

# MiraCosta

*Transforming Lives*



Your Community's College  
**BY THE NUMBERS**

Get a **SURE RETURN** on  
Your Investment  
*Philanthropic*



**Q&A** with  
Dr. Francisco Rodriguez

## DEAR FRIEND OF MIRACOSTA COLLEGE

**WELCOME** to the latest edition of *MiraCosta, Transforming Lives*.

As the college's new president, I look forward to using this magazine to share and highlight the many resources and opportunities that await you at your local community college. First, I want you to know that I am delighted to join the long tradition of excellence in education that defines MiraCosta College. My family and I appreciate the warm reception given to us, and are awed by the spirit of community present here in North San Diego County.



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

The pages of this magazine will further connect you to MiraCosta College, whether you are a student, a partner in economic development, a benefactor or a friend whom we are privileged to serve. We will also illustrate that MiraCosta is a good and faithful steward of your resources and trust by shedding light on the college's impact on the community—one student, one program and one partnership at a time. We invite you to discover MiraCosta's comparative advantage—not just who we are, but who we aspire to become.

In honoring MiraCosta College's 75th anniversary, we celebrate those who have shaped our history and the tremendous difference that higher education has meant to the more than 200,000 students who have attended this college. I'm excited to be at MiraCosta as we usher in the next 75 years.

My sincere hope is that we will inspire you to join the growing number of educational partners by supporting the MiraCosta College Foundation, establishing workplace opportunities for students, and sharing your talents and expertise. With your help, we can become a better college. We simply can't do it without you.

You are always welcome to let me know what you are thinking by dropping me a line at [Francisco.Rodriguez@miracosta.edu](mailto:Francisco.Rodriguez@miracosta.edu). On page 4 of this magazine, I share a bit more of my background, ideas and aspirations for this college.

My continued good wishes to you and your family, and thank you for your support of MiraCosta College.  
Sincerely,

*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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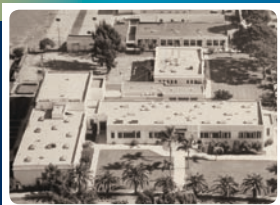
(from left) student Mark Laprocino,  
President Francisco Rodriguez,  
campus aid Tasha Orlando

# Celebrate 75 Years of Excellence in Education

MiraCosta's history is part of your community's history. Over the past 75 years, thousands of people have passed through one of MiraCosta's campuses and have participated in our tradition of strengthening the intellectual, economic, social and cultural life of the community. The best chapters of our college lie ahead and we invite you to be co-authors! Log on to our Web page at [www.miracosta.edu/75](http://www.miracosta.edu/75) to learn more about the college, participate in our message boards and check out upcoming events.

1934

Oceanside-Carlsbad Junior College (OCJC) opens to 122 students in a wing of Oceanside High School.



1941

OCJC welding student Eleanor Hagen appears on the cover of *Newsweek* magazine as women train for new jobs during the war years.

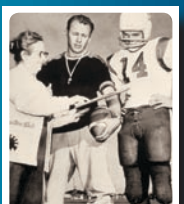


1955

OCJC receives its first accreditation from the Western Association of Schools and Colleges.

1959

The college receives national attention and a visit from *Life* magazine when students elect 72-year-old sophomore Irene Horvath as their Homecoming Queen.



# Inspiration HONOR SERVICE Giving

Tommy Arseneau's painting of a tiki was his first work after a six-year hiatus from art.



**W**hen Tommy Arseneau left the Navy, he planned to go to college and fund his studies with the GI Bill and part-time work.

He hardly expected that someone he had never met was waiting to honor his military service by helping him pay for college. The scholarship Tommy received has inspired him—not only in the pursuit of his educational goals but also in helping him define lifetime values.

“You can definitely think of your donation to my education as an investment,” says Tommy to his benefactor, Kendra Keating. “Someday I would like to give back as you have given to me.”

Kendra Keating has a heart for service members and their families, being personally aware of the price they are willing to pay on behalf of people they’ve never met. Kendra’s younger brother, Thomas Keating, is a U.S. Marine who has served three tours of duty in Iraq. In appreciation for their patriotism and sacrifices, Kendra established a scholarship fund at MiraCosta College specifically for active-duty military, veterans and their dependents.

Tommy Arseneau is the beneficiary of one of those

scholarships. At age 18, upon graduating from Rancho Buena Vista High School, Tommy enlisted in the United States Navy.

“Earning a college degree has always been a dream of mine,” says Tommy, and he knew that military service would enable him to achieve that goal. He was honored to serve in the Navy for six years, and upon returning home enrolled at MiraCosta College. He has since completed the course work necessary to transfer and will soon be a student at California State University Long Beach.



Tommy’s dedication, first as a sailor then a student, earned him scholarships that are making his career transition easier.

“Being in the Navy was definitely a life-changing experience,” Tommy recalls. He was trained as a combat systems electronics technician and spent his work days below deck in a control room full of computers and display screens. “Although I spent time in the Persian Gulf and traveled the world, working on electronics

didn’t excite me. I vowed that when I got out, I would do something I love.”

Tommy decided a career as a college art instructor would perfectly combine two activities he finds especially gratifying—art and helping others. “I’ve been drawing my whole life, and taken lots of art classes; I decided to go with what I really enjoy.” At MiraCosta, Tommy found opportunities to develop effective teaching methods by working in the Tutoring and Academic Support Center.

In recognition of his hard work and determination, Tommy was chosen to receive the Kendra Keating Scholarship. “The expenses of college, along with those of everyday life have been stressful,” says Tommy, and he is extremely grateful to Kendra for her support. ■

**BELOW LEFT:** Inspired by her brother, Kendra Keating has donated more than \$20,000 for MiraCosta student scholarships.

**BELOW RIGHT:** Major Thomas D. Keating is now stationed in Washington D.C. with Marine Helicopter Squadron One, transport for the President of the United States.



and sacrifices, Kendra established a scholarship fund at MiraCosta College specifically for active-duty military, veterans and their dependents.

## 1960–1961

Voters approve a separate junior college district and a bond to finance the construction of a new campus.



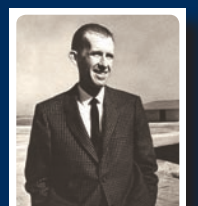
## 1962

The 121-acre site of the current Oceanside Campus is purchased from renowned figure skater Sonja Henie for \$525,000.



## 1964

John MacDonald is appointed the first superintendent/president of the college district and the new campus opens to more than 600 students—a 25% increase over the previous semester.



[continued on page 6]

# Q & A

with *Dr. Francisco Rodriguez*



**Q:** *What attracted you to the community college system?*

**A:** I started my career in the University of California system, where I worked for 12 years. While at UC Davis, I regularly referred students to community colleges. I understood the important role they play in providing access and opportunity for students.

Where I was living at the time, there was a small, growing community college that was looking for an associate dean of student services and instruction, and I was asked to take a look at the position. I thought hard about making the move and decided to go for it because I had a yearning to try something different. Since then I've spent more than a dozen years in the community college system.

In moving to a community college, I knew I would have an opportunity to be part of a system that says "you're welcome here." That philosophy coincided with my moral and leadership compasses and with my value system.

**Q:** *As the son of immigrant parents, how did your childhood shape your commitment to education?*

**A:** Growing up in an immigrant family, we didn't have lots of material, worldly possessions. But what we had was a sense of family; a sense of community; a sense of sharing, storytelling, bonding. I share that because I really feel that community colleges can be places where we can nurture those things. When we build community at our college, when students feel connected to this place, when we draw from our vast reservoirs of experience, when we make students feel welcome, when we are nonjudgmental of their past and have high aspirations for their future, and when we have an environment that is supportive, good things can happen.

**Q:** *Why did you choose to come to MiraCosta College?*

**A:** There are several reasons. One is the practical side. That side of me says, "I'm in the second half of my career and I've moved around every six to eight years to different posts, and I'm ready to plant some roots." Secondly, the ocean spoke to me. My wife and I have been married for 21 years, and when we want to bond, to get away or just connect, we go to the ocean—it speaks to us. Having the opportunity to be in a place as majestic as here—wow, that's incredible. So, those are my selfish reasons.

I also chose MiraCosta because there's a challenge here and I love a challenge. As great as MiraCosta is, it's not as good as it can be. I heard that MiraCosta was looking for a president who was a visionary, a healer; someone who can draw consensus, someone who has strong community ties, someone who loves working with students and someone who respects faculty. The opportunity to help shape the future of a college is something I am interested in.

**Q:** *What role does community play within the community college?*

**A:** The role the community plays at MiraCosta College is hand-in-glove; it's interdependent. The community gives us the resources to do the kind of work we do—providing students the opportunity to receive an excellent education. The community also gives us its trust, and we are stewards of both.

**Q:** What are some of the biggest obstacles students face in obtaining a higher education and how can MiraCosta College help address them?

**A:** The issues facing MiraCosta students are similar to issues facing community college students everywhere. First, we have disproportionate student success. If you look at our overall student success rate, it's pretty darn good. If you take a look at that data by ethnicity, zip code, etc. then you'll find there is a disproportionate number of students not succeeding. Until all boats rise, we will not be as successful as we can be.

I think financial aid is also an issue. Even though community colleges cost just \$20 a unit, for some that amount is too costly. And it's not just the cost of the class, but the cost of the textbooks.

Also, public transportation and affordable child care continue to be barriers for some students. Another issue is the digital gap that exists between people who have computers and are technologically literate and those who are not. Finally, there are still some students who come here who are underprepared for a variety of reasons. This adds an extra challenge for us when we cannot teach at college level.

**Q:** Where do you see the college heading in the next five years?

**A:** We've increased our enrollment in a year by about 14% and I expect that to continue in the immediate future. The economy is sour, many of our neighboring community colleges are reducing their course offerings, University of California and California State University have reached peak enrollment, and more people need retraining and new job skills. We can fill the need that exists locally for higher education.

Secondly, I'd like us to be the college that can say, "If you come here, your likelihood of success is the highest." That is a bold statement, but we need to align our services to support that.

Third, we need to derive consensus on what type of college we want to be in the next 75 years.

Finally, I want us to continue to

hire great people, and I mean hiring folks at all levels. Great colleges are great because of the people in them. I want to continue to hire people who will serve our community college mission and be part of a long tradition of serving students in an excellent way. ■

**"I'd like us to be the college that can say, 'If you come here, your likelihood of success is the highest.' That is a bold statement, but we need to align our services to support that."**

**Dr. Francisco Rodriguez**



Dr. Rodriguez with students (from left) Mark Laprocino and France Magtira. Already a familiar face on campus, Dr. Rodriguez makes a point of getting to know students so he can hear firsthand of their experiences and concerns.

# President's Circle

## CIRCLE OF INFLUENCE

MiraCosta has many loyal fans and among them are the organizations and individuals that are members of the President's Circle. By making annual gifts of at least \$1,000 to the President's Circle fund, they enable the college president and the foundation to direct financial support to the college's most pressing needs. President Francisco Rodriguez will have the flexibility to apply funding to programs and events that he believes best further the goals of MiraCosta College.

Recently President's Circle funds provided timely support for students adversely affected by the economy; **\$15,000 was given to the Textbook Assistance Program, and another \$15,000 is being used to augment scholarship funds**, which have decreased as a result of the market slump.

Through opportunities to become better acquainted with the people and programs at MiraCosta, President's Circle

**We invite you to strengthen your commitment to MiraCosta's mission by joining the President's Circle.**

To set up a visit to campus or for information on benefits, please call Scott Herrin, 760-795-6652.

**"We can't control Wall Street, but we can make sure that people still have access to higher education."**

**Foundation Board President  
David Broad**

members are confident in the decisions made to ensure student success and gratified by the part they can play.

# Nice Guys

## Help Others Finish First



A simple story in a magazine caused one man to make it easier for 30 students to afford college.

- Art Roswell of the Nice Guys is making sure that MiraCosta students have the tools they need to stay in school.

Art Roswell, a volunteer for the Nice Guys and a Rancho Santa Fe resident, read a story in the last issue of *MiraCosta, Transforming Lives* about a young woman who decided to attend college in order to provide a stable financial future for her toddlers. Natasha Navarro's biggest obstacle: the cost of textbooks.

After reading the article, Art wanted to help students like Natasha. He made a call and put the wheels in motion with the Nice Guys—a group of San Diego business men and women who believe in “offering a hand up, not a handout.” Less than two months later, the Nice Guys donated \$3,000 to MiraCosta's Textbook Assistance Program, which helps students overcome the escalating cost of textbooks.

Garrett Bales is one of the students who benefited from Art's generosity. He received a \$100 textbook scholarship that enabled him to pay for his oceanography book. Pursuing an acting degree, Garrett divides his time between class attendance, studying, working at a local restaurant, and putting in long hours rehearsing and performing in MiraCosta's productions.



Assistance with college costs meant more time on stage for theatre student Garrett Bales.

“Receiving this scholarship has allowed me to keep my mind on school and not the financial burden that comes with it. One-hundred dollars may not seem like a lot in many people's eyes, but it has made a significant impact in my life. I was able to put my time and energy toward my success as a student.”

In addition to their generous donation to the Textbook Assistance Program, the Nice Guys has also pledged to assist MiraCosta students with another key tool for college success—computers.

“When I toured your library I saw what must have been a hundred computer work stations,” says Art, chair of the Nice Guys charity committee. “And every one was filled by a student working diligently. These students need more access and the ability to work from home as well.” The Nice Guys has already arranged to give 125 computers and printers to students, and is working on being able to provide more.

“We are so very thankful to Art and the Nice Guys. They are a famed group in San Diego County and MiraCosta College is honored to partner with them. The Nice Guys' charitable gifts give a hand up to deserving students—most of whom are working more than 20 hours a week to put themselves through school,” says Linda Fogerson, executive director of

the MiraCosta College Foundation.

Exhibiting can-do spirit Art and the Nice Guys are successfully making a direct and tangible impact on MiraCosta students' lives. During visits to campus, Art enjoys chatting with students and learning of their circumstances and plans. “Once you talk to them and learn how hard they are working to get an education,” Art says, “How can you not help?” ■

1965

The college gets a new name—MiraCosta College.



1966

The MiraCosta College Foundation, under the leadership of Oceanside community leader Elmer Glaser, was incorporated to raise funds for scholarships and other programs.

1975

The areas served by the San Dieguito Union High School District are annexed to MiraCosta's district. A temporary education center is established in Solana Beach then later at the Del Mar Shores Center.



1980

A 47-acre site in Cardiff across from the San Elijo Lagoon is purchased to construct a campus to serve students in the San Dieguito area.

# MIRACOSTA COLLEGE

# Who Are We?

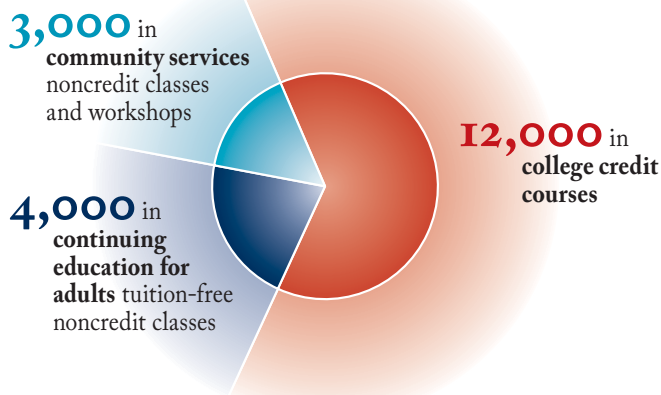


M I R A C O S T A C O L L E G E

O U R C R E D I T S T U D E N T S

Founded in 1934

## Student Enrollment 2008–2009:



**12.9%** increase in credit enrollment from spring 2008 to spring 2009

**\$2,500** approximate annual full-time attendance costs

Of our **70** disciplines, most popular are **General Studies, University Studies, Business Administration, Nursing**

Average class size: **30**

**58%** female

**42%** male

**25%** are the **first** in their families to attend college

**57%** rely primarily on their incomes and savings to **pay** for college

**54%** of college credit students intend to **transfer** to a university

**27** is the average **age** of college credit students

**82%** of our students are **employed**

work at least **20 hours a week** **56%**

**36%** work **full time**



## POSITIVE FEEDBACK



**97%** of our college credit students would **recommend** MiraCosta College to a friend

**90%** agree that MiraCosta helped them acquire a broad education, **think critically and analytically**, and work effectively with others

**87%** credit MiraCosta with helping them **develop clear career goals**

**98%** say our **faculty and staff provide the help** students need to succeed

**89%** rate their professors as **available, helpful and sympathetic**

Sources: MiraCosta College enrollment data and 2007 Community College Survey of Student Engagement responses

### 1988

The San Elijo Campus opens to 2,500 students—nearly 1,000 more than were expected to enroll.



### 1988–2008

This is a period of expansion for the college—several new buildings are constructed on the Oceanside Campus including the Student Center in 1990 and the new library in 2003, and the Community Learning Center opened on Mission Avenue in Oceanside in 2000.



### 2009

The college celebrates its 75th anniversary and has its highest enrollment to date.



# The Latest in Healthy Living

## from MiraCosta faculty expert Robert Fulbright

It's always the right time of the year to add habits to your weekly routine that will lead to a fit body and longer life:

- **Sign up for a class** or join a sports league — do an activity you enjoy. Your exercise is then a regularly scheduled part of your week and something you look forward to.
- At least twice a week, **engage in an activity that makes you sweat**, which raises your metabolism rate as your body burns more calories for weight loss. Long after your work out, your metabolism rate remains higher, so the calorie burning continues.
- Even if you don't feel thirsty, **drink lots of water**. Hydration helps maintain proper cell function, blood volume, blood pressure and can also aid in weight loss.
- **Take advantage of the many local produce stands and farmers markets for fresh, in-season fruits and vegetables** and add more of them to your diet. Full of vitamins, minerals, antioxidants and fiber, they benefit your health by decreasing cholesterol levels and blood pressure, as well as decreasing the risks of cardiovascular disease and cancer.



“Take charge of how you look and feel,” advises Robert Fulbright.

Robert earned a master's degree in kinesiology/exercise physiology from California State University, Northridge and since 2006 has been an instructor at MiraCosta.

Leading by example, Robert's achievements are a testament to his own commitment to fitness. He is a sixth degree black-belt, the 1988 World Karate Champion, was on the

**Reminder from Robert**—*exercise reduces stress and improves your mood.*

1992 Olympic Taekwondo Team, and while attending West Point Military Academy, competed on the wrestling team.

Besides teaching a variety of kinesiology, health and nutrition courses at MiraCosta, Robert is also overseeing MiraCosta's new Personal Fitness Trainer Certification Program, which will help fulfill the growing need for trained fitness professionals. Upon finishing the program students are able to enter the field as exercise testing technicians, fitness instructors, strength training instructors, aerobic instructors and personal fitness trainers.