

THE MAGAZINE OF CAL STATE SAN MARCOS

# steps

WINTER 2019

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**ABOUT THE COVER**

CSUSM's first comprehensive fundraising campaign, Forward Together, was an unqualified success thanks to the generosity and support of donors, faculty, staff and students. The names on the cover represent the myriad people and organizations that helped the university shatter its \$50 million goal.

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# steps

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The purpose of the publication is to showcase CSUSM programs and initiatives, share student success stories and highlight opportunities for alumni and friends to engage with and support the university and its strategic funding priorities.



## Dear Alumni and Friends,

Cal State San Marcos is known for setting bold goals, from raising the educational attainment rate to creating a student body that mirrors the diversity of our region to connecting with and serving our community by producing well-prepared, ready-to-lead graduates.

I'm proud that we have accomplished each of those goals, and many more, during my tenure as CSUSM's third president. I'm also pleased that when the clock struck midnight on New Year's Eve, it signaled the fulfillment of another audacious goal: successfully completing our first major philanthropic campaign.

This \$50 million campaign, "Forward Together," was a united effort encompassing our commitment to building great communities, preparing tomorrow's leaders and solving critical issues (Page 12).

This issue of Steps provides an opportunity to learn more about some of the campaign's many success stories, including Matt Walsh and Emmanuel Morales. After a tumultuous childhood, Matt attended CSUSM with the help of ACE Scholars Services, and he developed into a student leader before graduating in 2014. Now he's giving back to our one-of-a-kind program for foster youth, funding an annual award for outstanding ACE Scholar in the name of his adoptive parents (Page 8).

Emmanuel, a senior chemistry major, is in his third year as a STEM ambassador, bringing his love of science to underfunded middle schools in the region. It has been quite an evolution for Emmanuel, a first-generation college student who grew up in Vista without academic role models before he met an inspirational high school science teacher who sparked his passion for all things STEM (Page 38).

These stories, and the others you read in this issue, are just a small sample of the tremendous influence "Forward Together" is having on our campus and our region. The campaign may have ended, but its impact will be felt for years to come.

Sincerely,

Karen S. Haynes, Ph.D.  
President



TIFFANY TEUSCH IS PURSUING HER MASTER OF SOCIAL WORK AFTER EARNING HER BACHELOR'S IN SOCIOLOGY LAST FALL. PHOTO BY ANDREW REED

## HIGHER YEARNING

### Education takes on new importance as alumna overcomes challenging upbringing

by Eric Breier

Tiffany Teusch didn't give much thought to college as a teenager.

Teusch failed most of her high school classes as a freshman and sophomore. She spent her final two years of high school transitioning to a new school, a new living situation and trying to complete her normal coursework while simultaneously making up for the classes she flunked.

"I wasn't one of those students who was saying, 'Let's do college applications,'" Teusch said.

But nearly 10 years later, Teusch has her bachelor's. She graduated from Cal State San Marcos at the end of the fall semester with a degree in sociology and has already started work toward her Master of Social Work through Arizona State's online program.

Teusch is grateful for many things on the path to her degree. For the support of ACE Scholars Services. For extra financial assistance through a Pardee Foundation Scholarship. And certainly for her son, Javius, who inspired her pursuit of a bachelor's and master's.

"Tiffany is one of the most dedicated and hard-working individuals I have had the opportunity to work with," said

Leigh Quijada, coordinator/counselor for ACE Scholars Services, which supports former foster youth at CSUSM.

"She excelled in her academics at CSUSM all while raising her young son and growing both personally and professionally. She has overcome challenges with such positivity and resourcefulness."

Teusch grew up in Julian, a town of about 1,500 an hour east of CSUSM. Her parents both struggled with drugs, and her mother left when Teusch was still a toddler. By the time she started high school, she was mostly taking care of herself. School wasn't a priority, and her grades suffered as she attended sporadically.

"I was kind of on my own," Teusch said. "I was responsible and I was working, but I was also partying a lot. It's a very small town, so there's really nothing else to do. I was just partying a lot and drinking a lot and smoking a lot, which I didn't even really like. I don't like being high, so I don't know why I was doing that. I think it was just an escape or something to do."

Teusch stopped drinking and smoking before the end of her sophomore year. She stopped showing up at parties. She focused on doing better. But as summer vacation was about to begin, life took a dramatic turn for Teusch and her younger brother.

Someone at her school called Child Protective Services.

"They said, 'They're not going to survive summer at home when they're not coming to school,'" Teusch said.

Teusch spent a few months in a foster home before being placed in San Pasqual Academy, a residential education campus in Escondido for foster teens.

Teusch spent her days in school, her afternoons working and her nights at an adult school to make up the classes she had failed.

During her post-high school transition to a housing program, she learned about financial aid for college and decided to take a few classes at Palomar College. Teusch took a break from Palomar to obtain a certificate in medical billing and insurance coding from UEI College, which offers vocational and trade school programs, so she could better support herself.



*The scholarship was very helpful since I couldn't work as much.*

*Tiffany Teusch*

At 23, she learned she was pregnant. Looming parenthood fueled her desire to finish her associate degree and transfer to CSUSM to complete her bachelor's.

Juggling motherhood, school and work was challenging. But ACE provided a strong support system, and the Pardee Foundation Scholarship, awarded to students with a financial need who have at least a 3.25 grade-point average, alleviated some of the financial stress.

"The scholarship was very helpful since I couldn't work as much," Teusch said. "It really helped cover the gap between what I made at work and financial aid."

But Teusch faced another unexpected

challenge. For the first time, she was starting to understand how the difficulties she faced as a child were impacting her as an adult.

"I don't think that I really felt my struggle until I was an adult," she said. "I didn't feel all the internal stuff, the depression and anxiety. I didn't have a name to put to it. I just kind of lived through it. I think when I had my son is when I realized, 'OK, there's some stuff going on here.'"

Teusch credits CSUSM's Student Health and Counseling Services for helping her work through those issues. Her goal is to pursue a career in clinical therapy after receiving her Master of Social Work.

She has already been working to help others, including students at a familiar place. Almost a decade after graduating from San Pasqual Academy, Teusch returned last fall to work as a peer mentor.

"One of their favorite things to throw out is, 'You don't know what I'm going through.' And I say, 'Actually, I do,'" Teusch said. "They can't use that with me. They realize, 'Here's someone who left and has come back, and so they are here for me.' I think it's a big deal for them."

"I know when I was there, a lot of people who came back were just looking for services, looking for housing, looking for help. They were kind of struggling. I've had my own struggles, too, but I think that being able to come back and show them that you can succeed is a big deal."

 **LEARN MORE AT**  
[csusm.edu/ace](https://csusm.edu/ace)



BARBARA MANNINO AND SYD HARRIS, RECENTLY RENEWED THEIR FIVE-YEAR PLEDGE TO FUND A WORKING SCHOLARSHIP FOR AN ACE SCHOLARS SERVICES STUDENT. PHOTO BY CHRISTINE VAUGHAN

## THE TIES THAT BIND

### Vista couple deepens relationship to Cal State San Marcos as donors

by Brian Hiro

Barbara Mannino and Syd Harris were no strangers to Cal State San Marcos when they attended the ACE Scholars Services scholarship donor reception in 2015.

Mannino had been on the advisory council to President Karen Haynes for more than five years, dating back to her decades-long role as the CEO of the Vista Community Clinic. Harris, Mannino's husband of almost 30 years, had loaned a

piece of his stone artwork to the university.

The longtime residents of North County had watched CSUSM spring up from nothing – Mannino still remembers the site near a Jerome's furniture store – and had become increasingly impressed by its evolution into a pillar of the region.

On this day, however, the couple's connection to the university grew more personal. As they listened to the inspiring

speech of Julius Williams, a former foster child turned ACE Scholar, they thought of their own adopted daughter, whom Mannino took in as a foster child during her first marriage. They thought of how much Kim Mannino Sun could have benefited from something like ACE, CSUSM's unique program that supports former foster youth.

"She's been very successful in her life,

but she struggled in school, and if there had been something like ACE for her, I think she might have finished high school and gone to college," Mannino said. "So when we heard Julius speak, we were really moved and inspired by him."

Mannino and Harris returned to their home in Vista, talked it over, and decided that they wanted to start giving more than time and art to the university. It was the start of a new phase of a wonderful relationship.

The couple made a five-year pledge to fund a working scholarship for an ACE student, a commitment that they renewed in 2018 for five more years. Last fall, too, they increased the amount of their legacy gift, which will go to ACE as well as to the new engineering program and Veterans Services.

The latter two initiatives also are near and dear to the couple's hearts. Harris was a professional engineer for almost 40 years before being reborn as an artist late in life, and he grew up as an Air Force brat whose family moved all over the world because of his father's job.

"While the ACE program was important for both of us – maybe more for Barbara than me initially – I wanted something that I could direct some of my attention to," Harris said. "That's where the engineering and veterans component came from. Based on what the university is doing, it seems to be a good fit."

The stepped-up level of donating to CSUSM fits into a general pattern of giving back for the couple. After retiring in 2012 from a 30-year career running the nonprofit Vista Community Clinic – which she expanded from a shoestring organization with a budget of \$500,000 and a staff of 30 to a regional fixture with a budget of \$35 million and a staff of 530 –

Mannino threw herself into volunteering.

A dog lover who has three mixed breed rescues, she began giving her time to the San Diego Humane Society, the Animal Rescue Resource Foundation and the county Department of Animal Services. She read to second- and third-graders through the Oasis program at Olive Elementary School in Vista. She continued her work as a coach for other CEOs and nonprofit leaders as part of the Fieldstone Leadership Network.

And in December 2017, she heightened her engagement by joining the CSUSM Foundation Board.

"When I retired, I didn't want to be responsible," Mannino said. "I was asked to be on several boards, and I said no. I really did just want to walk dogs, read to kids, and listen, but I didn't want to have to make decisions. After five years, I was ready to take a step back in, and I was fortunate that Cal State San Marcos came forward with the foundation opportunity."

As for Harris, he has loaned to CSUSM indefinitely a large alabaster sculpture that sits in The McMahan House, and more could be in the offing. About 60 of his pieces decorate the inside and outside of the couple's Vista house, in the same neighborhood where President Haynes and Jim Mickelson, her husband and the director of ACE, live.

"I've encouraged him to leave some of his pieces to the university," Mannino said. "There are enough of them to go around, and they're beautiful."

Besides their philanthropy and other retirement pursuits, Mannino and Harris are avid travelers who have been on more than 50 vacations in the last six years alone. They consider their most memorable experience to be a trip to San Ignacio Lagoon in Baja California,

a remote spot that's the only place in the world where humans can have physical contact with whales.

"There were 331 whales in the lagoon when we went, and 10 percent of them are friendly," Mannino said. "They bring their babies up to the boat, and you can touch and kiss them. There's nothing else like it."

The couple doesn't have any children together, though they treasure their time with Kim and their two adult grandkids, Kimberly and Kevin. They both live in the South, along with Kim, but for most of her life, Kimberly, now 30 and the mother of a 4-year-old boy, would stay with Mannino and Harris in North County for the entire summer.

"She developed her own circle of friends, she worked at the clinic, and really became part of our West Coast family," Harris said. "It was a joy."

The couple was unsuccessful at convincing their granddaughter to attend CSUSM, but they are still dorm parents, in a sense. The niece of Mannino's son-in-law is a junior from Malaysia whom Mannino and Harris helped to move into her apartment.

It's just another tie that binds them to CSUSM.

"It's really been a miracle because I never expected it to grow like it did," Mannino said. "One of the things that really impresses us about the university is that it's such a community gem and is really focused on strengthening and building the community."

"Choosing to give to Cal State San Marcos and being able to further the education of people who might not otherwise have had the opportunity to go to college, and one day will be able to give back tenfold, is a legacy that my husband and I are very proud of."



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# FAMILY MATTERS

**ALUMNUS PAYS TRIBUTE TO ADOPTIVE PARENTS  
BY HELPING OTHER ACE STUDENTS**

**WRITTEN BY BRIAN HIRO // PHOTOGRAPHY BY CHRISTINE VAUGHAN**

His suitcases were packed. The social workers were on their way.

Matt Walsh was only 14 years old but had endured a lifetime of abuse at the hands of a woman who had adopted him from the foster care system when he was an infant. Now he was headed back to foster care, as soon as the social workers arrived at the home of the Escondido family that had taken him in temporarily.

Tom and Kim Zarro, the parents of that family, had a different idea. They already had two children and weren't exactly looking for a third. But their faith wouldn't allow them to send Walsh away.

"I'll never forget my wife's words," Tom Zarro said. "She looked at me and said, 'How can we go to church on Sunday and let this boy go back to the foster system?' And it absolutely cut me like a knife. I had no answer."

Walsh stayed. In a nurturing environment for the first time in his life, he thrived. With the help of ACE Scholars Services, Cal State San Marcos' unique program for former foster youth, he attended the university and developed into a leader, even becoming student body president by his senior year.

Now 27 and working for his adoptive father's transportation company, Walsh is in a position to give back, and he's doing just that. This spring, for the third time, he will hand out a \$500 cash award to the ACE Scholars graduate whom he deems the most outstanding. The award is named after Tom and Kim Zarro.

"It's in honor of them because I wouldn't be here without them," Walsh said. "It's my gift to honor them and my family." →



**MATT WALSH**, A 2014 ALUMNUS AND FORMER STUDENT BODY PRESIDENT, NOW GIVES OUT A \$500 CASH AWARD TO AN OUTSTANDING ACE SCHOLARS SERVICES GRADUATE EVERY YEAR.

## TUMULTUOUS CHILDHOOD

Walsh was essentially born into foster care. He doesn't know anything about his birth parents, and doesn't care to. He was adopted at age 2 by a single mother who was far from benevolent.

She was addicted to drugs and alcohol. She was physically and emotionally abusive. Walsh remembers being homeless for most of his youth – living out of cars and hotels throughout North County. He missed a disturbing amount of school.

"It was just me and her," he said. "She didn't work. She was on disability and got a check from the government for having a foster kid."

"There was no redeeming factor, like she was trying her best. There was no silver lining. She was just a very unhealthy and very bad person."

Walsh didn't feel empowered to do

anything about his predicament until he reached Rincon Middle School in Escondido. He finally acquired a good group of friends from good families, and they all told him the same thing: What your mother does isn't normal, Matt.

So on the day after his 14th birthday, in the spring of his eighth-grade year, Walsh spilled his guts to the school counselor – everything about his mom, about her drug abuse, about his bruises and scars. After school officials intervened, he was removed from his mother's care and sent to Polinsky Children's Center, a San Diego facility for the temporary emergency shelter of children who must be separated from their families for their own safety.

Following a short spell at the center, he ended up staying with the family of a friend from Rincon. The Zarros lived in the same Escondido neighborhood, and

Walsh soon became even closer friends with their son, Taylor, who was one year younger. He gradually began to spend less time with the family that first took him in and more time with the Zarros.

In the summer of 2005, with Walsh facing a trip back to Polinsky, Tom and Kim made their fateful decision.

"The social workers showed up, but at the end of the day, we couldn't send Matt back," Tom said. "We asked if we could just be his foster parents, and the state fast-tracked the process. That was the beginning of the end of Matt's foster life."

Assimilating another teenager, especially a badly scarred one, into an established family didn't come without struggles, however. Walsh had absorbed so much abuse that he slept with a baseball bat. He was angry, introverted and malnourished.

The Zarros pulled him out of public

school and enrolled him at Calvin Christian. They put him in counseling and immersed him in their already-active lives, from sports to youth ministry through their church. Just as important, their two children, Taylor and Devan, welcomed Walsh into the family with open arms.

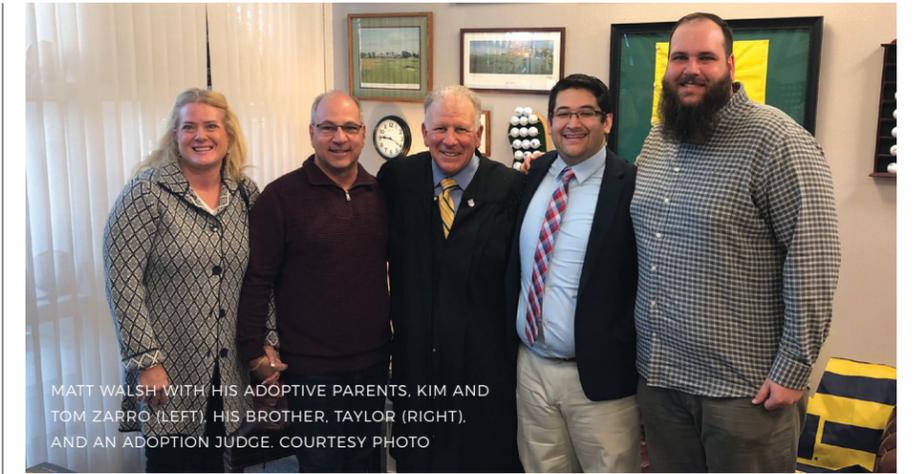
"It was probably six months to a year before we said, 'OK, we don't have a bad apple here. We have an opportunity to really make a difference and impact this kid, so we will stay the course,'" Tom said.

After graduating from Escondido Charter High, Walsh chose CSUSM because he liked the teaching program. Even though he lived nearby in Escondido, he opted to eschew commuting and move into the dorms. It was a sign of his desire to throw himself into campus life, and that's just what he did.

Reinventing himself as a bubbly people person, Walsh made an immediate impression at the ACE Scholars welcome dinner in his freshman year.

"Students were getting up and introducing themselves, and there's Matt – he had very bushy hair, barefoot – talking about the fact that his goal in life was to become vice president," said Jim Mickelson, the director of ACE Scholars Services. "Everybody was like, 'Why vice president?' He said it's the best job because you get to do different things without all the pressure and responsibility. I had to chuckle."

While Walsh grew more and more involved at CSUSM – he joined the Sigma Alpha Epsilon fraternity and became a resident adviser, in addition to his prominent role in Associated Students, Inc. – he grew more and more appreciative of the work of ACE, even though he rarely benefited from it. After all, throughout high school, he was part of a supportive



MATT WALSH WITH HIS ADOPTIVE PARENTS, KIM AND TOM ZARRO (LEFT), HIS BROTHER, TAYLOR (RIGHT), AND AN ADOPTION JUDGE. COURTESY PHOTO

family with financial means.

"I'm always trying to draw attention to ACE Scholars," Walsh said. "When I was student body president, my big goals were to talk about veterans and talk about foster youth."

## CSUSM STILL CLOSE AT HEART

Walsh graduated from CSUSM in 2014 with a double major in social science and political science, but he has hardly left the university in his past.

The chapter adviser of SAE, he's on campus for meetings at least once a week. When he heard in late September that Mickelson would be retiring at the end of the current school year, he brought lunch over for the entire ACE office. Every December, he drops off holiday cheesecakes to select people on campus.

He left his job as executive director of the Republican Party of Orange County last year – tired of heightened partisan rancor, he now works in operations for his father's company, Cargo Management Group – but he's still a politician at heart.

"I think he'd make a great employee if there was the right spot on campus because he just loves this place,"

Mickelson said.

Recently, that has meant translating his passion into action. Walsh himself was recognized as the outstanding ACE graduate in 2014, and he decided to resurrect the award after it went away a few years later. Mickelson and his staff make recommendations, and Walsh picks the winner. He envisions it as a cash prize with "no strings attached."

"Buy a PlayStation, go to Vegas, pay off debt, do whatever you gotta do," Walsh said. "It's a nice gift to give someone, like 'Hey, you made it through college, you did what 98.5 percent of those out there like you will not do. You truly made it.'"

Given his abject upbringing, Walsh, too, has truly made it. And he'll never stop paying tribute to those who helped make his transformation possible.

"These are two people who already had two children, definitely didn't need more stress in their life," he said. "They did what was right and said, 'Here's a kid who could use our help. What kind of people would we call ourselves if we turned him away?'"

"If that story is the motivation for other people to give, then that would be the goal."

# DARING TO DREAM

FOR ITS FIRST MAJOR FUNDRAISING CAMPAIGN, CAL STATE SAN MARCOS TOOK ON A CHALLENGE NO OTHER UNIVERSITY ITS AGE HAD TRIED. IT SUCCEEDED SPECTACULARLY, LEADING TO TRANSFORMATIONAL CHANGE ON CAMPUS

BY BRIAN HIRO

## CAMPAIGN TIMELINE

### January 2012

CSUSM begins its first comprehensive campaign, Forward Together



### February 2012

The San Manuel Band of Mission Indians donates \$455,754 to support the research efforts of the California Indian Culture and Sovereignty Center

### September 2012

Darlene Marcos Shiley makes \$3M gift to establish the CSU Institute for Palliative Care at CSUSM, securing the first lead gift for Forward Together

### Spring 2013

A \$25,000 gift funds Career Readiness Initiative for the College of Humanities, Arts, Behavioral and Social Sciences

### March 2013

Price Family Charitable Fund paves the way to college for all students with a \$700,000 donation to the Alliance to Accelerate Excellence in Education



PRESIDENT KAREN HAYNES (THIRD FROM RIGHT) JOINS WITH STUDENTS AND DONORS DURING A CELEBRATION TO ANNOUNCE THE PUBLIC LAUNCH OF FORWARD TOGETHER IN SEPTEMBER 2015.

The first gift of the day came in just after the clock struck midnight. By 6 a.m., when the late-autumn sky was still dark, 114 donations already had been made.

The pace rarely waned during Giving Day at Cal State San Marcos on Nov. 27. Administrators gave. Faculty gave. Students gave. Alumni gave. Community members gave. All around campus, people could be spotted wearing blue heart stickers, a telltale symbol of the spirit of generosity at the university.

By the time the 1,488th and final gift was registered at 11:59 p.m., CSUSM – with the help of matching gifts from Jack Raymond, chair of the university’s Foundation Board – had raised \$448,955 in a single day. That’s an astounding increase

of 2,877 percent over the inaugural Giving Day three years earlier.

When President Karen Haynes announced the launch of CSUSM’s first comprehensive fundraising campaign at the University Student Union ballroom in September 2015, surely there were skeptics. How could a university that only recently had celebrated its 25th birthday hope to raise \$50 million, which was double the goal that initially had been proposed by the Foundation Board? Most comprehensive campaigns are built chiefly on the strength of alumni, after all, and CSUSM – as young as it is – simply doesn’t have a vast pool.

The remarkable growth of Giving Day, however, is just one of the many signs



*I am fairly comfortable with bold goals if I think that they are attainable.*

– Karen Haynes

that what CSUSM lacks in age, it more than makes up for in ambition. Haynes’ financial target for the Forward Together campaign might have sounded audacious to outsiders, but it was par for the course to anyone familiar with this campus and its leader.

“I am fairly comfortable with bold goals if I think that they are attainable,” Haynes

said. “Yes, it was a little scary, but it pushed all of us to stretch to say it is possible. I just thought the \$50 million number felt right for this campus and the way we acted.”

As it turned out, the \$50 million figure not only was attainable, but it was surpassable. When Forward Together officially ended as the calendar turned to 2019, the campaign had blown past its objective, ultimately landing on \$55,035,210 as the amount raised.

How impressive is that? Consider that CSUSM raised more in the seven years of the campaign than it had in the first 21 years of its existence combined. Consider that nearly three-fourths of the university’s alumni graduated during Haynes’ tenure as president.

It’s difficult to establish with certainty, but CSUSM does have good reason to boast that it’s the youngest university in the nation to undertake such an ambitious fundraising challenge at such a young age.

And if not in the nation, it’s certainly the youngest in the 23-campus California State University system. As if inspired by the boldness of CSUSM, exactly a year after the public launch of Forward Together, Cal State San Bernardino – a university then twice as old as CSUSM – announced that it was embarking on its own \$50 million campaign. The very next month, Cal State East Bay – a school that was more than twice as old and has an alumni base nearly three times as large – set off on a \$60 million campaign.

“I think some of them got the impetus, whether their presidents would admit it or not, to say, for example, ‘Why can’t East Bay do it at 60 years for \$60 million?’” Haynes said. “So there was a little skepticism around the CSU about our campaign, but there were some that thought, ‘Wow, we’ve never done it and

### June 2013

The Pardee family endows student scholarships with \$1.5M gift, the largest single gift to scholarships in CSUSM history



### November 2013

CSUSM breaks ground on the new site for its Veterans Center, an award-winning, zero-net energy solar house donated by Stevens Institute of Technology

### November 2013

Administrator Emeritus Dr. Peter Zwick provides estate gift for scholarships for international students and students studying abroad

### December 2013

Ruth Westreich donates \$170,000 to develop workshops and curriculum on palliative care

### December 2013

The Ecke Family Foundation donates \$60,000 to establish the University Library’s first special collection, the Ecke Collection, to preserve the history of The Paul Ecke Ranch, Inc.

**February 2014**

Bob and Marion Wilson initiate \$500K challenge grant with a gift supporting athletic facilities

**June 2014**

Ruth Westreich hosts first salon event to support CSU Institute for Palliative Care

**June 2014**

A donor-advised fund from the Jewish Community Foundation pledges \$24,000 to support scholarships for Alliance ambassadors



**January 2015**

Year-long celebrations begin for CSUSM's 25th anniversary

**January 2015**

Dr. Ann Bersi establishes a provision for an endowed chair, the first in university history, in marketing



**February 2015**

The Jan and Esther Stearns Center for ACE Scholars Services opens with a \$1M gift from the Stearns, supporting former foster youth at CSUSM



CSUSM RAISED ALMOST \$450,000 ON GIVING DAY LAST NOVEMBER, AND TELLTALE BLUE HEARTS COULD BE SPOTTED ALL OVER CAMPUS. PHOTO BY ANDREW REED



JACK RAYMOND (FROM LEFT), CAROLINE RAYMOND, RUTH WESTREICH AND BOB WILSON PARTICIPATE IN THE PUBLIC LAUNCH OF FORWARD TOGETHER IN SEPTEMBER 2015.

we're 60 years old, we're 80 years old.' ”

Because of its limited institutional history, Cal State San Marcos approached the campaign in its own youthful, scrappy, entrepreneurial manner – what might be called the “CSUSM way.” Most universities carefully arrive at a campaign goal figure by hiring a council that does an assessment based on its donor base. CSUSM did it based on a round, impressive number thrown out by its president during a Foundation Board retreat in 2012.

“The meeting where we came up with the dollar amount, I wouldn't recommend that for other institutions,” said Cathy Baur, vice president for University Advancement. “But it says a lot about our fortitude, our willingness to take a gamble



*We always viewed this campaign as the one to prepare us for the next campaign.*

— Cathy Baur

and know that we have a good story to tell and have such strong support in the region that we could actually make it happen.”

Most universities structure campaigns around a series of major gifts from well-heeled alumni. CSUSM did receive a number of donations of at least \$1 million, but Forward Together would not

**Spring 2015**

Music lab receives upgrade of 30 new, 88-key digital pianos with the help of anonymous donors

**September 2015**

Stuart Foundation pours \$200,000 into Dr. Merryl Goldberg's cutting-edge approach to arts education with the founding of Art=Opportunity

**September 2015**

Forward Together is publicly launched as the campaign passes its midpoint with \$26M raised to date

**December 2015**

First CSUSM Giving Day raises more than \$15,000

**December 2015**

W.M. Keck Foundation awards \$250,000 to the California Indian Culture and Sovereignty Center to support the American Indian digital media and culture project

**May 2016**

Tenth anniversary celebration of the naming of Markstein Hall

**May 2016**

The Janet R. Kellogg Estate provides \$100,000 to enhance fan seating in The Sports Center



**September 2016**

The Sports Center opens with support from founding sponsors Baker Electric Solar, Mission Federal Credit Union, Players Sports Grill, Tri-City Medical Center, Welk Resorts and Wells Fargo

**October 2016**

Five local philanthropists come together to help CSUSM raise \$150,000 to purchase a Steinway D Concert Grand piano

**November 2016**

Giving Day raises \$184,118 with dollar-for-dollar match from Foundation Board Chair Dr. Jack Raymond

**December 2016**

Darlene Marcos Shiley initiates support for the Doris A. Howell MD Award for Advancing Palliative Care, honoring health-care professionals who have led the way in palliative care

**March 2017**

STEM Summer Scholars program receives a nearly \$75,000 grant from The San Diego Foundation to expand the pipeline of underrepresented students pursuing STEM degrees and career pathways



DR. ALBERT KERN (LEFT) AND JANICE KERN (RIGHT) JOIN PRESIDENT KAREN HAYNES TO CELEBRATE THE KICKOFF OF THE PUBLIC PHASE OF CSUSM'S COMPREHENSIVE FUNDRAISING CAMPAIGN IN SEPTEMBER 2015.

have succeeded without the committed participation of a veritable army of staff, faculty, students, alumni and community members making sometimes small but meaningful contributions.

The number of gifts in the campaign was over 26,000, and the average gift size was about \$2,200. That's approximately half the amount of the average gift size for San Diego State during its recent comprehensive campaign.

"We always viewed this campaign as the one to prepare us for the next campaign," Baur said. "Part of our goal was to build and work on that culture of philanthropy. We really feel like we have done a good job with that. Every single senior manager on this campus contributed to

*The results are visible  
... and that does make a  
good case in the future  
for the next campaign  
of support.*

— Kyle Button

the campaign through either a one-time gift or a multiyear pledge. I think that's indicative of the commitment people have to this university."

Major fundraising campaigns, of course, didn't used to be the province of CSU



AWARD-WINNING COUNTRY MUSIC ARTIST JIMMY WAYNE PERFORMS AT CSUSM IN 2017 AS PART OF THE 10-YEAR ANNIVERSARY OF ACE SCHOLARS SERVICES.

**April 2017**

Cougar Career Closet opens, providing students with free professional attire for job interviews

**May 2017**

Cal Fire Local 2881 provides \$100,000 for CSUSM's Wildfire Research and Education program to support public-safety research and education on wildfires and the wildland urban interface

**July 2017**

Hurley gives \$25,000 grant to build out lab space at the surf flume, the only research lab in the world combining physiology and mechanics in surfing



**July 2017**

CSUSM becomes a full member of NCAA Division II and the California Collegiate Athletic Association, establishing rivalries with sister CSU campuses

**July 2017**

Malin and Roberta Burnham establish the Burnham Leadership Experience with a \$225,000 gift to fund Senior Experience projects that enable local nonprofits to benefit from the talent and innovation of CSUSM business students

**August 2017**  
The Epstein Family Foundation commits \$1M to expand the Veterans Center and its services



**August 2017**  
Brewchives™ launches as a special collection of the University Library with support from Stone Brewing Co.

**September 2017**  
Jim Kuden, who funds the Jim Kuden Family Scholarship for business students, establishes a \$100,000 charitable gift annuity to benefit veterans

**October 2017**  
Carol Lazier and Jay Merritt host salon event to support ACE Scholars Services

**October 2017**  
Estate gift from Janet R. Kellogg funds the building of biology greenhouse

**November 2017**  
Giving Day raises \$254,808, inspiring 595 donors to support more than 98 areas throughout campus



**MUSIC PROFESSOR CHING MING-CHENG** PERFORMS ON THE UNIVERSITY'S STEINWAY D CONCERT GRAND PIANO. NEARLY \$150,000 WAS RAISED IN OCTOBER 2016 TO FACILITATE THE PURCHASE OF THE PIANO.



schools, which only a couple of decades ago received about 80 percent of the money for operating costs from the state. That number has fallen to 55 percent, with student tuition and fees accounting for the rest. Yet CSUSM continues to grow, both in students and in stature, and the demand for cutting-edge programs and services from the surrounding region only intensifies.

That desire for transformational change in the face of ongoing financial belt-tightening by the state was the motivation for Forward Together, which was built around the three pillars of “Preparing Tomorrow’s Leaders,” “Building Great Communities” and “Solving Critical Issues.”

“In my early years in this business, there were people who would say, ‘I don’t know what you suits are doing here, but if you’re raising money, don’t raise it for my program,’” said Kyle Button, the associate vice president of development, who was recruited by CSUSM to help run the campaign in 2014, a year before the public launch.

“The idea was that they’d never get the money back from the provost or the state if they saw their program as appealing to private support. We don’t hear that so much anymore. The game has changed. We’re now a part of doing business.”

Once the campaign priorities were established, it was time to venture out into the philanthropic community and do a little storytelling. And CSUSM knew it had good stories to tell.



**November 2017**  
Cougar Pantry opens with support from the David T. and Dorris E. Staples Foundation and the Rancho Santa Fe Foundation to address food insecurity among college students

**December 2017**  
Hunter Industries makes \$100,000 gift to fund a new engineering design lab

**December 2017**  
CSUSM closes the year with \$10M in annual giving, a first for the university

**January 2018**  
Viasat, together with several employees, invests \$1.5M to become the founding partner of engineering

**February 2018**  
National Latino Research Center receives \$170,000 grant to support formerly incarcerated individuals with the aim of increasing students’ wellness and re-entry success

**March 2018**  
Barbara Mannino and Syd Harris renew support to fund working scholarships for ACE Scholars



**April 2018**  
Cal State San Marcos earns prestigious All-Steinway School designation with support of many donors, including the David T. and Dorris E. Staples Foundation

**June 2018**  
A donor-advised fund from the Jewish Community Foundation provides support for CSUSM's Alliance to Accelerate Excellence in Education

**June 2018**  
Annual gala raises more than \$190,000 for student scholarships with a record number of gifts

**July 2018**  
CSUSM awards \$1M in private scholarships for the first time in a fiscal year



**CSUSM FOUNDATION BOARD CHAIR JACK RAYMOND JOINS PRESIDENT KAREN HAYNES FOR THE ANNOUNCEMENT OF THE FORWARD TOGETHER TOTAL DURING A JAN. 12 DONOR CAMPAIGN CELEBRATION. PHOTO BY ANDREW REED.**

Katherine Kantardjieff had come to CSUSM in 2011 from Cal State Fullerton, where she had gained experience in fundraising as a chemistry professor. In her new position as dean of the College of Science and Mathematics, she was sent on something of a road show around San Diego with a development officer, meeting with potential donors and heralding the innovative people and programs in her college. She came armed with so-called “wow” statements, and perhaps her most powerful one was about CSUSM’s proposed EngiBeer certificate program that would explore the science and engineering behind brewing craft beer – a powerful message in San Diego, which has come to be nicknamed the “Capital of Craft.”

“The end of the wow statement was, ‘Come join us and help us fuel a billion-dollar industry because life is too short for bad beer,’ ” Kantardjieff said. “It was all about getting people’s attention and making them feel good and making them want to know more.”

Kantardjieff also put together an advisory council in 2012 composed of “a team of people that was chomping at the bit to champion for this university.” One of the members was Simon Kuo, the vice president of corporate quality for Viasat, and it was partly through the cultivation of that relationship that CSUSM in early 2018 received \$1.5 million from the Carlsbad-based global communications company (along with

several employees) to become the founding partner of the university’s engineering program.

“It’s not that easy to fundraise. You have to have a compelling vision,” Kantardjieff said. “When it comes to engineering, the reason we got a donation from Viasat is that the community believes we can do this. We have their trust, we have their confidence. They know we can deliver.”

The gift from Viasat was far from the only one that will cause real and lasting change at CSUSM. Jan and Esther Stearns donated \$1 million to ACE Scholars Services, the university’s one-of-a-kind program to support former foster youth. The Epstein Family Foundation gave \$1

million toward a much-needed physical expansion of CSUSM’s Veterans Center. A small group of donors made it possible for the university to become an All-Steinway School, a designation held by fewer than 200 colleges, universities and conservatories worldwide. And for the first time in the 2017-18 academic year, more than a million dollars was dispersed to students in privately funded scholarships.

“Those are the kinds of quantum leaps that you want to create through a comprehensive campaign,” Button said. “The results are visible and palpable and real, and that does make a good case in the future for the next campaign of support.”

**August 2018**  
Forward Together surpasses the total of all previous private fundraising combined

**October 2018**  
The Epstein Family Foundation donates an additional \$1M, pushing the University past its \$50M goal

**November 2018**  
Ken and Carole Markstein fulfill their \$5M pledge early



**November 2018**  
Giving Day raises \$448,955 in just 24 hours thanks to a dollar-for-dollar match by Foundation Board Chair Dr. Jack Raymond

**November 2018**  
CSUSM retiree Fox J. Russell makes \$100,000 surprise donation on Giving Day to provide scholarships for female student-athletes

**December 2018**  
Jack and Caroline Raymond make \$1M legacy gift – the capstone gift of Forward Together – bringing the grand total to **\$55,035,210** to prepare tomorrow’s leaders, build great communities, and solve critical issues



# A TRUE TRAIL BLAZER

**PRESIDENT HAYNES' LEADERSHIP A KEY  
COMPONENT IN CAMPAIGN'S SUCCESS**

**BY ERIC BREIER**




  
*Karen Haynes has provided the leadership that put CSUSM on the map. The university is firmly a part of the San Diego community.*

— Ann Hunter-Welborn

Jack Raymond marvels at the success of Cal State San Marcos' first comprehensive fundraising campaign.

When the quiet phase of Forward Together was launched in 2012, Raymond wondered if the \$50 million campaign goal might be a stretch for such a young university. But Raymond, a longtime supporter of CSUSM and chair of its Foundation Board, didn't view that as a negative.

"There's nothing wrong with stretch goals," he said.

Plus, he knew CSUSM had a unique advantage – President Karen Haynes.

"Karen is the person who has made the sea change in the university," Raymond said.

When the Foundation Board was determining the campaign goal in 2012, someone suggested \$25 million to coincide

with the university's 25th anniversary in 2015. Haynes, never one to shy away from bold goals, responded, "Why not \$50 million?"

When the clock struck midnight on New Year's Eve, it signaled the close of CSUSM's campaign. The University didn't just meet its ambitious \$50 million goal, it crushed it. The campaign raised \$55,035,210, funds that will help CSUSM continue to prepare tomorrow's leaders, build great communities and solve critical issues for years to come.

Dan Epstein, who provided the gift that pushed CSUSM over the \$50 million threshold, said Haynes' leadership was critical in making the campaign a success.

"She was the driving force, and people got involved because of her," said Epstein, who gave multiple gifts throughout the campaign, including \$1 million that is allowing for





**DONORS AND PRESIDENT KAREN HAYNES** CUT A CEREMONIAL CAKE DURING THE PUBLIC LAUNCH OF FORWARD TOGETHER IN SEPTEMBER 2015. PHOTO BY CHRISTINE VAUGHAN



**PHYLLIS EPSTEIN (LEFT) AND DAN EPSTEIN (RIGHT)** CELEBRATE WITH PRESIDENT KAREN HAYNES DURING A DONOR CAMPAIGN EVENT ON JAN. 12. PHOTO BY CHRISTINE VAUGHAN

●●  
*Karen is the person who has made the sea change in the university*  
 — Jack Raymond

a much-needed expansion of CSUSM’s Veterans Center.  
 “She’s been able to reach out to so many people in the community and gotten people behind the university’s mission, which is very clear – it is providing access to higher education for people who might not otherwise attend college.”  
 Seeing CSUSM work to expand access for underrepresented students resonated with numerous donors, and they credited Haynes for making that one of her primary goals upon her appointment as president in 2004.  
 “President Haynes has always struck me as a gracious and thoughtful leader, clear in her intent to serve the community,

provide opportunities to students who may not otherwise have such access to education, and support the development of the ‘whole person,’” said Emilie Hersh, who serves on the Foundation Board and is an Executive in Residence for the College of Business Administration.  
 Julie Pardee first met Haynes and Jim Mickelson, Haynes’ husband and founder of CSUSM’s ACE Scholars Services, about a decade ago. Impressed by the education her son, Chris, and his wife, Natalie, received at CSUSM, Pardee wanted to help other students.  
 The Pardee Foundation Scholarship annually provides 50 awards of \$2,000 to

CSUSM students who show financial need and have a minimum 3.25 grade-point average. They later added a yearly gift to ACE, which supports former foster youth.  
 “Karen and Jim inspired us, and we’ve been thrilled to watch it continue to benefit the students who have received these benefits for over 10 years,” Pardee said.  
 “Each year we receive personal letters from the recipients and are blessed by each one.  
 “Karen has grown CSUSM in creative and innovative ways. It’s been an honor to be part of her inspiring ways.”  
 The university’s growth was another common element that donors highlighted in describing the importance of Haynes’ leadership.

Ann Hunter-Welborn, another longtime supporter and a member of the University Council before CSUSM was founded, has seen the university’s growth from the beginning.  
 “For years, people referred to the three major universities in San Diego County,” Hunter-Welborn said. “I can’t tell you how many times I corrected people – ‘There are four!’ That correction is no longer necessary.  
 “Karen Haynes has provided the leadership that put CSUSM on the map. The university is firmly a part of the San Diego community, recognized for its offering of a sound education, for its contributions to the social fabric, and for its participation with the business community.  
 Dr. Haynes’ enthusiasm is infectious, her

●●  
*Karen has grown CSUSM in creative and innovative ways.*  
 — Julie Pardee



wisdom is unbounded, and her drive for excellence is apparent in everything she does.”

It’s a sentiment echoed by Christy Wilson, the executive director of the Rancho Santa Fe Foundation.

“She’s brought a vibrancy to Cal State San Marcos,” said Wilson, who has attended every one of Haynes’ Report to the Community addresses. “People weren’t talking about CSUSM much before she arrived. It was there, but it wasn’t talked about a great deal. She’s brought a vibrancy and helped the campus feel more alive.

“She’s not afraid to lead and she’s not afraid to take risks. She takes a stand and she believes in it and executes on it.”

Haynes’ tenure as CSUSM president will end on June 30 when she retires. While the campaign may have ended, its success will leave a long-lasting legacy thanks in large part to Haynes’ leadership.

“She’s one of the most impactful presidents of an academic institution that I have ever known,” said Ruth Westreich, a longtime supporter of numerous CSUSM initiatives. “Her impact will live on.”



*She’s not afraid  
to lead and  
she’s not afraid  
to take risks.*

—Christy Wilson

# *Athletics*

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24A  
THE SPORTS CENTER

TICKETS

# GAME CHANGER

**ADDITIONAL SCHOLARSHIP FUNDS ARE  
TAKING COUGARS ATHLETICS TO THE  
NEXT LEVEL**

BY JAY PARIS

CLOCKWISE FROM LEFT, STUDENT-ATHLETES JUAN CAMILO SALAZAR, DYNNAH BUCKNER, RAVEN LECLAIR AND ALEESE WHEATON ARE PART OF AN ATHLETICS PROGRAM THAT HAS SIGNIFICANTLY INCREASED SCHOLARSHIP FUNDS THANKS TO THE FORWARD TOGETHER CAMPAIGN.



It's another step in the right direction for Cal State San Marcos.

Forward Together, the university's first comprehensive fundraising campaign, was a bold ambition. Some wondered if CSUSM aimed too high when setting a goal of raising \$50 million.

"We're one of the youngest Cal State University campuses in the system, and to try and do a campaign at such a young age, well, some saw that as being risky," said Jennifer Milo, CSUSM's athletic

director. "We don't have the alumni base yet, but it still was very successful."

The naysayers didn't understand the drive of an unrelenting Milo and the steely leadership of CSUSM President Karen Hayes. They were two of the forces behind securing additional scholarship funds for student-athletes, which was a requirement for the Cougars to earn NCAA Division II status.

"Scholarship money is the lifeblood of any program," said CSUSM women's

basketball coach Renee Jimenez. "They always say, 'It's the Jimmys and Joes and not the Xs and Os.' But if you don't have the resources to recruit really good kids and student-athletes, you are definitely at a disadvantage."

That drawback was underscored when the Cougars departed the NAIA and moved up to the NCAA. Suddenly, CSUSM was competing against different, and better, opponents.

To raise its game meant raising



money, and the Cougars' administration and coaches rolled up their sleeves and did just that. But their work was only a winner because of the community support from people keen on what's happening at the growing university.

With its eyes on competing for national championships, it's a natural strategy to fill the coffers toward that aspiration.

"The best teams in the country are the teams with the best scholarships," CSUSM men's basketball coach B.J.

Foster said. "That's just the way it goes."

CSUSM coaches no longer need to worry about leaving a recruit's home concerned about losing another prized student-athlete because of scholarship limitations.

Before the success of the Forward Together campaign, coaches often chased down a recruit, only to face them as an opponent during the season.

"That is a very frustrating thing, there

is no question about that," Foster said. "Because of the great location of the school and with the great academic programs that we have here, we have that advantage to go ahead and rival those schools.

"But when you are talking about recruiting against private schools, and even some in our league that are able to offer housing, meals and everything, it's going to trump a beautiful school with great academics because they don't have to pay for anything."

Thanks to Forward Together, that's no longer the case.

"It levels the playing field once that happens and it just gives us more options in recruiting where you can weather an injury or two, which is invariably going to happen," Foster said.

Foster has held down the fort just fine with limited funds. He can point to having the California Collegiate Athletic Association player of the year in 2017-18 and others on the all-conference first and second teams. But any squad is only as good as its depth, and that was where Foster would see the biggest disadvantage because of limited scholarship funds for his players.

"We've had those really good players, but after those three or four guys a lot of the guys were walk-ons or competing on a partial scholarship. If you can put together five or six players the caliber of our best three last year, who knows, you might be competing on the national stage. But when you couldn't do that with your recruiting, that was a very frustrating thing."

Angst has transitioned to eagerness as a bigger pot of scholarship money continues to transform an athletic program that is already full steam ahead.



**KHALIL FULLER**  
TRANSFERRED TO CSUSM  
FROM NORTH TEXAS.

“*This might seem like an overnight success, but it has taken a lot of hard work to reach where we are today.*”

—Jennifer Milo

“We’ve made huge strides since 2009 in our department,” Milo said. “The growth in the last nine years has obviously been incredible with our transition to the NCAA. But we wanted to go after the best and brightest student-athletes, so we put our head down in going to work to grow our scholarship capacity.”

The program has been heaven sent for coaches, who can now recruit players who once seemed off-limits.

“I think you are going to see a big jump in performances this year, and in some ways it has nothing to do with what I do as a coach or what Jen does as an

administrator,” Jimenez said. “It’s about getting the talent, which Forward Together allows us to do. It’s hard when you have to go into a living room and beg someone to come when you can’t give them what another school is offering them. That is embarrassing for the coaches.”

That’s no longer a concern for CSUSM coaches.

“We can say, ‘Hey, this is what we are going to give you. We can do it in a great location and you will get a fantastic education and a first-class basketball experience,’” Jimenez said. “It’s hard turning down good players, and now we feel like we can compete

for those players by giving them an offer they can’t say no to.”

That so many people said “yes” when approached by CSUSM to enhance Forward Together has been revealing.

“For the school to be so young and to see how quickly the community and the donors have grasped on to athletics and helped raise scholarship money is exciting,” Jimenez said. “They are the ones that have their handprints all over our program.

“It takes everybody to try and win a national championship and everyone has to be involved, from the donors to the administrators to the coaches and the players.”

It’s an endeavor in which everyone is pulling in the same direction on the athletic rope. Those supplying the bang for the athletic buck can’t be overlooked.

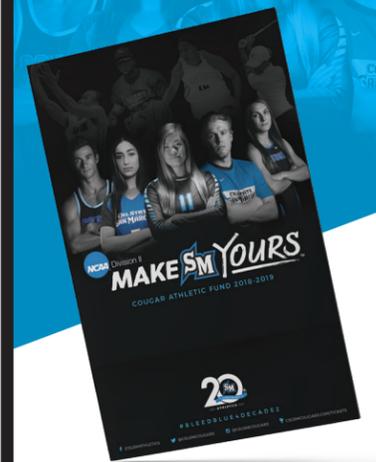
“I think it shows that we have finally arrived,” Milo said. “Some of the donors might not even have an allegiance to CSUSM, but their involvement shows that people are ready to invest in our school. They can see the amazing education the students are getting and then believe in the vision presented by President Haynes.

“This might seem like an overnight success, but it has taken a lot of hard work to reach where we are today. Our athletic funding has gone from \$150,000

to more than \$800,000, but it has taken a lot of work. We’ve gone from people saying, ‘Who is Cal State University San Marcos?’ to us preserving and educating people on who we are and what we do. A lot of people didn’t know about us.”

The Cougars hurdled some of those obstacles with the resounding success of Forward Together.

“Everybody wants to be part of something special,” Foster said. “These additional funds will help build the school spirit and pride in the university. We’re going to have something here that the alumni and the community can really sink their teeth into.”



## CAF A KEY TO ATHLETICS

Cal State San Marcos’ Forward Together fundraising campaign played a critical part in helping the Department of Athletics secure much-needed scholarship funds for student-athletes.

The Cougar Athletic Fund (CAF) had an important complementary role throughout the campaign. Though Forward Together came to a close at the end of 2018, CAF continues to be a crucial part of the department’s success.

As CSUSM Athletics nears its two-year anniversary as an official NCAA Division II member – and continues to celebrate its 20th anniversary as a department at CSUSM – CAF is helping student-athletes make their mark both in the classroom and in competition.

Every day, the collective giving of CAF donors is enhancing the experience of more than 300 CSUSM student-athletes.

Learn more about the Department of Athletics at [csusmcougars.com](http://csusmcougars.com) or be part of CAF by visiting [csusmcougars.com/caf](http://csusmcougars.com/caf).

# People



EMMANUEL MORALES IS A SENIOR CHEMISTRY MAJOR WHO WORKS AS A STEM AMBASSADOR IN LOCAL MIDDLE SCHOOLS. PHOTO BY ANDREW REED

## GOODWILL AMBASSADOR Inspired by high school mentor, chemistry student brings STEM to local middle schools

by Brian Hiro

It's a Monday afternoon in October at Del Dios Academy of Arts and Sciences, which means it's time for a little STEM.

Sixteen students from sixth through eighth grades line up outside a classroom door 15 minutes before the lesson is to begin at the middle school

in Escondido. The regular school day is over, so they don't have to be here. They want to be here.

They want to see, and learn from, Emmanuel.

Soon, Emmanuel Morales, a senior chemistry major at Cal State San Marcos,

arrives along with a fellow STEM ambassador from the University's Center for Research and Engagement in STEM Education (CRESE). Wearing a white CSUSM T-shirt with the words "Learn STEM Lead STEM," he starts unpacking his supplies and informing the students

about that week's assignment: They will create a robotic arm out of ordinary household supplies like cardboard, plastic straws, popsicle sticks and string.

"This is a semi-difficult project," Emmanuel tells the middle-schoolers. "The idea is to simulate the function of tendons in the hand and wrist."

As he circulates around the room over the next hour, helping groups of two and three with their construction at separate tables, it's clear that Emmanuel has earned the students' respect with his soft-spoken, patient demeanor.

"The kids are very attached to him," said Sophia Gonzalez, an English teacher at Del Dios who supervises the weekly STEM sessions. "He doesn't say a whole lot, but he's very open with them and doesn't really dictate; he just offers his expertise or alternate solutions. Today, they were all looking forward to him. They enjoy coming here, and I think it's because of how he interacts with them."

Emmanuel is in his third year as a STEM ambassador, one of the senior members of a group of about 20 CSUSM undergraduate science students who fan out weekly to 12 middle schools across the San Marcos, Escondido and Vista school districts. They do their work through a program called Mobile Making – funded by a five-year grant from the National Science Foundation, as well as a donation from Carlsbad-based Nordson – the purpose of which is to bring design-based, STEM-related activities to underprivileged schools that wouldn't otherwise have exposure to such disciplines.

Twice a week, Emmanuel stops by the CRESE center in the QUAD building – it's



EMMANUEL MORALES WAS INSPIRED TO TEACH STEM TO STUDENTS BY HIS MENTOR, VISTA HIGH SCIENCE TEACHER MARK ROBINSON (RIGHT). COURTESY PHOTO

nicknamed the STEMbassy – to load up on the materials that he'll need for that day's project. Besides the robotic arm, among the activities that STEM ambassadors (who also attend Saturday training sessions once every few weeks) assist students with are building basic robots with toothbrushes and cell-phone motors, creating solar-powered vehicles from recycled materials, and powering motors and buzzers with conductive Play-Doh.

It's all part of a nationwide trend toward the lost art of making things. Makerspaces are popping up in schools around the country – CSUSM is considering installing one – and Mobile Making is just a way to take the same concept on the road.

"Making in general is a big movement right now," said April Nelson, the program director for CRESE. "The mobile part is unique to us. We are definitely one of the schools leading the charge on this, and we'd

like to be more of an example."

The Emmanuel of the age of the students he's mentoring now would scarcely recognize the Emmanuel of today. Back then, not only was he not doing STEM activities at school, but he didn't even know what STEM was.

He was raised in a part of Vista where, he says, "not many people think about college. Most people just want to get a job and start making money."

Emmanuel was one of those people. He lacked confidence in his intelligence and academic potential. He switched from Rancho Buena Vista to Vista High after his sophomore year, and didn't have many friends at the new school. And on the home front, his dad temporarily moved out of the house during his high school years, leaving him without a father figure during that crucial, angst-ridden stage of development.

That was when the man Emmanuel still refers to simply as Mr. Robinson



EMMANUEL MORALES HELPS A STUDENT MAKE A ROBOTIC ARM OUT OF CARDBOARD AT DEL DIOS ACADEMY OF ARTS AND SCIENCES IN ESCONDIDO. PHOTO BY ANDREW REED

## People

entered the picture. Mark Robinson is a Vista High science teacher who's in his 25th and final year at the school – he plans to retire this spring to focus on his prosperous side venture of winemaking.

Emmanuel took Robinson's chemistry class as a junior, and something immediately clicked. He discovered that, unlike with other subjects, chemistry came easily to him. More importantly, he found in Robinson an adult figure who believed in him, who thought he was smart, who thought he was special.



*The best part is seeing the students' smiles and knowing that I taught them something.*

— Emmanuel Morales

"He was a very big influence for me," Emmanuel said. "He always told me, 'You're a fantastic student to have around here, you're picking up this chemistry very quickly.' It felt good hearing that from him."

Robinson, like Emmanuel a first-generation college student whose father wasn't present in his life, saw in Emmanuel a kindred spirit. They frequently would sit and talk after class and after school about topics far beyond just chemistry.

"He was an incredibly fascinating human being," Robinson said. "He was serious about the subject matters, but he was way more interesting after class. He had so many ideas, a gazillion little hypotheses in his head. We would talk about anything and everything – philosophical things, science things, earth things, botany, ethnobotany,

you name it. If you ask me to pick a word to describe him, it would be curious. He has a curious mind. He's blessed."

Emmanuel liked Robinson so much that he proceeded to take his anatomy class as a senior. He went from getting Bs and Cs in most classes to taking AP courses. At Robinson's urging, he began thinking about college for the first time.

"When I graduated, he told me he was very proud of me," Emmanuel said. "He would jokingly say, 'If I could adopt you, I would.'"

After he arrived at CSUSM, Emmanuel started looking for opportunities to teach, to take Robinson's influential tutelage and pay it forward. When he learned about the STEM ambassador program, he knew he had found the perfect avenue.

"The best part is seeing the students' smiles and knowing that I taught them something," Emmanuel said, "that they'll go home and think about trying to be a STEM student."

Emmanuel used to aspire to be a high school science teacher like Robinson, but Robinson himself convinced him to aim higher. Emmanuel now says he wants to get a job at a company like Viasat or Genentech and try to earn a master's degree while working.

Asked if he thinks of himself as a Mr. Robinson for the middle-schoolers, Emmanuel smiles.

"That's something I can take pride in," he said. "He was very highly looked upon at our school, and I want to be looked at that way as well. The students look up to me; my coworkers look up to me.

"It's great to think that all this happened because he told me I should continue going to school and get an education."

Here's to you, Mr. Robinson.



## WHAT IS CRESE?

Located on the ground floor of the QUAD building opposite Barham Drive is Cal State San Marcos' Center for Research and Engagement in STEM Education, also known as CRESE.

The center, funded entirely through grants, opened in July 2017 and – as the name suggests – was created to support STEM education research and support engagement in STEM education. That includes engaging the community, K-12 students and teachers, and CSUSM undergraduates.

The idea for CRESE emerged from work done over several years by CSUSM physics professors Ed Price and Chuck De Leone. It now features a full-time program director, April Nelson.

One of the chief CRESE programs is Mobile Making, which brings low-cost, design-based STEM projects to local middle schools through the work of CSUSM science undergraduates who are called STEM ambassadors.

"The middle-schoolers all of a sudden have an awakening, like, 'I can do science, this is cool,'" Nelson said. "Their preconceived notions go away a little bit."



## LIVING AND DYING ON YOUR TERMS

When you're a college student, the last thing you want to do – well, other than study for another final or write another term paper – is talk about the end of your life.

College students, or just young people in general, like to think of themselves as invincible, as immortal.

The notion of death is too distant, too hypothetical, too unpleasant.

But end-of-life conversations don't have to be only about dying. They can also be about living – specifically how you want to live.

This is where WGYLM comes in. The alphabet-soup acronym

stands for “What Gives Your Life Meaning?” and it's an annual campaign at Cal State San Marcos to increase awareness about palliative care and the importance of aligning health-care decisions with your personal values.

The idea is to get people thinking

and talking about what is important in their lives, as a means of ensuring that loved ones know what to do in the event of a serious illness or accident – which, after all, can strike at any age, without warning.

The creators of WGYLM hope that those difficult discussions lead to action in the form of signing an advance directive, a legal document

that has two components to it. First, you name a health care advocate who will speak for you if you become incapacitated and can't speak for yourself.

Second, you specify the kinds of care that you do and do not approve. Do you want CPR? Do you want hydration? Do you want to be on a breathing apparatus?

It's recommended that anyone over the age of 18 fill out an advance directive. According to national statistics, though, 89 percent of college students and 74 percent of adults haven't done so.

“It's important that people have the conversation,” said Sharon Hamill, the faculty director of the CSU Institute for Palliative Care at Cal State San Marcos. “Last spring, we had a campaign on campus, and part of it was: Will you pledge to have a conversation about what's important to you? We're not going to get a ton of people signing advance directives because it's really personal, and it usually takes people a couple of times before they're comfortable doing it. But we want the conversation started.”

Hamill recalled a talk with a female student about which family member she would name on her advance directive. The student said she would name her father, not her mother, because her mother wouldn't let her die, no matter how many machines she was hooked up to and for how long.

Hamill told the student, “If you

feel that way, it's important that you talk with your mom about it now. You don't want her finding out about that in an emergency room.”

Hamill says she encourages students to have tough conversations about quality of life and end-of-life decisions over the holidays, when families congregate together. For Christmas, she planned to give an



*It's important that people have the conversation (about end-of-life decisions).*

— Sharon Hamill

advance directive to each of her three sons – ages 28, 26 and 21 – and their gift to her would be filling it out and giving it to their doctor.

“My youngest said, ‘You know, Mom, it just makes me go all existential,’ ” Hamill said. “I replied, ‘Well, it should.’ These are the kinds of things you need to let people know so that if, God forbid, something happens, we're able to act in accordance with what you would have wanted.

“If you don't ever tell anybody, then what are you going to do?”



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