

# hillviews

## BIG NUMBERS

FACULTY & PROGRAM  
ENDOWMENTS

STUDENT  
SCHOLARSHIPS

# BIG

ACADEMIC & ATHLETIC  
FACILITIES

RESEARCH  
ACTIVITIES

# FUTURE

\$151  
MILLION

PRIDE IN ACTION CAMPAIGN RAISING THE UNIVERSITY TO NEW HEIGHTS

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TEXAS  
STATE  
UNIVERSITY

*The rising STAR of Texas*

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**ABOUT:** *Hillviews* is produced by the University Advancement division. We'd love to hear from you. Send us your comments about the articles in this issue, or send story suggestions. Email [Hillviews@txstate.edu](mailto:Hillviews@txstate.edu); fax to 512-245-3817; or mail to *Hillviews*, Texas State University, 601 University Drive, San Marcos, TX 78666-4613.

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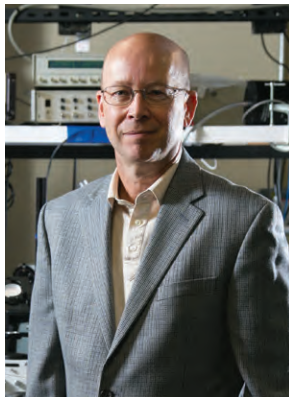


## FEATURE

# BIG NUMBERS/BIG FUTURE

The Pride in Action Campaign that began in 2006 concluded this year with an astounding \$151 million total. Most of the money is already hard at work in the form of new facilities, scholarships, expanded programs and endowed professorships.

"I came to Texas State because..."



## hillviews

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Texas State University

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## (from the president's desk)

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Dear Friends,

Chances are, if the last time you ever set foot on the campus of Texas State was more than 10 years ago, there's a high probability now there will be many things about the university that are unrecognizable to you.

New buildings, renovated facilities, reconfigured spaces and inviting landscapes dot every quadrant of the university. And just as there are so many new or refurbished areas that you can see for yourself, there are many other enhancements that aren't so visibly apparent: new academic programs, boosted research capacity, expanded counseling and advising, added scholarships, and new endowments for chairs and professorships.

If you are a recent graduate and you had a mother or father who attended Texas State a generation ago, it clearly isn't the same institution they attended.

Texas State is evolving to meet the needs of a changing Texas, one that increasingly is moving toward a labor force that requires more sophisticated skills than ever before and one that requires a well-educated pool of workers.

We knew this when we embarked on a campaign back in 2006 to raise funds that would help us build excellence at the university in ways that would best benefit the Texas State community. The results of that campaign, which we called Pride in Action and ended in February, were nothing short of astounding. We raised \$151 million, \$41 million more than our stated goal, and 85 percent of those funds are already at work for the university.

Those funds are making Texas State better in virtually every way imaginable.

Inside this issue, you'll see a breakdown of how those funds are being used, not to mention a range of other stories that highlight some impressive activities and achievements of some of our students, faculty and alumni. Among them is a look at a multiyear project researching rockshelters and caves in the Lower Pecos region that feature 4,000-year-old pictographs; an interview with El Paso businessman/philanthropist Richard Castro, who used to flip burgers to help pay his way through college and now owns two dozen McDonald's restaurants and has established a scholarship fund; and four brigadier generals who all received their commissions at Texas State.

Indeed, Texas State is changing. And our university is making contributions to change Texas for the better.

Sincerely,

A handwritten signature in dark ink that reads "Denise M. Trauth". The script is elegant and cursive.

Denise M. Trauth



# (wide)views

## Eagle Nest Canyon

### On the Trail of Ancient Southwest Texans



*Jacob Sullivan (B.A. 2013) holds a small digital microscope/camera very close to a polychrome pictograph that is possibly 3,000 years old.*

Dr. Stephen L. Black is an assistant professor of anthropology at Texas State University, and is concentrating his research efforts on the Lower Pecos Canyonlands on the northeast edge of the Chihuahuan Desert. He shares his story here.

Ancient Southwest Texas (ASWT) is an ongoing long-term research program Black launched in 2009 with the broad aims of improving our understanding of the prehistoric human record of southwestern Texas and adjacent northern Mexico; sharing what we learn with the scholarly community and the public; and training the next generation of archaeologists.

In January 2014, ASWT launched the Eagle Nest Canyon (ENC) Expedition. The ENC project is a multi-year program investigating the human and natural history of Eagle Nest Canyon and conserving the canyon's archaeological sites for future generations. The project is a collaborative endeavor led by Black in partnership with the Skiles family, the Shumla School, and contributing scientists, students and volunteers.

It is late afternoon and I sit in the mouth of Eagle Cave staring at the towering cliff face across Eagle Nest Canyon. To my left the boulder-strewn canyon floor rises in twists and turns before it reaches Bonfire Shelter, scene of spectacular bison kills 12,000 years ago and again 9,000 years later. To my right I see the mouth of Eagle Nest Canyon, where it joins the Rio Grande. I can't see the river, but the rugged terrain in the far background is in Mexico. As the cliff turns dull orange and echoes the setting sun, I ponder the links between what lies buried beneath my feet and the faded images painted on the wall behind me.

Eagle Nest canyon is a mile-long box canyon that drains into the Rio Grande just below Langtry, the small border town where Judge Roy Bean once enforced the "Law West of the Pecos" from his courthouse saloon, the Jersey Lily, which visitors can still see at the Roy Bean Visitor Center. Local historian Jack Skiles, head of the family that owns and protects the canyon, ran the center for many years and wrote the book *Judge Roy Bean Country* (Texas Tech University Press, 1996).

The canyon lies within what archaeologists call the Lower Pecos Canyonlands, or simply the Lower Pecos. Here, just below the southwestern edge of the Edwards Plateau, the Pecos and Devils rivers carved deeply incised limestone canyons that drain into the Rio Grande between Del Rio and Langtry.



### Eagle Cave

Unbeknownst to most, the region has a remarkable world-class archaeological legacy left by the ancestors of today's North American Indians. The Lower Pecos is renowned for its dry rockshelters and caves, which native people used for millennia as witnessed by vivid pictographs and thick deposits of well-preserved habitation debris ranging from basketry and sandals, to food remains and coprolites (dried feces). Perhaps most striking is the amazing rock art – polychrome compositions painted in mineral pigments as early as 4,000 years ago. Rock art panels, some quite vivid, some faded, are found in many sheltered places in the region, such as Eagle Cave.

Eagle Cave is a huge rockshelter used as a temporary home and work station for more than 8,000 years. Technically, caves are deeper than they are wide and rockshelters are the other way around, but ranchers call them caves. Eagle Cave is about 100 feet deep and 200 feet wide, and its ceiling rises 50 feet above the floor. Over time cultural deposits over 10 feet thick accumulated – plant remains, animal bones, ash and spent cooking stones – amid which many kinds

of artifacts are found. Most of this material was carried bit by bit into the shelter by the hunters and gatherers who frequented Eagle Nest Canyon for so many generations.

Dozens of students have taken part in my research here in the Lower Pecos over the past several years through archaeological field schools and research expeditions like the one now underway. My students and I are using modern scientific methods to better understand the long history of the small-scale societies who called the Lower Pecos home for millennia.

### Cutting-edge approach

I work in tandem with Dr. Carolyn E. Boyd, adjunct professor and executive director of the Shumla Archaeological Research and Education Center, a non-profit organization headquartered in nearby Comstock. A preeminent rock art expert, Boyd is pioneering new systematic scientific approaches to documenting and studying the pictographs of the Lower Pecos. Although dirt and rock art archaeology are traditionally seen as separate research domains, we are taking a more integrated approach. While Boyd and her team study the images painted on the walls, my team focuses on what is beneath the ground using many of the same research techniques. The painted walls and the buried occupational layers share more in common than most people realize.

A key method for both is the use of high-resolution digital photographs to precisely document what we find using a cutting-edge photogrammetric approach known as Structure-from-Motion. Briefly put, we use dozens or hundreds of overlapping images to create extremely precise graphical

“Although dirt and rock art archaeology are traditionally seen as separate research domains, we are taking a more integrated approach. While [Carolyn] Boyd and her team study the images painted on the walls, my team focuses on what is beneath the ground using many of the same research techniques.” — Steve Black





EAGLE CAVE IS A HUGE ROCKSHELTER USED AS A TEMPORARY HOME AND WORK STATION FOR MORE THAN 8,000 YEARS. TECHNICALLY, CAVES ARE DEEPER THAN THEY ARE WIDE AND ROCKSHELTERS ARE THE OTHER WAY AROUND, BUT RANCHERS CALL THEM CAVES.



*Steve Black cleans cave wall.*





*Participants in the 2013 Texas State Archaeological Field School at Eagle Nest Canyon directed by Dr. Carolyn Boyd of the Shumla School (bottom row, far left) and the author (bottom row, far right).*

3D models. On the computer screen in ArcGIS and other mapping programs, one can easily manipulate these digital models and look at the surfaces from all directions and take highly accurate measurements no archaeologist can achieve using conventional methods. These same models can also be used to create 'fly-through' video animations allowing remote viewers and researchers to visit our Eagle Cave digs — or such is our ambition.

A challenge common to both dirt and rock art archaeology is unraveling the stratigraphy — the layering of deposits. In an ideal archaeological world, layers are deposited one at a time, one atop the other in layer-cake fashion. The real world of Eagle Cave is a lot more complicated. The layers people left behind, like a trash midden or a pile of rocks left over from plant baking, are not very neat to begin with; over the centuries all sorts of things happened to mix things up such as burrowing animals, pit digging by later people, the once-every-1,000-year massive flood when a muddy Rio Grande backs far up into the canyon, and the

gradual decay all organic materials undergo. What makes a dry rockshelter different is that decay takes many centuries, and the stratigraphic complexity is much more apparent.

#### **Radiocarbon dating**

Unraveling the layers beneath the surface of an archaeological site is the everyday task of the dirt archaeologist. After we get back to the lab we can use radiocarbon dating to find out how old each layer is and how much time elapsed between occupations, and specialists help us identify bones, plants, and even insects. But in the field we are exposing and recording literally hundreds of layers, some less than one inch thick. Keeping track of these layers and of the many samples we take requires a sophisticated documentation and accounting system. Increasingly we are using tablets and other digital devices to supplement and hopefully replace our paper notes and directly enter the data into our database. This process is conceptually easy, but operationally tricky in a dusty cave where cellphone reception doesn't exist.

The rock art team uses a surprisingly similar stratigraphic approach to unraveling the sequence in which a pictographic panel was painted. Boyd uses a handheld digital microscope hooked to a laptop to see which painted line was painted over another. To her surprise she learns the ancient painters followed a rigid sequence — black lines and symbols were always painted first followed by red, then yellow and finally white. This is one of the reasons Boyd argues the 4,000-year-old Pecos River Style rock art panels were quite deliberate, well-planned compositions that visually communicate how people saw the universe and their role within it. These paintings are, Boyd argues, "the oldest surviving books in North America."

As our research progresses, our archaeological teams strive to read the painted walls and unravel the distorted layers left by the very same hunter-gatherers some 4,000 years ago. While some like to think of these research domains as sacred vs. mundane, we suspect the ancient southwest Texans saw Eagle Nest Canyon as part of a fascinatingly coherent world. Gaining meaningful insight into that world is our goal.

*— Steve Black*

**FOLLOW THE PROGRESS OF THE EAGLE NEST CANYON EXPEDITION AT THIS BLOG:  
[ASWTPROJECT.WORDPRESS.COM](http://ASWTPROJECT.WORDPRESS.COM)**



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# Stand up for Veterans

Grant program provides training and placement for social work students

Social work graduate students Stephanie Waldeck and Devin M. Giles faced challenging experiences when they began volunteering to work with military veterans who were coping not only with transitioning to civilian life but anxiety, post-traumatic stress disorder, substance abuse, homelessness and other problems.

“It’s difficult for a social worker to not take that stuff home, especially the graphic things vets tell you about combat,” Waldeck says. “They’re trying to get it off their chest and explain the nightmares and recurring thoughts.”

“Learning how to be effective in helping veterans is the second step,” Giles says. “The first step is the jaw-dropping, heart-wrenching experience in realizing just how huge and important this task is.”

Waldeck and Giles, both passionate about helping veterans of Iraq, Afghanistan and other conflicts, say they would have to earn income and could not devote as much energy to volunteering and studies without funds from Project Stand Up for Veterans (PSUV). They are two of 13 current PSUV trainees who each received a \$10,000 stipend as part of a \$479,035 grant from the Health Resources and Services Administration.

## **Military-related agencies**

Awarded to Texas State University’s School of Social Work, the three-year grant will expire in 2015. Fifteen students have completed and graduated from the program, which also provides specialized training and field placements. Trainees work in military-related agencies including Texas State Veterans Initiative, Veterans Administration, VA hospitals, Wounded Warrior Project, Operation Homefront, Haven for Hope and American Widows Project. PSUV ties in with Texas State’s Veterans Initiative, an interdisciplinary project to help the university’s academic and career services for some 2,800 student veterans.



*Devin M. Giles is one of 13 trainees in Project Stand Up for Veterans.*

"There are critical shortages of mental and behavioral health specialists in our area, with Fort Sam Houston and Lackland AFB on the south and Fort Hood on the north," says Dr. Mary Jo Garcia Biggs, professor in the School of Social Work and PSUV's primary investigator and project director who oversees PSUV with Dr. Katherine Selber and Dr. Amy Russell. "More people need more services, and we are using the grant to boost the numbers of graduates who understand what veterans face," Biggs says.

"We've gotten amazing success. Agencies tell us our students are well prepared when they go into the field. The feedback from veterans is that they are impressed with the students' cultural understanding of the military and appreciate that students are actually interviewing vets instead of asking a question and moving on," Biggs says.

"LEARNING HOW TO BE EFFECTIVE IN HELPING VETERANS IS THE SECOND STEP. THE FIRST STEP IS THE JAW-DROPPING, HEART-WRENCHING EXPERIENCE IN REALIZING JUST HOW HUGE AND IMPORTANT THIS TASK IS."

– DEVIN GILES, *Texas State graduate student*

#### Changing lives

Giles, 36, a PSUV trainee for a year and a member of the National Guard since 2011, took part in a field placement last fall with Veterans Wrap Services, a nonprofit that connects veterans with resources at the Hill Country Mental Health Developmental Disability Center in San Marcos. "It was a very powerful experience, sometimes in the frustrating sense and sometimes in a gratifying sense," he says. "I got to experience the world through the eyes of veterans who were not having an easy time making ends meet or staying free from taking drugs. They sometimes found that obtaining services was complicated to the extent of being daunting."

While Giles was able to improve their situations, he says, "The life that was most changed was mine." This semester Giles is recruiting other social work students to volunteer with the San Marcos Chapter of the Military Veteran Peer Network, which connects vets to resources.

"Many students are looking for volunteer opportunities, and the mission of the peer network is a very good one," Giles says. "With a large body of volunteers, I think they will be able to reach a lot of veterans."

Waldeck, 26, a PSUV trainee since 2012, knows the stresses that military families face. Her father, retired Coast Guard Lt. Charles Cobb, was gone weeks at a time. Her husband, Army 1st Lt. Justin Waldeck, deployed to Afghanistan in May for six to nine months. She estimates that 95 percent of her research papers focus on the military.

She discovered there are few resources for military spouses. "They are the backbone that holds the families together while the service people are gone," says Waldeck, who has volunteered with several veteran support agencies and is an intern working with homeless veterans in a rehabilitation treatment program at Central Texas Veterans Health Care System in Temple.

Waldeck asked members of online forums for military spouses to describe in one word how they feel. Responses included "fear," "passionate" and "resourceful." She made a poster showing a photograph of a woman and her husband in a camouflage battle uniform and painted response words on it. Titled *Journey to Heroism*, she presented the project in October at the national Council on Social Work Education conference in Dallas.

While the Graduate College and the College of Applied Arts committed \$15,000 each to help with stipends for trainees recruited in the last year of the grant through the next year, Waldeck hopes funding for PSUV will be renewed or located from other sources. "Continuing to support students who have a passion to work with veterans is important because the population is so unique that we need more specialized social workers," she says. "Vets deal with things that other people could never understand."

– John Goodspeed



## PROFESSOR KNOWS FIRSTHAND ABOUT CHALLENGES FACED BY MILITARY FAMILIES

Dr. Katherine Selber is acutely aware of the challenges faced by military veterans. Her son, Capt. Will Selber, has been deployed four times to Iraq and Afghanistan.

A graduate of Texas State University with a master's degree in political science, Will Selber was commissioned as a first lieutenant through the Air Force ROTC program in 2004. He deployed with special operations forces doing counter-insurgency work as an intelligence officer and he is the military liaison on Afghan issues in the U.S. Department of State's Foreign Service Institute.

"He's seen a lot and done a lot. He helped teach me about the military population," says Selber, a professor in the School of Social Work. "As a family member you see those needs among family members and their battle buddies. As a social worker, you want to address those bigger needs."

In 2008, while enrollment of student veterans steadily increased, Selber helped start the university's Veterans Initiative, which aims to retain veterans, help them graduate and pave the way to a civilian career. It serves about 2,800 student veterans and their families through an interdisciplinary program to provide academic, mental and behavioral health and career services.

The creation of the Veterans Advisory Council, of which Selber is a member, brought together about 15 faculty and staff of all divisions that touch the life of a student veteran, from admissions to career services and everything in between. "We identify needs of the student veteran population and address those needs by trying to coordinate services or develop services," Selber says.

Project Stand Up for Veterans, which provides stipends for social work graduate students, specialized training and field placements, became part of the Veterans Initiative in 2012. Selber helps oversee the project. Other facets of the Veterans Initiative include a workshop for faculty and staff to help them understand how to support student veterans on their path to graduation; an internship program for social work students working with veterans on campus; and a course on the challenges troops face transitioning back to community. The Writing Center recently initiated Veterans Tutoring Veterans, which pairs students with a member of the Tutor Corps who is also a veteran. (On the web at [www.writingcenter.txstate.edu/Student-Resources/veteran-tutoring.html](http://www.writingcenter.txstate.edu/Student-Resources/veteran-tutoring.html))

"It's important that we recognize that veterans come back with a lot of strengths, leadership skills and special challenges," Selber says. "They were trained thoroughly and tasked with huge levels of responsibility – projects that people in their 20s would never see in the civilian world.

"What they most need is just a little assistance until they get their feet on the ground and resources in place for a jumping-off point to be successful again."

– John Goodspeed





# Run fast and carry a big stick

Texas State Lacrosse celebrates 25 years



Forget candles on a cake. In this case, raising sticks might be more appropriate. This year, the Texas State University Men's Lacrosse Club turns 25. Among the 27 recreational clubs on campus, men's lacrosse is one of the oldest active clubs, second only to fencing (1975).

The Texas State program is part of the Men's Collegiate Lacrosse Association (MCLA), a national organization of non-NCAA, men's college lacrosse programs. The Texas State club is in the south division of the Lone Star Alliance (LSA). Other Texas schools in the LSA include The University of Texas at Austin, Southern Methodist University, St. Edward's, Rice, TCU, Baylor, Sam Houston and UT-San Antonio. There are currently 44 men on the team roster, most are from Texas with one each from British Columbia and California.

Jason DiGiovanni, 2013-14 president and captain, says home games draw upward of 300 people, especially when they play the UT-Austin team. "I don't think the other recreational sports clubs do as much as we do," he says.

The oldest team sport in North America, lacrosse was played by Native Americans as early as the 17th century. Played between villages, the game could go on for days. A dictionary definition sums it up: an outdoor game in which players use long-handled sticks with nets for catching, throwing and carrying the ball.

While it doesn't have the kind of following that high school football has in Texas, lacrosse is growing in popularity. In 2014 the Bobcats had 13 wins and two losses during regular season play. They trounced both UTSA (24 - 1) and UT-Austin (12 - 7).

Several former Texas State players coach club teams for Austin area high schools. Coach Michael Brand, who previously coached at Brown University and Centenary College, is in his second season with Texas State. Originally from New York and now living in San Marcos, Brand commutes daily to UT-San Antonio for his job as an instructional development specialist. Three to four nights a week he is on the fields for lacrosse practice. The team starts practicing in late August and the season runs from mid-January to May.

Jeff Truscott remembers that when he was on the team starting in 1992, half the players were from the Northeast. A New Hampshire high school graduate, Truscott recalls visiting San Marcos reluctantly after checking out his first choice school, Western Colorado State University. It was April and it was snowing in Gunnison, Colo., but it was sunny in San Marcos. He chose Texas State where he could pay in-state tuition because his dad was serving overseas with the Army.

Only after enrolling did he discover there was a lacrosse club on campus. "I knew absolutely no one at school here," he says. Making friends on the team was a bonus, and several are friends to this day. Truscott, who has coached lacrosse at Westlake High School, came back in 2010 to support the university. He praises Brand for his recruiting efforts and for the team's community service programs, which he calls "the difference between a program and a good program."





# \$55,000

what the recreational clubs receive annually from the university

# 27

sports clubs  
operated on campus  
in the 2013-2014 school year

## QUIDDITCH

Made famous in the Harry  
Potter novels

Women's Lacrosse is ranked

# No. 13

out of 188 in the  
in the Women's Collegiate  
Lacrosse Association Div. II  
National Coaches Poll

A lacrosse player since the seventh grade, Clark Dansby was president and team captain his last two years at Texas State. He graduated in 2013 and now coaches lacrosse at Austin Westlake in addition to his job with a large software retailer. Dansby praises the Texas State players, especially their work with community service projects.

DiGiovanni says his favorite game memory was during his first year. "We played Florida here at home, they were ranked 15th, we were 16 or 17. We ended up beating them 16-15. That was one of the biggest games in the program."

Karl Meyer says the program is much bigger than when he played in the 1990s. Not a high school athlete in his hometown of Pleasanton, Meyer says he was recruited by a friend in the residence hall.

"It's not a sport where you have to be the strongest, biggest out there," he says. "We had players who were barely 5-foot-8. If we had 30 or so people in the stands we were doing pretty good."

On a balmy Saturday last November, about 25 former players took on the 2014 team. The alumni wore a mixture of Southwest Texas and Texas State uniforms. The oldest player on the field was 50-year-old "Super" Dave Smyth. The 2014 team prevailed, 17-2.

An awards banquet was held that evening, followed the next day with the annual Alumni Golf Tournament with proceeds benefiting the Lacrosse Club.

—Julie Cooper

### *Complete list of club sports:*

**Baseball Cycling Disc Golf Equestrian  
Fencing Football Gymnastics Ice Hockey  
Men's Lacrosse Women's Lacrosse  
Quidditch Racquetball Men's Rugby  
Women's Rugby Men's Soccer Women's  
Soccer Swim Tennis Triathlon Men's  
Ultimate Disc Women's Ultimate Disc  
Men's Volleyball Women's Volleyball  
Men's Water Polo Women's Water Polo  
Water Ski Wrestling**

To join, email [sportclubs@txstate.edu](mailto:sportclubs@txstate.edu), call 512-245-1791  
or stop by the Student Recreation Center.  
Online @ [campusrecreation.txstate.edu/sport-clubs.html](http://campusrecreation.txstate.edu/sport-clubs.html)





## Media evolves with digital integration, innovation

School of Journalism and Mass Communication — experience matters

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**T**raditional newspapers, TV and radio are struggling to survive in the brave new world of digital media, while the Internet, online streaming, Google, Facebook, Twitter and other social media are changing the way information is produced, delivered and consumed. But the Texas State University School of Journalism and Mass Communication is staying ahead of the rapid evolution of the media universe. An innovative graduate program and a general mass communication bachelor of arts degree offer on campus, online and hybrid course options.

With more than 2,000 majors, Texas State has one of the largest media and communication programs in the country, offering four professional bachelor of science degrees focusing on advertising, journalism, public relations and electronic media.

"We provide students with opportunities to learn in and out of the classroom," says Dr. Judy B. Oskam, director, School of Journalism and Mass Communication (SJMC). "And it all focuses on experience. Our faculty has industry expertise and they integrate professional projects and partnerships in their classes to provide students with real-world experience."

#### **Integration and innovation**

Continuing to implement a digital centered curriculum, SJMC faculty is providing students with the opportunities to build a specialization in various areas, such as digital media and visual communication. "We keep our curriculum on the cutting edge so our graduates have an edge when they apply for jobs," Oskam says. Beginning in fall 2014 students can graduate with a concentration in Digital Media and/or a concentration in Visual Communication.

The digital future is now, says Kym Fox, a veteran journalist who was the deputy metro editor for the San Antonio Express-News before joining the Texas State faculty in 2002 to lead the journalism sequence. "Despite the decline of traditional media, journalism is alive and well," Fox says.

"People take in and consume more news than ever, but they are doing it in different ways — on computers and mobile devices. However, the core skills for journalists remain the same. You have to be a good writer and storyteller. But now we start with a multi-media foundation because there are more ways for a journalist to tell a story than there used to be."

Most students get their first experience working for student media at Texas State, such as *The University Star* newspaper, radio station KTSW 89.9 or the student-produced cable television newscast, *Bobcat Update*. A student PR firm, *Bobcat Promotions*, takes on real clients.

"Experience is essential for any journalist," Fox says. "And working for student media is real experience, not just classroom experience. Students use social media to report from the field, shoot images, and perform on deadline. They cover major news events along with national media when it happens close to home."

Dr. Sandy Rao, who oversees the graduate program, says students must master a plethora of new skills to earn a master's in Mass Communication. The graduate program offers concentrations in New Media, Strategic Communication, Latino Media and Global Media. "Technical skills, entrepreneurial skills, data management and computation skills, data visualization, Web design and the ability to continue to learn new skills have all become crucial in effectively using media," Rao says.

The SJMC graduate program focuses on knowledge and skills that media communicators need in upper-level jobs such as strategy, global awareness, Web design and content skills, and strong research and theoretical knowledge, Rao says.

This summer, SJMC launched its first study broad class in the United Kingdom, providing international experience for both undergraduate and graduate students.

"We live and work in a global environment and students need to be exposed to other cultures and how media function in other cultures," Rao says. "It's a life-changing opportunity for some of the students who have never been abroad. The

UK Study Abroad program includes field trips to media companies such as the BBC and The Guardian."

#### **SXTXState Project**

Dr. Cindy Royal, who spent the 2013-2014 academic year at California's Stanford University on a prestigious Knight Journalism Fellowship, initiated one of the SJMC's most innovative programs for grad students in 2008 by establishing a project around Austin's South by Southwest Interactive. For the SXTXState Project, students attend and report about SXSW for a website they created, [sxtxstate.com](http://sxtxstate.com).

"They get to experience a real-world reporting scenario while learning about the future of media and networking with innovators," Royal says. "If they are able to speak about hearing Mark Zuckerberg discuss Facebook's strategy for granular privacy controls or the latest in responsive web design techniques, they gain an edge over other candidates. Graduates of this project have made contacts at SXSW that have led to internships and jobs."

Some have even become SXSW speakers in subsequent years, Royal says. This year, two of the students from last year's SXTXState Project had their panel proposals accepted and were featured speakers at the spring 2014 SXSW Interactive Festival.

"All media is digital media now," Royal says. "Some organizations still maintain print products, and these products are often viable in many situations. But the future lies with people who can tell stories and engage the public in new and innovative ways. There are opportunities for students to work in digital media at traditional news organizations, in innovative start-ups and to influence media efforts for tech organizations like Twitter, Tumblr or Facebook."

—Dan R. Goddard

# It's a win-win when advertising class gets real world experience

**H**ewlett-Packard's Displays Business Unit wanted to partner with a university to research and propose a communications strategy for the HP Slate<sup>21</sup> All-in-One PC (AiO). Students in Texas State University's Marketing Advertising Account Planning class were looking for real-world experience. School of Journalism and Mass Communication lecturer Jenny Buschhorn knew her students were up to the challenge.

"The class was split into three teams," Buschhorn says. "Each did research and all came back with a different strategy. Then we met with HP Displays team members, which gave our students a chance to present their research and pitch their ideas. Students also met with HP Houston employees to find out about their jobs and learn what you have to do to get a job in today's world."

Each of the three teams – Bullseye Creative, Se7endipity and L'Majek – conducted primary and secondary research including interviewing more than 300 people, mostly students, in the 18- to-24-year-old demographic. HP provided the HP Slate<sup>21</sup> AiO, which boasts a 21.5-inch touch screen and an Android™ 4.2 ecosystem. The students tested the product with interviewees in order to understand consumer perceptions and usage of the new technology.

Generally, respondents knew the HP brand but did not consider it "trendy," were unfamiliar with the AiO category, liked the Android operating system's customization (though a majority did not use it) and were willing to spend more than \$600 on the product. The HP Slate<sup>21</sup> AiO retails for just \$399.

"The real challenge for our students was to take this information and come up with a plan for marketing the Slate<sup>21</sup>," Buschhorn says. "They had to consider how best to communicate the product's unique features and make it stand out in the digital world."

Advertising has changed since the *Mad Men* days, Buschhorn says, with the Internet and social media taking up more of the marketplace, while traditional television and printed media are in decline.

"Putting together an advertising campaign used to take a long time," Buschhorn says. "But the pace today is so much faster and more integrated. You can push your message out there with social media. You have to think about– is it going to be cool on YouTube? Online consumers are much more interested in having an interactive experience."

Based on research showing millennials are heavy dual screen users, the Se7endipity team recommended that HP bundle the HP



Illustration courtesy  
Hewlett-Packard



“The real challenge for our students was to take this information and come up with a plan for marketing the Slate<sup>21</sup>. They had to consider **how best to communicate the product’s unique features** and make it stand out in the digital world.”

– Jenny Buschhorn

Slate<sup>21</sup> with the HP Slate<sup>8</sup> so students would have the bigger screen for watching videos and working in their residence halls, and a smaller unit to take to class: “Meet the perfect tech duo.” The L’Majek team recommended stressing Android’s unprecedented customization capabilities: “21 inches of Blank Slate.” Bullseye Creative thought people needed to see the product demonstrated.

HP liked the recommendations. The spring 2014 senior-level Ad Campaigns class also worked on an online/social media campaign for both the bundling and “21 inches of Blank Slate” strategies. Both include demonstrating the product.

“HP received research at no cost and our students proposed communications plans for the consumer market and additional ideas for commercial markets,” Buschhorn says. “Best of all, our students got real-world experience with real-world problems in real time.”

– Dan R. Goddard



## Cindy Royal named Scripps Teacher of the Year

Cindy Royal, associate professor in the School of Journalism and Mass Communication, has been named Journalism and Mass Communication Teacher of the Year by the Scripps Howard Foundation. Royal will receive \$10,000 as part of the national award. She was honored in cooperation with the Association for Education in Journalism and Mass Communication during the keynote session of its annual conference, held this summer in Montreal.

Royal specializes in teaching the practical and theoretical concepts of new media. She completed doctoral studies in journalism and mass communication at The University of Texas at Austin in May 2005. Royal teaches Web design and online journalism, as well as other courses dealing with communication and technology.

Established in 1953, the Scripps Howard Foundation’s national journalism awards competition is open to news organizations based in the United States and recognizes outstanding print, broadcast and online journalism in 15 categories. Two additional categories honor college journalism and mass communication educators for excellence in administration and teaching.

Dedicated to excellence in journalism, the Scripps Howard Foundation is the philanthropic arm of the E.W. Scripps Company, and is a leader in industry efforts in journalism education, scholarships, internships, minority recruitment and development, literacy and First Amendment causes. With a special commitment to the regions where Scripps does business, the foundation helps build healthy communities and improve the quality of life through support of sound educational programs, strong families, vital social services, enriching arts and culture and inclusive civic affairs.



FIRST PRIZE : A Scottish Wedding Edinburgh, Scotland  
Christy Woods, senior, International Studies



## It's a wide wide world

### Study Abroad students enter photos in yearly contest

The Study Abroad Office hosted a photography exhibit and contest of the best pictures taken by Texas State students during the 2012-13 academic year. Entries included images from Japan, England, Ireland, Scotland, Cuba, France, South Africa and Austria. The top three photos received the Byron Augustin Study Abroad Photo Award and cash prizes of \$100, \$75 and \$50, respectively.

SECOND PRIZE: Old and New Blarney Castle & Gardens, Ireland  
Jenny Van De Walle, senior, English



Maiko Kyoto, Japan  
Taylor Buck, senior, Communication Design







THIRD PRIZE: *Locked*, Paris, France  
Matthew Alvarez, senior, Journalism



*Texas State Pride at the top of Table Mountain* Capetown, South Africa  
Jenna Ross, senior, Elementary Education



# Coach Ricci Woodard

## Becoming a parent has changed her perspective on life, coaching

Texas State softball coach Richelle “Ricci” Woodard has long thought of her players as family throughout her stellar career with the Bobcats, mentoring them on and off the field. While Woodard has a well-earned reputation as a driven, meticulous teacher of the game she loves, there are other facets of her job that transcend sports and make her as much a surrogate parent as a coach.

“I think that’s what a lot of coaching is, teaching the athletes you work with life skills,” Woodard says. “They come to you when they’re 18. I’ve had kids that didn’t know how to do their laundry. I’ve had kids that didn’t know the hood from the trunk of their car.

“We help them with flat tires. We help them with everyday things that we kind of take for granted. Normally, 18-year-olds still have a lot of maturing to do. They do a lot of that in those four or five years that we have the privilege of helping mentor and mold them.”

As things turned out, Woodard’s coaching experience helped her prepare for one of the most challenging jobs she’ll ever have – being a real parent. Woodard remains as fiercely competitive as she was when she played college softball, but her outlook on life and her career has changed since she adopted her sons, Joey and Alex.

### Foster parent first

Woodard became a foster parent to Joey when he was 14 months old. She adopted him in 2008, shortly after his second birthday. Alex was only 6 weeks old when he was placed in Woodard’s care. The coach adopted him in 2009, not long after his second birthday.

“They are the only two foster children I ever had in my house,” Woodard says, adding jokingly: “I told the people who brought them to me, ‘I think these two are plenty, I think I’m done adding to my family.’ I guess I got lucky.”

Woodard, 46, says she never had given much thought to being a foster parent until someone from a social agency spoke one Sunday at her church. “I thought, ‘You know,



“Sometimes it’s easy to make everything just about the job. I started thinking that there had to be something more out there for me to give.” – Ricci Woodard

maybe I could do that and maybe give back.’ Even if I didn’t adopt, I’d at least feel that I had helped some child, somewhere, in some small way. That’s how it started.”

It didn’t take Woodard long to bond with the boys and grow into her role as a parent. “It’s just an awesome feeling to know that once they were adopted, they weren’t leaving,” she says. “This is their home now, and I’m the person who is going to be responsible for helping guide them through life. I was almost 40 when I adopted them.”

Woodard has embraced being a parent with the same passion she has consistently

demonstrated as a coach. It is evident to current and former students.

“I think having those kids at home helps her understand the balance of having a home life and a family, and still being able to do your job well,” says Temple College softball coach Kristen Zaleski, who played on Woodard’s first four teams at Texas State. “She’s able to balance being a mom, being a coach, being a professional, all very well now. It makes you focus on what’s important in each aspect of your life and just narrow down the things you’re doing and do them well.”

### SLC top honor

Texas State dominated the Southland Conference (SLC) in Woodard's first 12 seasons with the Bobcats, going 250-76 in SLC games and winning six regular-season championships and four SLC tournament titles. Fittingly, Woodard was named the SLC's top coach last year when the league selected its all-time team.

"That's a no-brainer," former Texas State pitcher Nicole Neuerburg says. "It couldn't have been anyone else but Coach Woodard."

Woodard's career record, all compiled with the Bobcats, stood at 458-289-1 before the 2014 season. She led the Bobcats to five NCAA Regional Championship appearances and was named SLC Coach of the Year four times before Texas State left the league after the 2011-12 school year to join the Western Athletic Conference. The Bobcats moved into the Sun Belt Conference in the summer of 2013.

Born in Albuquerque, N.M., Woodard moved to Carlsbad, N.M., with her family when she was 8 months old. A standout athlete at Carlsbad High School, Woodard played softball at Central Arizona Junior College and New Mexico State. She was an assistant coach at Oregon for four seasons before moving to Texas State.

Neuerburg and Zaleski were freshmen when Woodard succeeded Bobby Reeves as the Bobcats' head coach in 2000. "Coming in as a freshman, I didn't know what to expect," Neuerburg says.

"Coach Woodard ran a tight ship and she expected you to be on time. You needed to be early. If you weren't early, you were late. There was something we called Coach Woodard time. Everyone's watch was set about 20 minutes ahead of what time it really was to make sure we were all on time.

"She always had an open-door policy. She was always willing to talk about what was going on in our lives, whether it was on or off the field. She offered us advice. She was like a second mom. She was

everything," Neuerburg says. "It was like, 'OK, what do we do now? Tell us where to go, what to wear and what to take.'"

### Changing perspective

As much as Woodard still enjoys coaching and can't imagine doing anything else for a living, the responsibilities of raising two young boys has changed her perspective. "The players I had before I adopted Joey and Alex come back and tell that it's kind of mellowed me," Woodard says.

"I don't have time to sit around and pout about what happened at work. I don't have time to replay a game 47 times because I have two little boys that are saying, 'Mom, mom, mom, mom.' I think it's changed me and the way I coach a little bit. Maybe at times I think, 'OK, if this was my own child, how would I want her treated in this situation?'"

Juggling her coaching duties with her responsibilities has been a journey of self-discovery for Woodard. "Balance is a word I use at work a lot with our players," she says. "We talk a lot about balance — balancing their social life, with their academics and with softball. I try to make sure that I live a balanced life — that my job doesn't consume me. When you're passionate about what you do, it's hard not to let it consume you.

"I know that when I drive away from that ball field, I have a whole other job when I get home. I have to make sure they stay on track academically, socially, emotionally. It's teaching them balance. It's teaching me balance."

Woodard's parents, Ron and Penny Woodard, moved to San Marcos about four years ago to help care for the boys. "I take them to school and my mom picks them up, either from school or the bus stop, depending on what we've got going on," Woodard says. "She's the nanny. She holds the name very well. I'd be in a bind without her, that's for sure."

Such are the ties that bind.

—David Flores



## Osterman joins Bobcat softball

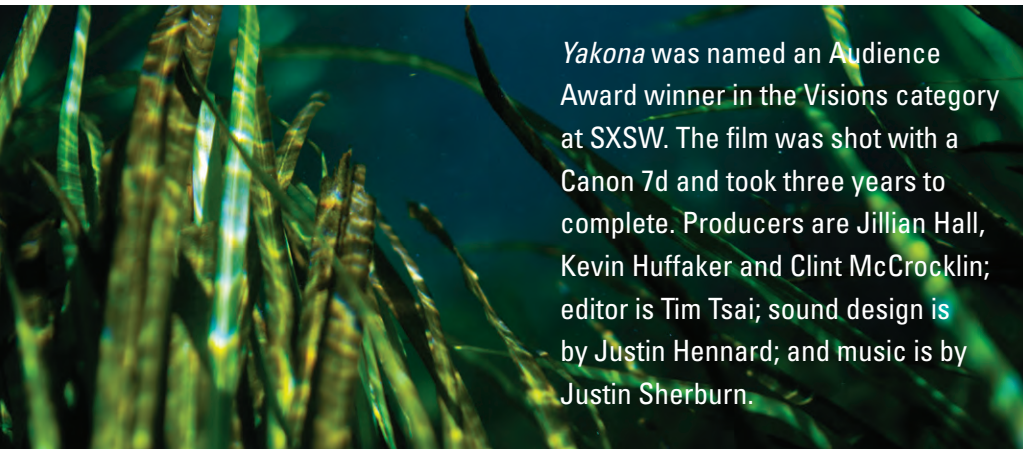
Two-time Olympic medalist Cat Osterman has joined Texas State as assistant coach for the Bobcat softball team. Osterman, who will coach pitchers, joins the Bobcats after spending three seasons as assistant softball coach at St. Edward's University.

A native of Houston, Osterman helped lead The University of Texas at Austin to Women's College World Series appearances in 2003, 2005 and 2006. She is the only person to ever win USA Softball's National Player of the Year honor three times. Osterman pitched for the USA National Team from 2001 to 2010, appearing in the 2004 and 2008 Olympics. Team USA won the gold medal in 2004 and the silver medal in 2008. In her 10-year career with Team USA, Osterman had a 59-4 record with a 0.38 ERA, striking out 832 batters in 425.2 innings. She graduated from UT-Austin in 2006 with a degree in psychology.





*Paul Collins (left) and Anlo Sepulveda pause at the San Marcos River.*



*Yakona* was named an Audience Award winner in the Visions category at SXSW. The film was shot with a Canon 7d and took three years to complete. Producers are Jillian Hall, Kevin Huffaker and Clint McCrocklin; editor is Tim Tsai; sound design is by Justin Hennard; and music is by Justin Sherburn.





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# A River's Story

*'Yakona' is film about life of the San Marcos River*

The documentary film *Yakona* is a visual journey through the waters of the San Marcos River beginning at its headwaters at Spring Lake. The film, which takes the viewer on a trip from ancient times to present day from the perspective of the river, is the work of two Texas State University staffers, Anlo Sepulveda and Paul Collins, who is also a 2006 Texas State graduate.

*Yakona*, which means “rising water” in the Tonkawa language, celebrated its world premiere in March at the South by Southwest Film Conference & Festival (SXSW) in Austin. The day after the SXSW premiere, Collins and Sepulveda spoke to *Hillviews* via a phone interview. The premiere at the Marchesa Theater was the first of two showings at SXSW and was close to a sellout. It was also the first time the filmmakers saw the 83-minute film on the big screen with the audience.

The second showing at Austin's Paramount Theatre was a “dream come true” for Collins.

“We feel like San Marcos has helped us make this film,” says Collins. The university, Sepulveda explains, is in the background of the film when administrators step in and acquire Aquarena Springs, removing the underwater theatre and submarines that were part of the once-famous attraction.

For Sepulveda and Collins this was their second collaboration as co-producers. The two worked together on Sepulveda's directorial debut, *Otis Under Sky*, at SXSW in 2011. “I think we really matured through that first film experience,” Collins says. The pair's creative relationship has grown apart from their day jobs at Texas State.

Sepulveda says that the underwater camera is able to reveal things not seen from above. “The river is kind of a neutral,

pure place that interacts with man,” he says, comparing it to a pristine coral reef.

The filmmakers received grants in 2011 and 2012 from the Austin Film Society and raised more than \$50,000 through a crowd funding campaign at Indiegogo.com. Community support was enthusiastic, and included the San Marcos River Foundation, the City of San Marcos, river outfitters, local businesses and churches.

Both directors emphasize that their goal and dream is to make *Yakona* a community event and to celebrate the river. “We would like people to show their support, especially through social media,” Sepulveda says. “This film is really a community film. No way Paul and I could have done this without their help.”

Collins said they feel the film has a year of festival life and other film festivals are in the works. On the heels of SXSW the film was shown in April at the Texas Wild Rice Festival in San Marcos. They hope to screen the film outdoors beside the Comal River, in San Antonio and at Barton Springs.

– Julie Cooper



# BIG NUMBERS



# BIG FUTURE

WHERE THE FUNDS ARE GOING:

**\$57 million**  
FACULTY & PROGRAM  
ENDOWMENTS

**\$31 million**  
ACADEMIC & ATHLETIC  
FACILITIES

**\$151  
MILLION**

**\$39 million**  
STUDENT  
SCHOLARSHIPS

**\$24 million**  
RESEARCH  
ACTIVITIES





# RAISING EXCELLENCE

By virtually any measure, Texas State's most recent fundraising campaign was a huge success | BY MATT FLORES

Sometimes, reality is bigger than the dream.

The Pride in Action campaign, which started with a quiet phase in 2006 and ended with a bang in February, brought in an astounding \$151 million, eclipsing the university's fundraising goal by more than \$40 million. "This is a big, big deal for Texas State, and this extraordinary achievement speaks volumes about the generosity of our donors and the level of commitment they have for our university," says President Denise Trauth.

The campaign, easily the most productive in the university's history, was noteworthy in other ways, too. In all, about 46,000 individuals or organizations contributed to the campaign (also a record), and roughly 85 percent of the gifts were made in cash. That means that most of the money already is at work at the university in the form of new facilities; expanded programs and research opportunities; and new or augmented scholarships and endowed professorships and chairs.

"The beauty of this is that the impact of these funds will continue to enrich the university for generations, building a solid foundation for further excellence," Trauth adds. Among the most visible additions supported by the campaign is the spectacular Performing Arts Center, a \$40.9 million building that benefitted from an \$8 million gift from lead donor Dr. Patti Strickel Harrison. The 69,122-square-foot center is home to a 397-seat theatre, which bears Harrison's name, and a 312-seat recital hall. Both venues are on par with some of the best in the industry and complement the award-winning talents of the students and faculty who are performing in them, says officials with the College of Fine Arts and Communication.

The campaign was favorable in other ways, says Vice President for University Advancement Barbara Breier. More than 70 percent of all donors were alumni, and the majority of donors contributed between \$25,000 and \$50,000. Also, about 50 percent of faculty and staff – the highest percentage ever – gave to the campaign in the 2014 fiscal year.

Over the course of the campaign, the number of university Heroes – those who have given \$1 million or more to Texas State – more than doubled, from 16 to 35. The number of donors who have given \$100,000 or more (and up to \$999,999), known as Pillar Society members, grew to 112. And the number of Guardian Society members, those who have made a planned gift to the university, reached 90. "We are strengthening the culture of philanthropy at Texas State, which is an important step given the trend in state spending to public universities these days," Breier says. ☺

# “I came to Texas State because”

*The route to a faculty position at Texas State University may have been more circuitous for some than it was for others, but for many faculty members, there certainly was no lack of motivating factors that drew them to a university they viewed as both dynamic and brimming with opportunity. We asked select faculty across various departments about what attracted them to Texas State, their challenges and achievements, and the legacies they hope to foster here, and this is what they had to say ...*

## **Cristina Garcia | Department of English University Chair in Creative Writing**

I came to Texas State because of Tom Grimes, head of the creative writing program, whose work and leadership I've admired for some time. Tom understands writers and helped design the university chair position so that visiting authors could teach, contribute to the community through readings and class lectures, yet still have enough time to get their own writing done. It's been ideal for me in every way.

I grew up in a very mercantile Cuban immigrant family so the idea that I could become a writer or artist of any sort was out of the question. I loved to draw and paint as a child and to my great delight I was admitted to the High School of Art and Design in Manhattan. My parents refused to let me go, arguing (quite seriously!) that I would become a heroin-using derelict. They forced me to go to a tiny, all-girls' Catholic high school instead. I managed to survive all that and still become a writer, but not until much later, after I'd proved myself in other, more practical fields.

I hope, above all, that my students develop the confidence to find their own voices — and to learn to live with the mystery and chaos in their work. To move forward in spite of their self-doubts (I don't know any serious writers who don't have them), and to create work that sings. To read poetry every day and to rejoice in their own narrative possibilities. As for my own work, I'd like to be fearless, illuminating, and darkly comic about our darkest times.

I'd tell them that they would be joining a rich, cooperative community that cares about each other and works hard to serve its extraordinarily diverse student body. It's been a privilege to teach here and I would encourage anyone considering Texas State as either prospective faculty or as a student, to join the ever-engaging conversation on campus, and off.

“I hope, above all, that my students develop the confidence to find their own voices — and to learn to live with the mystery and chaos in their work.”

Photo by Isabelle Selby Photography





***Michel Forstner, Ph.D. | Department of Biology  
Alexander Stone Endowed Chair of Genetics***

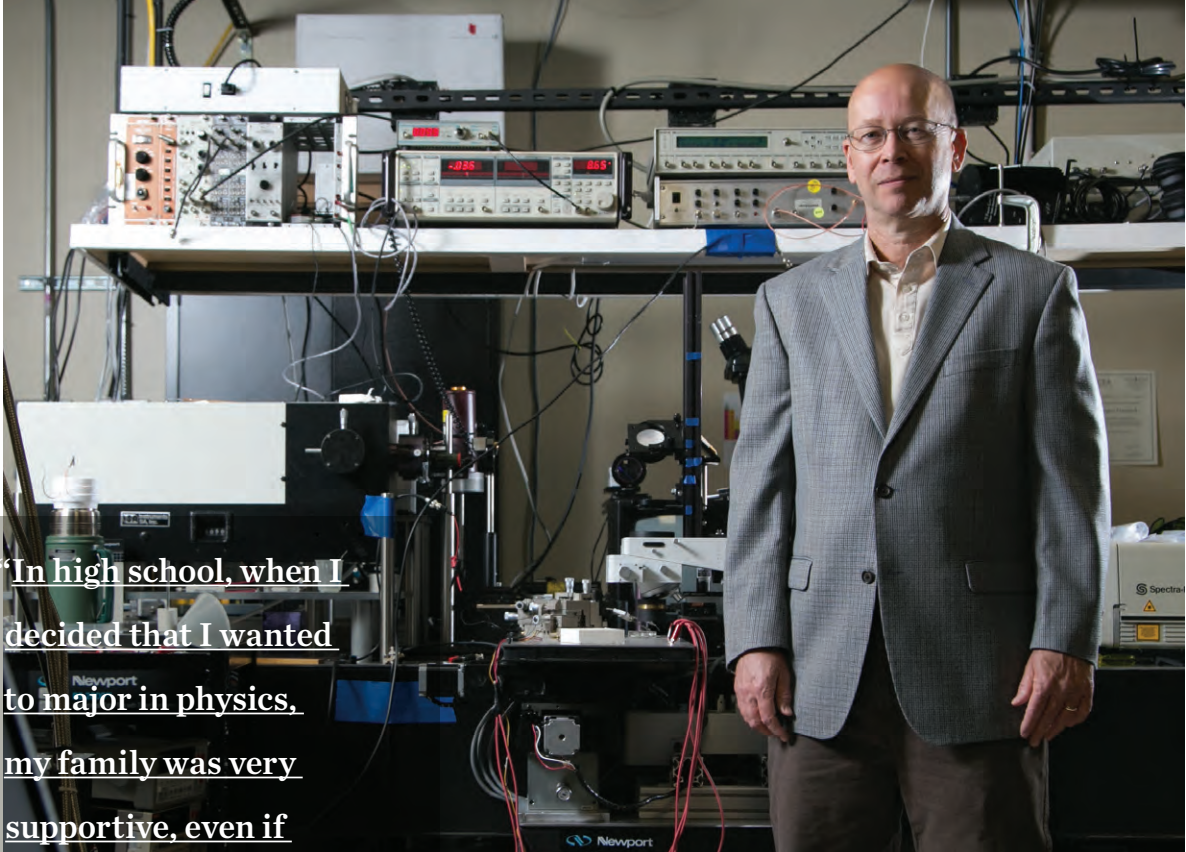
“It is a cliché to say that knowledge is power, maybe it would be better to rephrase it to be ‘knowledge is empowering.’”

As a student, I came to Texas State University because it had a remarkable value in overall cost vs. opportunities in my field of interest (zoology). I look back on how naive I was about college many times, but I have never questioned that, for me, Texas State was just right on all the things I needed in a university. Even today, I value the time faculty spent to help me, several faculty (now retired) enabled me to succeed today, and it is not clear that I would have, without them. I came back to Texas State University because I saw a remarkable opportunity for research expansion, growth of science and great potential for collaboration within the university. I also felt that my own skills could contribute to the Department of Biology and be a connection between field biology and molecular biology.

My greatest challenge was seeing my college courses as the tools I needed to begin my career rather than just a series of boxes I had to check before I got a degree and then got started on my career. For me, changing my attitude to see Texas State University as a community where I was a member was my biggest hurdle as a student. Once I got the right perspective, that college was the beginning of my career, I improved my successes here and I have never looked back. My greatest achievement has and will likely continue to be, seeing my students make a difference, contribute and succeed.

I would like to believe that my students leave with a sense of just how powerful knowing really is for each of us. It is a cliché to say that knowledge is power, maybe it would be better to rephrase it to be “knowledge is empowering.” In all that we do for research, I hope we move the canoe a little further upstream and make the future work that much easier for those working forward from where we reach.

Texas State is ideally located for a wide array of research and learning experiences, sitting at the junction of many biological and geological intersections. The wealth of natural resources and the related conflicts over balancing conservation priorities to development priorities enables a correspondent a wealth of research opportunities. It is a place where a small group of people or just one can make contributions that change how the institution is doing. There are not many places like that around anymore. The way I think about it is pretty easy to see, it’s great to be in a position to catch the wave of forward momentum at this university.



“In high school, when I decided that I wanted to major in physics, my family was very supportive, even if they did not know the ramifications of this trajectory.”

*Mark Holtz, Ph.D. | Dept. of Physics  
University Chair in Materials Science,  
Engineering and Commercialization*

I came to Texas State University because I saw numerous opportunities here. These include growth in my own area of expertise, but I also recognize the essential role of strong collaborations in science. In the past I have enjoyed working with many outstanding scientists and engineers. I believe this good fortune will continue at Texas State due to several key factors. There is great synergy with diverse research interests on campus presenting new prospects for scientific advancement, a progressive view on how to build the research strengths across the institution, and expanding capabilities for materials science. The new Ph.D. program in Materials Science, Engineering, and Commercialization is also very exciting and aligns with many of my own feelings about graduate education.

When asked to pick the greatest challenge or achievement in my education, it is a tough call as there are many demands and rewards in academics, but being a first-generation college graduate, and the first in my family to become a scientist, is a source of pride. Many of my family members were technically minded, but the trend was always toward business. In high school, when I decided that I wanted to major in physics, my family was very supportive, even if they did not know the ramifications of this trajectory. It is a tribute to them that they supported my choice, and it gives me a perspective for helping others who pursue a passion that differs from the norms of their family culture.

I would like students to take away clear understanding of physical concepts. At the introductory level, I want students to appreciate how relevant and applicable physics can be and the first step in that is a clear picture of fundamental physics. At the advanced level, it is important for students to see that fundamental physics continues to grow, apparently without boundaries, and is the foundation of technical advancement. This connection is vital in the applied areas of research where I work.

I think the most important goal of research is to produce new knowledge and understanding. In my own area, that corresponds to a better understanding of how materials properties influence their electronic, optical, vibrational and thermal attributes. The latter, thermal properties of materials, poses a major challenge for the future. The major objectives are to determine, understand and control heat transfer in electronics and photonics since it is a major limiting factor in device performance, particularly at the nanoscale. At Texas State, I hope to conduct research that furthers these objectives.

In my one year at Texas State I have been impressed by the dedication to progress. This is evident at all levels of the university. People have good spirit about their work and that makes it a very pleasant place to be. Prospective students and faculty need to know there are amazing opportunities here and they have support to avail themselves of these prospects.



“My greatest achievement has been helping students, graduate students, alumni and young faculty to succeed. This seems only fitting since so many people were generous with their time and energy when helping me over the years.”

*Jim LeSage, Ph.D. | Department of Finance and Economics  
Fields Endowed Chair of Urban and Regional  
Economic Development*

I came to Texas State when the new McCoy College building opened, and the university seemed like a place of vitality and excitement. Things have become even more exciting as Texas State has expanded over the last eight years and has now joined the group of schools aspiring to be National Research Universities.

My greatest challenge was obtaining an education, which required working many nights and part-time during the day while attending college. As a student, graduate student and young faculty member I had a great deal of help from senior faculty, editors and leading researchers. My greatest achievement has been helping students, graduate students, alumni and young faculty to succeed. This seems only fitting since so many people were generous with their time and energy when helping me over the years.

I want students to be able to analyze information and to successfully communicate the results of their analysis. My courses are writing intensive and involve statistical modeling, so they emphasize effective communication. My research involves spatial econometric modeling, with a goal of improving existing methodologies or providing new ones. Working with agricultural economists, biologists, economists, environmental scientists, epidemiologists, geographers, neurosurgeons, regional scientists, transportation engineers and urban planners has made it clear there is a great deal of room for improving methodologies.

I would tell prospective students that the courses I teach have three times as many students at other large universities, which limits those instructors when it comes to applied statistical modeling experiences, and limits the ability of students to interact with their talented classmates. I would tell prospective faculty that Texas State has the best administrative leadership of any university I have worked for, from the president down to the level of department chairs. There are ample opportunities for cross-college collaboration without the usual barriers, and our best students are as good as those at any university. Texas State is truly a rising star.



“The hearing world, including academe, is generally not very understanding of deafness, so my job search and my first few years of teaching were challenging in ways that most professors never experience.”

***Rebecca Raphael, Ph.D. | Department of Philosophy  
NEH Distinguished Teaching Professorship in the Humanities***

I thought it would be interesting work to anchor a new, interdisciplinary religious studies minor. The academic study of religion takes all religious phenomena as the object of study, and employs the methods of the humanities and social sciences to understand it. My own background is fairly broad, encompassing biblical studies, classics, literature and philosophy, and I wanted a position that would draw on my full background. When I visited campus to interview, the philosophy faculty was very positive about their teaching mission, and that impressed me.

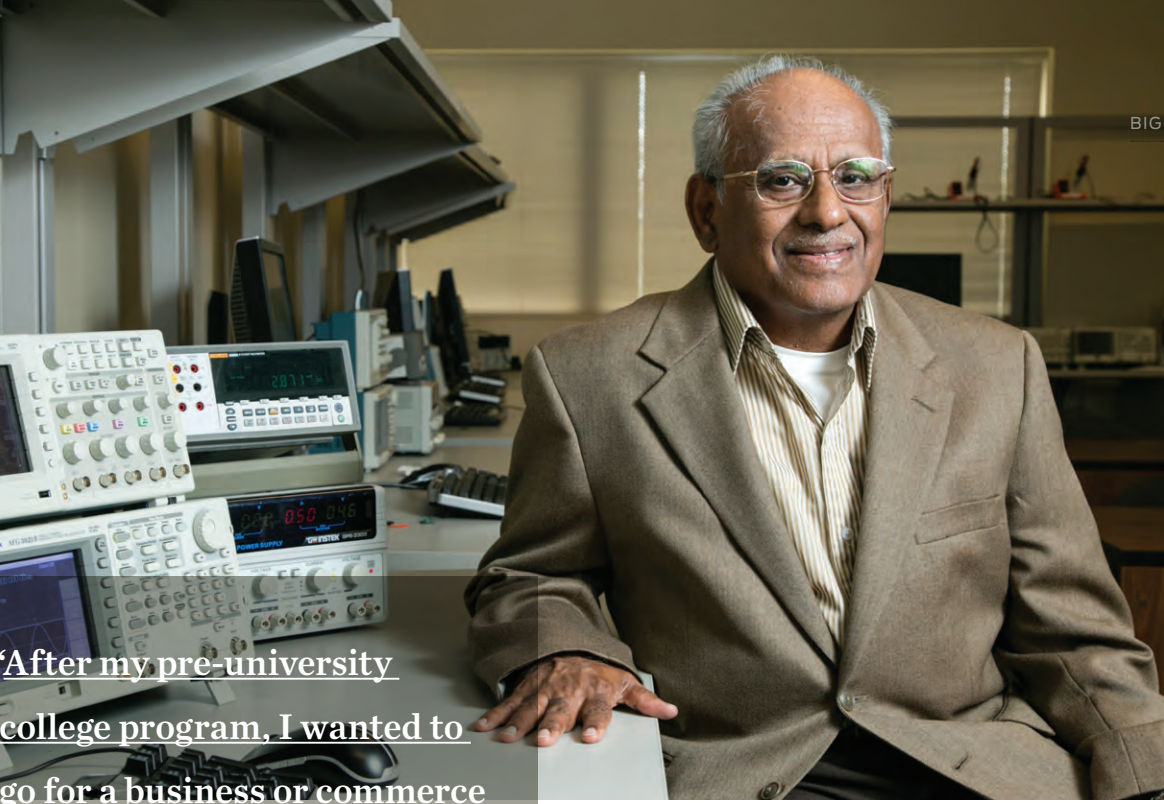
I have a form of progressive deafness that runs in my family; it begins in adolescence. By the latter half of graduate school, I was profoundly deaf. The hearing world, including academe, is generally not very understanding of deafness, so my job search and my first few years of teaching were challenging in ways that most professors never experience. In fact, I was planning to change careers, with the support of my audiologist and medical professionals who knew me. I decided to have cochlear implant (CI) surgery before making a career change — and then the CI worked so well that I stayed in academics. But let me be clear that I believe the workplace needs to accommodate and welcome deaf people as we are, and in the full range of our means of communication.

Regarding teaching, I hope students learn that religions can be studied in the same ways we study other subjects, and that our understanding of human life — history, literature, the arts and all the nitty-gritty details of how people get by in the world — is much enriched when religions are studied as part of the humanities, broadly conceived. My research is structurally similar in that I study a topic that is often ignored — disability — and show how our understanding of religions, especially sacred texts, is deepened if we integrate disability into our reading and our historical reconstruction. I tend to situate myself at intersections, or even to create the intersections.

For students and prospective faculty, I think Texas State gives people a lot of flexibility in defining their paths. There’s openness to creating new combinations and structures and then making these available to the community.

*A university endowed chair or professorship is among the most important gifts to higher education, a vital tool to ensure faculty excellence. These professorships and chairs represent the Academic Excellence Pillar, one of five in the Pride in Action Capital Campaign.*





“After my pre-university college program, I wanted to go for a business or commerce degree. Fate would have it that I ended up pursuing my electrical engineering degree.”

*Vishu Viswanathan, Ph.D. | Ingram School of Engineering  
Bruce and Gloria Ingram Endowed Professor*

Ever since I graduated with a Ph.D. from Yale University back in 1972, I wanted to join an academic institution and do teaching and research. I joined industry and made a number of internationally recognized contributions in the digital speech signal processing area; first 18 years at BBN Technologies (now part of Raytheon) and the next 18 years at Texas Instruments. When TI offered a voluntary retirement package in 2009, I accepted as I felt that this would be my last opportunity to become a faculty member at a university. I had known about Dr. Stan McClellan, who is now the Director of Ingram School of Engineering, through his doctoral thesis work in the speech signal processing area and through his doctoral thesis adviser at Texas A&M. Both Dr. McClellan and (former) Ingram School Director Dr. Harold Stern were instrumental in bringing me to Texas State.

I grew up in a small village near the Southern tip of India. We didn't have electricity during my elementary school years. After my pre-university college program, I wanted to go for a business or commerce degree. Fate would have it that I ended up pursuing my electrical engineering degree. After my bachelor's degree, I traveled over 1,000 miles north and attended the Indian Institute of Technology in Kanpur to do my master's degree. This IIT was the best in India at that time and had collaboration with several U.S. universities including MIT [Massachusetts Institute of Technology]. Each trip from my home to IIT took over two days of traveling by bus and train. As I was always (ranked) first in my class in high school and in engineering college, and as I had straight A's in my master's program, I was able to get admission with a full scholarship to Yale University. Thus, a country boy from a small village in India was able to attend the Ivy League school and receive a doctorate degree. I received the best thesis award for my doctoral thesis at Yale.

The main thing I would like students to take away from my classes is that the mathematical concepts and associated theory they are learning do indeed have practical applications, and that these will help them in solving real-world problems in their jobs after graduation. Because of my long experience in industry with developing innovative solutions to engineering problems, I hope to be able to motivate the students by including examples of practical applications while discussing mathematical concepts and theory.

Being a relatively new engineering school, which started in 2007, the individual programs in Electrical, Industrial and Manufacturing Engineering have been designed almost from scratch, with innovative ideas. For example, in electrical engineering the classrooms have been set up to facilitate hands-on learning, with lab benches set up all around the classroom to give students an opportunity to try out what they heard during the lecture part of the class. I will tell prospective students that our school teaches them both theory and hands-on practice so that they will be able to understand and assimilate theoretical concepts better, and prepares them to be effective in solving problems, which will be valuable when they begin working. As for prospective faculty members, they have the opportunity to shape their classes – and to some extent even the curriculum – using innovative instructional ideas and practice. ✨





# Moving the university library into the 21st century

Three-stage renovation means more technology and learning commons model BY JULIE COOPER





“There are more asynchronous activities going on between classes that are technology mediated. More frequently, faculty gives assignments through the instructional year that require students to engage technology in some way to create a presentation, to do their research.” – C. Van Wyatt

In May 1990 the Texas State University library moved from the JC Kellam building to its present location with a “Book-it Brigade” to mark the special occasion. A human chain of students, faculty and staff lined from one building to the other and passed along a handful of important works in conveyor-belt fashion.

Among the tomes was an 1898 copy of *Selections from the Poems of Robert Burns*, Alice Walker’s *The Color Purple*, and a textbook about dramatic motion titled *Move*. A rare journal by Cabeza de Vaca was carried by then-President Jerome Supple. The university’s press release in 1990 boasted that the new library had twice the study and shelf space and included “a computer room planned to house 28 Apple Macintosh computers and another dozen IBM personal computers.”

The Albert B. Alkek Library currently has some 1.5 million print volumes, more than 110,000 electronic journals and 541,900 e-books. Add to this other types of library materials—such as 2 million microform volumes — and the total stands at 4 million. Also within its walls are computer labs, wireless printing capabilities and remote access, a digital production lab, tutoring through the Student Learning Assistance Center and Technology Services.

#### Enrollment increases

Over the last two decades the library has seen a 73 percent increase in its print collection, while Texas State’s enrollment has increased more than 56 percent. As for the library’s collections budget, 17 percent of it is earmarked for print works, 3 percent of it is used for

non-print works and the remaining 80 percent is used to purchase electronic/digital works.

“In the last 24 years this university has continued to grow, and to grow significantly in its academic programs,” says Joan Heath, associate vice president and university librarian. “As things go for a university’s library, that’s not terribly long, but it is long enough for us to have run into space issues for one thing, and also infrastructure issues.” A feasibility study commissioned by the university determined that the library is not only out of space but is tapped out on all its utilities. Plans call for the Alkek to be renovated in three phases. Phase I will be an infrastructure upgrade and renovation of the main floor (second floor). There is a growing need for technology—multimedia work stations, video editing work stations, wireless print stations and charging stations. “We need an infrastructure that can support it in this library for the foreseeable future,” Heath says.

#### Changes in use

It isn’t just that the library has grown in the number of books or in the number of students and faculty who use the facilities, the way the library is being used has also changed. “We didn’t wake up one day and say ‘Let’s renovate the library.’ This is in response to the different ways teaching and learning occurs and learning activities unfold,” says Dr. C. Van Wyatt, vice president for information technology. “In today’s environment there is a lot of embedded technology in instruction and a growing emphasis on collaborative learning.”



University libraries are turning to the learning commons model that includes a more comfortable setting with rolling chairs and tables that come apart and can accommodate groups that vary in size.



In a convocation speech in fall 2008, President Denise Trauth called the library “the intellectual center of our campus,” and the fifth pillar of the Pride in Action campaign. She noted three needs for the library: a renovation project, a new repository to house many of the library’s volumes and the creation of a digital platform.

Wyatt says that 60 percent of the useable floor space in the library is consumed by library stacks, but 85 percent of what the library collects is digital. Books aren’t going away, but traditional hardbound volumes are less likely what students and faculty use. “We are out of space up there. We are maxed out. We have a choice: do you do construction and add to the library? You could, but it is not affordable or cost effective,” he says.

Wyatt says the Alkek was built with the idea of a future eighth floor, which would cost about \$8 million. He explains that because of the way the building was engineered, once an eighth floor is added you can’t add a ninth or tenth floor. “Then you would have to go out not up.”

#### Off-site repository

Much more logical is to build an off-site repository, at a cost of about \$5.6 million. Texas State has allocated land at STAR Park for construction of a 13,000-square-foot repository facility.

Here is how it works: librarians would select significant portions of the collections to be moved to a climate controlled facility. Patrons would make their requests and, once or twice a day, volumes would be retrieved and sent to the Alkek. Researchers would also be able to visit the storage facility and make requests for materials on-site at the repository. “We know from looking at our own circulation statistics – a large percentage of these materials don’t check out frequently. But you don’t want to get rid of them,” Heath says.

North Carolina State University’s state-of-the-art Hunt Library is one of the newest in the nation and boasts a robotic book delivery system in a repository with 2 million books. Heath also points to two off-site repositories in Texas: the JJ Pickle Research center at The

University of Texas at Austin and Rice University’s Fondren Library Service Center. Heath says Rice’s model matches Texas State’s needs with closed-in, high-density storage. It has the capacity for the equivalent of 1.75 million books.

Repurposing existing space – especially once the stacks are relocated – will free up this prime real estate to an instructional model for libraries called learning commons. Wyatt calls the learning commons a shift in the changing nature of instruction. Instead of sitting down and taking notes in class, then going to the library and memorizing, there now is much more collaborative approach to reach learning outcomes.

“There are more asynchronous activities going on between classes that are technology mediated. More frequently, faculty gives assignments through the instructional year that require students to engage technology in some way to create a presentation, to do their research,” he says.

Heath describes areas with rolling chairs and tables that come apart and go back together to accommodate groups varying in size. Soft furnishings and a relaxed setting will allow library patrons to settle in with laptops. A café is also planned for the main floor. An “instant theater” is situated behind the library’s staircase; it is a flexible space with an interactive screen for a workshop or a presentation. These spaces will be used by the campus community. The instant theatre would not only be used by librarians and IT staff for demonstrations or instruction, but also by faculty and students, the writing center, career services and other departments. “Collaboration Zones” on the second floor have conference tables with large flat-screen monitors at one end for students working on group projects. “As you go up in the building it gets quieter,” Heath says. Presentation rooms will allow students to not only work together in the learning commons but have access to technical support, advanced publishing and software not usually found on personal computers.



### Preview with prototypes

Prototypes on the second and fourth floors are giving students and faculty a preview of how this works. Wyatt says that once the first phase is complete the university can take time to make plans for the third and fourth floors. He is confident that over the next four to five years both renovation and repository projects will see major progress. The university is working to raise the money from private sources, foundations and grant funds. Wyatt says the Alkek Foundation has jumpstarted the effort with \$1 million.

"I can remember the late '80s/early '90s colleges anticipated the digitalization of libraries," Wyatt explains. "It was like living in a coastal village and hearing the tsunami alarms. Everybody knew it was coming, everybody knew it would be transformative. We even had some legislators who heralded the era of digitalization of libraries as being the end of the brick-and-mortar libraries."

Wyatt says that there is a still vast array of important knowledge that isn't digitized and it will be a long time before the important historical material is digitized. "We no longer worry so much about computer literacy as much as we worry about information literacy," he says. "The mindset of students today is that they can get on Google and get access at the push of a button to hundreds of thousands of pieces of information. Not every piece of important information that you might need to research a topic or solve a problem is digitized."

Library usage in the 21st century has increased. Heath explains that the door or gate count for the library is up; even compensating for the increased enrollment and the fact that 80 percent of the collection budget is going to electronic resources. "For a lot of people, their mind set of what a library is has not changed," Heath says.

"The fundamental mission of what a library is has not changed. Throughout my career, people have told me what a difference a library made in their life. That still happens — it just happens with different equipment. Libraries are like the great equalizer whether you are at the public library or a university. They help people grow, learn and enrich lives. They support free and open societies. The possibilities are endless," Heath says. 🌟



## Learning commons goes beyond the classroom

The learning commons model is the place for both collaborative work and instruction outside the classroom. And in addition to the technology and space, there are people to help.

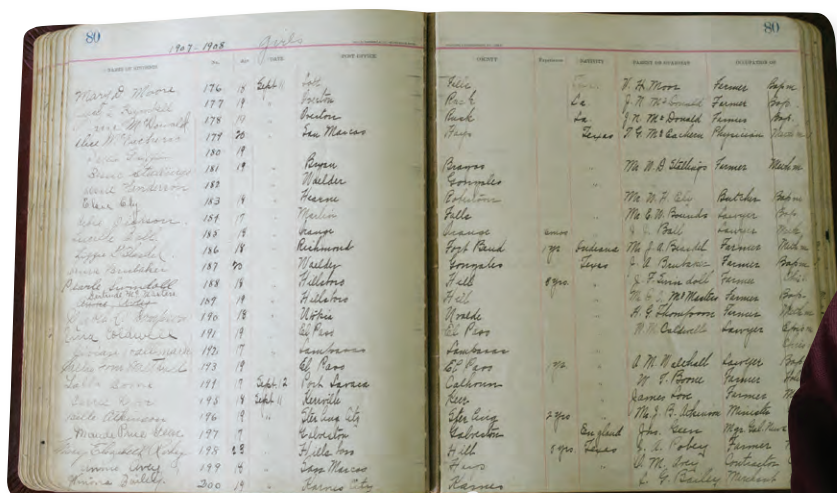
"Our intent is to create a space that students gravitate to: To meet other students, to work together on project assignments; to get help, maybe tutoring or special assistance," says Dr. C. Van Wyatt, vice president for information technology. "This will allow the library to continue to evolve as the intellectual center of the university."

"We're creating technology rooms that can be used by students to record and practice their presentations. We've also talked with the Department of Communication Studies about hiring graduate students from that discipline who might provide feedback to students as they practice their presentations," says Joan Heath, associate vice president and university librarian.

One example of planned collaboration with academic departments that Heath outlined is hiring geography students to provide assistance with GIS software in the library. She says that in doing so, it will enable expertise usually limited to one discipline to benefit all students.

"These are examples of a closer collaboration between the library and academic departments for the benefit of all students," Heath says. 🌟





STUDENT REGISTER, 1903-1911



NORMAL SCHOOL POSTCARD



1903

1918

1960

# UNIVERSITY ARCHIVES

*Past, present and future  
all in one handy location*

BY JULIE COOPER

Who has a beanie? More specifically, who has a freshman beanie from Southwest Texas State Teachers College, a photo of a student wearing the beanie and a story to go with it? Beanies were big on American college campuses in the first half of the 20th century.

"We would like to have some freshman beanies if any exist. That was a part of our history for a number of decades," says Kristine Toma, university archivist. "Artifacts are the fun part; visually interesting they tell a story. They kind of augment the story that the records tell."

Building the university archives is a relatively recent focus for the library, says Joan Heath, associate vice president/university library. She says a lot of progress has been made since the archives were established. "I credit my boss Van Wyatt, but also President (Denise)





DHS FOOTBALL TEAM, Oscar Strahan sits in the front row, far right.

1907



PATRICIA MCCALL'S PLEDGE CAP for the Sallie Beretta Literary Society

1949



PRESIDENT C.E. EVANS' ACCOUNT BOOK, 1935-1936

1935

“Our main mission is to collect information related to the administrative function of the university – like what does the university do? That’s what we want to document.”

– KRISTINE TOMA

Trauth for recognizing the need. It is an interesting story: When you have a university that is over 100 years old and you are just starting your archives, what’s involved? There is a whole back-of-the-house aspect,” she says.

Toma joined the university in 2006 as Texas State’s first full-time archivist. Today she and assistant archivist Megan North work on the fifth floor of the Alkek Library where, in addition to collecting, cataloging, digitizing, researching and sometimes teaching, the archivists work with faculty, staff, students and members of the public.

#### Retention schedule

“This is my third, and I plan for it to be, my final job. I’ve worked combined records and archives jobs my entire career,” Toma says. “I had about 10 years’ experience when

I came in. The first thing I did was create the Records Retention Schedule (RRS).” The State of Texas requires all state agencies to have a retention schedule in place. Records management, she explains, involves the systematic organization of all records across an organization. Rules for keeping and disposing must be followed. “The retention schedule helps us know what we should have,” she says.

Toma explains that they use the RRS itself to document the functions of the university, confirm what to dispose (via records disposition logs) and to identify what records have historical value. “It’s a tool to manage university records – so we can dispose of what we don’t need and preserve what has value,” she says. “We have to retain those logs for 10 years as

proof that we disposed of records according to the retention schedule, but I’ve rarely – if ever – had cause to look through the logs once they are approved and filed.”

The archivists also provide instruction to campus support staff through professional development each semester. Toma, who has been teaching this for seven years, says employees have uncovered materials from the 1960s. “People thought we had to keep everything,” she says with a sympathetic smile. Student advising files are one thing that staffers thought had to be kept forever; they don’t.

“The thing I like about it – and the reason I like doing both retention and archives – is it gives us a chance to appraise our records, determine what should go to archives and then in that retention schedule where it says

MAP OF THE BURLESON HOMESTEAD TRACT OF 340 ACRES.



*In addition to collecting, cataloging, digitizing, researching and sometimes teaching, the archivists work with faculty, staff, students and members of the public.*



PRESIDENT C.E. EVANS' MORTAR BOARD, 1911-1942

THREE OF THE MANY HISTORICAL DOCUMENTS held in the University Archives.



1926

1911

'disposition instructions' it reads: 'these records have archival value, contact the university archives.' So for the first time in our history we are actually channeling administrative records into the archives on a regular basis and do so intentionally."

Projects can vary, on this day Toma is sorting through commencement folders. What she is preserving are the ceremonial items such as programs, press releases, photographs, transcripts of the speeches and biographies of the speakers.

As a research collection, the archivists do a lot of work for the university. It could be a request to document a department's anniversary, or a grant applicant who needs to pinpoint when a department was created, or even facts and photos to decorate a new residence hall.

#### Timeline of campus life

The staff spent hundreds of hours gathering information for the 100-year timeline featured in a common area of the Chautauqua and Gaillardia residence halls. Staffers combed through presidential reports, photographs, *University Star* newspapers and old *Pedagog* yearbooks. The finished product is on the second floor in the Traditions Room.

"Our main mission is to collect information related to the administrative function of the university – like what does the university do? That's what we want to document," Toma says.

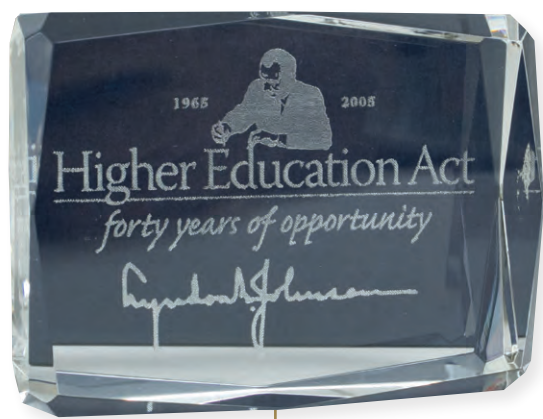
The archives are part of the curriculum with undergrads in the School of Journalism and Mass Communication. Senior lecturer Elizabeth Clark has the News Writing/Reporting I classes utilize the archives as a

primary source. "I want them to understand that not everything is available on the web," she says. Using microfilm copies of the *Star*, students enjoyed seeing what the campus was like 50 years ago. "They made some delightful discoveries," she says.

Using the archives, she explains, offers "not only a glimpse of American and world history, but also media history." Students complete *Back in the Day* assignments that are posted on a blog, <http://txstatebackintheday1.blogspot.com/> and <http://txstatebackintheday2.blogspot.com/>

Dr. Lynn Denton has students from a public history class use *Pedagogs* from 1904 to 1955 to compare and analyze information. The class also participates in a project at [historypin.com](http://historypin.com) that utilizes photos and





COMMEMORATIVE  
PAPERWEIGHT from  
the 40th anniversary  
of the signing of the  
Higher Education Act

2005

## WISH LIST:

### *Here's what we want*

- >> *Pedagogs* for 1916, 1953 and 1980
- >> Course catalogs prior to 1950
- >> Copies of the *Normal Star* and the *College Star* from 1911-1960 in good condition (suitable for digitizing)
- >> Other university, departmental or student publications dating prior to 1970, including newsletters, commencement programs, event invitations and programs
- >> Any documentation of the campus elementary/middle/high school, the campus farm, or the 1940s-1960 campus master plans
- >> Select historical artifacts, including any item with "Normal" in the school name (Southwest Texas State Normal School [1903-1918] and Southwest Texas State Normal College [1918-1923])

facts from the archives. "Doing primary source research gives students public history experience, and they come out of it saying 'I never knew that about the university,'" Denton says.

#### Genealogy requests

Family genealogy requests from the archives are especially popular following holiday get-togethers, Toma says. Recently, North assisted a woman who wanted a photo of her husband in his Bobcat basketball uniform. Using a light board, the woman searched the negatives until she spotted him.

An author writing a book set during World War II visited the archives to research a character he placed at the university. Toma says he was delighted to peruse copies of the *Pedagog*.

"Archives are all about relationships," Toma said. She cites the donation of a 1918 class ring and a panoramic photo of the class of 1922, both currently on display, as the result of a relationship formed.

Another source for materials is eBay. Toma paid about \$10 for a 1928 Glee Club program that included the students' names and the songs they performed, along with ads from local businesses. EBay is where they find antique postcards showing the campus and San Marcos. North has made these cards available on a web page; the archives' first effort into making original materials available digitally. See it at: <https://digital.library.txstate.edu/handle/10877/4742>.

Toma stresses that space is limited, and while they don't want to always turn down donations, there comes a point when they

must determine if an item has research value or is a personal memento.

"A letter sweater is nice. We have two, including Coach Oscar Strahan's 1960 national basketball championship – but that is a memento," she says. However, a roster of players with names and pictures could lend itself to a research paper on college athletics.

Potential donors are invited to talk with an archivist to discuss materials that may be appropriate for the archives. General inquiries are welcome, as are requests for research appointments. To reach the office, email [UnivArchives@txstate.edu](mailto:UnivArchives@txstate.edu). ☺

*Best-selling*  
**AUTHOR SUPPORTS**  
**FUTURE TEACHERS**

Texas State one of 17 colleges to receive  
James Patterson Teacher Education Scholarships

*By Kathleen Scott*





James Patterson's name is familiar to anyone who frequents a bookstore or a library. His books have made the best-seller list every year since 1996 and he's one of the world's most prolific authors, working on multiple books at a time. Last year, 14 of the books that he wrote or co-wrote were best sellers.

Patterson believes that teachers made a big difference in his life, giving him a love of reading and writing that has become the foundation for his long, successful career as an author. He established the James Patterson Teacher Education Scholarships as a way to support teachers and reading education.

In April 2013 when Barbara Breier, Texas State's vice president for university advancement, saw the letter offering scholarships to the university she was shocked — in a good way. No one at the university had contacted Patterson's organization or was even aware of the scholarship program. The university jumped at the opportunity.

"This is a celebrity [who is] world famous. To be singled out is unique and a tremendous vote of confidence for Texas State," Breier says. "Mr. Patterson's staff goes through a rigorous process to qualify a university."

Seventeen colleges and universities in the nation, including Michigan State University, Howard University, and the University of Southern California, are benefitting from the Patterson Scholarships. Texas State is the only school in Texas to receive funding for the scholarships.

The Patterson Scholarship offers eight \$6,000 scholarships to incoming freshmen who plan to become teachers. The university invited approximately 150 incoming freshmen who had designated a teaching career path to apply for the scholarship. After a committee reviewed the applications, essays and financial needs, 12 applicants were interviewed and eight finalists were chosen.

These scholars are making the grade. Breier says several students had 4.0 grade point averages for the fall semester and the

rest had 3.0 GPAs or higher. Although the Patterson commitment was for one year, Breier hopes that the students' success will encourage the author to continue his support.

Stan Carpenter, dean of the College of Education, believes the school's dedication to quality is the primary reason Texas State was chosen by Patterson. "It's a fascinating thing. He had staff looking at top education colleges across the country. They told us, 'You have a wonderful reputation in teacher education.'"

The statistics are impressive. "We're the No. 1 producer of certified teachers in the state of Texas and No. 4 in the country," Carpenter says.

Another way Patterson has supported students is through prizes from an essay contest, James Patterson's College Book Bucks. In the spring, high school seniors wrote on the question, "How has your favorite book inspired you toward what you'd like to do in life?" Winners received certificates of \$500 or \$1,000 to use toward books at independent bookstores affiliated with IndieBound, an association of authors who support independent bookstores.

Although Patterson's initial fame was built on plot-twist thrillers such as the *Alex Cross*, *Women's Murder Club* and *Michael Bennett* series, Patterson also writes best-selling books for children and young adults. It might seem contradictory for an author of violent thrillers to write for young people, but Patterson has a personal reason — his son Jack.

He explained it on his website, [www.readkiddoread.com](http://www.readkiddoread.com): "When our son, Jack, was 8, he wasn't a gung-ho reader. Now, I'm sure my wife, Sue, and I have made a half-million mistakes raising Jack, but during that eighth summer of our stewardship, we did something right: We told him he didn't have to mow the lawn (hooray!), but he was going to read every day (boo). We then told Jack we were going to help him find books we promised he would like ... By the end of that summer, Jack had read half a dozen books that he loved, and his reading skills

**"We're the No.1 producer of certified teachers in the state of Texas and No.4 in the country."**

– STAN CARPENTER, DEAN OF THE COLLEGE OF EDUCATION

improved dramatically."

Patterson's experience looking for books for Jack motivated the author to write "books that I hoped kids would love to read ... To contribute a few books that hopefully, will make kids readers for life." He created the [readkiddoread.com](http://readkiddoread.com) website for similar reasons — to help parents and kids find interesting books and to give teachers resources and lesson plans to support reading programs.

Like Patterson, Texas State recognizes that the ability to read and write lays the foundation for future learning and intellectual development, and that bright, highly motivated teachers can have an enormous impact on young children. Thanks to Patterson's vision and support, his own childhood inspiration will be replicated through teachers trained at Texas State and in the lives of countless children nationwide. 🌟

## More Information

**James Patterson:**

[www.jamespatterson.com](http://www.jamespatterson.com)

**Patterson Scholarships:**

[www.jamespatterson.com/about\\_patterson-scholarships.php](http://www.jamespatterson.com/about_patterson-scholarships.php)



# Freshmen standout as PATTERSON TEACHER EDUCATION SCHOLARS

*Texas State University students come from every corner of the state, from families big and small, and all of them have unique stories to tell. But the eight freshman recipients of the James Patterson Teacher Education Scholarships have one primary thing in common: a passionate desire to teach. Here, in their own words, is what their education and the scholarship mean for their lives and futures. By Kathleen Scott*



**Alexandra Alldredge**, from League City, wants to be a first-grade teacher. “My first grade teacher was a big influence on my life and taught me so much.” She said the scholarship has “driven me to get up every morning and go to class and do my best.”



**Abigail Crotts’** family is in San Antonio now but she “grew up in the military, always traveling and moving. School was my only constant, so I want to be that for someone else.” She plans to teach math and is grateful for the opportunity the scholarship affords. “My parents were unable to put me through college so this really helped me through and to come to Texas State.”



**Mariely Herrera**, from Seguin, is majoring in bilingual education. She plans to work in an elementary school, “helping students who don’t know English — the basics of English, reading and writing. I want to help kids in the lower income families get the same experience I had as a kid in learning English. It’s important to learn.”



**Ke’Ana Jones**, from Dallas, is pursuing a career as a kindergarten teacher, believing that “kindergarten is the foundation of education, and everybody needs a solid foundation. The James Patterson Scholarship means everything to me because it is helping me make my dreams come true. It takes two people to make something happen; the person with the dream and someone to believe the person with the dream, and Patterson believes in me.”



**Huyenchau Nguyen**, from Katy, was inspired by her boyfriend’s mother to become a teacher in elementary school. “I really want to be that teacher who makes a connection with her students. I grew up with a lot of siblings. I want to use these experiences to make students’ lives better.”



**Yolivette Vivas** grew up in Cypress, near Houston. She wants to teach elementary school, possibly bilingual, Spanish-English. “I’m the first college student in all my family and this has given my mom the ability to give me the college experience. My mom is a single mom and I don’t think I could have come to Texas State otherwise.”



**Baleigh Whitman**, from Marble Falls, plans to work with elementary school students, in whom she sees enormous potential, as “people who one day could be anything.” The scholarship has played “a huge role in my education ... and has given me connections with people in the education department.”



**Mathew Zuniga**, from Hondo in the Rio Grande Valley, graduated from a small high school class of 130. “I’ve always been interested in English as a subject. It’s such a creative process. I’ve always been interested in teaching it in high school.” Helping people comes easy to him. “I was president of my senior class and captain of sports teams and I liked teaching others what to do, like running a route in football.”



# DONOR'S GIFT HELPS KIPP KIDS

Charter students get a taste of college life

By Julie Cooper



Last summer a group of high school students arrived at Texas State for a 10-day summer camp that was not the typical Hill Country camp on the river. The KIPP Texas State University Summer Program emphasized learning about college. The 22 students were all from KIPP (Knowledge is Power Program) charter schools in Austin, Dallas/Fort Worth, San Antonio and Houston.

The students toured the campus, stayed in the Chautauqua residence hall, ate in Jones Dining Hall, attended lectures, viewed presentations, took part in team-building exercises, played games, watched movies, and in general got a taste of college life.

This wouldn't have been possible without the help of Doug Foshee, a 2008 Distinguished Alumnus and trustee with KIPP Houston. Foshee's gift to Texas State provided the summer program and scholarships for 69 KIPP graduates through 2019.

"I've been very involved in education and public education reform for a long time — serving on the board of KIPP," Foshee says. "It is very personal for me; I was the first person in my family to get a college degree."

Foshee earned a bachelor of business administration degree from Texas State in 1982, a master of business administration degree from the Jesse H. Jones School at Rice University in 1992, and is a graduate of the Southwestern Graduate School of Banking at Southern Methodist University.

"My high school counselor told me not to go to college, he told me to go to trade school," Foshee recalls. The Houston native had his own plan — he went to work. He eventually enrolled in the University of Houston where he majored in criminal justice with an eye to becoming an FBI agent. At a career fair he met with the FBI representative who told

him that the agency was looking for bilingual accounting majors, so he should consider a business degree instead.

Foshee transferred to Texas State, where his statistics professor encouraged him to look into finance. "Dr. Paul Gowens was head of the program. I took his first class and that was it," Foshee says.

Today Foshee is the chairman, president and CEO of Sallyport Investments LLC in Houston; and the former chairman, president and CEO at El Paso Corp., owners of North America's largest natural gas pipeline system. Foshee was previously executive vice president and chief financial officer for Halliburton and chaired the board of directors of the Federal Reserve Bank of Dallas, Houston branch.

Foshee says he likes KIPP for a number of reasons: he mentions the longer school day, the teacher evaluation process, the classroom innovation, and the school leadership. KIPP has more than 100 schools in 20 states and Washington, D.C.

"From the moment a child walks into a KIPP school the only thing they hear about is college," he says. Some 48 percent of KIPP students, primarily from low-income families, graduate from college; nationwide the graduation rate for that particular demographic is 8 percent.



*"To me, Texas State could be the perfect partner (for KIPP). First of all it is ethnically mixed with a very high Hispanic component. I suspect there are many first-generation college goers. It was a match made in heaven." — Doug Foshee*

The agreement between KIPP and Texas State was put in place after talks with President Denise Trauth. The university provided \$25,000 through the Office of the Provost and Foshee's contribution rounded out the program's need.

"I fundamentally believe that the status quo won't work and that we need to promote completion, innovation and accountability into our public schools in the State of Texas," Foshee says.

"I think that business has a voice, and [business people] should want to be engaged in this issue. These are community issues and, at the end of the day, change happens when it is the will of the community.

"People want to help, they don't always know how," he adds.

*The KIPP Texas State Summer Program is a project of the Center for P-16 Initiatives. Most of the counselors are regular employees serving as G-Force Mentors who help Central Texas high school students with the college preparation process.*

*As of December, 20 of the 22 KIPPsters who attended the 2013 camp have applied to Texas State University.*

*This summer, high school students from six KIPP campuses in Texas were invited to the camp, which was held July 6-16.*

# SHORT-ORDER COOK to HIGH-DOLLAR BUSINESSMAN

By Jennifer Rodriguez

Richard A. Castro is proof that hard work and education make an unstoppable combination. The man who once worked two jobs while a full-time student at Texas State University now owns 23 McDonald's restaurants in El Paso and is responsible for 1,000 employees.

**H**e also founded a scholarship fund that is now operated by Ronald McDonald House Charities and has awarded more than \$24 million in scholarships. And, he helped introduce the McDonald's system staple, the sausage breakfast burrito.

Currently, Castro is committed to improving educational efforts. "Education levels in our country are not where we would like them to be," he says. "And we need to continue, as adults, to be conscious of that and contribute in any way possible to turn that around and make it better."

Castro is proud of his association with Texas State. In 1997 he was named a Texas State Distinguished Alumnus; in 2013 he received a Distinguished Alumni Achievement Award from the College of Liberal Arts. And this year, he became one of the university's newest "Heroes," a designation given to those who contribute \$1 million or more to Texas State. In so doing, he also became the university's first Hispanic "Hero." In appreciation for the gift, his name was added in April to what is now the Richard A. Castro Undergraduate Admission Center at 429 N. Guadalupe St.

## Setting his goal

Castro believes he is lucky to have been born into a family that values education and believes college after high school is a natural progression. His older brother paved the way, earning a college degree in three years.

Castro began his college career at Southwest Texas Junior College in Uvalde. "I was a dedicated student and I played on the baseball and basketball teams," he says.

"The goal that I set for myself as an older teenager was to be financially successful," Castro recalls. "How I was going to achieve that I didn't know at the time, but I did know I was going to get an education and it would work out."

When the time came for Castro to decide where to continue his college education, he went on a bus tour of Texas State. "People usually associate love at first sight with their partner," Castro says. "But when I got to Texas State and saw the trees and the buildings, I immediately fell in love. I knew that's where I was going to go."

Castro worked his way through school as a short-order cook at a campus dining facility and delivering *San Antonio Light* newspapers. He attended classes from 8 a.m. to noon, Monday through Friday, then drove to Guadalupe and Interstate 35 to pick up newspaper bundles.

"I'd get done delivering papers around 4 or 4:30 p.m. and then go to the Student Center from 5 to 10:30 p.m. every Monday to Thursday," Castro recalls. "The extra income was nice, so I did that until I started student teaching in the spring of 1970."

## Teaching to city hall

After graduation, Castro taught third grade at San Luis Elementary School in



## Castro, the newest hero

Richard Castro is part of a group that Texas State University calls Heroes, donors who have contributed at least \$1 million for scholarships, endowed chairs or buildings. Castro's donation will fund scholarships for liberal arts students with the first scholarship to be granted this fall. In recognition of his gift, the university renamed the undergraduate admission center for Castro in April.

"We are proud to claim Mr. Castro as a distinguished alumnus of the College of Liberal Arts," says Michael Hennessy, Dean of the College of Liberal Arts. "His success as an entrepreneur and his extensive community service make him a role model for the students who will hold Castro scholarships — and for all students in the College."





Eagle Pass during the day and basic English classes at night. After a year, Castro left teaching to work for the Texas Employment Commission; then joined the city of Del Rio, first as an administrative assistant, then as city manager.

His friendship with Frank Mendoza, a Del Rio McDonald's owner, changed the course of Castro's life. Castro vividly remembers the day that Mendoza jumped out of his car and, before Castro could say hello, Mendoza was saying, "Richard, I understand you're leaving City Hall." Mendoza then mentioned he had a great opportunity: "McDonald's!"

Castro says visions of being a short order cook again flashed in his head. He declined, opting instead to pursue the construction business. But every time Castro saw his friend, Mendoza would ask him when he was going to start with McDonald's.

"I eventually looked into it (McDonald's) and realized what it was really about," says Castro. "It was a no-brainer."

#### Joining the team

While still running his Eagle Pass construction company, Castro began the process of becoming a restaurant franchisee. He worked at McDonald's to train and learn the systems, schedules and business, and also took McDonald's classes on the physical and operational aspects of the restaurant. Franchise owners must learn every job in the restaurant. Finally, he attended Hamburger University in Chicago before opening his first McDonald's in El Paso.

Today he owns 23 restaurants in El Paso and mid-level restaurants in the West Texas towns of Fort Stockton, Monahans, Odessa, Midland and Big Spring. Castro has seen many positive changes at McDonald's through the years.

It was Castro who pushed to have a breakfast burrito added to the menu. "At the time, we didn't have that kind of product and I thought it would do well. Eventually we got the approval to test it and incorporate a

burrito product in the El Paso market," he says.

#### Family of entrepreneurs

Castro wasn't the first entrepreneur in his family. When his maternal grandmother came to the United States, she cleaned houses before saving enough money to buy land and build a small house and a school where she taught neighborhood children. Castro attended preschool at his grandmother's school. He credits his family for instilling the value of education.

"Like a lot of kids, I grew up in a modest-income neighborhood but I never realized that because my parents were very dedicated and worked to make life good for me," Castro says. "They were great parents who gave me great advice and encouragement and provided for me beyond what should have been."

Castro has worked hard throughout his career to pay it forward. "My thought is that we should all give back to the community in the way that we are able — be it time or money or time *and* money," he adds. For 25 years, he volunteered with Boys & Girls Clubs, Little League and a basketball league. He is a proponent of education "because of how I was brought up with the belief that education will help open doors to success," Castro says.

He began the Hispanic American Commitment to Education Resources Program (HACER), a scholarship fund for students with at least one Hispanic parent, and spent 1985 traveling around the country encouraging fellow McDonald's owners to expand the program. Castro credits the hard work of those owners for HACER's continued success as the scholarships are now available throughout the continental United States and in Puerto Rico. "One of benefits of the HACER program is that it served as a model for other (scholarship) programs, so people from all walks of life are now benefiting from it," Castro says.

With all his corporate and community success, Castro is most proud of his family, which includes his sons. "I'm thankful for the family that I've had in reference to the dedication, advice and role models of my grandma, parents, brother," he says. 🌟



A photograph of a multi-story campus housing building at dusk. The building has a brick base with arched windows and a light-colored upper section with rectangular windows. In the foreground, three large, illuminated, abstract sculptures resembling stylized letters or loops are on a brick-paved area. Two young men are standing near the left sculpture, and a young woman is standing near the right one. A small figure is visible inside one of the sculptures. The sky is a mix of orange and blue from the sunset.

# CAMPUS HOUSING CHANGING TO MEET GROWING STUDENT NEEDS

BY JULIE COOPER





If you were a Texas State student in the mid-1900s, it may have seemed that the university opened a residence hall every year. During America's baby boom era (between 1946 and 1964), 14 residence halls opened; and seven more opened between 1965 and 1971. By the mid-1970s it was time to demolish some of the old residence halls to make way for expansion of the university's academic and support buildings.

Today, as student enrollment continues on a steady climb, the university is working to provide more on-campus housing, while at the same time, some of the older residences are making way for new academic buildings and residence halls. Among the structures coming down are Riverside Apartments; Clear Springs Apartments, which will be replaced by green space; and Campus Colony and Comanche Hill, a prospective site for a new academic building.

In fall 2012 Gaillardia and Chautauqua residence halls opened at the northern edge of campus between Student Center and West Sessom drives. The next complex, located on the west side of campus, will open this fall for 578 students. The two halls will be named Sayers and Falls, for founding faculty members Jessie Sayers and Elizabeth Falls. The original Sayers Hall, opened in 1936, was demolished in 1975 to make way for the Education Building; Falls Hall was demolished in 2010 — after serving the campus for 44 years — to provide a site for the Performing Arts Center.

*"We think we are doing a better job of operating housing by providing the staff that is needed, and by providing new and renovated facilities. I think more students look favorably on housing than they did maybe 10 or 15 years ago."*

— Dr. Rosanne Proite, director of Housing and Residential Life

Dr. Rosanne Proite, director of Housing and Residential Life, explains that shortly after Falls and Sayers open, construction will begin on the Moore Street Complex. That new residence complex will be near the intersection of Ranch Road 12 and Holland Street. It is scheduled to open in the fall of 2016. Beyond 2016, additional plans call for two to four more residence halls to be built, partly as replacement beds and partly as additional beds for Hornsby, Burleson, Arnold and Smith. The proposal is for some 1,200 beds, more than doubling what is now available in those halls.

### Freshman housing

Years ago, freshmen and sophomores were required to live on campus. Today, the emphasis is on providing housing for freshmen. Incoming freshmen (under the age 20) are required to live on campus if they have less than 30 credit hours.

Proite, who joined the university seven years ago, recalls meeting with students and asking why they chose Texas State. “To a person what the students said was: ‘I came here because I didn’t want to go to a big university.’” Students still say that, even as the campus population has grown.

“I began to realize that one of the reasons why our students feel that way is because of the efforts made not only by the faculty and staff, but by the way our campus has been built to make students feel like they are on a small campus,” she says. “Instead of building one hall of 600, which we need, we’re building two halls of 300.” And, she adds, parents want students to be on campus beyond their freshman year.

“We think we are doing a better job of operating housing by providing the staff that is needed, and by providing new and renovated facilities. I think more students look favorably on housing than they did maybe 10 or 15 years ago,” Proite says.

### Shared cooking

The reality is that the university has always been a residential community, dating back to the early part of the 20th century when there were numerous boarding houses serving the needs of students. Texas State students in the 1930s to 1950s shared cooking, shopping and cleaning in cooperative housing. By the 1960s, larger and more modern residence halls appeared on campus; the 12-story Jackson Hall (1969) and the nine-story (Women’s Residence) Tower (1972) boasted community bathrooms or suite styles with a shared bath.

Apartments and super suite style residences came to campus by the mid-1970s with the purchase of the College Inn, and later, Bobcat Village (2001), San Marcos Hall (2002) and San Jacinto Hall (2004) opened. Proite says the university is not looking to compete with off-campus apartment complexes — apartments are more expensive to build.

“Our residence halls provide a specific purpose that is very different from those apartments. We feel that is not what we are about,” she says. Rather, the purpose is to provide welcoming living communities that foster academic success, campus engagement, and personal development. “There were many campuses across the U.S. that built 1,000-student residence halls. We really did not do





that,” Proite says. Getting freshmen out of their rooms and into the community areas within the residence halls, both social and academic, is important to give students a sense of connection to the university and to each other.

In the newest hall four double rooms and one single room share a bath in what Proite calls a “pod.” Each floor has an open lounge area, equipped with a microwave and sink. Additional spaces allow for small-group study or music practice.

### Learning Community

“One of the signature programs for Texas State is our learning communities. We currently have 10 living/learning communities (LLC),” Proite says. A learning community is typically comprised of 30 to 40 students living together on one floor and generally is focused on an academic subject area. For example, when the new residence hall complex opens this fall it will serve as the home for the LLC for STEM students (Science, Technology, Engineering and Math). LLC students are co-enrolled in courses with their peers and have opportunities to attend programs and service-centered events. Journalism and mass communication students in Tower Hall take field trips together to visit television stations in San Antonio and Austin.

Other examples include the Honors College LLC, in Laurel Hall, which is open to any student accepted into the Honors College and the Residential College LLC, which is open to freshman from any major. The Residential College is the oldest LLC and students participating in this program live in Beretta and Brogdon. The “Res” College is also home to a faculty-in-residence professor who teaches the co-enrolled

courses. Currently, Dr. Jeff Helgeson, assistant professor in the History Department, his wife and their children live there.

Maddie Brown, a junior elementary education major, is a resident assistant (RA) at Beretta who got her first taste of Res College as a freshman in Laurel Hall. “The reason I wanted to be an RA in Res College is that it is such a tight community and you get closer to the people,” she says. Students are required to attend programs put on by the RAs – “to get them out of their rooms,” Brown adds. Programs range from pillow fort building in the lobby to educational programs to intramural sports. With just over 200 residents in the two halls, Brown says that freshmen don’t feel overwhelmed; another advantage is that Helgeson is always accessible to residents who need his help.

“We’ve studied our Learning Communities over the years, and what we have found is that students who live in our LLCs have better GPAs, and they remain enrolled at Texas State in higher numbers than students who don’t live in LLCs,” Proite says.

In planning for new residence hall communities, Proite says the university takes its cues from students. “When we began the planning process we worked with a group of about dozen students,” she says. For the newest campus residences, they did things a little differently bringing in 35 students living on and off campus. That group worked with the housing office and architects throughout the design process. Each time the design changed, the group came back. At one point, they put tape on the floor to see where the beds were going to be, Proite says. 🍌

## housing by the numbers

1

Gold LEED certification awarded to Chautauqua and Gaillardia halls from the U.S. Green Building Council

6

Residences closed since 1986; residences open since 2001

10

Living/Learning Communities

17

Buildings purchased from San Marcos Baptist Academy in 1979

25

Dollars paid by male students to live in Harris Hall (1937) for room, board and linens

100

Dollars in monthly stipend for RAs

60

Distance in miles that exempts freshmen students from living on campus

300

Student employees in Housing & Residential Life

585

Beds planned for Moore Street Complex (coming 2016)

6,825

Beds on campus by fall 2014

125

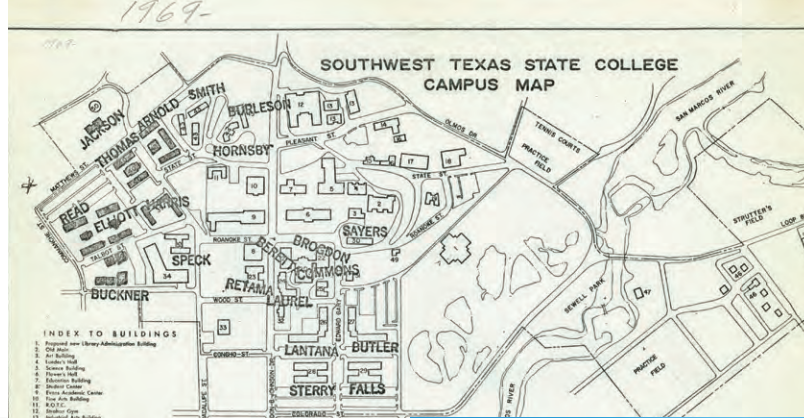
**thousand**  
Dollars needed to build Sayers Hall in 1936

2.47

**million**  
Cost of Women’s Residence Tower (now Tower Hall) in 1971



C



A



M



P



U



S



# memories of campus life

## MAKING FRIENDS AND AVOIDING CRICKETS

*We asked alumni via Facebook to tell us where they lived on campus and to share some standout memories. Here are some of their responses:*

My all-time favorite memory (through two years as a resident and two as RA) was sophomore year when someone put a goose in the kitchen at Butler! Harmless fun and just a picture of the creative community in res life! — *Kelly Green Brotherton*

Not a favorite but certainly memorable ... having to attach cheese cloth over the air vents at “scary Sterry” to keep the crickets out. — *Lisa Hatten Perkins*

Favorite part: living in close quarters with classmates and making friends very quickly. I was in a Res college hall so I saw people I knew every day. Least favorite: overzealous hall director. There were times she tried to be mom. Not a Res hall director. People forget that while college is transitional all indeed are adults. — *Jason Michlowitz*

I went to a potluck and met three girls. We were so different: South Texas, small town West Texas, Houston & San Antonio. We all had different tastes in music, clothing, study habits and yet we all got along. My fav memory was when we all lay in the hall with blankets and pillows and studied for finals. We all brought a snack to share, listened to music and mostly talked instead of studied but it was like a big slumber party and it was tons of fun! — *Morgan Jones Tondre*

I lived at Sterry from '01-03...hated the hike up the hill to campus but it worked, definitely helped me stay in shape. Met a lot of people there, didn't enjoy the crickets though! — *Amy Corona*

I lived in Lantana Hall 1974/75 & remember getting scalded in the shower when someone would flush the toilet! Then guys would come to the lobby at lunchtime to watch soaps. — *Valery Cooper Raney*

I lived in WRT [Women's Residence Tower] and College Inn in the early '90's. Looking back, I love how living in the dorm really immersed me in life at Texas State. It was easy to meet people, easy to get to class, and really helped create the foundation for my love of Texas State! — *Becki Burch Girouard*

I lived in Sterry Hall in the early '80s. I didn't really have a favorite memory except, most of my classes were in the round theatre building, so walking to class was easy for me. I lived on the top floor [and] I can remember how hard moving in and moving out was. No elevator, just stairs. I do remember the bats. We were not allowed to open our windows, because the bats would fly in. I'm excited that my youngest daughter has been accepted to Texas State and will attend in fall 2014. — *Teresca Yates Wenger*

I lived in Smith way back in '89. We had so much fun my freshman year. I met two of my best friends in Smith Hall. I remember that they were going to renovate the next year and all of us had first dibs on dorms. We jumped at the chance to move to Blanco Hall. Loved that place, talk about a social scene in the lobbies of each floor, good times. It was also closer to Bexar Hall and we got to hang with our football friends. Miss those guys coming over and hanging out with us girls. One thing I won't miss about Blanco, the fire alarm always going off, thank goodness we lived on the ground level side of the third floor. — *Mary Stewart Oliver*

I lived in WRT the last year it was WRT ('95-96) then it became coed (The Tower). I lived on the 8th floor. I remember I lived toward the end of the floor and would have small study sessions in the open areas with our neighbors. — *Cristina Almendarez Morin*

# FACES — *of the* — FUTURE

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*Since the Pride in Action capital campaign began, \$39 million in scholarships has been raised. Here are some examples of recipients who have benefited from scholarships, both academic and athletic.*

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By Mariah Medina

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 A black and white portrait of Keisha Abrams, a young Black woman with long, dark, curly hair, smiling and looking upwards. She is wearing a white long-sleeved shirt.
 KEISHA  
ABRAMS

*Senior Criminal Justice major Keisha Abrams feels ready for whatever comes next.*

"I definitely believe the Criminal Justice program at Texas State has really prepared me for law school, or grad school," Abrams says. "With general academics I always had great courses and great teachers that made you actually want to go to class."

This spring, Abrams began her final semester of college with help from the Rudy Mesa Memorial Scholarship. The scholarship, awarded through the School of Criminal Justice, honors Mesa, a San Marcos police officer who was killed while working as a contractor in Iraq.

"The scholarship has given me a break on having to work as hard to pay for my tuition," Abrams says.

While Abrams juggles two jobs and participates in campus extracurricular activities, she strives to perform well academically.

"Having a GPA requirement to maintain has been helpful," Abrams says. "It also gives scholarship recipients a competitive edge. In my case, applying for law school and having to keep a certain GPA requirement has really pushed me to do more in my studies."

Abrams feels that her ambitious and dedicated nature will ultimately propel her to where she wants to be. "I feel that I possess a strong quality of leadership and a drive to be successful," Abrams says. "Success is something that I will work toward, aside from getting a degree; I guess you can say that I am very driven."


 A black and white portrait of Nina Cueva, a young woman with long dark hair, smiling and holding her hair with both hands. She is wearing a dark t-shirt and a necklace.
 NINA  
CUEVA

*To say that sophomore nutrition major Nina Cueva stands out from her peers would be an understatement.*

"I'm from San Antonio and I attended Thomas Jefferson High School, which is a part of SAISD," she says. Cueva says SAISD, like most urban districts, has had to struggle with complex social problems limiting college access for many graduates.

Cueva made academic success her goal. "I knew my parents weren't going to be able to support me financially in college and that was a big problem; finding financial support meant getting scholarships and grants."

As one of the top 10 students in her graduating class, Cueva earned a variety of scholarships, including the Patti Strickel Harrison Scholarship. This allows her to focus on her studies, and she has made the dean's list every semester.

Cueva has now found her place. "When I selected nutrition [as my major] I felt relieved," she says. "I feel that I have ended up where I'm supposed to be."



ANTHONY  
JOHNSON

*Basketball was Anthony Johnson's first love — in fact, he was skeptical of his talents on the track.*

Today the sophomore exercise and sports science major and mathematics minor is quick on the track and quick-minded in the classroom.

After making his visit to campus, Johnson pushed other colleges out of his mind and signed with Texas State.

"One of the main reasons I decided to come to Texas State was because of Coach [Giles] McDonnell," Johnson says. "I had already used up all of my official visits, and Coach McDonnell called me, and he talked to me in a way that just made me want to be here."

Johnson has excelled both academically and athletically, earning recognition on the dean's list every semester.

"College is stressful as it is and the fact that I don't have to worry about the bill for every year I spend here, that's one less stress factor," Johnson says. "I qualify for academic scholarships right now, but being able to qualify for a full ride because I run fast, why not take that meal ticket?"

Johnson has found the coaching staff to be a source of guidance, but more importantly discipline and motivation.

"Our coaches don't take mediocrity for an answer," Johnson says. "We don't want to be all right, or good. Right now I'm 22nd in the nation, and I don't want to be 22nd in the nation, I want to be first."



TONY  
LE

*Electrical Engineering senior Tony Le is 28 years old, the first in his family to attend college and soon to be the first to graduate.*

"Knowing that I'm 28 years old and a non-traditional student, I feel that I'm more dedicated to my studies. I know that if I fail, I not only fail myself, but my family as well," Le says. "That pushes me and drives me to be successful and be the best that I can be in whatever I try to do."

Le's path to graduation was eased after he received the Ingram Engineering Scholarship. The scholarship is awarded to Texas State undergraduates with a 3.0 cumulative GPA. Le has not only maintained a 3.0 every semester, he has also maintained a spot on the dean's list and is projected to graduate in less than four years.

"The scholarship has helped my family and me tremendously, I can't even fathom how it would be without receiving this generous scholarship," Le says.

Emigrating from Vietnam in 1986, Le and his family have found themselves successful in their pursuit of the American dream.

"When I started elementary school, I knew little to no English. Now I'm at the top of my class," Le says. "I know that with hard work and determination, anything is possible."





*Juan Mendoza has numerous reasons to be proud of his academic achievements.*

Coming to the United States from Mexico at 21, he did not understand English, nor did he finish high school. Once in his new country, he was relentless as he pursued education. In May he graduated with honors and a 3.75 GPA in applied arts and science.

“I got my GED first, and after that I applied to take college courses at a community college,” Mendoza says. “My levels were so low that I was unable to pass required tests to start taking classes. I had to take every developmental course; I’m talking about English, math and science.”

Mendoza, 39, has overcome many obstacles of similar hardship, both intellectually and financially, en route to earning a bachelor’s degree. He made the transition from a community college to a four-year university and says there was a significant difference in academic rigor, but more importantly an increase in opportunity.

Mendoza is the recipient of the Osher Reentry Scholarship, which is awarded to non-traditional undergraduate students. This has helped significantly as he also raises two children and works full time. “I am proud that I can show my kids the proper way to get an education,” Mendoza says. “That way they don’t have to struggle as much as I did.”

Mendoza serves as the safety director for Lasco Commercial Drywall & Acoustics. In his time with the company, he has seen many who have stories similar to his. Always stressing the importance of education to those he hires, Mendoza hopes to inspire his co-workers as he has seen first-hand the access to opportunity that education allows.

“Education is important; it’s the foundation for [people] to have a better life,” Mendoza says. “It is the foundation for people to be successful.”



*Exercise and Sports Science senior Jordan Masek knows that much is expected of her as both a student and a member of the softball team.*

She is required to attend study hours, sit in the front of all classes and keep in constant communication with professors.

It should come as no surprise that Texas State ranks first in student academic success in the Sun Belt Conference.

“We have to learn time management skills from the moment we step on campus,” Masek says. “We have study hall too, and for softball every freshman has six hours a week. You have to go there, you have to study.”

In addition to mandatory study hall, athletes are provided with tutors and advisers whom they may consult about homework, tests or even their future.

“Our coaching staff’s main priority is academics,” Masek said. “If you’re not attending study hall, if you’re not making the grades, if you’re missing classes, your coaches know about it and they’re on you.”

Masek, who is also a regular on the dean’s list, has a goal to become a physical therapist. In addition to softball, she is an intern with the Texas Physical Therapy Specialists in San Marcos.

Masek recognized she has the same opportunities as her non-athlete peers and she attributes that to the many academic activities the university provides. 🧠





RENOVATIONS WILL INCLUDE AREAS ALONG NORTH LBJ AND EDWARD GARY STREETS AS THEY INTERSECT WITH BOBCAT TRAIL.





# BOBCAT TRAIL CHANGES AHEAD

*Goodbye traffic, hello pedestrians* | BY JULIE COOPER

Soon, a leisurely stroll along Bobcat Trail will be greener than ever. Gone will be the road with its traffic, parked cars and waiting buses. Instead there will be native trees, grass, shrubbery and shaded paths of paving stones.

It is part of the university's "gray-to-green" initiative that has seen areas transformed from building space to grassy parks and sidewalks. One such area is between North LBJ and Moon streets, known as the "Concho Green," which added pedestrian-friendly space between residence halls and academic buildings.

Cost for the Bobcat Trail project is \$5.48 million with an additional \$6.3 million for utilities. The project architect is TGB Partners, with construction by Flynn Construction.

Renovations will include areas along North LBJ and Edward Gary streets as they intersect with Bobcat Trail. The planned increase in tree cover will also provide more shade for pedestrians and a reduction in the "heat island" effect created by the impervious surface currently in place, according to Bill Nance, vice president for Finance and Support Services. The project is expected to be completed by December 2015.

"It is truly helping us to move to a pedestrian-oriented university campus. That alone is so exciting that we can instill that sense of campus life with the freshmen," says Michael Petty, director of Facilities Planning, Design and Construction.

"It will be a free, open space where students can mingle, go outside and eat, and form study groups. I can remember when I was in school here in 1969, there were 'meet-and-greet' dances where they would close Bobcat Trail right in front of Commons for

students to have a dance and a party," he says.

Traffic will be limited to emergency vehicles, special deliveries and pick up for the recycling facilities. At the end of the spring semester the Bobcat Trail bus stop was eliminated. Six routes will be reassigned to include the Undergraduate Academic Center (UAC), the LBJ Student Center and the Quad bus loop. In addition, the homecoming soapbox derby race, traditionally down Bobcat Trail, will be moved to a new venue.

"One of the things that people will not see in Bobcat Trail mall is everything we are going to be doing underground," Petty says. "The first thing we are going to do is dig up the existing utilities and replace and upgrade them. The City of San Marcos has a system called 'purple pipe' to reclaim and repurpose water for irrigation and chill water coolers.

"Over the past three years every time we excavate we have been installing connections," Petty adds. Bobcat Trail is the last leg of connecting this piping from the City of San Marcos to the central plant. It is just one of many utilities that will be a part of Bobcat Trail.

"I think the president had great vision [when] she recognized we had a campus of disparate parts. There was no common thread," Petty recalls. The campus master plan blends the new construction with the existing buildings for continuity of style. He views the campus like a city and as such it has defined entries, edges and landmarks.

"This campus has great scale. That's what Bobcat Trail is going to reinforce," he says. Yes there is great scale, but most agree this and other projects also help reinforce the sense of intimacy or the small feel of the campus. 🌳



# BRIGADIER GENERALS

*Since 1986 four Air Force reserve officers from Texas State have reached this important rung on the military career ladder*

Many cadets in Detachment 840 of the Air Force Reserve Officer Training Corps at Texas State University achieve highly successful careers, such as the late Gen. Robert Rutherford (1961), former commander of the Pacific Air Forces, and retired Brig. Gen. F. Randall Starbuck (1972), former commander of the 45th Space Wing.

But something unusual occurred among cadets commissioned as first lieutenants between 1986 and 1989 at Texas State. Not only did many move up the ranks to lieutenant colonel and colonel, but four now are brigadier generals — Mark D. Kelly, Giovanni K. Tuck, John E. Michel and Robert D. LaBrutta.







*ROTC cadets attend an awards ceremony on this campus in the 1980s. Many of these cadets rose to the top ranks of the U.S. military, a tradition that continues at Texas State ROTC.*

“I think being at a relatively small university in a small town, the cadets were able to be more involved with the teachers and the officers who were training them. They saw each other a lot in town and on the campus and developed good relationships,” says retired Col. Bennie Blansett, detachment commander and department chairman from 1985-89.

The program then, as now, combined demanding academics with military studies and hands-on leadership in the cadet corps. “We had military instructors for the cadets, and we used a military organization with a corps commander and squadrons. They worked hard,” Blansett says.

“Mark Kelly was a smart kid and was selected for premier pilot training because they knew he was a step ahead of his contemporaries. Tuck did well and was a very good, hard-working, steady kid. If you want to replace Tom Cruise in ‘Top Gun,’ it would be Michel. He’s good looking, very smart and well-spoken. I knew he was going to do well.

“LaBrutta was one of the most outstanding cadets and I knew he was going to go far. If you wanted something done, for instance a military ball at Randolph AFB in May, that’s all you’d have to say — it’s done.”

Here is a closer look at the quartet of brigadier generals, who all have deployed in combat zones. For their official biographies, visit [www.af.mil/AboutUs/Biographies.aspx](http://www.af.mil/AboutUs/Biographies.aspx).



**Brig. Gen. Mark D. Kelly**, bachelor's degree in mathematics and commissioned at Texas State in 1986. He was promoted to current rank Sept. 14, 2012.

**Current assignment:**

Commander 455th Air Expeditionary Wing, Bagram Air Base, Afghanistan.

"I learned at Texas State that no one has all the answers — surround yourself with smart, talented people and sincerely articulate how much you appreciate their efforts," Kelly says. "That served me well in college and throughout my career."

He credits AFROTC upperclassmen for holding a high standard, saying they were mentoring before it was common in the Air Force. "And our class, itself, had some very talented folks — and I think it raised everyone's performance," he says.

At Texas State's 2013 Veterans Day event, Kelly reminded cadets they have allegiances to their service and themselves. "But never forget that we serve the nation and the Constitution and we're still a nation at war," he says. "When they are commissioned, they'll lead this country's true national treasure; its sons and daughters. That's a huge responsibility and privilege. The parents of America deserve and expect their best efforts."

**Brig. Gen. Robert D. LaBrutta**, bachelor's degree in business administration at Texas Lutheran College and commissioned at Texas State in 1989. He was promoted to current rank Aug. 2, 2013.

**Current assignment:**

Commander, 502nd Air Base Wing and Joint Base San Antonio, comprises Randolph AFB, Lackland AFB, Fort Sam Houston and Camp Bullis. LaBrutta oversees the largest joint base and 80,000+ service members and civilians daily.

After a year at Texas State, he dropped out to work in South Texas oilfields before joining the Air Force. A staff sergeant when he learned about AFROTC, he left the Air Force and reenrolled at Texas State where he completed most of his courses. He eventually earned a business degree at Texas Lutheran while concurrently completing AFROTC at Texas State.

"Earning a bachelor's degree that took 11 years and receiving my commission at Texas State were pretty big accomplishments," LaBrutta says. "I've served in Afghanistan and have multiple command opportunities. I want to express my thanks to Col. Blansett for giving me the chance to earn my commission and providing the leadership foundation that set the course for the rest of my career."

"He ran the ROTC detachment like an active duty wing. All of us had the opportunity to lead and lead properly through his guidance. If we were off target, he let us know in a first-class way. It was a fantastic structure to mentor and grow senior leaders."





**Brig. Gen. John E. Michel**, bachelor's degree in political science and commissioned at Texas State in 1987. He was promoted to current rank June 2, 2012.

#### **Current assignment:**

Commanding general, NATO Air Training Command-Afghanistan; NATO Training Mission/Combined Security Transition Command-Afghanistan; and commander, 438th Air Expeditionary Wing, Kabul, Afghanistan. In his fourth deployment, Michel leads a 15-nation effort to develop the Afghan Air Force.

He cites his roots in a small school with a demanding curriculum, a strong AFROTC leadership program and inspiration from highly ambitious cadets. He also credits Kappa Alpha Order.

"It was a great and unique balance with the discipline of ROTC and fraternity life," Michel says. "What helped more than anything was the fraternity's social part, leading your peers and finding innovative ways to get others to check out our thing over competitors. I brought people together, got them excited about compelling ideas and sold them on that."

"I learned a lot of social skills that were invaluable in the five commands that I've had."

Michel wrote *(No More) Mediocre Me: How Saying No to the Status Quo Will Propel You From Ordinary to Extraordinary* and is working on two more books — *Axioms from Afghanistan*, a collection of weekly essays sent to those in his command, and *Liberating Genius*, with educator Angela Maiers.

**Brig. Gen. Giovanni "GI" K. Tuck**, bachelor's degree in psychology and commissioned at Texas State in 1987. He was promoted to current rank Nov. 18, 2011.

#### **Current assignment:**

Director of Operations, Deputy Chief of Staff, Operations, Plans and Requirements, Headquarters United States Air Force, Pentagon, Washington, D.C.

The university's challenging academic program required Tuck to buckle down and taught him the methodology to be successful. "Having gone to the Navy War College, the National War College and getting three master's degrees along the way, Texas State was foundational," he says.

The AFROTC program gave him crucial guidance and taught him about demands and trust, which are all crucial components for cadets to become successful officers.

Tuck stressed three things when he spoke at Texas State's December commencement: set a new goal if you don't reach your first; don't just work for a paycheck, find something meaningful; and have an impact on someone's life.

"That's like I've tried to do with folks struggling in the military," he says. "If you apply yourself, you can overcome a lot. A lot of people decided to stay in just by me sharing my time as a student."

— John Goodspeed



A concert by Mariachi Nueva Generacion and Salsa del Rio is a popular event sponsored by the Del Rio Chapter.

## FROM THE BORDER TO THE HILL COUNTRY

### *Del Rio Alumni raise scholarship funds*

The Del Rio chapter of the Texas State Alumni Association is 25 members strong. They meet every month, either in a member's home or a local restaurant. The chapter has a fundraising arm for scholarships and is the only chapter that does so, according to Kristi Poe, associate director for Alumni Relations. The chapter provides scholarships to students from Del Rio or Comstock High School. Each year the chapter awards eight scholarships ranging in amounts from \$250 to \$750.

Ninety-two students from Val Verde County, where Del Rio is the county seat, received (79 bachelor's and 13 master's) degrees from Texas State in the last four years. There are currently about 215 undergraduate and graduate students from the region attending Texas State.

The big fundraiser for the Alumni Chapter is the Texas State Mariachi/Salsa Concert, held biannually at the Paul Poag Theatre in Del Rio. It features Mariachi Nueva Generación and Salsa del Rio, the top Latin and salsa groups from the College of Fine Arts and Communication. Some 400 people attended the concert last

December, which netted more than \$8,000 in proceeds. The chapter pays for the students' travel and meals and also donates \$1,000. Since establishing the alumni chapter, members have donated almost \$50,000 to the university.

Chapter president is Fernando Garcia, who didn't attend Texas State, but counts himself among the biggest Bobcat boosters. Garcia graduated from UT-Austin in 1994 with a degree in finance. He explains that he joined the Bobcat group in 2006 because he enjoys keeping company with its members and being engaged in group activities. Garcia, 45, also helped draft the bylaws for the Hispanic Alumni chapter.

He became president in 2013 at the urging of his best friend, chapter co-founder Gilbert Rodriguez, a 2008 Distinguished Alumnus. "We have five or six local chapter members who are parents or friends of members. I am the only one who has received an honorary lifetime chapter membership from the organization," Garcia says. —Julie Cooper

## HOUSTON ALUMNI REIGNITE CHAPTER ACTIVITIES, MEMBERSHIP

Houston – America's fourth-largest city and the epitome of urban expansion – is a virtual den of Bobcats, and home to one of the most active alumni chapters in Texas. Started in the mid-1980s, the Houston chapter was fostered by a group of alumni who had experienced the thrill of two Division II National Championship teams that were led by then-Coach Jim Wacker.

Joni Hruska-Fichter, a 1982 Texas State graduate and a Houston area business owner, led the Houston area chapter from its inception in 1985 until 1992. In those days, she says, the events were limited to happy hours and lunches. "Back then we didn't have email to send notes back and forth, or Facebook," Hruska-Fichter says. "We were making calls and sending letters to invite people to different things. We encouraged people to join the alumni association through the university."

While the group has never engaged in any fundraising, there have been vast opportunities for networking or making professional connections. Through many of those Bobcat functions, Hruska-Fichter says she made connections that allowed her to grow her business in career placement, and helps some of those fellow Bobcats find meaningful jobs.

The Houston chapter, which regrouped in 2001, is primarily a social organization that congregates in local spots in and around downtown Houston. Now being led by David Casey, a native Houstonian and 1998 Texas State graduate who helped re-launch the group, the chapter is undergoing change and focusing on alumni needs and interests.

In 2008 Casey and three others — Randy Fitzpatrick, Gil Thomas and Sherwood Gregory — launched the group's Facebook page to promote activities, post articles and pictures, and to help build up the group. "Our membership has been rising ever since," Casey says. On average, events attract between 30 and 60 Bobcats, depending on the occasion and the time of year. In December, the group hosted an ugly sweater contest at Little J's Bar in downtown Houston, and in January, it was happy hour at the Gaslamp, also in downtown.

The group attracts graduates from the 1960s through the 2000s. Casey says the chapter is planning to branch out this year by



incorporating luncheons and other events that showcase Bobcat-owned businesses. In January Casey launched a Facebook group, Houston Bobcat Jobs, where business owners can post jobs and Bobcats can search for employment. — *Bryan Kirk*

## NEW YORK ALUMNI CREATE A SLICE OF TEXAS IN THE BIG APPLE

In the hustle and bustle of the New York City area are thousands of people whose hearts are still in Texas, including more than 3,000 Texas State University alumni. With the efforts of a dedicated team, the Greater New York alumni chapter brings a slice of Texas hospitality to Bobcats who live in the Big Apple.

The New York chapter became more active once two Texas transplants made it their mission to bring a little of San Marcos to New York. Stacy Chavis, a Houston native who graduated with a bachelor's degree in communications in 2002, moved to New York 10 years ago. "I reached out to the alumni office and found out that there are between 3,000 and 4,000 alumni in the Tri-State (New York, Connecticut, and New Jersey) area," she says. "I felt like it would be great to give people a sense of home with some alumni activities."

Meanwhile, 2010 journalism graduate Jessica Spielvogel moved to New York to work for a public relations firm. "I didn't know a single person," the Houston native recalls. "I reached out to the alumni office to find out if there was anyone I knew here, and they introduced me to Stacy."

Chavis and Spielvogel teamed up as co-chairs of the alumni chapter and put together a mixer last summer at Smithfield NYC, a popular sports bar. More than 70 people attended.

To help step up their presence, they recruited Amanda Gordon, a 2009 marketing graduate from Plano. Gordon began working for a New York social media agency in 2010 and volunteered to head up social media for the alumni chapter, which has a presence on Facebook, Instagram, Twitter and LinkedIn.

The chapter organized a well-attended holiday happy hour in December and plans many other activities in 2014, including a Texas Independence Day event hosted by musician Pat Green, regular happy hours, and smaller events such as dinners and art gallery tours.

Because of the number of Texans living in New York, Chavis contacted alumni chapters from other Texas universities to see what they were doing. The effort culminated into an all-Texas alumni mixer in October. More than 150 people attended, including a number of Texas State graduates. Now the schools have formed the Texas Alumni Alliance, which plans to continue to hold joint events and fundraisers. — *Tammy Valentine*

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1 Emily E. Smith

## 1 Emily E. Smith '14

Austin, is featured in American Teacher: *Heroes in the Classroom* by Katrina Fried. Smith, who teaches fifth grade at Cunningham Elementary School, refers to her classroom as the "Hive Society," and hopes that she can instill her class of scholars with "life-long love that keeps students in school and takes them to college and beyond."

## Sean McGibbon '13

New York, joined the Equity national tour of *Million Dollar Quartet*, where he is the understudy for the role of Jerry Lee Lewis.

## Karen Backor '13

Kerrville, was honored by the Council of Professors of Instructional Supervision (COPIS) as a Blumberg Scholar, an award given to doctoral students or recent graduates for outstanding research. Backor's award was based on her Ph.D. dissertation research on how university principal preparation programs can prepare aspiring principals to be instructional leaders. She is assistant professor of education and director of field experiences at Schreiner University.

## 2 Christina Ochoa '12

San Antonio, is the news and video content director for StoneOakInfo.com. She also produces articles and video news pages for the website.



2 Christina Ochoa

## Travis Coombs '12

New York, was cast in two off-Broadway shows in 2013 *Piggy Nation* and *Honestly Abe*. He will be associate artistic director of Eklectix Theatre and the resident musical theatre director of the Royal Academy of Fine Arts in Houston.

## Scott Harris '11

Westchester, N.Y., has accepted the position of theater teacher at Rye Neck High School.

## Ashley M. Wright '10

Panama City, FL, has been named the Air Combat Command Civilian Print Journalist of the Year for the second year in a row.

## Richie Wilcox '08

Canada, has a three-year contract at the University of Lethbridge in Lethbridge, Alberta. Teaching Drama 1000, Theatre for Young Audiences and Acting for Non-Majors.

## Leopold 'Polo' Sandoval Jr. '07

Washington, D.C., has joined CNN Newsource as a national correspondent. Prior to joining CNN Newsource, Sandoval was the Bureau Chief for the Hidalgo County Border Bureau for KRGV-ABC in Texas. In 2013, he covered the fertilizer plant explosion in West.

## Bobby Moreno '06

New York, was nominated for a Drama Desk Award as Outstanding Featured Actor in a play for his work in *The Year of*



3 Claude Mathis

*the Rooster*. Performing at New York's Ensemble Studio Theatre, Moreno was featured in a New York Times article: <http://nyti.ms/1aAjTpD>

## Norma Lujan '99

New York was featured in *Harper's Bazaar* (Dec/Jan issue) as one of the "Fabulous at Every Age" finalists. She is the director, multicultural marketing and activation at Avon. See the story here: <http://bit.ly/1negQUE>

## Jason Anderson '98

Allen, was named the 2014 Educator of the Year by the Dallas Ecological Foundation. Anderson is a physical education instructor at the Lowry Freshman Center, which serves students in the Allen Independent School System. He received the award for his work with the Outdoor Adventures program, which teaches students about activities such as camping, fishing and archery.

## 3 Claude Mathis '97

DeSoto, led the DeSoto High School Eagles to the 5A Division I semifinals (2013) as head football coach. Since Mathis joined the school in 2008, the Eagles have won 14 playoff games.

## Teelo Garcia '95

McAllen, is now director of government & public affairs for the City of McAllen.



4 Pam Cox

## Kimberly Kokes Jones '95

Hutto, was named the 2014 Texas Mother of the Year in March. A member of the Susan G. Komen Foundation, Jones speaks to groups and organizations about her battle with breast cancer. The Mother of the Year is awarded annually by American Mothers Inc., which was created in 1935 and dedicated to reducing rates of violence and improving the lives of families in the U.S. and the world.

## 4 Pam Cox '92

New Braunfels, has been promoted to vice president of communications for Whatabrand, a division of San Antonio-based Whataburger. She previously served as group director of corporate communications.

## Andrea Brooks-Tucker '88

Augusta, Ga., was named chief nurse executive at East Central Regional Hospital. She was also named director of mental health partnerships at Georgia Regents University College of Nursing.

## Tony Dieste '88

Dallas, was featured in *Hispanic Executive* magazine's spring issue 2014. He is the founder of Dieste Inc., a multicultural ad agency. <http://hispanicexecutive.com/2013/dieste/>





5 Carolyn Seay Viotor

#### Janie Wright '79 & '84

Lockhart, was named interim superintendent of the Lockhart ISD in December 2013. She has been with the Lockhart ISD for 36 years and previously was deputy superintendent.

#### Phil Worley '78

Laredo, was appointed in December by Gov. Rick Perry to serve as a member of the Texas State Board of Public Accountancy. He will serve a six-year term. Worley is an adjunct instructor at Laredo Community College where he was formerly dean of arts and sciences.

#### Gary Goodfriend '76

Irving, was appointed vice president/senior asset manager at Bank of New York Mellon in Irving.

#### Jack Martin '73

Austin, was inducted into the PR News Hall of Fame during the 2013 PR People Awards in Washington, D.C. He is the global chairman and CEO of Hill+Knowlton Strategies Inc. and the former chairman of the Texas State University System Board of Regents.

#### Eugene Lee '74

San Marcos, had his play *Lyin' Ass* accepted by the 2014 Downtown Urban Theatre Festival in New York. Also, the Writers Guild of America chose *Homicide: Life on the Street* as one of the 101 Best Written TV series; Lee wrote one of the episodes.



6 Lamar Johanson

#### Larry Taylor '70

San Angelo, was named interim superintendent for the Early ISD. Taylor retired as director of administrative services for Region XV Education Service Center in San Angelo in 2012. In 2002 he retired as superintendent of the Crockett County Consolidated Common School District.

#### 5 Carolyn Seay Viotor '68

Wickenburg, Ariz., has been elected president of the board of directors of the Colorado-based Women's Professional Rodeo Association.

#### 6 Lamar Johanson '57 & '58

Stephenville, was honored by Tarleton State University when the science building was renamed the Lamar Johanson Science Building. Dr. Johanson retired from Tarleton in 2001 after a 40-year career where he served as a professor of biological sciences, chairman of the Department of Biological Sciences, dean of the College of Arts and Sciences, and as the first executive director of Tarleton State University System Center-Central Texas in Killeen.

**Send your Class Notes contributions to:**  
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## IN REMEMBRANCE

**Dr. Sally Caldwell**, associate professor, Department of Sociology, NTSO (Non-Traditional Student Organization) Professor of the Year award in 2005 and a Dean's Golden Apple Award for teaching in 2010, as well of the Foundation of Excellence Award from the Student Foundation in 2011, died Jan. 31.

**Dr. Bob Olney**, served as McCoy College of Business Administration associate dean and director of graduate business programs from 1985 until his retirement in 2009, died Jan. 29.

**Phyllis Olivia Luckenbach Sawyers**, was a member of the Arts and Humanities faculty for 30 years until her retirement in 1992 and was named professor emeritus. A published author and accomplished artist, she had many noteworthy commissions and exhibits. During the Lyndon Baines Johnson Administration, she was appointed to the United States - Mexico Commission on Border Development and Friendship. Ms. Sawyers died April 13.



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# Gloria Campos

Familiar face of Dallas news bids farewell to TV viewers



Although she became one of the most recognized faces on Dallas television, Gloria Campos' broadcast journalism career began as humbly as her roots in the Rio Grande Valley. After graduating from Texas State University, Campos landed her first gig as a reporter in her hometown of Harlingen. Her pay hovered around minimum wage.

But her media career eventually led her to the glitzy lights of Dallas, where she became co-anchor at the top-rated station in one of the country's largest television markets. And in March, after 30 years of news anchoring and reporting at WFAA-TV, Campos retired from the TV news business. Campos, the first person in her family to attend college, left more than an indelible mark on the TV landscape in Texas. She also established a scholarship program for journalism students at Texas State.

As she recalled her childhood spent watching the nightly news with her civically active family, Campos said she knew early on what she wanted to do. "I was inspired by the civil rights movement, by Martin Luther King Jr. and his quote of being judged not by the color of your skin but by the content of your character, and President John F. Kennedy saying to 'ask not what your country can do for you, but what you can do for your country,'" Campos says. "My basic tenants would be the truth, honesty and fairness that I saw on the network newscasts growing up."

## Picking college

When it came time to choose a college, Campos leaned on advice from her high school journalism teacher, Gene Yates, who also graduated from Texas State. "If it was good enough for Gene Yates, it was good enough for me," Campos says. That was a deviation from most of her high school friends, who headed to The University of Texas at Austin. Campos had a different perspective.

"I took one look at the enrollment — which was huge for me, being from a small town — and I decided I liked the intimate nature of the university in San Marcos," she says. "I was afraid I would kind of disappear at UT."

It didn't take long for her to make her mark at Texas State. Campos was an editor at *The University Star* and also worked at KTSW, the university's radio station, where she won an award for her documentary of Title IX's effects on the school's athletic programs.

After graduating in 1976 with a bachelor's degree in journalism, Campos returned to Harlingen, where she worked at KGBT-TV in exchange for the station paying her college expenses. She said the last two years of her college career at Texas State were basically a paid internship at KGBT. It was a "handshake deal" where the station paid for her books and tuition and she agreed to work for them for three years.

"Those three years turned into nine," says Campos, who went from shooting and reporting her own stories to anchoring and producing the station's 10 p.m. newscast. Not everyone there was thrilled with her success. It was the 1970s, and it was rare to find a woman in a newsroom.

"Some of the guys there were not ready to share their territory with a female," Campos says. "Some were afraid I would drop the camera and break it. It was challenging, and one particular co-worker really made my life miserable."

## Reporting for WFAA

There were many bright spots and Campos gained confidence from a supportive news director, and says she "always looked at my job as a learning experience." She also discovered that not all of the guys in television were bad. She started dating the station's sports anchor, Lance Brown, whom she has been married to for more than 30 years. They have twin sons, Greg and Tony, who turned 21 this summer.

In 1984, Campos took a reporting job at WFAA, where she covered political conventions, presidential and gubernatorial inaugurations, the funerals of Texas Gov. Ann Richards and President Ronald Reagan, and post-Super Bowl parades for the Dallas Cowboys. There was also a memorable interview at the White House with First Lady Laura Bush. "While I was there, the president came out and surprised me and gave



me a tour of the Oval Office,” Campos says.

Viewers in the Dallas-Fort Worth Metroplex will also remember her 18-year weekly series, “Wednesday’s Child,” where Campos reported on abused and neglected children around Texas and those in foster care. The station estimates that she featured 350 children over the course of the series, with 75 percent of them being placed in families.

During one of her final newscasts 14-year-old Ke’onte Cook, one of the youngsters adopted as a result of Campos’ repeated efforts, surprised her with an emotional on-air appearance. “Children in foster care in the state of Texas really get minimal services,” she says. “I’ve been very passionate about helping raise money and awareness.”

#### **Helping others**

Campos has also tried to help students at her alma mater, where she was named an Alumni Achievement Award recipient and a 2004 School of Journalism and Mass Communication Alumnus of the Year. The Gloria Campos Brown Endowed Scholarship in Mass Communication at Texas State is open to electronic media majors, with an emphasis on helping minority students. “My career at Channel 8 gave me the resources to help others realize their dreams of being journalists, Latinos in particular, who have those same dreams,” Campos says.

Her plans for the future include taking advantage of the many speaking engagements she has been offered while carving out time to spend with her family in South Texas. She’s also been approached to write a book. “If you ever stop learning, then you may as well shrivel up and die, if you ask me. I’ve had the opportunity to learn about something new every day.

“I could have stayed on (at WFAA) if I chose to phone it in, but I’m not ever going to do that with anything,” Campos says. “I’m ready for this new chapter. I feel like I’ve proven myself over and over, and I’m ready to face a new challenge while I still have the energy to do it.”

*—Natalie Chandler*





## From goats to gators

Gatorland CEO Mark McHugh journeyed from West Texas to Orlando, where he heads up one of Florida's longest running tourist attractions

Some managers oversee employees who can be difficult. Mark McHugh, president and CEO of Gatorland in Orlando, Fla., manages those that are downright dangerous.

"Crocodiles, boas and pythons, Florida panthers," McHugh says, listing some of the residents at the 110-acre theme park and wildlife preserve he has operated for 18 years. Founded in 1949, Gatorland was Central Florida's first major tourist attraction.

"I've messed around with a bunch of critters during my time," he says. "They're not your typical critters, though, not the kind you run into in West Texas." Growing up in Midland, McHugh spent his boyhood chasing goats and tumbleweeds on his grandparents' farm. But it wasn't long before he wanted to explore wetter parts of the state, a decision that eventually led him to Texas State University.

"I really loved being around water, but there just wasn't any around (in Midland). We had to go to San Angelo to find a lake, two hours away," he says. "I turned 18 and made that trip to San Marcos and saw the river and how beautiful it was, and I moved away and

never went back. I just loved the spring-fed San Marcos River and all the green trees and lakes. I fell in love with it."

Once he enrolled as a freshman in 1978, McHugh discovered the other perks of the university: smaller classes and more focused attention from his professors. "You could walk into their offices at any time and start talking to them, and they took a keen, personal interest in their students. They guided me, and that's one of the most grateful things I had about choosing Texas State. It just seemed like you knew everybody," he says.

### Dolphin research

In his sophomore year, McHugh took a physical education course in scuba diving that prompted him to pursue a degree in marine biology. His love of marine science followed him to The University of Texas at Austin, where he received a master's degree and spent a summer studying in the coastal city of Port Aransas.

While there, McHugh's interest in the population of bottlenose dolphins led him to conduct the state's first formal, academic research project on marine mammals. "There

had really not been a study of bottlenose dolphins on the Texas coast," he says. McHugh wrote his master's thesis on marine mammal behavior, a document that provides the foundation for research in his home state.

On a family vacation to SeaWorld Orlando, McHugh was inspired to interview for a job. Soon after, he loaded a U-Haul and "became the first person in our family to move outside the state of Texas."

### Family-owned park

McHugh spent the next 12 years working as an animal trainer, researcher and spokesman at SeaWorld's parks in Orlando, San Diego and San Antonio. He met and married Diane Godwin, an animal trainer whose grandparents founded Gatorland. The couple has two daughters.

When his father-in-law, Frank Godwin, retired from the daily operations of the park in 1996, McHugh took the reins as CEO of Gatorland. In 2006 he was also named president. He has led the family-owned park through some tough economic times, including the 9/11 terrorist attacks, hurricanes in 2004 and a devastating fire two years later that was followed by the start of a national recession.

A new focus on attracting local residents has helped the park achieve two record-setting years in a row, growing 50 percent in 2012 and 25 percent in 2013, McHugh says. The park offers one of the world's largest collections of giant crocodiles, along with free-flying birds, shows, animal encounters and a zip-line ride over alligators.

McHugh, who also holds a master's degree in business administration from the University of Central Florida, is prominent in Florida tourism circles. He has served as chairman of the Orlando Convention and Visitors Bureau for three years and chairman of the Kissimmee/Osceola County Chamber of Commerce. In 2010, he was inducted into the Central Florida Tourism Hall of Fame, and in 2013 he received the Larson Lifetime Achievement Award from the Hospitality Industry of Central Florida.

But his Texas twang hasn't left him, and he hasn't pulled entirely out of his home state. McHugh still finds time to visit his family in San Antonio and Austin several times a year. "You can take the boy out of Texas for a few years, but you can't take the Texas out of the boy," he says.

On the web at [www.gatorland.com](http://www.gatorland.com)

— Natalie Chandler



# A World of Difference

## Italian-born instructor takes students to Florence to study language, culture

In 1982 Moira Di Mauro-Jackson arrived at Texas State University to begin her studies as a political science major. The daughter of an Italian diplomat, she graduated from the Mary Mount International School in Rome and was accepted to schools in California, Washington and Texas.

Growing up in various European cities, Di Mauro-Jackson admits that her knowledge of Texas was limited to the Texans she had dated in high school, “J.R. Ewing” from the TV show *Dallas* and Italian-made spaghetti Westerns.

“When I came here in 1982 we did not have computers, we did not have Google. You could not Google the city of San Marcos and look at a million images of the campus. So I really had no idea,” Di Mauro-Jackson says. After completing all the university and government forms necessary to be a foreign student, she was housed in ‘overflow’ housing, which was then an un-air-conditioned (and the long closed) Speck Hall.

She can look back now and laugh, but what an introduction this must have been to campus life for a daughter of privilege who hoped to one day work for the United Nations. She knew so little about American campus life that when classmate and longtime friend Shanna Grayson asked what she was doing for Thanksgiving break, Di Mauro-Jackson didn’t have a clue what Thanksgiving was, or that the residence hall would be closed that week. Luckily, Grayson invited her friend to spend the holiday with her family in Houston.

Eventually, Di Mauro-Jackson earned a bachelor’s degree in political science and French, followed in 1990 by a master’s degree in French with a minor in political science. That same year she married fellow political science student Larry Jackson. The couple has a teenage son, Logan.

Today, Di Mauro-Jackson is a senior lecturer in the Department of Modern Languages, teaching French and Italian. In 2005, Italian was added as a Texas State extension course, joining Arabic, Chinese and American Sign Language. Di Mauro-Jackson also speaks Spanish and Romanian. In 2008, she earned a doctorate in comparative literature from The University of Texas at Austin. She began teaching French in 1988. She is the advisor to the French Club, the South Central Vice President for the French Honor Society (Pi Delta Phi), and the vice president of the Central Texas Chapter of the American Association of Teachers of French.

Each summer since 2006 Di Mauro-Jackson has led a study abroad group of 10 to 15 students to Florence, Italy. For the month of June, students visit this ancient city in the center of Tuscany to study the Italian language, the culture, the history and to meet people. Students earn six credit hours, take day trips around the area, visit local museums and perform some community service for the locals.

This year they paired with the School of Art & Design. Di Mauro-Jackson has long utilized the support of the Center for Academic Programs Abroad (CAPA). The two student groups attended different classes at the the same school, shared apartments, and took part in the same events and excursions. Dr. Teri Evans-Palmer led the Art & Design students. Classes were held in the Palazzo Galli-Tassi, a 16th-century building just steps from the city center.

Besides learning about another culture, students get the opportunity to compare and contrast it with their culture in the United States. “That just makes them well rounded and allows them to know their own culture better,” she says.

– Julie Cooper



## Learn Italian

*Italian is part of the Extension Studies program at Texas State. Students do not need to apply to the university to be accepted in an extension course.*

### Application information

[www.extension.txstate.edu/students/enrollment-application.html](http://www.extension.txstate.edu/students/enrollment-application.html)

### Study Abroad Programs

[www.studyabroad.txstate.edu](http://www.studyabroad.txstate.edu)  
or  
[www.finearts.txstate.edu/Art/academics/study-abroad.html](http://www.finearts.txstate.edu/Art/academics/study-abroad.html)

### Department of Modern Languages

[www.modlang.txstate.edu](http://www.modlang.txstate.edu)



# The (last) view

*Splash down! Students from the Department of Theatre and Dance find the best way to celebrate their graduation in May is to join hands and jump into the San Marcos River at Sewell Park. This rite of passage has grown in popularity in the last several years. It isn't unusual for graduates to wear a swimsuit under their gowns at commencement and proceed immediately to the river following the ceremony. River swimwear has come a long way from the 1920s when female students and faculty were required to wear bloomers and stockings when taking a swim. The river is also symbolic during the ring ceremony when seniors dip their ring in a fountain containing water from the river.*







# TEXAS STATE

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Section	Reg. Price/Discount*
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Bobcat Kids Club (Annually)	\$25

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Presented by Coca-Cola



Sept. 13  
Military Appreciation, Family Day, Band Alumni Day  
**NAVY**  
Presented by H.E.B



Sept. 20  
**@ ILLINOIS**



Sept. 27  
**@ TULSA**



\*Oct. 4  
Homecoming  
**IDAHO**  
Presented by Seton Healthcare Family



\*Oct. 14 | 7:00 PM  
Texas State Campus Community Appreciation Day  
**UL-LAFAYETTE**  
ESPN2  
Presented by Frost

**ESPN 2**



\*Oct. 25  
**@ UL-MONROE**



\* Nov. 1  
**@ NEW MEXICO STATE**



\*Nov. 8  
"T" Association Weekend  
**GEORGIA SOUTHERN**  
Presented by Brown Distributing



\*Nov. 15  
**@ SOUTH ALABAMA**



\*Nov. 20 | 8:30 PM  
Pack Bobcat Stadium; Senior Day  
**ARKANSAS STATE**  
ESPN  
Presented by Wells Fargo



\*Nov. 29  
**@ GEORGIA STATE**

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## PAVE THE WAY

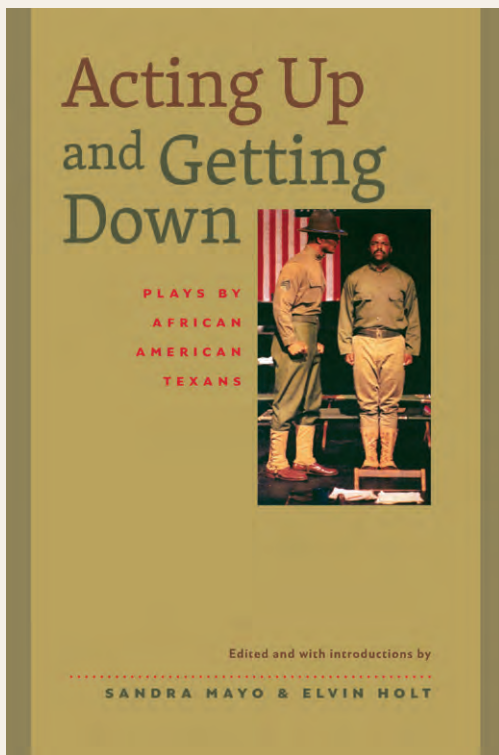
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## from the collections



### AT THE WITTLIFF COLLECTIONS

*Acting up & Getting Down: Plays by African American Texans*

Edited by Sandra Mayo and Elvin Holt

Research materials now part of the permanent collection

“We have a rich history of black theatre here in Texas but it is not well known,” says Dr. Sandra Mayo, who along with Dr. Elvin Holt co-edited the most recent book in the Wittliff Collections’ literary series, *Acting Up and Getting Down: Plays by African American Texans*. Their anthology breaks new ground with seven compelling — yet under-recognized — contemporary works that provide deep insight into regional experiences and contribute significantly to the American story as told onstage.

Texas State professors Mayo and Holt have researched African American theatres in Texas for years, conducting interviews and rescuing thousands of vital documents to help preserve this unique and important history. Mayo donated these substantial papers to the Wittliff, among them manuscripts, playbills, photographs, and posters — artifacts recording the work of theatre companies, venues, directors, literary and acting talents — which together offer researchers a tangible narrative of the development of black theatre in Texas and of the outstanding performances that have entertained and inspired audiences across generations.