

MiraCosta

Transforming Lives



80 Years in the Making

How Our Future
is Defined
by Our Past

MiraCosta College



YEARS OF EXCELLENCE

DEAR FRIEND OF MIRACOSTA COLLEGE



In 1934, the Apollo Theater opened in Harlem, Bonnie and Clyde met their demise in Louisiana, and the St. Louis Cardinals 'Gas House Gang' was crowned World Series champion.

But locally something even more profound happened in North San Diego County—the opening of Oceanside-Carlsbad Junior College. The college provided an opportunity for anyone, regardless of station in life or socio-economic background, to pursue higher education. Founded during the Great Depression, this forward-looking group of leaders understood the connection between a strong economy and education. Over the next 80 years,

our mission remained unchanged and the institution that is now known as MiraCosta College has educated hundreds of thousands of students.

Advancing student success is our highest priority, and our community's generosity has played a key role in realizing this goal. In the past five years, in partnership with the MiraCosta College Foundation, we have raised nearly \$5 million in philanthropic dollars and secured \$17 million in federal grants. Student graduation numbers have more than doubled, with the college awarding a record number of degrees, certificates and high school diplomas in 2013. The college is now designated a Hispanic Serving Institution, which positions us for millions of dollars in future federal grants to improve educational programs. The number of military veterans and active-duty students also has doubled in five years, and in response, the college has instituted new programs and services..

Your investment in MiraCosta College has yielded more student scholarships than ever before, enhanced campus programs, and helped to build close collaborative partnerships between the college and our local schools. This success is testament to the giving spirit of benefactors like you, who recognize and support the hard work and dreams of our students.

MiraCosta College is a great college with even better people. The college has an outstanding reputation for academic excellence and responsive student services, and when combined with a robust financial standing, I have full confidence that the next 80 years will build on the college's strong foundation and bold vision to serve students and this region.

Since 2009, I have had the privilege and honor to serve this institution and community as superintendent/president. Now, I turn to a new chapter and leave MiraCosta College to serve as chancellor of the Los Angeles Community College District. I was drawn to this new role because of the extraordinary leadership opportunity it presents and the needs of its student population. Thank you—gracias—for your trust, confidence and unwavering support during my tenure. I take with me experiences and friendships that I will always cherish.

With deep respect and appreciation,

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

There is no doubt that Dr. Rodriguez has made a tremendous impact on MiraCosta College, our students and our community.

Join us for a Farewell Gala in his honor!

To become a sponsor or buy a ticket visit our website at foundation.miracosta.edu



Linda Fogerson, MiraCosta College
Foundation executive director

Your participation will support our
Campaign for Opportunity Scholarships!

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.

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Linda Fogerson

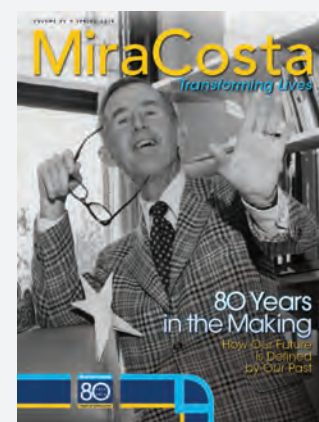
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On the Cover

John MacDonald was the first superintendent/president of MiraCosta College after it moved to its current Oceanside location and was renamed in 1964.

Read about MacDonald on page 6.

YOU ARE CORDIALLY INVITED
Farewell Gala
HONORING DR. FRANCISCO RODRIGUEZ
SATURDAY, JUNE 14, 6 PM
MIRACOSTA COLLEGE
FEATURING THE LATIN JAZZ SOUNDS OF
SHEILA E. AND PETE ESCOVEDO
AND
MIRACOSTA-OCEANSIDE
JAZZ ORCHESTRA (MOJO)

The more things change,



the more they stay the same.

So it is with MiraCosta College, which was founded during the throes of the Great Depression so that students who couldn't afford to leave home for college could secure a higher education in their own backyard.



Eighty years later, MiraCosta College continues to serve this need and remains the college of choice for coastal North San Diego County residents. In fact, since 1934, more than 225,000 students have taken a course at MiraCosta College. Today, 1 in 7 people ages 18 to 24 who live in the MiraCosta Community College District attend either the San Elijo or Oceanside Campus or take a course online.

MiraCosta College graduates run the gamut, from politicians such as Encinitas Mayor Teresa Barth, to business people such as entrepreneur Greg Nelson, to athletes such as former Major League Baseball All-Star Chris Chambliss and Arizona Diamondbacks General Manager Kevin Towers, to educators such as MiraCosta College professor Bruce Hoskins.

"MiraCosta College plays a vital role in our community," Barth said. "It has provided so many people with an accessible advanced education. It is a vital

link in the regional economy and it has helped me tremendously."

Barth was working for the 22nd Agricultural Association—also known as the Del Mar Fairgrounds—when she began taking computer classes at MiraCosta College's San Elijo Campus some three decades ago to stay ahead of the technology curve. "Everything was being computerized at the time, and those classes helped me tremendously," she recalled.

Today, MiraCosta College is preparing students for jobs in the 21st century. Thanks to a \$2.75-million federal grant, for example, the college is establishing a new Technology Career Institute aimed at filling a growing demand for qualified machinists in North County. Meanwhile, an overhauled

**\$2.75
MILLION**

federal grant to build a new Technology Career Institute, which prepares students for jobs in the 21st century.

see **change** page 6



Singled out, but not alone.

With hundreds of success stories, we were hard-pressed to pick just a few. Meet three generations of graduates who inspire our students and our local community.



“““

gloriazarate

[MiraCosta] gave me emotional support and academic guidance when I needed it the most.

Although Gloria Zarate graduated with a bachelor of science degree from San Diego State University in 2008 and a master's degree in organic chemistry from the University of Connecticut three years later, she will never forget that she got her start at MiraCosta College.

“When I went to MiraCosta to learn English, I didn't know anything about college,” Zarate said. “But it opened the doors to me, it showed me what my opportunities were.”

Zarate moved to California from Oaxaca, Mexico in 1993. After graduating from San Dieguito High School in Encinitas, she started taking English as a Second Language (ESL) classes at MiraCosta College. It was the first time she had stepped foot on a college campus.

“I really couldn't have made it without the help of the people in Puente and the help of MiraCosta counselors,” shared Zarate. The Puente Program is a student support program designed to assist first generation college students navigate college successfully.

“Puente gave me emotional support and academic guidance when I needed it the most,” Zarate said.

Today, Zarate works as a research chemist at a Carlsbad firm and plans soon to go back to school to earn a Ph.D.

When she isn't working, Zarate often finds herself at MiraCosta College, where she now serves as a mentor to young women in the Puente Program. “There are a lot of girls who are very smart, very intelligent, but they don't know how to get into a four-year college or university. They don't always realize the potential they have. I want to help open their eyes,” she said.

Zarate first served as a Puente mentor in 2013. Prior to that, she volunteered with MANA de San Diego, a nonprofit that provides mentoring and other support to girls and young women to help them succeed.

“It's important that people get guidance, get the information they need, know about the opportunities that exist and are available to them,” Zarate said. ■

Gregory R. Nelson Sr. will be the first to tell you he has been blessed. He co-founded three hugely successful orthopedic companies, worked for years as an executive with the Boys & Girls Clubs, and raised a loving family with his wife, Barbi.

And MiraCosta College played a key role in his success.

Nelson, who was 9 years old when his single mom moved him and his brother to North County San Diego from Phoenix in 1959, enrolled at MiraCosta College after graduating from Carlsbad High School. "I wanted to play basketball and MiraCosta gave me an opportunity to do that," he said. "It also was a small place; we had less than 1,000 students in the entire school at the time."

The decision to play for new coach Skip Enger would have a profound impact on his life.

"Skip taught us about winning, not just in basketball but in life. He also taught us about taking chances in life. He was a mentor, not just a basketball coach."

Nelson jokes that the associate of arts degree he earned in

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gregorynelson

Skip taught us about winning, not just in basketball but in life. He also taught us about taking chances in life.

“““

charlesernst

When OCJC was formed, it made going to college immediately affordable.



It has been nearly 80 years since Charles "Chuck" Ernst graduated from Oceanside-Carlsbad Junior College, but he hasn't forgotten his alma mater.

"We had some very good teachers," Ernst, 97, said of the college, whose name was changed to MiraCosta in 1964. "I felt very well prepared when I transferred to UCLA. We had a good class of students, and I kept in touch with some of them until just a few years ago."

Ernst moved to Oceanside when he was 12 and enrolled as a freshman at Oceanside-Carlsbad High School. At age 16, he began attending Oceanside-Carlsbad Junior College (OCJC), then located in a wing of the high school, and joined the Keymen Fraternity.

"I was delighted when the junior college opened. When OCJC was formed, it made going to college immediately affordable."

It also sent him on his way toward a successful career. After graduating from OCJC, Ernst transferred to UCLA and earned a bachelor of science

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change continued from page 3

Gerontology Studies Program is one of the most extensive of its kind at the community college level and is proving vital in filling a demand in home health care, nursing and social work jobs caused by a booming population of older Americans. And MiraCosta College is now offering a Certificate of Achievement in Social Media. The program combines business skills in marketing, advertising and communication with technical skills in social media and e-commerce.

It is these types of programs that prepare students to transfer to four-year universities or enter the workforce. In turn, our alumni, most of whom stay in North San Diego County, have a profound impact on the local economy. In the past 30 years alone, students who have attended MiraCosta College have contributed more than \$430 million annually in added regional income due to their higher earnings and the increased output of area businesses. And MiraCosta College students give back to the state annually, contributing

an estimated \$74.1 million in taxable income to the California economy.

In fact, every dollar of state and local tax money invested in the college today yields an estimated \$1.50 in higher tax receipts and avoided social costs. And compared to someone with a high school diploma, those who leave MiraCosta College with an associate degree earn \$13,400 more per year, on average, over the course of their lifetime.

“MiraCosta College enriches the lives of students in so many ways,” said Superintendent/President Francisco Rodriguez. “It increases their lifetime incomes. It benefits taxpayers by generating increased tax revenues from an enlarged economy and reducing the demand for taxpayer-supported social services. Finally, it contributes to the vitality of both the local and state economies. The college has been a gem in North County for 80 years and is well poised to continue to serve the needs of our region.” ■

1 in 7

people ages 18 to 24 who live in the MiraCosta College District attend one of our campuses or take a course online.

WHO WAS JOHN MACDONALD?



John MacDonald, 1964

John MacDonald was dedicated to public education.

The first superintendent/president of MiraCosta College after it moved to its current Oceanside location, MacDonald believed education for all was vital in a thriving democracy.

“He felt very strongly that everybody deserved an education, an affordable education, a quality education taught by talented instructors,” said his son, Kirk MacDonald, a MiraCosta College graduate with decades of experience as an executive with some of the larger media companies in the country.

John MacDonald helped pass the 1961 bond measure that raised money to build MiraCosta College’s Oceanside Campus. He then was named superintendent/president of the newly re-named school, a position he held until he retired in 1982. He later became an Oceanside city councilman and was elected to the San Diego Board of Supervisors for two four-year terms.

But MiraCosta College was his life.

music from MiraCosta College is the only degree he has.

“But show me a problem and I’ll figure out how to fix it.”

He proved that a few years after graduating from MiraCosta College.

“I had bad knees,” he said. “So I ended up cutting the knee out of my wetsuit and used that as a sleeve so I could play basketball.”

While working as an executive with the local Boys & Girls Clubs, Nelson and a pair of partners—including former NFL offensive lineman Mark Nordquist—began looking at the potential of neoprene in orthopedic products. The trio founded DonJoy out of his Carlsbad garage. Nelson sold the company—which has annual sales in excess of \$1 billion—in 1987 and left as president in 1995. Then he co-founded Breg, a manufacturer of knee braces, ankle supports and other orthopedic wares. He sold that company in 2003 and co-founded United Orthopedic Group. United Orthopedic went on to acquire 14 companies in its first six years.

Nelson and his wife are major benefactors of the Boys & Girls Club of Carlsbad, donating \$1 million to build a new club and headquarters. They also donate to youth charities, Christian causes, their church and MiraCosta College.

“We’ve been blessed,” he said. “We’ve truly been blessed. And I believe the more you give, the more you are blessed.” ■

degree in business. He later was an ensign in the Navy Supply Corps Reserve and was with the Fleet Air Detachment at the San Diego Naval Air Station when Pearl Harbor was attacked. Ernst served in the Pacific theater with various air wings and transport squadrons during most of World War II.

In 1948, the Navy sent Ernst to Wiesbaden, Germany, where he was the Navy liaison officer to the Air Force during Operation Vittles of the Berlin Airlift. The Secretary of the Air Force awarded Ernst with the Legion of Merit for his work.

In 1953, the Navy enrolled Ernst in the Stanford Graduate School of Business where he earned an MBA. “The Navy needed business-oriented supply officers,” he said. After more than 22 years in the Navy, Ernst retired from military life and joined Hewlett Packard. He retired from Hewlett Packard in 1986 at the age of 70.

Though Ernst has settled in Northern California, he said that MiraCosta College still has a special place in his heart. ■



Read more success stories or make a scholarship donation at our newly redesigned website:

foundation.miracosta.edu

“I clearly remember how proud he was when the Oceanside Campus was built,” Kirk MacDonald said. “He was all about making sure everybody had a fair chance in getting a good education so that they could get a good job and become productive members of society.”

John MacDonald was well aware of the challenges faced by many when trying to earn a degree. He came from humble beginnings himself. Growing up in the Riverside County community of Thermal, MacDonald served in the Navy as a radio operator during World War II before attending Humboldt State University. A graduate of what was then known as Oceanside-Carlsbad Junior College, MacDonald would spend 36 years as an educator.

Ensuring access to a quality education is something John MacDonald continues to do, even though a decade has passed since his death.



The Aileen and John MacDonald Scholarship was established in 2001 with the allocation of \$10,000 from the MiraCosta College Foundation and gifts from many donors. Each year a student benefits from MacDonald’s foresight and generosity. Kirk MacDonald said he often is moved to tears while reading letters from recipients whose lives were changed by the scholarships.

“Not only did he talk about an affordable education, he laid a foundation to help fund an affordable education to students for years to come,” Kirk MacDonald said. ■

If you would like to help build the MacDonald endowment, please send your gift to:

MiraCosta College Foundation
1 Barnard Drive
Oceanside, CA 92056

80
80



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Oceanside, CA 92056

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SUCCESS

BECOME A DONOR!

If you would like to become a donor to the Campaign of Opportunity Scholarships, get in touch with:

Linda Fogerson
760.795.6775 or
lfogerson@miracosta.edu

On July 1, 2013, the MiraCosta College Foundation launched the Campaign for Opportunity Scholarships with the aim of substantially expanding the foundation's scholarship endowments. Already, generous donors from throughout the North County region have contributed or pledged more than \$375,000 toward the effort.

"Scholarships are incredibly important because they provide affirmation that hard work pays off. We see over and over again how the gift of a scholarship changes the trajectory of our students' lives," said MiraCosta College Superintendent/President Francisco Rodriguez.

Donors who invest in this phase of the campaign will see the impact of their gift triple because these funds will be used to match new endowed scholarship gifts on a 2-to-1 basis.

"Our aim is to build an endowment such that disadvantaged youth in middle and high schools know that if they apply themselves to their studies, a scholarship to their local community college is available," says Linda Fogerson, executive director, MiraCosta College Foundation.



“ ”

These scholarships open the door to college, give these students hope and teach the value and rewards of hard work and persistence.

Ron Mitchell, MiraCosta College alum, president of the MiraCosta College Foundation Board and lead donor to the campaign

A special thanks to our lead donors who have contributed

\$5,000

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