors Tanya Furman of Penn State and Julie Bryce of the University of New Hampshire, for example, came to the Baylor Brooks Institute to collaborate on an isotopic study of volcanic lavas from the East African Rift System. They hope to identify what part of the crust and mantle melted to produce the volcanoes in that region, and to increase understanding of Africa’s geological history.

INTERNATIONAL COLLABORATION

Researchers from as far away as Japan, Germany and Turkey have also used SDSU’s mass spectrometry facilities. Hanan believes the interaction between these world-class scientists and San Diego State students “encourages excellence among our young scientists” and attracts accomplished faculty like Aaron Pietruszka, renowned for his research on the geochemical evolution of Hawaii’s volcanoes.

Hired last year, Pietruszka is currently involving SDSU graduate students in his work with researchers from Hawaii, Massachusetts and Australia to determine whether the magma chambers beneath Mauna Loa and Kilauea Volcano in Hawaii are connected.

Pietruszka and Hanan will also collaborate with Carl Carrano, chair of SDSU’s chemistry department, in his attempt to show that microbial activity affects the atomic weight of iron in a measurable and predictable way. If so, the finding would hold exciting potential in prospecting for signs of biological activity in extreme environments, such as Mars.

These varied and extensive projects — now aided by the addition of a world-class instrument in the Nu 1700 — place SDSU’s Baylor Brooks Institute and its researchers squarely on the international map when it comes to geological science facilities.

Fingerprints in the Earth.
Isotope geochemists unravel the mysteries of Earth’s earliest history.

By Coleen L. Geraghty

It’s a mystery hidden deep in the earth. Traces of chemical elements in the planet’s crust and underlying mantle can help explain its formation. And no one does a better job of dusting for these ancient geological fingerprints than the researchers at San Diego State’s Baylor Brooks Institute for Isotope Geochemistry.

Isotope geochemists look at rocks, minerals and water for clues to Earth’s inner workings, much as biochemists examine genes and DNA to understand how the human body functions. Using a sophisticated instrument called a mass spectrometer, isotope geochemists sleuth out evidence of past biological activity on Earth and potentially even on other planets.

A mass spectrometer measures the atomic weight of a chemical element with such precision that it can identify the presence of isotopes — atoms with the same number of protons but differing numbers of neutrons. Distinctive combinations of isotopes can be used as fingerprints or tracers to indicate the origin and evolution of a given element.

HARDWARE REVOLUTION

SDSU’s Baylor Brooks Institute is on the verge of installing one of the most sensitive mass spectrometers yet invented. The Nu Plasma 1700 represents the best of the best in the world of mass spectrometry. A Goliath occupying 400 square feet of lab space, it is exponentially more sensitive than previous models.

Through a combination of internal funding, grant money and corporate cost sharing, San Diego State will become the first institution in North America and only the second in the world to acquire a Nu 1700. Barry Hanan, the institute’s director for the past 15 years, secured partial funding for the $1.2 million instrument from the National Science Foundation; he also negotiated a corporate cost-sharing arrangement with Nu Instruments Inc. to defray about a third of the total expense. The College of Sciences contributed about $400,000 to the purchase, and The President’s Leadership Fund has invested in one of the first research projects to utilize the new spectrometer.

Researchers from as far away as Japan, Germany and Turkey have also used SDSU’s mass spectrometry facilities. Hanan believes the interaction between these world-class scientists and San Diego State students “encourages excellence among our young scientists” and attracts accomplished faculty like Aaron Pietruszka, renowned for his research on the geochemical evolution of Hawaii’s volcanoes.

Hired last year, Pietruszka is currently involving SDSU graduate students in his work with researchers from Hawaii, Massachusetts and Australia to determine whether the magma chambers beneath Mauna Loa and Kilauea Volcano in Hawaii are connected.

Pietruszka and Hanan will also collaborate with Carl Carrano, chair of SDSU’s chemistry department, in his attempt to show that microbial activity affects the atomic weight of iron in a measurable and predictable way. If so, the finding would hold exciting potential in prospecting for signs of biological activity in extreme environments, such as Mars.

These varied and extensive projects — now aided by the addition of a world-class instrument in the Nu 1700 — place SDSU’s Baylor Brooks Institute and its researchers squarely on the international map when it comes to geological science facilities.
Anita Lopez knows the roadmap to college as well as other 16-year-old girls know the lyrics to a Britney Spears song.

For 4 years, Lopez and her classmates at Southwest High School in the diverse San Diego neighborhood of Nestor have been coaxed, counseled and, for the most part, convinced to get serious about college — not just about going, but about graduating. They are pioneers in a novel partnership between the Sweetwater Union High School District and San Diego State University, a joint venture that is unique not only in scope, but also in its ramifications for the entire South Bay community that is home to the Sweetwater schools.

Compact for Success guarantees admission to San Diego State University beginning in 2006-07 for students enrolled in the Sweetwater district from seventh through 12th grades who maintain a 3.0 grade point average while meeting certain pre-determined academic benchmarks. The program gives these students a clear roadmap to college — step-by-step instructions on how to prepare for education beyond high school.

An important component of Compact for Success offers financial aid from a privately funded scholarship account targeting the most needy students in each graduating class. The Ellis Foundation donated $500,000 for the class of 2006; the Stemnur Foundation is financing students graduating in 2007. Other benefactors, including the Eller Foundation, which gave $100,000, have together contributed an additional $1.2 million. These gifts will guarantee scholarships to Sweetwater graduates through 2009.

The unique collaboration that is Compact for Success originated in 2000. At that time, only 15 percent of Sweetwater’s 5,000 eighth-graders were enrolled in advanced placement or college preparatory courses. In the classroom, Brand faced a classic chicken-and-egg situation: students performed marginally because teacher expectations were low, and teacher expectations remained low because students failed to meet the academic standards achieved in wealthier San Diego school districts.

To break the cycle, Weber offered the resources of SDSU’s College of Education and Division of Undergraduate Studies. Faculty from Mathematics and Economics, the Office of College Readiness Programs and the Pre-College降水 Institute led professional faculty-to-faculty mentoring programs for Sweetwater teachers. Weber also buttressed the Compact with funds allocated by the state to help CSU campuses prepare their high school populations for higher education, about $750,000 over 3 years.

Simultaneously, Sweetwater developed school leadership teams and new teacher training models, including a master’s degree pro-
Compact for Success

SDSU helps a community keep a commitment to its children.

Visits to the Mesa – first in seventh grade and again in 10th – generate tremendous excitement among Sweetwater students. Many have never set foot on a college campus before their first outing to SDSU. During this year’s visit, Juanita Salas, then president of SDSU Associated Students, led the crowd in a bouncy back-and-forth chant: “Where are you, baby?” “I’m at SDSU, baby!”

Coming to campus

Brand sees these campus visits as a crucial component of the Compact. “The people at San Diego State make us feel very welcome,” he said. “Our students meet successful SDSU students, and they begin to see themselves succeeding in college, too.”

That is certainly true of Anita Lopez. A school-sponsored visit to San Diego State earlier this year reinforced her resolve to go to college, a sense of inspiration in their teachers. In particular, they admire math teacher Ken Boulton, AVID teacher Mark Carpizo and English teacher Hilda Paul, all former Southwest High students themselves.

Asked how these teachers have influenced her, Lopez answered simply: “Their community gave to them, and they struggled through school like we are, and now they are giving back to their community.”

“Giving back” is a seminal theme of the Compact for Success. Ed Brand often invites South Bay community leaders to visit the Sweetwater schools as guest “principals” and share their life stories with the students. Brand also encourages Sweetwater students to consider careers in teaching. He has promised to give them posts as student teachers, if they prove themselves, to hire them in the district once they complete their credentials.

Meeting the challenge

This vision of education as a community responsibility encourages real transformation in the schools, according to Lionel R. (Skip) Meno, dean of SDSU’s College of Education.

“Programs like this do more than get the school district to work,” Meno said. “They get the community to work for its children. Compact for Success achieves results because the people have adapted it to their community while maintaining its core principles.”

By aligning with Sweetwater in the Compact for Success and making a commitment to its children, San Diego State University has become a partner in the South Bay community. And 2 years from now, when the first class of “Compact” graduates enters SDSU as freshmen, the university will assume responsibility for educating those students.

SDSU helps a community keep a commitment to its children.

Enlisting community support

Lopez and classmates Aizel Agustino, Ulysses Vasquez and Juan Vera – all members of the first Compact for Success cohort – say they find inspiration in their teachers. In particular, they admire math teacher Ken Boulton, AVID teacher Mark Carpizo and English teacher Hilda Paul, all former Southwest High students themselves.

Improving achievement

Though the first class to join the Compact for Success is still 2 years from graduation, student achievement in Sweetwater has improved exponentially. One example: about 6,200 Advanced Placement (AP) tests were administered in the Sweetwater district this year, an increase to about 2,000 in 1996-97, concrete evidence that more students are taking AP courses to prepare for college.

Another crucial ingredient in Sweetwater’s recent turnaround is parent buy-in. Brand secured this family support by heavily promoting the Compact for Success at the district’s regular education summits and by insisting that all seventh-graders who participate in the program’s arranged visit to SDSU be accompanied by at least one parent or guardian.

Giving back

Gonzalo Rojas, director of Collaborative Programs in the College of Education and a campus lynchpin for the Compact, said SDSU is prepared to provide both academic and personal support to the Sweetwater students. Rojas also encourages Sweetwater students who participate in the program’s arranged visit to SDSU to become volunteers or student teachers and, if they prove themselves, to hire them in the district once they complete their credentials.

Meeting the challenge

This vision of education as a community responsibility encourages real transformation in the schools, according to Lionel R. (Skip) Meno, dean of SDSU’s College of Education.

“Programs like this do more than get the school district to work,” Meno said. “They get the community to work for its children. Compact for Success achieves results because the people have adapted it to their community while maintaining its core principles.”

By aligning with Sweetwater in the Compact for Success and making a commitment to its children, San Diego State University has become a partner in the South Bay community. And 2 years from now, when the first class of “Compact” graduates enters SDSU as freshmen, the university will assume responsibility for educating those students.

Sweetwater School District seventh-graders and their parents gathered in Cox Arena last March at the start of a half-day program and tour of the San Diego State campus.
The QUALCOMM Institute for Innovation and Educational Success

Educating a tech-savvy work force for the future
A middle-school student is fascinated by her teacher’s demonstrations of basic engineering principles. Before this, she thought engineers drove trains.

Whole classes of students are learning more about math and science than ever before, thanks to teachers who make the lessons relevant, even fun.

Urban school districts in San Diego and elsewhere across the country are discovering effective ways to transform the educational process and dramatically improve their students’ performance.

Every San Diego State University graduate is entering the global workforce equipped with the sophisticated knowledge and skills needed to succeed in a technology-based society.

We see education as the most powerful tool to ensure future success for our community.
math, and encourage them to major in math, science or engineering in college.

A second institute initiative, Project Lead the Way (PLTW), has a similar aim—to attract and prepare future engineering majors. In addition to intensive summer training for teachers, PLTW provides a 4-year pre-engineering curriculum for middle school and high school students.

Initially, the PLTW program was available only on the East Coast, where it began in 1997 as a non-profit organization. In 2002, San Diego State, through its College of Engineering, became the designated PLTW affiliate institution for California, a move Weber supported with discretionary funding from The President’s Leadership Fund.

David T. Hayhurst, dean of SDSU’s College of Engineering, is extremely positive about Project Lead the Way’s potential for high-tech workforce development. “Any area that wants to support a high technology industry needs to have qualified scientists, technicians and particularly, engineers,” he said, “so we at San Diego State want to make sure that we provide the engineers that are needed in the San Diego region.”

Project Lead the Way’s hands-on curriculum was designed to nurture interest in engineering among young students, who still have time to prepare academically for the demanding major. “A list of times K-12 students—and even their teachers—have no idea what an engineer does,” Hayhurst said. “The really effective way of getting K-12 students engaged is to get their teachers excited about engineering.”

In July, San Diego State conducted its second summer institute for teachers interested in adopting the PLTW curriculum. Thirty-three teachers completed the training, a jump from 25 in last year’s inaugural session. Ultimately, Hayhurst says, SDSU hopes to educate up to 300 teachers per year. Also on the drawing board: an honors program offering mentoring and internship opportunities to exceptional high school students interested in engineering.

“All of that was aspirational for us a year ago,” Hayhurst said. “It’s real for us now because of the QUALCOMM investment.”

Moving up to the college level, the QUALCOMM Institute’s third initiative will expand the Information, Communication and Technology (ICT) pilot program SDSU launched last year. Geoffrey Chase, SDSU’s dean of undergraduate studies, says ICT is based on the idea that “information, communication and technology skills are absolutely essential not only for those in highly technical fields but also for everyone to become informed, effective citizens of our society.”

The pilot program’s immediate success convinced Chase and his colleagues that ICT should be expanded across the university’s entire curriculum, a goal that can now be realized through the QUALCOMM Institute. Chase stressed the importance of individual faculty members’ commitment to the project.

“This is not a project in which QUALCOMM, or anyone else, is trying to tell faculty what to teach,” he said. “This is a project based on the assumption that our faculty are the experts. Only they know what is appropriate for their classrooms.”

The ICT program will help faculty explore ways to teach students not only how to apply
reliable tech skills – conducting Internet searches, collaborating with classmates via wireless computer connections, etc. – but also how to think about what they’re learning within the context of a technology-based society, where laws and ethics must often be reconsidered; that is, how to become lifelong learners in a world defined by constant change. The overall result: “This program will prepare our students to shape the future,” Chase said. “And what we’ve learned from that, particularly from our interventions in Sweetwater and City Heights, is how to go in and read the situations, assess them, to try various interventions and see what works and what doesn’t.”

The Quality Institute’s final key initiative also aims to shape the future – by transforming systems. In launching the National Center for Urban School Transformation (NCUST), San Diego State externalizes an ongoing commitment to help urban schools develop effective ways of building an institutional infrastructure that can support the changes necessary for transformation.

In other words, explained Lionel R. (Skip) Meno, dean of SDSU’s College of Education, rather than imposing canned one-size-fits-all solutions on schools and/or districts with unique characteristics and challenges, an approach Meno labeled “monumentally unsuccessful,” NCUST staff will work to help those institutions analyze their needs and develop their own customized processes of change.

“High levels of student performance are non-negotiable,” Meno said. “That’s where we want to be. How do we get there? It’s not by imposing certain programs and putting them in place. It’s by helping people go through a process that allows them to transform their own institutions.”

SDSU’s interest in urban school transformation developed through hands-on experience in San Diego’s South Bay, through the Sweetwater Compact for Success (see related story on page 14), and in City Heights, where SDSU runs three inner-city schools that have all seen remarkable improvements in student scores, teacher retention and parent involvement.

“We’ve been heavily engaged in the field of practice,” Meno said. “And what we’ve learned from that, particularly from our interventions in Sweetwater and City Heights, is how to go in and read the situations, assess them, to try various interventions and see what works and what doesn’t.”

The key is the process you go through to learn what you need to learn and come up with intervention strategies.”

NCUST’s long-term goal, made possible by the Quality Institute’s allowance for permanent capacity, is to develop 15- to 20-year partnerships with schools and/or districts anywhere in the United States, leading to transformational changes that provide better-educated students. “This is all about improving student performance,” Meno said. “We’re interested in transforming institutions, but only in relationship to what’s necessary to improve student performance.”

While continuing a tradition of community engagement dating back to the university’s founding 107 years ago, establishing the Quality Institute also represents a benchmark in philanthropy at San Diego State. QUALCOMM’s $14.5 million investment is SDSU’s largest corporate gift to date.

“San Diego State has a long and distinguished history of service to the San Diego region, but we have only recently begun to serve the community’s philanthropic support of our work,” said Theresa Mendloz, SDSU’s vice president of university advancement. “In just 6 years, however, we have seen philanthropy at San Diego State grow by 53 percent, which signals the maturation of our philanthropic efforts and demonstrates the confidence and support of our alumni and friends, including our corporate partners such as QUALCOMM.”

Kim Hill, associate vice president of management at SDSU, spearheaded the university’s efforts to forge the new partnership with QUALCOMM. “Establishing this institute reflects an alignment of vision and capability, as well as a common commitment to innovation and service between two significant organizations that want to contribute to their home community in a powerful way,” she said.

Asked by Weber to develop a comprehensive, long-term proposal in response to QUALCOMM’s invitation, Hill facilitated brainstorming sessions with SDSU’s academic leaders, resulting in the concept of the institute. “I really grabbed a lot of credit to the dean,” Hill said. “They identified synergies between existing programs and built upon them.”

Weber sees that as a success. “It’s particularly significant that this partnership was developed by our dean,” he said. “The concept has really been driven by educators who see the potential and can help bring them to bear on crucial issues.”

Weber also points to Dan Sullivan, QUALCOMM’s executive vice president of human resources, as a key participant in the process. It was Sullivan who, in a conversation with Weber last year, proposed the idea of identifying a new set of priorities the two organizations could tackle together.

“We’re on a journey of growth and development,” Hill said. “That’s critical.” Another key to continued support is SDSU’s pledge under the partnership agreement to raise an additional $15.5 million in private contributions.

“We’re serious about taking the assets of these two organizations and solving real problems.”

To help meet this goal, SDSU will hire an executive vice president of advancement and launch a corporate partners program, inviting widespread community participation from the region’s business and corporate community. The corporate partners will engage in an ongoing dialogue to surface and address technology-related workforce issues.

“We’re serious about taking the assets of these two organizations and solving real problems.”
Meet Mike Bohn

As athletics director, he’s the Aztecs’ No. 1 booster

Since taking over as SDSU’s director of intercollegiate athletics in October 2003, Mike Bohn has aggressively pursued his charge to correct the department’s past indiscretions and better connect Aztec sports with the region’s vast alumni network.

His hope is to build a program that transcends wins and losses — a program that sparks passion, spirit and pride. It’s a tough task, but Bohn knows from experience that it can be done. He came to SDSU from the University of Idaho, where his 5-year tenure was marked by improvements in nearly every facet of the Vandals’ athletics department.

Under Bohn’s leadership, Idaho increased external funding to produce consecutive years of balanced budgets, broke ground on a $13 million athletics facilities project, more than doubled home football attendence, and showed dramatic growth in corporate sponsorship and contributions to the Vandals Scholarship fund.

Bohn has already started to have a similar impact on the Mesa. He has addressed the challenges of CSU and NCAA inquiries; he has brokered a deal to combine a home football game with the popular KGB Skyshow; and he has gained financial stability while increasing student accessibility to athletics events. Bohn recently sat down with 360’s Aaron Hoskins to discuss these and other critical issues facing SDSU Athletics.

360: You’re coming up on one full year at SDSU. How’s it been so far?

MB: The experience has been overwhelming. People who represent virtually every constituent group are interested in helping us develop a program that everybody can be proud of. People call and say, ‘Hey, we haven’t done as many great things with our athletics program to enhance the institution’s visibility as we could have, so how do we join together and do that?’ That’s what’s been a lot of fun — to see the teamwork begin to come together.

360: You’ve been all over town, meeting with alumni, community groups, political leaders and others. What do you hope to accomplish?

MB: We’ve really worked hard to try and be a friend first, to reach out to as many groups as we can, to listen to how they envision being associated with our program and find a way that fits them. We want to help our fans, our season ticket holders, our donors, our students, and our faculty and staff feel they can be involved with our program and have fun with it. And we recognize that if athletics is building a great following, we have the ability to promote other great things that are happening on campus.

360: You came to SDSU not long after Athletics had been under investigation by the CSU and NCAA. Do you feel satisfied those issues have been resolved?

MB: Our past has been a tremendous opportunity for us to learn. Now that all CSU audit points have been cleared, we have a better understanding of the priorities in place for us. We know that we want to run a clean program that can make all Aztecs proud. That’s not only a priority of mine, but of our head coaches and of the university’s administration, and you’ll continue to see commitment to that.

President Weber’s leadership and the courage and faith he has in intercollegiate athletics as an instrumental and integral part of our institution’s strategic plan is significant. And it’s contagious to other members of the administration. It’s contagious to student body leadership. It’s contagious to a lot of major donors and boosters. It can be contagious to the community. That type of leadership allows us to shoot for the lofty goals that we have.

360: What are your goals for San Diego State, in particular as a member of the Mountain West Conference?

MB: We’re trying to be the class of the Mountain West Conference. We want to be the institution with competitive teams, great athletes, exemplary community service, a great fan following, a great march-ing band — a program that no one really wants to compete against because they realize the Aztecs are going to be tough to beat.

We have a lot of room for improve-ment in that area, but we also have some nice cornerstones in place with a head coaching lineup of Gwynn, Fisher, Van Wyk and others.
It’s known that the future of Aztecs football and SDSU Athletics as a whole may hinge on whether the Chargers get a new stadium or decide to leave town. Any progress to report?

MB: The new spirit of cooperation between the city and the Chargers is encouraging since it keeps the Chargers in town until 2008. But I am focused on the things we can control and the things we develop. That will be what makes Aztec football successful. Not necessarily worrying about something we can’t control.

The football season started Sept. 4 with a bang – combining a home game with the KGB Sky Show. How did that come about?

MB: We felt it would be a great opportunity to start the year with a celebration. We’re fortunate that the folks at KGB were excited about working with us. It allowed us to engage the Alumni Association in a major membership campaign. And it’s allowed us to explode 9,000 shells at a football game. These are the types of experiences that athletes should be providing. Fireworks, marching bands, cheerleaders, families, kids, excitement – that’s what we’re trying to embrace.

I’ve heard you have a particular fondness for the Aztec fight song. Why is that?

MB: There’s no question that college sports are about spirit and emotion. And what brings out more emotion than a fight song?

When the fight song plays, it’s a good time to stand up and clap along and rally the team. It’s a time to get excited and say, ‘Hey, I’m proud to be associated with this program and this university.’

I’ve heard you have a particular fondness for the Aztec fight song. Why is that?

MB: Steve Fisher is doing an unbelievable job. He is a brilliant coach and a great recruiter, and he has raised the profile of our program to the point where we are playing in the best preseason tournaments and winning games on national TV.

Tony Gwynn led the baseball team to a Mountain West Conference title this past season. What’s your view of his program?

MB: We’re certainly proud of what Tony’s doing and how he’s doing it. He has aspirations to take this program beyond a conference championship. I know he wants to get this team to the college World Series in Omaha. I think that’s a goal that’s achievable, and we’re certainly going to do everything we can to help him reach it.

Speaking of baseball, wasn’t it great at the Aztec Invitational in March to see SDSU athletes win the first game held in Petco Park?

MB: It was really special. I was proud to see our players’ body language, attitude and hustle, their spirit and focus. That mindset needs to permeate all of our sports – that we’re disciplined, mentally tough, good sports, competitive, a program that people respect.

I understand we can look forward to more new athletics facilities – a pool, softball field and tennis courts.

MB: The new tennis facility and softball facility, part of the generous gift from John and Becky Moores, coupled with the new pool the students have voted to fund, coupled with our existing facilities, will really solidify us as a premier institution in the West in terms of athletics facilities.

It takes excellent coaching; it takes great teamwork and commitment.

Let’s talk about basketball. San Diego has really started to support this team, and Steve Fisher is bringing in another top recruiting class. What are your expectations?

MB: Steve Fisher is doing an unbelievable job. He is a brilliant coach and a great recruiter, and he has raised the profile of our program to the point where we are playing in the best preseason tournaments and winning games on national TV.

Tony Gwynn led the baseball team to a Mountain West Conference title this past season. What’s your view of his program?

MB: We’re certainly proud of what Tony’s doing and how he’s doing it. He has aspirations to take this program beyond a conference championship. I know he wants to get this team to the college World Series in Omaha. I think that’s a goal that’s achievable, and we’re certainly going to do everything we can to help him reach it.

Speaking of baseball, wasn’t it great at the Aztec Invitational in March to see SDSU athletes win the first game held in Petco Park?

MB: It was really special. I was proud to see our players’ body language, attitude and hustle, their spirit and focus. That mindset needs to permeate all of our sports – that we’re disciplined, mentally tough, good sports, competitive, a program that people respect.

I understand we can look forward to more new athletics facilities – a pool, softball field and tennis courts.

MB: The new tennis facility and softball facility, part of the generous gift from John and Becky Moores, coupled with the new pool the students have voted to fund, coupled with our existing facilities, will really solidify us as a premier institution in the West in terms of athletics facilities.

How do you envision SDSU athletics 5 years from now?

MB: I would hope we are having a lot of fun with our intercollegiate athletic program. What I mean by that is that I hope we are successful on the field, in the classroom, in the community and on campus. I hope we’re respected by the students as a viable part of their collegiate experience. In fact, you know what? I would hope we do that in 2 years. We can’t wait 5 years for that.

I’m hopeful also that we’ll be a leader in building the college football enterprise in San Diego, to the point that when the stadium becomes a front-burner issue, we’ll be a player in that. I hope that recruiting continues to improve. And I think that we will be the class of the league in terms of how our teams perform in all areas.
Philanthropy

So many successful people began here... Art Linkletter, Ellen Ochoa, Jack Goodall, Sandra McBrayer, Tony Gwynn, Kathleen Kennedy, Ralph Rubio, Norman Brinker...and you. It’s time to come home.

Universities with dedicated alumni centers offer their alumni a place to call home. This home will assist SDSU in its efforts to secure the private support necessary to continue providing a first-rate education to our students while also being responsive to the needs of our community. But it will only become a reality through the generosity and leadership of alumni and community leaders.

Your alma mater served as a launching pad for some of the world’s brightest minds in spheres including business, science, sports, literature, education and communications. The SDSU Alumni Center will be an appropriate venue to honor and celebrate our alumni and welcome them home.

A gift to the SDSU Alumni Center Campaign will create a permanent reminder of your belief in the university that made a difference in your life. Please join your fellow alumni to reconnect with the university that made a difference in your life. Please join your fellow alumni and community leaders.

The Alumni Center will do more than host alumni – it will serve as a primary point of contact for visitors to our campus, as well as offer spacious meeting and event facilities. The Alumni Center will be designed with the goal of enhancing our ability to involve our alumni and community in campus-based activities.

A number of naming opportunities exist to establish a legacy in your family name, or that of a loved one. Naming opportunities range from $150,000 for the Grand Hall Foyer to $10,000 for the Donor Honor Roll, and can be paid over a 3-year period. All gifts are tax deductible.

1940s

1943: Don Berg (A.B.; ’54, M.A., education) has been inducted into the National Soccer Hall of Fame. He is partner-coach of the San Diego Silver Hawks 80-plus Division.

1950s

1952: George W. Dissinger (journalist) and Lois Ann Large-Dissinger (political science, journalist), who met while working at The Argus, have celebrated their 50th wedding anniversary. Their first daughter, get married and have two children. Their second daughter, who now lives in New York City, married a lawyer and has one child. Lois Ann’s beloved husband, who retired from the Tribune as managing editor at 59 years of marriage.

1960s

1965: Rodney S. Melville (political science), supervising judge of the Civil Division of the Superior Court of Santa Barbara County, was selected to preside over the Michael Jackson’s child molestation trial in Santa Maria, Calif.

1970s

1970: Kimball Ann Lane (history) is a partner in Duane Morris LLP, specializing in insurance and reinsurance law. She is active in the New York Women’s Bar Association, the American Bar Association and the Defense Research Institute.

1980s

1982: Frank E. Hutchins (finance; ’77, M.B.A., finance) has joined Southwest Community Bancorp as vice president, business banking manager for San Diego and Orange Counties.

1990s

1998: Craig A. Carlson (accounting) has been appointed deputy commissioner of the Division of Examinations, San Diego/Orange County Region, California Department of Financial Institutions. He has been with the department since 1974.

1999: Jeff Cava (psychology; ’82, M.S., psychology) has joined Wendy's International Inc. as a partner in the Sacramento law firm Twohy Darneille and Frye, received the Lifetime Achievement award from the Workers Compensation Bar in 2003. Charles E. Gibb (M.P.A.) recently wrote and published a novel, “Mandate on the Cockpit Floor.”

Harvey Kubernik (interdisciplinary studies), formerly with MCA Records, has published “This Is Bel Bel Music: The Harvey Kubernik InnerViews.”

Class Notes

When I was at State...

I’d injured my ankle shortly before I transferred to State. As a “walk-on” on the men’s tennis team, I survived three rough cuts and as many months before my ankle and sanity both gave way.

So I quit the team and threw myself into my studies and a job as a Daily Aztec photographer. But by my final year, I couldn’t stand being away from the courts. So I went back and halfway through the season defeated a guy from a very good team. It was my one match victory for State.

I was not a strong match victory for State.

I had an unprecedented level of confidence that day. A short story of mine had been praised in English class, and I was on cloud nine. I see my victory now as a coming together of all my varied pursuits at State, both academic and athletic. All because of an injured ankle.

Thomas Lee Penner, ’83, English

Please send your news to the SDSU Alumni Association, 5500 Campus Dr., San Diego, CA 92182-1690 or sshook@mail.sdsu.edu.

★ = annual member; = life member

Alumni Angles

114800
Stephanie Brodine is adept at creating living laboratories for student learning. Her work with Indian Health Services on San Diego State University reservations has created a pathway to higher education for Native American youth and has advanced SDSU’s partnerships in the community. Brodine shares her expertise through teaching, mentoring and developing overseas exchanges for public health practitioners. She is also an internationally respected consultant for her research on HIV/AIDS.

College of Information Sciences and Technology

Sharon Geoghegan is a professor in the Computer Science Department. She is an expert in data mining and predictive analytics and has been recognized for her contributions to the field.

College of Engineering

Madhu Gupta is an expert in wireless communications and signal processing. She has made significant contributions to the field of wireless communications.

College of Business Administration

Marcy Kitanos is an expert in accounting and has contributed to the field with her research on corporate governance.

College of Professional Studies and Fine Arts

Kathleen Rigby is an expert in community outreach and has contributed to the field with her research on community engagement.

College of Education

Stephanie Brodine is an expert in educational research and has contributed to the field with her research on student learning.

College of Arts and Letters

Dennis Kuhn is an expert in the field of community outreach and has contributed to the field with his research on community engagement.

College of Science

Patrick Abbott is an expert in the field of physics and has contributed to the field with his research on quantum mechanics.

College of Health and Human Services

Stephanie Brodine is an expert in the field of public health and has contributed to the field with her research on community health.

The 2004 Faculty Montys

For 33 years, San Diego State University has recognized the talents and achievements of distinguished faculty and alumni with “The Montys,” awards of distinction presented by the SDSU Alumni Association. This year’s faculty Montys were awarded Aug. 25 in Cox Arena at the All-University Convocation, the official opening of the academic year. Alumni awards will be presented at the Monty gala next spring. Congratulations to the following distinguished faculty awardees.

College of Arts and Letters

Richard Wright

Geographer and professor emeritus Richard Wright has helped make SDSU a national leader in geographic information systems (GIS) application. During his 58-year career at SDSU, Wright published dozens of articles and secured millions in grants and contracts to establish the GIS/spatial analysis laboratory. Wright is also a community member and winner of the Andrus Medal, the highest award given by the Association of American Geographers.

College of Business Administration

Ken Mantoo

As associate dean and director of the Graduate School of Business since 1997, Ken Mantoo has developed innovative programs in electronic business, sports management, health sciences administration and regulatory affairs. Mantoo's influence also extends beyond U.S. borders in his role as co-director of the Center for International Business Education and Research (CIBER) and as creator of the SDSU master's program in Taiwan.

College of Education

Margie Kitanos

Margie Kitanos is a respected expert in educational technology. She has demonstrated dedication to educational equity through her work with ethnically diverse gifted women, the College of Education's Multicultural Infusion Initiative, and diverse grade elementary students from low-income families.

College of Engineering

Madhu Gupta

A member of the Communications Systems and Signal Processing Institute in the College of Engineering, Madhu Gupta is an internationally recognized expert in radio-frequency (RF) communication. As a fellow of the Institute of Electrical and Electronic Engineers (IEEE) and has won honors for his contributions to the study of noise and fluctuation in microwave devices and integrated circuits. Since coming to SDSU in 2000, he has established a high-frequency electronics lab and developed three new graduate courses.

College of Health and Human Services

Stephanie Brodine

Stephanie Brodine is adept at creating living laboratories for student learning. Her work with Indian Health Services on San Diego State University reservations has created a pathway to higher education for Native American youth and has advanced SDSU’s partnerships in the community. Brodine shares her expertise through teaching, mentoring and developing overseas exchanges for public health practitioners. She is also an internationally respected consultant for her research on HIV/AIDS.
Hoover High School vice principal Andy Trakas, ’95, often doesn’t leave his office until after 7 p.m. These are the days he’s supervising an after-school basketball game or meeting with immigrant parents about their son’s struggles in math.

Trakas knows what it’s like to struggle through school. Good grades never came easily for him. But even as a youngster, Trakas had a magic foot—so he could kick a soccer ball halfway down the field. Eventually, that foot earned him a scholarship to SDSU and a spot as kicker on the Aztec football team.

“Turns out grades weren’t Trakas’ only challenge in college; bad press after a close game taught him that college football heroes could be vilified as easily as lionized. “SDSU put things in perspective for me,” Trakas recalled. “I had to deal with some tough situations, and I came out stronger.”

For more information on any of these homecoming events or to make a reservation please contact the Alumni Association office at (619) 594-ALUM (2586) or visit www.sdsualumni.org. Go Aztecs!

—Coleen L. Geraghty

Andy Trakas: Making a Connection with Inner-City Students

Hoover High School vice principal Andy Trakas, ’95, often doesn’t leave his office until after 7 p.m. These are the days he’s supervising an after-school basketball game or meeting with immigrant parents about their son’s struggles in math.

Trakas knows what it’s like to struggle through school. Good grades never came easily for him. But even as a youngster, Trakas had a magic foot—so he could kick a soccer ball halfway down the field. Eventually, that foot earned him a scholarship to SDSU and a spot as kicker on the Aztec football team.

Turns out grades weren’t Trakas’ only challenge in college; bad press after a close game taught him that college football heroes could be vilified as easily as lionized. “SDSU put things in perspective for me,” Trakas recalled. “I had to deal with some tough situations, and I came out stronger.”

Trakas’ firm teaching job was at Scripps Ranch High School. Although committed in that upscale environment, he was intrigued by an open position at Hoover High School because nearby North Park had been his playground as a youth. The interview with then-principal Dorns Abear (1997 National Principal of the Year) catalyzed his career. “I realized these kids in Scripps didn’t need me,” Trakas said. “At Hoover, I could make a connection.”

He has. Whether because of Trakas’ urban childhood or experience as the child of immigrant parents (Greek in his case), Hoover High students connect with him. “Andy’s a student magnet, especially for the pre-60s group,” said Hoover principal Doug Williams. “He has helped many of them focus on their education and make wise choices.”

For more information on any of these homecoming events or to make a reservation please contact the Alumni Association office at (619) 594-ALUM (2586) or visit www.sdsualumni.org. Go Aztecs!

—Coleen L. Geraghty
Audrey Edney
Future Profession:
Civil engineer for a multinational company or construction engineer on a space station.

SDSU degree: B.S. in civil engineering; likely also to pursue a master’s in civil engineering or space design.

Describe your typical day.
I’m out on the water with the SDSU women’s crew team rain or shine from 5:30 until 7:30 or 8:00 six days a week. I try to register for late morning classes to accommodate our training schedule. The team also does two hours of weight training two afternoons each week.

Who on campus has had the greatest impact on your life?
My crew teammates – 55 amazingly strong women. I’ve been especially inspired by the seniors. They’ve shown me that it’s possible to perform well as an athlete while maintaining an academic load. My advisor, Prof. Marsha Gill, had a great impact on me. She’s an amazing teacher, and she has been very encouraging and supportive of me.

Where is your favorite place on campus?
The courtyard with the banana tree at the west end of the engineering labs. It’s so quiet there.
One day I had an epiphany and asked myself, ‘How am I going to continue to grow both personally and professionally and improve the value I will bring to my organization?’ The answer was SDSU’s Executive MBA program. My investment in the EMBA program had immediate and on-going benefits. I was promoted two months prior to graduation. Today my organization reaps the benefits of my relationships with the EMBA program and SDSU resources in the form of internships, research and senior management education.

Christine Shimasaki
Executive VP of Sales and Marketing
San Diego Convention & Visitors Bureau
EMBA IX, Class of 2000
San Diego State University is proud of its alumni – a great group of more than 200,000 strong! If you’re one of them, congratulations! During this year’s homecoming football game Saturday, Oct. 30, your alma mater will honor you!

As part of this celebration, the SDSU Alumni Association is making a special offer to all new members: an SDSU alumni chair, plus admission to this year’s pre-game homecoming tailgate party – both just for joining! If you’re already a member, you can take advantage of the same great offer by making a contribution of $10 or more to the SDSU Alumni Association Student Scholarship Program.

To get your alumni chair and tailgate admission, please call (619) 594-ALLUM (2586) or visit us at www.sdsualumni.org. You’ll find more information about Homecoming 2004 on page 32 of this issue of 360 Magazine. Go Aztecs!

Thank you for reading 360 Magazine online! To receive your own subscription, join the SDSU Alumni Association or help support the university with a financial gift. Contact the editor at 360mag@mail.sdsu.edu for more information.

360: The Magazine of San Diego State University is produced by the Marketing and Communication Department, University Advancement Division, San Diego State University, 5500 Campanile Drive, San Diego, California 92182-8080. Copyright 2004.