

MiraCosta

Transforming Lives



With the support of donors like you, I am encouraged to continue my education more importantly, I know there is someone out there who will believe in my ability to make a difference in this world. I am an international student from Vietnam, I moved to California two years ago. As a student, I cherish every education opportunity that this country offers to me to help others and give back to the community. Being a single parent, attending college, and having restricted source of income to support my family on, sometimes is complicated and challenging. This scholarship will provide financial assistance I am excited about transferring to UC Berkeley and pursuing a career in finance. This scholarship is considered as a gift from heaven. I have been watching every little penny I spend and my personal pleasures have been put away. Please accept my deep gratitude and know that your generosity is making it possible for me to pursue my dream of becoming a marriage and family therapist. I am a Marine, I am a Staff Sergeant in The USMC and help to support the other wives in his unit. My goal is to teach elementary school for the deaf. My two youngest siblings are deaf and I believe that I will be able to get on a personal level with my students and their families. I'm enrolled in 17 units & without this scholarship, that would not be possible. In previous semesters I've tried to take that many classes, but I was always forced to drop a class because of work. **YOUR FINANCIAL ASSISTANCE HELPS ENORMOUSLY TO RELIEVE SOME OF THE STRESS INVOLVED IN PURSUING MY EDUCATION. IT HAS REINFORCED MY FAITH IN MY ABILITIES AND HAS ENCOURAGED ME TO WORK HARDER THAN EVER.** Your donation has lifted many barriers for me and I am eternally grateful. I have begun my third year at MiraCosta College and I will be transferring to UCSD to get my bachelor's degree in biophysics. Last semester I could not afford the books, so this will really help me do well in my classes. Thank you so much

DEAR FRIEND OF MIRACOSTA COLLEGE

WITH EACH ISSUE of *MiraCosta, Transforming Lives* we bring alive the ways our faculty, staff and programs are providing exceptional educational opportunities for our MiraCosta College students.

This issue highlights the excellence that is embedded in our academic and community programs. On campus, new faculty members have joined us with outstanding credentials and rich teaching experiences, our student clubs and organizations are thriving, and an enhanced honors program awaits our high achievers. The Associated Student Government, recognizing the need to help defray the cost of textbooks, has invested in a scholarship endowment geared to provide textbook scholarships for students, and challenged the campus community to match their commitment.



Francisco C. Rodriguez, Ph.D.
Superintendent/President
MiraCosta College

MiraCosta's service mission also reaches into the community. We have teamed with the renowned North Coast Repertory Theatre for a winter co-production of Shakespeare's *The Tempest*. The services of our Small Business Development Center are helping to create new businesses and jobs, and our adult high school education program is providing adults with an opportunity to re-start their formal education.

I am a true believer in having high aspirations coupled with measurable benchmarks. Measuring success contributes to our thinking and planning for the future. The 2009 Community College Survey of Student Engagement reveals some interesting insights about our college and students. For example, MiraCosta scores above the national norm for colleges of its size in several important areas:

- 90% of our students surveyed indicate the college is helping them acquire a broad general education and helping them think critically and analytically.

- Eight of 10 students report that their instructors are "available, helpful and sympathetic" and that their overall educational experience at MiraCosta is good or excellent.
- 98% of students would recommend MiraCosta College to a friend or family member.

While we are very pleased with the survey results, we continually aspire to improve our students' learning outcomes and to enrich the community as a whole. I hope you enjoy this issue of *MiraCosta, Transforming Lives*, and we thank you for your investment of time, interest and resources.

Sincerely,



Francisco C. Rodriguez, Ph.D.
Superintendent/President

MiraCosta, Transforming Lives
is published by the
MiraCosta College Office of
Development and Foundation
in collaboration with the
Public Information Office.
We greatly appreciate
the participation of those
who allowed us to
tell their stories.

EDITORIAL BOARD:

Cheryl Broom
Kimberly Coutts
Linda Fogerson
Bonnie Hall
Scott Herrin
Tom McGurn
Merlene York

WRITERS:

Cheryl Broom
Michelle Immel
Betsy Lejla

GRAPHIC DESIGN:

Gabe Waite

MAGAZINE EDITOR:

Betsy Lejla

LEARN MORE AT:

foundation.miracosta.edu

COMMENTS OR QUESTIONS:

760-795-6777

On the Cover:

Handwritten words on the cover are excerpted from letters written by MiraCosta College scholarship recipients and used with their permission. Behind the words is an image of Robert Blaney Memorial Tower, a gift to MiraCosta College from his parents, Mr. and Mrs. Dana Blaney, that became a symbol of the college in the 1970s. Robert Blaney was 18 when he enlisted in the U.S. Army and was killed in combat in 1944, never having had the privilege of attending college.

What Kind of a Legacy Will You Leave?

A bequest is a gift made through your will or trust.

There are several ways to make a bequest:

{ Specific dollar amount }
{ Specific asset }

{ Percentage of your estate }
{ Residual of your estate }

For a free guide on wills and trusts, call Linda Fogerson at 760-795-6775
or visit our Web site at www.miracostalegacy.org.



Jean Twee of Oceanside has made provisions in her estate plans to establish scholarships at MiraCosta College for nursing students.



A SETTING FOR STANDOUT SCHOLARS

“My mom laid it out for me plain and clear. She told me that I can go to college and open doors to my future, or I can not go to college, call it quits, and struggle to make a living for the rest of my life.” —Billy Buster

At the age of 17, education wasn't at the top of Billy Buster's priority list. Despite his intuitive business sense and colorful personality, he struggled through the end of high school and earned his diploma with little desire to continue on to higher education.

After facing the reality of limited financial freedom without a degree, he reluctantly enrolled at MiraCosta and began with classes in economics and business. Several months later during business class, the switch flipped; Billy started to see the potential of applying his studies to the “real world.”

He enrolled at MiraCosta full-time and wholeheartedly dove into his studies and campus life, becoming an honors student and a student ambassador. The next year, Billy was voted president of the Associated Student Government, was a MiraCosta student blogger and a staff writer for *The Chariot*.

“MiraCosta has provided me with options and a future,” says Billy. “It has allowed me to find out who I am and what I really want from life. I've grown as a person and to have the freedom to experience all the great things life has to offer.”

Upon graduation in June of 2009, Billy was one of 12 individuals awarded with MiraCosta's Medal of Honor, and he earned distinction as a Certified Honors Scholar, a Coca Cola Bronze Scholar, and as one of the top nominees in California for the prestigious Pi Theta Kappa All-USA Academic award. In the fall of 2009, Billy was also one of the few transfer students admitted into UC Berkeley's Haas School of Business. ■



Despite a lackluster showing in high school, Billy Buster reinvented himself as a high achiever and is now at UC Berkeley.

“Open Access. Open Minds. Open Doors.”

The motto of the Honors Scholars Program refers to a path that has been prepared for MiraCosta College students who enjoy stretching their intellect. For those who traverse the rigorous curriculum and meet the program requirements, at the end of the path are acceptance letters from a myriad of prestigious four-year colleges and universities.

Broad Appeal

Honors classes attract students of various academic backgrounds. “We see high achievers who, for one reason or another, start here instead of at a four-year, as well as students who weren't motivated in high school but have since changed their attitudes,” says program coordinator Jane Mushinsky. “We also draw many reentry students who feel more comfortable in challenging classes, surrounded by serious students.” Before committing to the full program, students can take an honors class to see if it's a good fit.

Competitive Edge

Activities and course work are designed to be intellectually stimulating, encourage critical thinking and promote close interaction between students and faculty. Honors students benefit from the program's guaranteed transfer agreements with a number of colleges and universities, including UCLA, UC Irvine and Mills College. According to Jane, “Even for schools with which we don't have a written agreement, the honors designation confers extra weight to a student's transcript.”

Honors Scholarships

Encouraging students who discover their passion for learning is a valued MiraCosta tradition, dependent on community support. To help pave the path for success and inquire about establishing a scholarship for a MiraCosta College honors student, call Linda Fogerson, foundation executive director at 760-795-6777.

BUILDING COMMUNITY FROM THE GROUND UP

In July of 1999, a former hamburger shack on Mission Avenue re-opened its doors as MiraCosta College's Small Business Development Center (SBDC) for North San Diego County. Now a thriving center of entrepreneurship, the SBDC provides small businesses with invaluable counseling and resources to help build the foundation for success.

"To promote the college's mission of fostering economic development within the community we provide training to help people start their business or improve their business skills, and give one-on-one business counseling to match the needs of existing businesses," explains center director Sudershan Shaunak. "Our services and workshops are free, and funded in part by the Federal Small Business Administration and

Economic and Workforce Development through California Community Colleges."

Over the past decade the center has served thousands of entrepreneurs, and Sudershan is committed to motivating their success. "Small businesses are the economic engine of the future, and MiraCosta's SBDC provides the expertise that helps to fuel that engine."

Despite the financial downturn, the SBDC is seeing positive growth for many clients, and is helping them navigate the revenue slump with timely workshops and counseling on cutting costs and frugal financial practices. As Sudershan notes, "We definitely expect to see small businesses drive the economy out of its hard times." ■

SMALL BUSINESS DEVELOPMENT CENTER'S IMPACT IN THE COMMUNITY

More than
13,000 people
have accessed
SBDC services

The Results:
223 new businesses
nearly **1,000 new jobs**
regional sales
**revenue increase of
\$64.5 million**

NATURALLY GREEN

"We first came to the SBDC for services the year it opened, and we wouldn't be where we are today without them," says David Hill of Westturf Landscape Management. David credits SBDC's one-on-one counseling and workshops for enabling his family to develop their business into a successful and growing company.

By promoting landscaping that enhances as well as preserves the natural environment, Westturf distinguishes itself as a forward-thinking friend of the community. The company uses sustainable landscaping practices that include using green fertilizer, natural pruning and

recycling green waste. With expert knowledge of water conserving irrigation, their goal for every new client is a reduction in their water bill of at least a 10% after 30 days of service.

"I'm always recommending the SBDC to anyone who is trying to start up or develop their business," David says. "They've helped us understand how to run a business financially, meet our sales and income goals and plan for the future.



It's an incredible resource that has a huge impact in our community. It helps businesses to start and thrive, generates taxes and jobs, and is really a win-win for everyone involved."

E-WASTE SOLUTION

With electronic waste piling up across Southern California, Bob and Cindy Erie came up with a solution



that they hoped would also become a profitable business. Collaborating with four partners, they produced a draft of a business plan. A visit to the SBDC served to refine the plan and helped to ensure a sustainable business model. Now three years later, E-World Recyclers is currently the most advanced electronics recycling facility in the state.

"The SBDC helped us perfect our financials and business plan," says Sheree Tweddell (pictured above), the company's vice president. "We've worked with them from the beginning, and I still go in for workshops. They're wonderful and very helpful for our business."

E-World Recyclers' 46,000-square-foot Vista facility is the destruction grounds for every imaginable electronic device, from computer hard drives and medical equipment to cell phones and hair dryers. So far they've reduced more than twenty million pounds of electronic waste into usable raw materials and refurbished goods. They provide services that include asset management and proper data destruction for clients all over California.

A grateful Sheree notes, "Our business has survived the recession, and we're still growing and prospering and certainly plan to continue working with the SBDC."

An **impulsive** decision but no regrets

After a 13-year hiatus from school, a split-second decision led Oceanside resident Arethea Herron to embark on an educational journey with MiraCosta College

that, so far, has helped her discover a love of English, instilled in her three children the value of education, and given her the confidence she needs to enroll in college.

"I was walking down Mission Avenue and saw the Community Learning Center. For some reason I went inside to see about the High School Diploma Program," remembers Arethea, "Once I got inside I made the decision that I was going to stick with it."

Arethea considers earning her high school diploma the best decision she ever made. As a single mother, she was busy around the clock with day classes, working full time until midnight to support her family, and then staying up until 2 or 3 a.m. most nights to study.

"At first, school was very challenging for me. I didn't have time to see tutors, which I really needed because I struggle in math. But, I did discover I love English,

"I am so happy to be here, working toward my goals and setting an example for my children,"
says newly confident college student Arethea Herron.

and I love to write. Plus, the teachers were really motivating and caring. They didn't wait for me to come to them for help, they were always there for me."



Her newfound love of learning rubbed off on her daughters. "I have three daughters, and they are all college bound!" says Arethea, whose daughters are 16, 15 and ten years old. "My girls now hold

study groups together at the kitchen table, and each one of them talks about going to college and being successful."

This past summer, Arethea participated in MiraCosta's Academic Boot Camp, an

intensive program that prepares incoming students for college success. That experience, which included an overnight stay at the University of California San Diego (UCSD), allowed her to meet other new students, preview college courses, learn about available student services, and hear the stories of past college graduates.

"It was really moving," says Arethea. "There were tears, and it made me realize that I could do it, that with motivation and hard work I could graduate from college." She added that staying in the dorms at UCSD was an experience she had always dreamed about when she was younger.

Now enrolled at MiraCosta College, with the benefit of scholarships she has been able to work on weekends and focus exclusively on school and her daughters during the week. Arethea's long-term goals are to earn a bachelor's degree in business from Cal State San Marcos and either work in real estate or open her own business.

"I am so excited for the future," she exclaims. "I hope one day my story will also inspire other students, especially single moms, to come back to school and work toward making their dreams come true." ■

"I don't feel like a stranger here at MiraCosta. I always have someone to talk to or study with."
—Arethea





with David Parker, MiraCosta's New Architecture Instructor

“Living in other cultures has broadened my perspective; I try to bring into the classroom a sense that there is typically more than one way to solve a problem, at least in design, and each has its merits.” —David Parker

David Parker was born in Baghdad and spent much of his childhood in Lebanon. “My father worked for a nonprofit educational foundation and we traveled extensively. I had the opportunity to grow up living in different countries, and I loved it.”

As a child David also loved art, design and drawing, and as his worldly awareness grew, he developed an interest in architecture. Witnessing regional variances in building traditions deepened his appreciation of architecture as an illustration of culture. When ready for college, David returned to the United States and earned a bachelor’s degree in architecture from Carnegie Mellon

University, and a master’s degree in architecture from Harvard’s Graduate School of Design.

“I hoped that a career in architecture would provide both secure employment and a creative outlet,” recalls David. “I really enjoyed my time as a student though, so it was always in the back of my mind that at some point I might like to teach.”

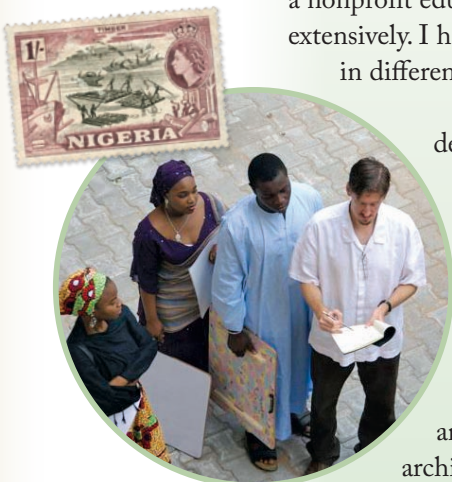
David’s first position after graduation was at a San Diego architectural firm, and from there he headed to Kuwait for

a job with Pan Arab Consulting Engineers. A successful intercontinental career ensued that included work on several Southern California commercial projects. David built a solid record of accomplishments as a professional architect but regretted that his days were filled with managing as opposed to designing, “I spent a small amount of time on design, compared to a large amount on technical and administrative functions.”

The chance to return to an environment immersed in design arrived for David by e-mail, “A colleague in the United Arab Emirates invited me to look into being an instructor at the American University of Sharjah. I accepted, and it was there I found my passion for teaching.”

Making a career transition, David further developed his classroom skills teaching in Nigeria. By this time his life included a wife and three children, and among all was a strong desire to settle in Southern California where relatives, friends and familiarity all lend a sense of home. As one of 18 new full-time instructors hired in a variety of disciplines, David accepted a position in MiraCosta’s Architectural Technology Program.

“I love the regular interaction with students, getting to know them and helping them discover the strengths of their ideas. There’s an energy and excitement as their work develops and progresses. I enjoy the challenge of coming up with design problems for my students that will require them to address specific points as well as bring out their creativity and imaginations. For me teaching design is just as much a creative endeavor as designing.” ■



ABOVE: David Parker credits his extensive travels and diverse experiences, including teaching at the American University of Nigeria, with giving him “a greater sensibility and interest in the varied cultures and lives of my students.”

RIGHT: Open to adventure and learning about foreign cultures, David is also receptive to the friendly scrutiny of Nigerian children.



Cash In, Textbooks Out



Campus Community Responds to the Student Challenge

Every semester, thousands of MiraCosta students enroll and then find out that their textbooks cost more than their course fees. For some students, this unexpected stumbling block can become insurmountable.



Faculty member Jonathan Cole accepted the challenge to help build a fund that will assist students with the ever-escalating cost of textbooks.

“Often just deciding to attend college is the first step our students take to transform their lives,” says Jonathan Cole, a MiraCosta physics professor. “If they are being held back by the cost and can’t even get in the door, it can stop the dream right there.”

Like many faculty members, Jonathan believes in the college’s mission of providing affordable access to higher education. He gets to know his students by their first names and, over and over again, works with students who have the talent but not the financial resources to fully pursue their educational goals.

“As faculty, we see these students every day, and the struggles and barriers they face. Personally, it makes me think I want to take that extra step by giving back. I think that it truly makes a difference, and it’s so rewarding to see the effect that our contributions have on the lives of students,” says Jonathan.

With the cost of textbooks rising at four times the rate of inflation, a substantial portion of MiraCosta students’ educational expenses are continuing to rise. Students who already juggle family, jobs, and saving money for education find that paying hundreds of dollars for textbooks

is a hefty expense. Even acquiring a small amount of financial help from the college’s Textbook Assistance Program has a major impact.

To meet this growing challenge, the Associated Student Government (ASG) and the MiraCosta College Foundation have teamed up to issue a challenge of their own: raise a \$250,000 endowment that will provide consistent funding for the Textbook Assistance Program, benefitting students now and in the future.

The ASG, on behalf of the student body, began the challenge by pledging to match all gifts up to a total of \$25,000, and the MiraCosta College Foundation followed suit, pledging to match gifts up to \$100,000. Rallying students, faculty and staff to get involved is ASG President Aaron Hoffer, “Any support that we can get from the faculty and administration will go a long way toward achieving our goal, and will speak volumes to the community that our college serves.” ■

Led by ASG President Aaron Hoffer (second from left), students are encouraging faculty and staff to participate in establishing a textbook assistance endowment. Joining him in stuffing mailers are students (from left) Ruby Mitchell, Elise Cruz and Jimmy Ramirez.



To become part of the cause, faculty, staff and community members can make a donation online at foundation.miracosta.edu and help create a permanent solution to the high cost of textbooks.

Remember that your gift will double in size as soon as it’s received!



1 Barnard Drive
Oceanside, CA 92056

For more information ■ foundation.miracosta.edu ■ www.miracosta.edu

Join Us for North County's Must-See Production of the Year: *The Tempest*

MiraCosta College's nationally acclaimed theatre department is joining forces this winter with North Coast Repertory Theatre to produce William Shakespeare's *The Tempest*, a powerful play of revenge, magic, humor and revelry.

MiraCosta student actors will be on stage with renowned actor Jonathan McMurtry and seasoned professional actors in this production, to be directed by North Coast Rep's artistic director, David Ellenstein, with assistance from MiraCosta Theatre instructor, Tracy Williams.

“...a rare opportunity for our students to learn in a working-theater environment...”



Co-produced with
North Coast Repertory Theatre

February 26 – March 14, 2010

For a complete list of upcoming events and to purchase tickets, go online to: www.miracosta.edu/events, or call the **Box Office: 760-795-6815**.

IRA Rollovers: a Great Way to Help Students

Building your IRA probably began when you were young and just starting out. Some of us have been so fortunate in our lifetimes that instead of needing those funds for our living expenses, we now have an opportunity to use those funds to build our legacy.

If you are over 70 1/2, you are eligible to make an IRA charitable rollover to public charities like the MiraCosta College Foundation. And the good news is that your IRA distribution will not be included in your federal taxable income. While there is no added deduction for an IRA charitable rollover, avoiding up to \$100,000 of taxable income may save substantial income taxes not otherwise available.

All of these potential benefits will vary depending on your circumstances. We recommend that you discuss the advantages with your CPA or tax advisor.

For a limited time, gifts establishing endowed scholarships may be eligible for a 50% match. To learn the specifics about making a charitable gift with an IRA rollover call Linda Fogerson, executive director of the MiraCosta College Foundation at 760-795-6775 or visit foundation.miracosta.edu and click on the gold “Plan Your Legacy” button.



MiraCosta alums Cathie and Larry Hatter built their lives in Oceanside along with a philanthropic tradition of helping others go to college.