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FALL 2013

PORTLAND STATE

MAGAZINE

URBAN PRINCIPAL FINDS HOPE

Transformation of a
struggling school / 10

Reimagining Lombard / 18

My Classroom is . . . / 20

Brewing big ideas / 22

From Zimbabwe to Sesame Street / 24



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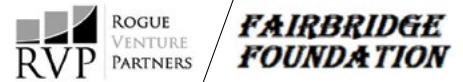
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ON THE COVER Deborah Peterson made a difference as principal of Portland's Roosevelt High School and continues to advise former students, such as Lakrea Tillis. Photo by Kelly James. See story on page 10.



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PORTLAND STATE MAGAZINE

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FROM THE PRESIDENT



Controlling our own destiny

PORTLAND STATE is about to undergo a significant change this academic year that I hope will help propel us from a good university into a great one.

Thanks to Gov. John Kitzhaber and the Oregon Legislature, PSU will form its own governing board that will better reflect our priorities and help us overcome our challenges. Along with the University of Oregon and Oregon State, Portland State will no longer be managed by the State Board of Higher Education, which by design has had to divide its attention among all seven state universities.

Our new board of community and business leaders, faculty, students and staff will focus on PSU. These trustees not only will have a better understanding of our issues, but also will be better able to advocate for PSU in ways that a state board cannot.

This is how it will work. The governor has appointed 14 members to PSU's governing board who must be confirmed by the state Senate. The new board takes the reins of the University starting in 2014 and will work with the Oregon Education Investment Board and Higher Education Coordinating Council, two statewide boards established by the governor and the Legislature. The OEIB guides all education in Oregon, from preschool to grad school, while the HECC coordinates oversight of universities and community colleges.

PSU's day-to-day operations will continue to be run by the president and top administrators, with the governing board providing guidance, setting academic and budget priorities and advising on issues such as capital projects and tuition rates.

OUR URBAN MISSION will be enhanced by a new board made up of leaders with deep connections to the University, the community and the region. For example, the board includes Gale Castillo MA '74, Hispanic Metropolitan Chamber president; Maude Hines, PSU English professor and former presiding officer of the Faculty Senate; Rick Miller MBA '91, business leader and PSU supporter; and Pamela Campos-Palma, a PSU student leader and U.S. Air Force veteran.

Students will see immediate benefits. Under the new law creating the independent boards, tuition increases cannot exceed 5 percent annually (tuition this fall at PSU is \$6,615 for full-time resident students, up 3.5 percent from last fall, but lower than UO and OSU). PSU's new board will emphasize student success, financial aid, scholarships and career opportunities. By working closely with the PSU Foundation Board, trustees also will help expand efforts to increase philanthropy and private support.

While an independent governing board is no panacea for all of our problems, such as uncertain state funding, I am excited about the commitment, energy and ideas that our new governing board will bring to Portland State University.

Wim Wiewel
PRESIDENT, PORTLAND STATE UNIVERSITY

Portland State Magazine *wants to hear from you*. Email your comments to psumag@pdx.edu or send them to Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751. We reserve the right to edit for space and clarity.

Letters

Memories of encouragement

Jim Westwood's letter about the College Center ("Cafeteria Social Strata," Spring 2013) evoked many of my own memories. When I enrolled at Portland State College in 1958, we had but two classroom buildings: Old Main (now Lincoln Hall) and State Hall (now Cramer Hall). Two large houses to the south of State Hall served as the Registrar's office and the Business office. But times were changing quickly, and continuous construction was the PSC norm. The new College Center was a welcome change from the subterranean student center lodged in the basement of Old Main. Jim's "sociology of seating" coincides with my memories. I sat in the southwest corner with my friends. I guess that made me one of the more scholarly types.

Like Jim, I remember Professor Robert Tuttle, the first of my many English professors. In his Introduction to Fiction class, we had to write a final paper on *Tess of the d'Urbervilles*. At the time, I wavered between majoring in English or math. When Professor Tuttle returned my paper, he had written, "I don't agree with your view, but you state it well." With that encouraging comment, the die was cast. I majored in English, had a wonderful career teaching at Linn-Benton Community College, and spent a year as a Fulbright teacher in Denmark. Perhaps the most important thing Professor Tuttle taught was how important a seemingly ordinary comment can be to a student.

Art Bervin '62

New college calls for new logo

I read with some interest the article "The New College of the Arts" (Spring 2013). I suggest the first step toward credibility would be to demand the creation of a new PSU logo. The current clunky one resembles a freeway interchange, or perhaps the mating of angleworms. It has minimal design integrity. Now is the right time for a new look.

Wes Perrin '59

Retired founder/CEO of Portland advertising agency, Borders, Perrin and Norrand

Help with mystery photo

Editor's note: This is one of eight letters we received about our "mystery photo" in the Looking Back section of the Spring 2013 *Portland State Magazine*.



The young men in the photo are using an Electrotape, an electronic distance-measuring device manufactured by Cubic Corporation. Although I don't know their names, they were most likely engineering students, or students of "applied science" as it was called at PSU in those days. They were probably taking a class in land surveying.

The Electrotape was quite an advancement in surveying technology at that time. I learned to use it in the mid-1960s in my summer job as a surveying aid while I was attending PSU (1965-69).

Dave Kurkoski '69

Magazine survey results

More than a 1,000 of you answered our email survey about *Portland State Magazine* this spring, and we appreciate your thoughtful responses. What do you want to see in the magazine? The top choice was University events and performances. Articles about University research and future plans as well as issues facing higher education and our community also received a thumbs up. The Park Blocks section (what's new on campus) closely following by Looking Back (PSU history) were the best-read sections.

We're listening and want to make sure our articles and photo choices keep you connected and interested in the University—especially since 81 percent of you said you prefer to receive information about PSU through the magazine. If you would like to receive an electronic version of the magazine, or you have a new email address, please write to us at psumag@pdx.edu.

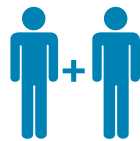
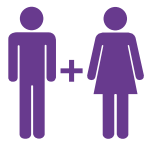
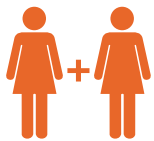
Kathryn Kirkland, editor

Park Blocks



From the Park Blocks to Pill Hill

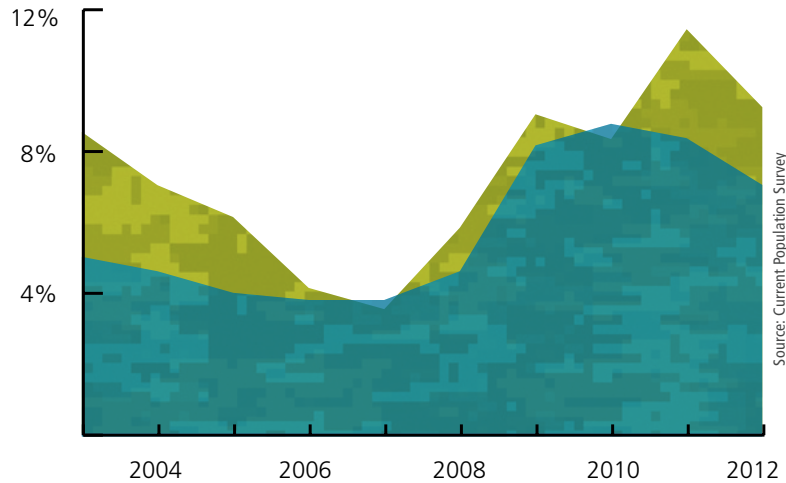
The guidance that Portland State's pre-med advising program provides for aspiring physicians is getting results at Oregon Health & Science University School of Medicine. One out of four of its incoming 2013 medical students attended Portland State—a figure that has held steady for seven years. In addition, three PSU pre-med students received full scholarships to OHSU in 2013. Portland State not only guides students, it provides medical school prerequisite courses. Photo by Marta Drevniak.



Traditional marriage safe

LONG BEFORE the U.S. Supreme Court's recent decisions supporting same-sex marriage, opponents argued that allowing gays and lesbians to marry would discourage straight couples from tying the knot. Not so according to research by Alexis Dinno, assistant professor in PSU's School of Community Health. She and fellow researcher Chelsea Whitney looked at 20 years of marriage statistics throughout the United States and found no decline in opposite-sex marriage in states that passed laws allowing same-sex marriage. "Concerns about potential harm to the rate of opposite-sex marriage resulting from same-sex marriage laws are not borne out by this research," she says.

Oregon and **United States** veterans' average annual unemployment rates



Keeping veterans employed

MAKING SURE that military veterans have the best chance possible to stay employed in Oregon is the goal of a new \$5 million, five-year grant. The U.S. Department of Defense awarded the grant to psychology professor Leslie Hammer and a research team from the Portland VA Medical Center and

Oregon Health & Science University. They will conduct the first research project in the United States to train supervisors in ways to accommodate veterans by being sensitive to their wartime experiences, decreasing the stress level of jobs and making work schedules more flexible.

Pay it forward

RISING STUDENT DEBT has become a national crisis, but a senior-year Capstone class taught by Mary King and Barbara Dudley has found a possible solution. Nicknamed “Pay it Forward,” it would allow students to attend college for free and have a small percentage of their future income placed in a fund to pay for the next generation of college students. Students from the class, including Kevin Rackham and Sarah Johnston (right), lobbied the Oregon Legislature to turn the idea into law. Legislators liked the idea and passed a bill to study its viability. If it looks promising, a pilot program is on the agenda for the 2015 session.





Building is believing

SEEING DESIGN on a computer screen is no match for touching and testing a prototype, but prototypes can take time. The University's newest 3D printer in the Electronic Prototyping Lab gives students quicker results, but not too quick. "I like to say, students can walk in with a CAD file and walk out 24 hours and 15 cups of coffee later with a prototype, says Andrew Greenberg '98, MS '05. Greenberg, adjunct faculty,

is advisor for the student-run lab, where students like Chris Andrews '13, seen here, use the lab's soldering station. They build circuit board controlled motors and parts for projects such as small copters or hand-held video games. Even home 3D printers are not beyond the lab's capabilities. "It's all about bits to atoms," says Greenberg.

Russian exposure

EMPLOYERS around the world need professionals with advanced Russian skills, and Professor Sandra Freels is filling those jobs with Portland State graduates. She founded PSU's Russian Flagship Program to help students from any major achieve near-native Russian fluency in four years. Students take intensive Russian language classes, conduct research in their major in Russian, and spend a year working, studying, and living with a host family in St. Petersburg, Russia. When they graduate, they are ready for government and business careers with a Russian focus anywhere in the world. Future students will benefit from a new scholarship honoring Freels, who will retire in June. To contribute, contact Meghan Milinski, 503-725-8118, milinski@pdx.edu.





State bonds to transform PSU

THE UNIVERSITY is tripling the size of its business school building (left and below) and turning the outdated Stott athletic center into a hub for educational, athletic, and community events with the help of \$64 million in state bonds. The Oregon Legislature's approval of \$40 million in bonds for the School of Business Administration and \$24 million for the Viking Pavilion and Academic Center will transform two high-traffic areas of campus with more classrooms, auditoriums, study rooms, computer labs, and a 5,500-seat arena. PSU is raising at least \$20 million in private gifts for each project. ■



Fanfare



Prof films musical love story

Emmy-winning filmmaker and PSU Professor Dustin Morrow has written, directed, and produced a feature-length film, *Everything Went Down*. The realist musical is about a widowed, grief-stricken professor played by Noah Drew (above left), who meets a frustrated singer-songwriter played by indie rocker Kate Tucker (above right). Together they are healed by the power of song. Morrow, who has taught film production and theory at Portland State since 2011, has won numerous awards for his films, which have been shown around the world. *Everything Went Down* won Best Feature Film and Best Score at the SENE Film, Music, & Arts Festival in Rhode Island.

WE WANT TO HEAR about your books and recordings and your future exhibits, performances, and directing ventures. Contact the magazine by emailing psumag@pdx.edu, or mailing Portland State Magazine, Office of University Communications, PO Box 751, Portland OR 97207-0751.

Author reworks China history

WHEN FIRST-TIME author Bob Jonas MS '92 came up with a story idea that involved revolution in China with an American teen at its center, he knew he couldn't write it while living and working in China. Jonas was a librarian at an international school and at the Public Security Bureau College in Shanghai. If the authorities learned of his writing project, he was sure his job and his visa would quickly expire. Now a school librarian in Germany, Jonas has published *ChinAlive*, a novel for young adults that reimagines the 2008 Olympics as a platform for democratic upheaval in China. An award-winning school librarian for the past 17 years, Jonas spent seven years working in China and has also taught in Chile, Saudi Arabia, and Beaverton, Oregon.

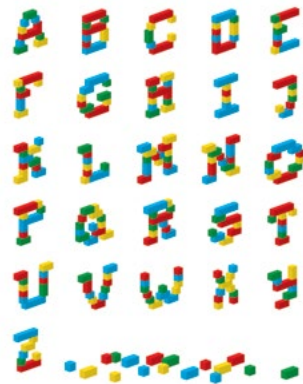


Schnitzer-winning artists

BOLD GRAPHIC DESIGN and art that addresses social issues won students Patricia Vazquez Gomez and Jordan Hoagbin the first Arlene Schnitzer Visual Arts Prizes at PSU. An exhibit of their work is planned for Oct. 3 to Nov. 1 in Autzen Gallery, 205 Neuberger Hall. Gomez, an Art & Social Practice MFA student, was selected by a jury of art faculty, local artists, and art collectors for her thought-provoking paintings, video, and live events. Hoagbin, a sophomore studying graphic design, was praised by jurors for the uniqueness of his work. This Schnitzer Prize was created this year in the College of the Arts with a gift from the Harold & Arlene Schnitzer CARE Foundation. Autzen Gallery is open weekdays from 9 a.m. to 5 p.m.



Painting by Patricia Vazquez Gomez



Design by Jordan Hoagbin

Singers take Italian Grand Prix

THE VENUES WERE GRAND, the singing emotional, and winning was “an amazing feeling,” says Ethan Sperry, director of the Portland State Chamber Choir. In July the choir won the Grand Prix award at the 52nd annual Seghizzi International Choral Competition in Gorizia, Italy. This was the first top win for a U.S. ensemble. The competition featured 22 choirs from 21 countries. For the PSU choir’s final and winning set, the students amazed the other choirs with a performance that ranged from Sergei Rachmaninoff’s “Blessed Art Thou O Lord” sung in Russian to Leonard Cohen’s contemporary hit “Hallelujah.” ■

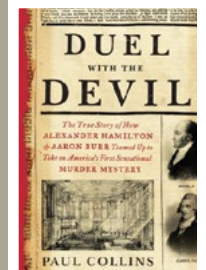
New Works

PASSIONATE COMMITMENTS: THE LIVES OF ANNA ROCHESTER AND GRACE HUTCHINS

By Julia M. Allen MA '76, State University of
New York Press, 2013

DUEL WITH THE DEVIL: THE TRUE STORY OF HOW ALEXANDER HAMILTON AND AARON BURR TEAMED UP TO TAKE ON AMERICA'S FIRST SENSATIONAL MURDER MYSTERY

By Paul Collins (English
faculty), Crown publishing,
2013



ADORING ADDIE

Leslie Gould MA '09, Bethany
House Publishers, 2013

YOU'VE GOT ME

Music CD by Naomi
LaViolette MM '01, 2013



SISYPHUS SHRUGGED

By Robert Peate MEd '10,
CreateSpace, 2012

THE S-WORD

By Chelsea Pitcher '04, Gallery Books, 2013

NEGOTIATING SHADOWS

By Grace E. Reed MA '08, George Ronald
Publisher, 2012

THE CHILDREN OF KINGS: A DARKOVER NOVEL

By Marion Zimmer Bradley and Deborah J.
Ross MS '71, Penguin Group, 2013

CONTEMPORARY ART ABOUT ARCHITECTURE: A STRANGE UTILITY

Edited by Isabelle Loring Wallace and Nora
Wendl (Architecture faculty), Ashgate
Publishing, 2013

URBAN PRINCIPAL FINDS HOPE

A temporary, two-week post as leader of a struggling high school turned into four, life-changing years.

Not many people would choose to serve as principal in a failing, inner-city high school and the assignment wasn't Deborah Peterson's first choice, either. She certainly didn't expect transformation. But that's just what happened during her four years at Portland's Roosevelt High School—radical change occurred for her and for Roosevelt students.

From 2005 to 2009, Peterson and her team saw community pride in the school increase as families became involved in their students' learning, and students enrolled in college-credit courses. The improvements continue today. Roosevelt's four-year graduation rate rose 16 percentage points between 2009 and 2011, and last year one-third of its graduates received \$1.6 million in college scholarship offers.

Peterson now teaches the teachers who aspire to become school leaders. She is a professor in the PSU Graduate School of Education's Executive Leadership and Initial Administrator's Licensure program. Her students are future principals and vice principals, as well as school and district directors in such areas as curriculum, instruction, and family involvement. They benefit from Peterson's real-life experiences at Roosevelt High School—a slice of which she reveals here.

WRITTEN BY **DEBORAH S. PETERSON**

EVERY LARGE urban school system has one school where the principalship is seen as a career-ending appointment. In 2005, Portland Public Schools in Oregon was having a particularly challenging time finding the right principal for one such school—Roosevelt High. As you

might guess, Roosevelt wasn't an affluent school where all the kids were above average and white picket fences abounded. Student achievement scores were in the dumps, with only two of 10 students reaching grade-level benchmarks. The community was disenfranchised from the school. There was no parent-teacher association or active parent groups. The school was truly multicultural but was in a gang-impacted, isolated part of town, and 72 percent of its students lived in poverty. Incredibly, it had had 34 administrators in the previous 15 years.

Although administrative openings in Portland's high-prestige high schools regularly receive at least 75 applications, Roosevelt received only a handful for this opening, most of them from administrators applying for their first principalship. As the human resources administrator in charge of filling this position, I knew within a week of posting the opening that the search was in trouble. Our superintendent used her considerable national network to bring qualified candidates to our area. But none of the candidates accepted the opportunity.

So the superintendent decided to appoint me, a district-level administrator and former elementary school principal, to this difficult high school principalship. With the guarantee that the appointment would be temporary, I reluctantly accepted.

ON MY FIRST official day on the job, I walked into an office containing only a splintered wooden desk and a decades-old office chair with a huge depression in the worn leather seat. No bookshelves, no filing cabinets, no computer. The barren office foreshadowed what else I would find missing in this school: an instructional philosophy, master schedule, bell schedule, teaching plan,





Lakrea Tillis (right) gave her former principal, Deborah Peterson, a hard time at Roosevelt High School. "That's a student's job. They should explore boundaries," says Peterson, who stays in touch with former students through Facebook. Photos by Kelly James

curriculum map, community engagement plan, budget, activities plan, school calendar, and hiring plans. Two of the three small schools that made up the Roosevelt campus (for which I was the overall administrator) hadn't yet hired a permanent administrator to lead them. The third one had an administrator in her second year.

Roosevelt had been labeled a "dangerous school" by the federal government. It would have been classed as "failing" had it not been converted from a comprehensive school to three small schools in the previous year. The depression in the office chair matched the depression in my heart as I realized the magnitude of the work ahead.

I looked around and murmured to myself, "Where the [expletive deleted] to start?" Books and articles for new principals advise them to do things like develop a vision, engage parents, develop professional learning communities, and manage the work day so they can spend more time in classrooms—as well as listen and be visible. Although this advice might suffice for a novice in a well-functioning school, I needed more.

I needed to sustain my spirit—and that of the students and community. I needed hope. So did my students and

their families. My students needed to be cared for as human beings, not just considered as test scores or poverty index rates. Talking about sustaining the human spirit as a leadership strategy might induce eyeball-rolling in some people. But many writers—such as Jeffrey Duncan-Andrade (2009) and Diane Wood (2011)—recognize that bolstering a sense of hope and truly caring about students are key to transforming schools and communities in distress.

I knew I needed to build relationships. My introduction to the community started with an hour's drive to a summer baseball game in the foothills of the Cascade Mountains. I introduced myself with vigor to a cluster of families—who turned out to be the opposing team. I finally found the right team and introduced myself just in time to have Gatorade dumped on me in celebration of the win.

Next, I met the community's Optimists, who met monthly in a local bar and started each meeting with a prayer. When a member named Sister Mary discovered I was the new principal, she gasped and assured me everybody was praying for me. I quietly wondered why. The families told me for years afterward what it meant to them that I showed up at their

meeting places to find out what they wanted for their school. Parents hadn't seen an administrator come to a game in years.

During my first few months in the position, as the books advised, I listened. I built relationships. I analyzed data. But most important, I looked for places where I could find hope. I asked parents about their dreams for their school. Students shared their hopes with me. I met with teachers, secretaries, and a former campus monitor (who everybody told me was the real leader in the school before his retirement). As my staff began to trust me, I put in place a bell schedule, master schedule, yearlong plan, and school improvement plans—everything the “how to” books say novices should do.

The superintendent kept renewing my two-week-at-a-time commitment. Help and encouragement began to come my way. The superintendent and my direct supervisor gave me regular cheer-leading. Community leaders and local business owners offered perspective, support, and funding. An alumnus who led a major corporation met with me regularly to coach me on executive leadership in turbulent times.

FEW THINGS went as planned on the first day of school. In one of our small schools, the person in charge of student schedules hadn't printed the schedules and didn't show up for work, leaving us with dozens of teenagers who didn't know where to go. I took this as a chance to get to know students, hear their stories, and apologize to them for the absurdity of having no schedule.

Four days after school started, Roosevelt held its first campuswide assembly in several years. Previous administrations had canceled all-campus assemblies for fear of violence. At this gathering, we introduced students to our positive behavior support (PBS) program. Over the summer, my newly hired administrative team, my teachers, and I had looked at our school discipline data and decided that a schoolwide behavior plan was a must.

Although students weren't instantly thrilled about their increased behavioral responsibilities, they raptly watched a



A 2008 graduate of Roosevelt High School, Lakrea Tillis, received encouragement from Deborah Peterson to apply for the tuition free Portland Teacher Program. She was accepted and will soon transfer to Portland State from Portland Community College.

video we'd produced featuring music they liked and their friends, peers, and teachers. Its message was clear: We are each responsible for doing our part to ensure academic success for our school—through hard work, persistence, and compassion for one another. Students also listened to our keynote speaker, a respected community youth advocate who encouraged them to work on becoming their best possible selves despite obstacles and past unwise decisions.

That successful assembly was followed one week later by a pep rally that ended in near chaos. During the rally, a white student started a protest that some people thought was disrespectful to the black students who were speaking, although the protest was aimed at the administration. Although a few students and staff members supported the protest, most were angry at the student's attempt to derail the positive message and hope we were generating in the school. Following our PBS program, we used progressive discipline to respond to the students who were responsible.

These first weeks as Roosevelt's principal, working 14-hour days, six days a week, were a crucible for my stamina and courage. It was hard to discipline popular employees who were mismanaging our limited funds or behaving unprofessionally. It was draining to hold tough, caring conversations with a longtime employee who always took Fridays off and with high-profile partners who engaged in drive-by visits that boosted their image but weren't serving students.

I took actions that changed some dysfunctional patterns. My administrative team and I increased our classroom visits, each dropping in to see several classrooms a day. We no longer allowed community partners to select which students they wanted to tutor or mentor; we identified kids with high needs and selected a partner to support each one. And we insisted that community partners work with students before or after school instead of pulling them out of class.

Even as I saw things shift at the school, I wondered how many more months I could keep it up. But it was essential to push for deep change. I would've survived as a new high school principal if I'd followed the how-to manuals. My school would have looked like many schools, with basic school functions in place. But I wouldn't have contributed to the cultural shift that needed to happen to reduce the educational disparities in this community.

FIVE MONTHS after agreeing to serve as Roosevelt's temporary principal, I faced a turning point. I'd asked our superintendent to start the search for the real principal again. A human resources team came to school and met with family members and community leaders, who were by now engaged, to ask what they wanted in their next principal. Assuming that the superintendent wouldn't allow me to continue as the leader, parents were angry. One blurted, “Why can't we just have Deborah continue as our principal? She's exactly what we want.”

The administrators went silent. The room went silent. What the administrators weren't saying was that I'd told them just days earlier to keep searching, that I wasn't sure I could do the work over the long haul.

In truth, I wasn't sure my spirit could thrive as I kept confronting the disparities between wealthy and poor schools in our district, the enormity of our education goals and the limits of our supports, and the needs of our families and the scant services available to them. I wasn't sure I could sleep knowing that our girls were used as prostitutes to fund the gangs' drug activity. Or imagining students huddled outside my office door at 6:15 a.m. because that particular heater worked well and students were homeless and cold.

On that evening in the cafeteria, I experienced what Parker Palmer (2009) calls the "tragic gap," which is what we feel as we experience a "tension between what is and what we know to be possible." In this gap, we find painful, raw truth. We can ignore this gap, pretending all is well. We can flee in desperation. Or we can hang in there.

A pregnant pause followed until one parent quietly said, "Maybe Deborah doesn't want the job." More silence. "Maybe we're asking her to do too much."

"I see her car here first thing in the morning when I drop by and after I've finished my night shift downtown," another parent noted. "Her car is here on the weekend. She's at all our games. And she's got a family with high school kids who need her. We're asking too much."

All eyes focused on me. My chest ached, my throat tensed, and my eyes reddened as I looked up at the parent as if in quiet agreement. The administrator said, "Well, let's finish talking about what you want in your next principal," and the meeting quickly ended.

I went home to a sleepless night of deep reflection. The next day, I accepted the permanent principalship—and stayed for four years. During those years, teachers, students, families, and the community came together to double Roosevelt's achievement scores, create 17 sections of advanced placement classes as well as dual-college enrollment programs, and get 50 percent of our seniors accepted at colleges.

THAT EVENING in the school cafeteria, I understood the importance of sustaining the human spirit during the many high-pressure times administrators face, especially in high-poverty schools. I was able to eventually say yes because in the months before that meeting, many people had sustained my spirit. My superintendent recognized the complexity of my school's problems; rather than judging us, she offered support. My spirit was nurtured by my supervisor, who regularly stopped by with a cup of coffee for me—not to monitor me or tell me what to do, but to see how I was.

One day, as I sat at my desk emotionally exhausted, a colleague dropped by to remind me that "the impossible might take a little while." She gave me a book with a similar title. Reading that book every night helped me remember to respond to violence in our school with compassion. It helped me forgive people—including myself—who blamed our kids and to focus on hope.

My spirit was also sustained when a student asked me why a substitute teacher had left Roosevelt after just a few weeks. I told him the teacher had said he was tired of students "testing

him every minute." The student looked at me quizzically and replied, "But we do that to everybody just to be sure they really want to be here. We did it to you, and you're still here!"

Somehow the fact that this student—and the community—knew that I cared for Roosevelt's kids, and even acknowledged that he'd put me through a rough test, made me feel cared for and appreciated. That's the gift every urban principal in the trenches needs in order to keep going.

Since I left Roosevelt in 2009, students' test scores have continued to rise or hold steady, and the college-going culture has persisted. The model I began developing for wraparound student support, social capital development, and community engagement continues to thrive. ■

Reprinted by permission from Educational Leadership, Vol. 70, No. 7, April 2013.

SUPPORTING NEW EDUCATORS

Teachers and administrators at inner-city and low-income schools often need extra support, training, and resources—assistance that is frequently in short supply. PSU education professor Deborah Peterson was principal at one such school, Portland's Roosevelt High.

Today, Peterson shares what she learned at Roosevelt with future educators, and her colleague, Professor Amy Petti, has established a scholarship to ease the financial burden that this additional training requires. The Brakke-Daggett-Petti Family Educational Leadership Endowed Scholarship honors three generations of educators in Petti's family. It is available to graduate-level students in the Initial Administrator Licensure program. Graduates of this program work as principals, vice principals, superintendents, and as school and district leaders, many of them in underserved communities.

The PSU Graduate School of Education offers additional scholarships for students who intend to work in challenged schools. Established by community leaders who care about education, the Thrasher Scholarship is for students training to teach in areas of teacher shortages such as math, science, bilingual, or special education; the Sandy Kaplan Scholarship is for students with multicultural experience who plan to work with non-native English speakers; and the Capps Family Scholarship is for students planning to teach in inner-city schools.

PORTLAND STATE OF Mind

OCTOBER 18-27

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pdx.edu or 503-725-3307

TRAVEL ACCOMMODATIONS

Discounted hotel accommodations and car rentals are available for alumni by calling 800-892-2136 (use promotional code 23903).



FRIDAY, OCTOBER 18

Downtown Scavenger Hunt
Starting at PSU Urban Plaza, 527 SW Hall, 9 a.m. to 1:30 p.m., free with registration

Biology Alumni Evening
Talk at 4:30 p.m., 107 Science Building 1; reception to follow, second floor, Science Research & Teaching Center, free

Geography Alumni Potluck
5 to 8:30 p.m., 424 Cramer Hall, free

Navigating China—An Oregon Lawyer's Experience
Talk by Merrill Keane, 6:30 to 8 p.m., 327 Smith Memorial Student Union, free

The Life and Times of Australopithecus
Talk by Kaye Reed, 7 to 8:30 p.m., 236 Smith Memorial Student Union, free

Physical Education Guest Pass
Try out PE classes all week for free in the Peter Stott Center, limited week-long passes available

SATURDAY, OCTOBER 19

Geography of Wine: Unraveling the Mystique of Terroir
Talk by Greg Jones, 8:30 to 9:30 a.m., 228 Smith Memorial Student Union, free

PSU Day at the Farmers Market
Visit our booth, 8:30 a.m. to 2 p.m., South Park Blocks, free

Sociology Open House
10 a.m. to 2 p.m., 217 Cramer Hall, free

Piano-Rama
Jazz piano throwdown, 4 p.m., 75 Lincoln Hall, free

Alumni Beer Launch Party
Special Rogue bottling, free food and tastes, 5 to 7 p.m., Rogue Hall, 1717 SW Park Ave.

Volleyball
Vikings vs. Weber State, 7 p.m., Stott Center, \$8/\$6

MONDAY, OCTOBER 21

Argue with a Philosopher
Topic of your choice for five minutes, 11 a.m. to 1 p.m., 393 Neuberger Hall, free

Women, Gender & Sexuality Studies Open House
2 to 4 p.m., 296 Smith Memorial Student Union, free

The New Brew: PSU Taps into the Business of Sustainable Beer
Talk by Kim Jordan and Christian Ettinger, 7 to 8:30 p.m., Lincoln Hall, \$10

TUESDAY, OCTOBER 22

Leading Transitions Workshop
Led by Paul Spindel, 1 to 4:30 p.m., PSU Center for Executive & Professional Education, free with registration



Future Teacher Fair

General information, 4 to 5 p.m.; bilingual educator focus, 5 to 6 p.m.; 296 Smith Memorial Student Union, free with RSVP

Simon Benson Awards Dinner
Philanthropy awards (see inside front cover), 5:30 to 9 p.m., Oregon Convention Center, tickets available for purchase

WEDNESDAY, OCTOBER 23

From Debt to Degree

Town hall and how-to-pay workshop, 8 a.m. to 1 p.m., 355 Smith Memorial Student Union, free with ticket

Write to Publish Conference Preview

Talk by PSU Ooligan Press, 2:30 to 3:30 p.m., 298 Smith Memorial Student Union, free

Political Science Open House

3 to 4:30 p.m., second floor, Urban Center Building, free

Center for Retail Open House

4 to 7 p.m., 260 School of Business Administration, free

Against All Odds: The Founding of the PSU School of Social Work

Talk by emeriti professors Norm Wyers and Nancy Koroloff, 5:30 to 7 p.m., 620 Academic Student Recreation Center, free

Taiko Boom

Book talk by writer Shawn Bender and PSU Taiko performance, 7:30 to 9:30 p.m., 75 Lincoln Hall, free

THURSDAY, OCTOBER 24

Native American Student & Community Center 10th Anniversary

Keynote & community forum followed by food and entertainment, noon to 7 p.m., 710 SW Jackson, free

Office of International Affairs Open House

Tours and talks from 4 to 6 p.m., reception 6 to 7 p.m., 632 East Hall, free

Captivated by Science

Demonstration by Science Outreach Society, 5 to 6 p.m., first floor, Smith Memorial Student Union, free

Honors Alumni Reception

5 to 7 p.m., Simon Benson House, free with ticket

Schnitzer Arts Prize Exhibit & Reception

Student artists Patricia Vazquez Gomez and Jordan Hoagbin, 5 to 7 p.m., Autzen Gallery, 205 Neuberger Hall, free

Why Vikings?

Medieval Vikings talk by Anders Winroth, 5:30 to 7 p.m., 75 Lincoln Hall, free

Film at PSU

Talk and showing of student films, 6 to 7:30 p.m., 115 Lincoln Hall, free

LGBT and Queer Alumni Reception

6 to 8 p.m., West Café, 1201 SW Jefferson

Food Writing & Publishing

Panel discussion, 7:30 to 9 p.m., The Old Church, 1422 SW 11th, free

FRIDAY, OCTOBER 25

Powering Portland's Tech Economy

Talk by technology leaders, 7:30 to 10:45 a.m., 355 Smith Memorial Student Union, free with ticket



SHOP

Look for Portland State of Mind gear at pdx.edu.

Harvest Festival

Food, games, live music, and tours, 3:30 to 5:30 p.m., Learning Gardens Laboratory, 6801 SE 60th, free/donations accepted

#PSUTweetup & Fashion Show

Food, games, live Twitter feed, and showing of PSU clothing; 5 to 8 p.m., 355 Smith Memorial Student Union, free


More events on next page >>

Free China


Film screening and discussion by Marion Goldman & Sophie Liu, 6:30 to 9 p.m., 238 Smith Memorial Student Union, free

SATURDAY, OCTOBER 26

Freshmen Preview for High School Seniors


All-day program for students and their families, 8 a.m. to 3 p.m., \$10 and registration required 

Stepping It Up!


Stair fitness challenge, 10 to 11:30 a.m., JELD-WEN Field, free with ticket 

Homecoming Football Game & Tailgate

Vikings vs. North Dakota, 1:05 p.m.,


JELD-WEN Field, \$14-\$50; Tailgate, 11 a.m. to 1 p.m., 1730 SW Taylor, free 

OK Go in Concert

7 to 11 p.m., Peter Stott Center, \$18/\$12 alumni (password: amokalum) 

SUNDAY, OCTOBER 27

Day of Service

Organized community volunteering, 8:30 a.m. to 1:30 p.m., meet 355 Smith Memorial Student Union, free with RSVP 

Making Sense of School Mathematics

For K-8 students and their parents, 3:30 to 5:30 p.m., campus, free

PORTLAND
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HEY INSTAGRAMMERS

Follow @PortlandState and @PSU_Vikings and show us what Portland State of Mind means to you by tagging your photos and videos with #PSOM, #PortlandState and #GoViks. The top submissions will win prizes!

PSU WEEKEND

Join us for practical seminars and fun and tasty tours sponsored by the PSU Alumni Association.

To register or for additional event information visit pdx.edu/alumni/psu-weekend.

SATURDAY, OCTOBER 19

Seminars are 50 minutes each, Lincoln Hall, free with registration

9:00 a.m.

The Oregon Health Plan & Medicaid Reform: Understanding the Change
Seminar by Professor Neal Wallace

Fiscal Fitness: A 50-minute Checkup on Your Financial Health

Seminar by Melody Bell

A Recipe for Athletic Team Success

Seminar by coach Sherri Murrell

10:00 a.m.

Cover Oregon: The State's New Health Insurance Option Site

Seminar by Nora Leibowitz

Getting M.A.D. (Money Anxiety Disorder) About Retirement?

Seminar by Brenda Eichelberger

Coal Exports in the Pacific NW

All opinions welcome

11:00 a.m.

Keynote talk

Rivers of Life: Linking Clean Water with Healthy Economies and Healthy Communities
Bobby Cochran, executive director, Willamette Partnership

SUNDAY, OCTOBER 20

Reservations required at pdx.edu/alumni/psu-weekend, limited space available

Vines to Wines Winery Tour & Tasting with Scott Burns

10 a.m. to 5:30 p.m., \$70

Rogue Farms Tour, Lunch & Pumpkin Patch Festival

10:30 a.m. to 5:30 p.m., \$45 adults/ \$25 children

Blooming Spice with Oregon Culinary Institute Chef Bikram Vaidya

2 to 4 p.m., \$30



Keynote speaker Bobby Cochran

Gifts more than double in three years

FROM SMALL monthly gifts to large lump sums, alumni contributed more than \$7.8 million to the University in fiscal year 2013. This outpouring of support will help fund scholarships, capital improvements, academic programs and more.

“We are so thankful for our generous alumni,” says President Wim Wiewel. “They know the value of their education at PSU and, by giving back, they help others experience it too.”

More than 6,400 alumni—representing 61 percent of all donors—gave to the University in the fiscal year ending June 30, 2013. Other donors included faculty, staff, students, parents, businesses, foundations, and friends.

Momentum is growing. PSU fundraising has more than doubled over the last three years, from \$12.8 million in fiscal year 2010 to a record \$29.3 million in 2013.

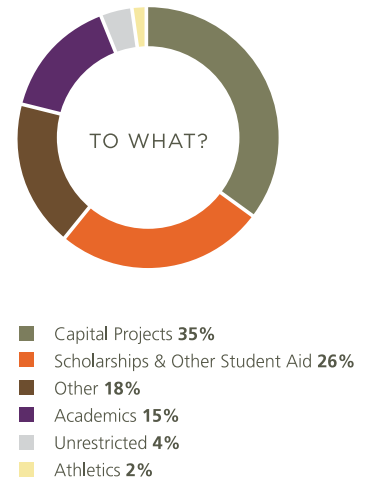
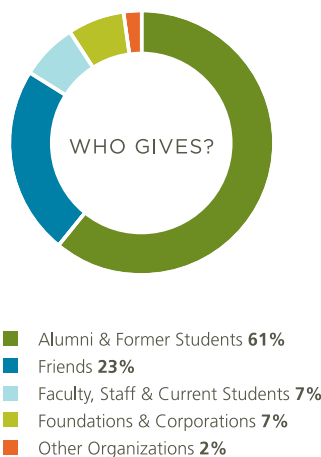
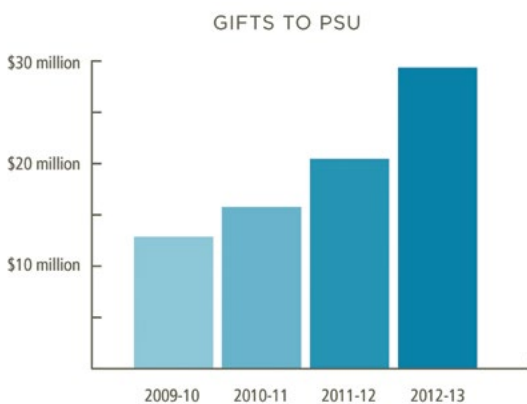
“Our donors care about PSU’s ability to deliver excellence in education and maintain access for all. We are grateful for their support and for the increased number of donors,” says Françoise Aylmer, vice president for University Advancement.

WITH NEARLY 30,000 students, Portland State enrolls and graduates more students than any other university in Oregon. Yet state funding provides less than 20 percent of PSU’s budget, increasing the burden on tuition and private gifts.

Currently, scholarships and capital projects are top fundraising priorities for the University. More than \$7.6 million, or 26 percent of gifts, were for scholarships and student aid in fiscal year 2013. This includes one gift of \$1.5 million, the largest gift to scholarships in PSU history. PSU raised seven gifts of \$1 million or more during the year—another University record.

Thirty-five percent of gifts were dedicated to capital projects, including \$5 million from an anonymous donor for the Viking Pavilion and Academic Center, a project to renovate PSU’s existing Stott athletic facility with academic areas and a 5,500-seat arena for University and community use. Arlene Schnitzer contributed \$2.3 million to the College of the Arts for a three-story “glass tower” with visible art gallery and studio spaces on the Broadway side of Lincoln Hall.

In addition to the record \$29.3 million in gifts, PSU raised \$9 million in conditional pledges, including \$7 million from a local MBA alumnus and his wife for the School of Business Administration building project. (These donors also gave \$1 million to the project in a previous year.) The University plans to triple the size of its business school building, adding classrooms and making other improvements. In June, the Oregon Legislature approved bonds of \$40 million for the business school project and \$24 million for the Viking Pavilion project (see story on page 7). ■





Lombard Street has a few murals and interesting old buildings, but they're not enough to make the area pedestrian friendly.

REIMAGINING LOMBARD

Students and neighbors create a safe, pleasing and even enviable plan for busy North Lombard Street.

WRITTEN AND PHOTOGRAPHED BY **HEATHER QUINN-BORK**

VACANT LOTS overgrown with weeds, and business fronts splattered with sloppy graffiti dot a two-mile stretch of North Lombard Street between Chautauqua and Martin Luther King boulevards. The four-lane corridor in north Portland feels more like an unsightly obstacle than a neighborhood hub. Urban and regional planning graduate students set out to change this by working with the surrounding community on the plan Lombard Re-Imagined.

“The street really acts as a barrier between neighborhoods because it’s such a highway. When you’re walking on Lombard, you don’t feel like you’re anywhere,” says Kathryn Doherty-Chapman, project manager for the student team, which named themselves Swift Planning Group after the historic Swift Meatpacking Company that once owned the entire area.

Swift Planning Group was formed as part of the Master of Urban and Regional Planning workshop in the College of Urban and Public Affairs. Each year, student teams take on projects that help local communities with planning issues. Most of the projects are based on proposals from community members—somewhere between 40 to 60 submitted each year. This past year, in addition to Lombard, student teams took on five other community needs, including plans for housing in downtown Oregon City and anti-displacement in Portland’s Cully Neighborhood. Each project serves as the culminating work for earning a master’s degree.

“This is not a theoretical project,” says Ethan Seltzer, workshop adviser and professor of urban studies and planning. “This is an actual project with real people who have things at stake. We want our students to experience the implications of interacting in that environment.”

THE SWIFT Planning Group received its proposal from the Kenton Neighborhood Association. Lombard Street runs through Kenton as well as the Piedmont and Arbor Lodge neighborhoods. In addition to Doherty-Chapman, the team consisted of Rebecca Hamilton, Brian Hurley, Jodi Jacobson-Swartzfager, Zef Wagner, and Jake Warr. All earned their MURP degrees in June.

The students reached out to area residents through walking tours and surveys, by attending neighborhood association meetings and by setting up a website lombardreimagined.com and an associated Facebook page to organize their efforts. They were amazed at the enthusiastic response they received.

“We were expecting to have to create some sort of interest in this street. And personally, I went into this project thinking the attitude was going to be, ‘Oh, it’s just a highway, nothing can be done,’” says Warr, technical lead for the Swifts. “But it turned out that there was all this untapped energy.”

Based on the community’s responses, the team identified safety as the most pressing problem, since the street is part of the fast-moving Highway 30 bypass. First on the students’





TWO DECADES OF URBAN IMPROVEMENTS

Graduate students in the Master of Urban and Regional Planning program have taken on assignments such as Lombard Re-Imagined as final projects for 20 years. In that time, the team projects have earned seven national awards. In 2012, Portland Mercado—a Latino community market planned for the Mt. Scott-Arleta Neighborhood—won student awards from the American Institute of Certified Planners and the American Planning Association Oregon Chapter. But more impressively, the Portland Mercado project recently received an \$800,000 grant from the federal Office of Community Services to actually build the market, which is now slated to open in summer 2014.

recommendation list was street crossing improvements for walkers and bicycles. They suggested adding flashing beacons, curb extensions, seven new crosswalks, and making substantial changes to the I-5 crossing. Students also urged completing the gaps in the bicycle network surrounding Lombard, adding more bike racks, and improving TriMet bus stops and shelters.

Many of the recommendations from the team centered on “place making”—showcasing the history, character, and identity of the area by adding greenery, benches, murals, decorative lighting, and gateway signs to the neighborhoods.

Every recommendation in the students’ final report, which is linked to their *lombardreimagined.com* website, includes programs and agencies that can help. However, the team’s ultimate suggestion—reconfiguring North Lombard from four lanes to three, including a middle turning lane—will require coordination with the Federal Highway Administration.

For the Swifts, the Lombard Re-Imagined project underscored what attracted them to planning in the first place: the desire to create actual change within real communities. To ensure that their vision has an afterlife, the team set up a Friends of Lombard organization, and community members were eager to participate. The new grassroots group will be responsible for seeing that the project’s recommendations make it to the street. ■

Heather Quinn-Bork is a PSU creative writing student and a graduate assistant in the Office of University Communications.



Jake Warr and Kathryn Doherty-Chapman were part of a team of graduate students asked by the Kenton Neighborhood Association to create a new vision for the four-lane North Lombard Street.





MY CLASSROOM IS...



Top left: Changing the way professional wrestling is marketed and presented in the Northwest is a passion for student Chase Gilley, seen here filming IWC Pro Wrestling in north Portland. *Top Right:* Student Kara Johnson visited the Shwedagon Pagoda in Burma during Semester at Sea. *Bottom left:* A Hood River orchard provides the foreground for photos of Mt. Hood taken by student Jinyi Qi. *Bottom right:* Student Christine Jacobsen helps lead a backpacking trip on California's Lost Coast through the PSU Outdoor Program.

For the second year in a row, students, faculty, and alumni were asked to finish the phrase “my classroom is...” using pictures and videos.

It turns out Portland State reaches far and wide.



Top left: The Moroccan desert was a learning experience for master's student Alyssa Rust '13. *Top right:* Chiron Studies Teach Out photographed by Rozzell Medina, master's student and Chiron coordinator. *Bottom left:* Nicole Todd '09 gets personal with the Great Sphinx of Giza. *Bottom middle:* Assisting in surgery at Gladstone Veterinary Clinic is helping student Morgan Damm realize her dream to become a veterinarian. *Bottom right:* PSU instructor Qi Gao performs Tai Chi at Pioneer Courthouse Square.

View the entire collection on Flickr using the web address:

[▶ bit.ly/myPSUclassroom2013](https://bit.ly/myPSUclassroom2013)

BREWING BIG IDEAS

New program on the business of making and marketing craft beer and distilled spirits

WRITTEN BY HEATHER QUINN-BORK

FROM THE OUTSIDE looking in, craft brewing looks pretty simple. Just take grain, hops or fruit, add a little time and maybe some flavorings, and through the alchemy of fermentation you have beer, whiskey, or hard cider. It's a trade that can easily be done out of a basement or garage, and many enthusiastic home brewers start there. But wait until the time comes to sell your product—that's when things begin to get tricky.

This fall, Portland State's Center for Executive and Professional Education is offering a new online certificate program called the Business of Craft Brewing. While a few other colleges have programs in beer or wine production, this is the first course of study to focus specifically on business operations.

Classes will cover regulations, operations, accounting, and brand development among other subjects as they relate to craft beer, distilled spirits, and ciders. The certificate program culminates in an optional immersion weekend: three days of touring breweries, hops and malt producers, and other craft beverage businesses. At the end of the program, students will have worked out their own business plans.

"Most of the people who are going to be taking this are people that have been making beer at home and now they want to make it on more of a commercial basis," says Mellie

Pullman, director of the program. "So we've kind of merged the basic business skills with everything they need to know about the industry."

A PROFESSOR in the School of Business Administration, Pullman specializes in supply chain and operations management. But she first worked as a brewer, having trained with

Pyramid Brewing in the mid-1980s before moving to Utah where she was brewmaster and co-owner of Wasatch Brewery, the first brewery in the state. Realizing that she needed to have a broader business background to meet the needs of a growing company, she decided to earn an MBA.

"We faced a lot of challenges, so I have a lot of great insights to pass onto the people that will be taking our program," she says. "I once blew up a tank of stout. And I had to duct tape the brewery together to keep it functioning back in the day when there were no people to call and ask, 'how do you fix this?'"

Pullman plans to call on local brewers and distillers like Lee Medoff to share their hands-on expertise with students in the program. Medoff is a longtime Oregon brewer, winemaker and now distiller.

"My best advice is to start at the back end," says Medoff, owner of Portland-based Bull Run Distilling Company. "I caution people that being enthused about what you do and



Students will learn what it takes to run a profitable distillery from program partner Lee Medoff, owner of Bull Run Distilling Company.



Left: Professor Mellie Pullman, director of the new Business of Craft Brewing program, brings her former brewmaster experience to students. *Top right:* The successful, but relatively new Migration Brewing Company in southeast Portland, will share its story with students in the new Business of Craft Brewing program. *Bottom right:* Sara Lynn pours from the seven Migration Brewing craft beers on tap at its Laurelhurst neighborhood pub.

being passionate is important, but you really have to know where your first bottle is going to be sold. And it can't be just to your friends."

Medoff is a founding member of the Oregon Distillers Guild. In 2003, he and a partner started House Spirits Distillery, specializing in gin and vodka. Their Aviation Gin became a quick hit, but Medoff was more interested in distilling dark spirits. He left House Spirits to found Bull Run in 2010.

CRAFT BREWING has exploded since its early days, especially in Portland. Out of 137 breweries operating in Oregon, a full 51 are located in Portland, and dozens more are in planning stages. Of 46 distilleries, 14 operate in Portland. The total industry, including related businesses like hops and malt producers, adds about \$3 billion each year to the state's economy and employs around 30,000 people.

Initially, Pullman and her colleagues intended to offer just one section of business courses, but demand for the program

has far exceeded expectations. With available seats filling up for fall, a spring section was added, and there are plans to offer a third section in June 2014. Students are enrolling from as far away as Germany and Spain. However, it is the program's answer to a local—and national—industry need that has Pullman most proud.

A recent \$8 million private gift to the School of Business Administration—home to the new program—reflects the community's interest in this kind of innovative education, says Pullman. The gift and a \$40 million bond approved in June by the Oregon Legislature will help the business school create more space for its collaborative, industry-responsive programs.

"At Portland State, we're definitely in a highly innovative phase. We have to be. We have to figure out what topics are going to meet the needs of our region," says Pullman. "Obviously, the craft brewing business is one of these." ■

See the Portland State of Mind craft brewing events on page 14.

★
FROM ZIMBABWE TO

SESAME STREET

Hardship has never held this student back from realizing her ambitions.




Zanele Mutepfa spent her summer interning at Sesame Workshop on Manhattan's Upper West Side. The offices are decorated with chalk murals of Elmo and other Sesame characters.

WRITTEN BY SUZANNE PARDINGTON

Zanele Mutepfa lost her dad to cancer at age 5 and her mom to heart disease at 11, but she forged a new path for herself—from Zimbabwe to a top media internship in New York City.

A junior at Portland State, Mutepfa someday hopes to host a talk show, write books, and found a women's empowerment organization, using the power of the media to reach as many people as possible.



THIS SUMMER, she took a big step toward that goal with her “dream internship” at Sesame Workshop, the nonprofit that produces Sesame Street and educational programs in more than 150 countries.

Mutepfa remembers watching Sesame Street as a girl in Zimbabwe—singing, laughing, and learning that it’s OK to ask questions from her favorite character, Big Bird. In her internship, she went behind the scenes to help research literacy programs for beginning readers in Bangladesh.

How she got there is a story of resilience, persistence, and family ties across decades and continents.

IT ALL STARTED in a village in Zimbabwe (then Rhodesia), where her grandparents helped care for the children of American missionaries. When her grandparents were killed in a traffic accident in the 1970s, the American family took in their five children, including Mutepfa’s mother.

In 2003, Mutepfa’s mother died, leaving a second generation of orphans: Mutepfa and her three older siblings.

Paul Thomas, the eldest son in the family that raised Mutepfa’s mother, got a 6 a.m. call that she had died, and he knew instantly that he needed to step up to care for his sister’s four children. He and his wife, Maiya, soon adopted Mutepfa and her siblings, expanding their family from five to nine children.

The large, loving and multi-cultural Thomas family helped Mutepfa heal from the loss of her mother and find her footing in Portland.

“While there were moments of grief and tearfulness about her mom, she was a focused, hard-working young lady who would do whatever it took to learn what she needed to learn,” Paul Thomas, a Portland pediatrician, says.

Mutepfa’s networking skills were impressive from the start. She was “such a networker that at times we would take her phone at night to help her not network all night with friends,” Thomas says with a laugh.

She made close friends with women in her church, including many who called her their daughter. She was Lincoln High School’s Rose Festival Princess in 2010.

At Portland State, she is majoring in communications and minoring in business and Black Studies. She received the University’s Diversity Enrichment Scholarship, which supports outstanding students with diverse backgrounds and life experiences.

The memory of her mom has inspired her all along the way. After Mutepfa’s father died, her mother moved the family to New Hampshire and worked three jobs as a nurse assistant. She had two master’s degrees in education and business, but she didn’t have a green card, limiting her work options. Before she died, she had multiple heart attacks but couldn’t afford medication.

“I saw her work triple shifts for 24 hours, take us to school, clean, cook, go back to work and do it all over again,” Mutepfa says. “My mom was super smart, but because of her status, she couldn’t obtain the career of her dreams.”

MUTEPFA’S ADOPTION made it possible for her to become a U.S. citizen and pursue her goals in a way that her mother could not. (When her mother was a girl, Rhodesia did not allow foreigners to adopt Rhodesian children.)

“My mom didn’t have the piece of paper that I have, but we have one thing in common: love and passion for people,” she says. “There’s no way I won’t make my dreams and her dreams come true.”

To learn more about the media industry, Mutepfa set her sights on an internship in New York and put her networking skills to work. She sent out 2,000 letters and emails to media professionals, including producers, authors, directors and on-air personalities, asking them to “believe in a stranger.”

More than 30 people responded, six agreed to meet with her, and she bought a ticket to New York City for informational interviews.

There she met Anne Kreamer, a former executive vice president and worldwide creative director for Nickelodeon and Nick at Nite. Kreamer turned the tables on Mutepfa by asking her questions and taking notes. The result was a February article in the *Harvard Business Review* about how Mutepfa broke into the New York media world by blanketing it with blind email messages.

Kreamer became a mentor to Mutepfa and helped her connect with executives at Sesame Workshop, where she was offered an unpaid internship. She had only a month to find the money to go.

Mutepfa raised \$2,200 by asking for sponsors and holding garage sales, church fundraisers, and a benefit dinner. She also borrowed money to help pay for the summer in New York.

“This was just another example of her ingenuity,” Paul Thomas says. “Never say never to Zanele.” ■

Suzanne Pardington, a staff member in the PSU Office of University Communications, wrote “A Kinder, Greener Classroom,” in the Winter 2013 Portland State Magazine.



Alumni



New friends jazz it up

BRAD MERSEREAU '73 and his wife, Janet, hosted their first house concert in June, featuring student musicians and debut compositions. Playing before a small, invited audience in the Mersereaus' music room, were three PSU students who received the couple's William Bradford Mersereau Jr. Endowed Scholarship: (left to right) Matt Hettwer, Mario Sandoval, and Nicole Glover posing with Janet and Brad. The concert "musically affirms all our

reasons for establishing the scholarship. They were out of this world," says Mersereau. The jazz students, whose senior year is funded by the scholarship, played compositions by George Colligan, international jazz artist and a PSU music faculty member. Colligan also accompanied them. Mersereau, a pianist, opened the concert playing a piece he composed for Sanya Grace, an audience member.

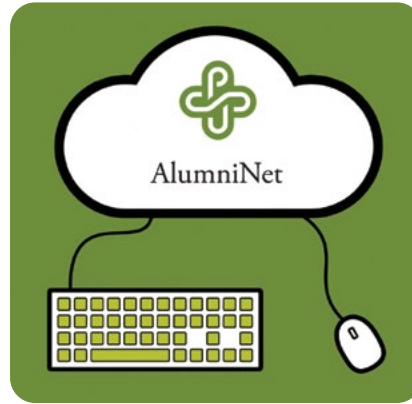
Best friends visit

THE CAMPUS is so much bigger than the one building, Lincoln Hall, that best friends Peggy Shivers '59 (left) and Barbara Comstock '60 remember. Alumni Director Tom Bull (middle) met them on a recent visit, the first for Shivers since graduation. Elementary education majors, Comstock went on to teach for 29 years, mostly in the Reynolds School District. Shivers taught for a while in Portland and California. Today, she oversees the Shivers Fund, which hosts concerts and celebrations in Colorado Springs in support of African-American history and culture. Comstock continues her decades-long service to Oregon's Democratic Party, which awarded her its Dick Celsi prize for volunteerism this summer.



Lost friends can reconnect

BY BECOMING a free, registered member of AlumniNet, the PSU Alumni Association's new web portal, you can search for old friends and leave information so they can find you. On the web at *alumni.pdx.edu*, AlumniNet includes a secure alumni directory, Alumni Notes, news and upcoming events, subscriptions to alumni networks and groups, and free Alumni Association membership. With this membership comes free borrowing from the PSU Library collection.



ALUMNI IN THE NEWS



Ray Anne Kibbey Lockard '69 is retiring as head librarian of Frick Fine Arts Library at University of Pittsburgh. A former PSU librarian, Lockard has spent the past 50 years working in libraries, including the past 27 at Frick.

S. Randy Redfield '72 was selected by the Oregon Arts Commission to exhibit his paintings on wood panels July 9-Sept. 25 in the ceremonial office of the governor of Oregon. The commission considers this a lifetime honor for Oregon artists. Redfield lives and paints in Sisters.

founder and executive director of REAP (Reaching Empowering All People), a nonprofit that brings business people together with underprivileged school children in five Portland area school districts.

Jennifer Minner MURP '00 graduated this spring with a doctorate in community and regional planning from University of Texas at Austin. This fall she will join the City and Regional Planning Department at Cornell University as an assistant professor.



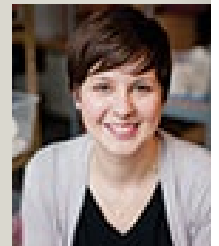
Karen Shepard '82

Karen Shepard '82 and Doug Shafer '81 were named top CFOs (certified financial officers) by the *Portland Business Journal* in May. Shepard is CFO for Bend-based St. Charles Health System, and Shafer '81 is CFO for iovation, Inc., a Portland-based maker of fraud detection software. The journal recognizes five financial executives each year.

Matt Johnson '02, MURP '07 is the incoming board president for the PSU Alumni Association. He is a commercial real estate advisor at Cushman & Wakefield.

Abigail Elder MPA '08 is the new director of the Beaverton City Library.

Tracy Puhl '09, owner of GladRags, an eco-friendly menstrual product company, was named Young Entrepreneur of the Year by the Portland Small Business Administration.



Tracy Puhl '09

Keith Eggener '85 has been appointed the Marion Dean Ross Distinguished Chair in Architectural History at University of Oregon in Eugene.

Cindy Lozeau MBA '88, national sales manager for Lockwood Products, is the newest board member appointed to the PSU Alumni Association.

Justin Monahan '13 signed a free agent contract with the Hamilton (Ontario) Tiger-Cats of the Canadian Football League. Monahan, a West Linn native, was a wide receiver on the PSU football team. ■

Mark Jackson '95 was the first alumnus honored at the PSU President's Diversity Awards this past spring. Jackson is co-

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FOR MORE ALUMNI NEWS follow us on *Twitter@PSU_Alums*. Have news you would like to share? Email *psualum@pdx.edu* or mail your information to Portland State University, Office of Alumni Relations, PO Box 751, Portland OR 97207-0751. To submit your own Alumni News online, register for AlumniNet at **alumni.pdx.edu**.

Athletics

GET ALL OF THE LATEST sports news at GoViks.com. Game stories, statistics, schedules, and much more are available and updated daily. You can also hear and/or see game broadcasts. Buy season and single-game tickets online at GoViks.com or call 1-888-VIK-TIKS or 503-725-3307.



Women win All-Sports Trophy

When the softball team tied for the Big Sky Championship this spring, its victory was the grand slam needed for PSU to earn the Big Sky Conference Women's All-Sports Trophy. All the women's teams finished well during the 2012-13 season. The volleyball team won its regular-season title, softball and soccer were both co-champions, and golf and indoor and outdoor track and field took second-place finishes. The Big Sky award is based on points from regular season standings. This is Portland State's first outright Women's All-Sports Trophy. The Vikings shared the 2010-11 award with Montana.



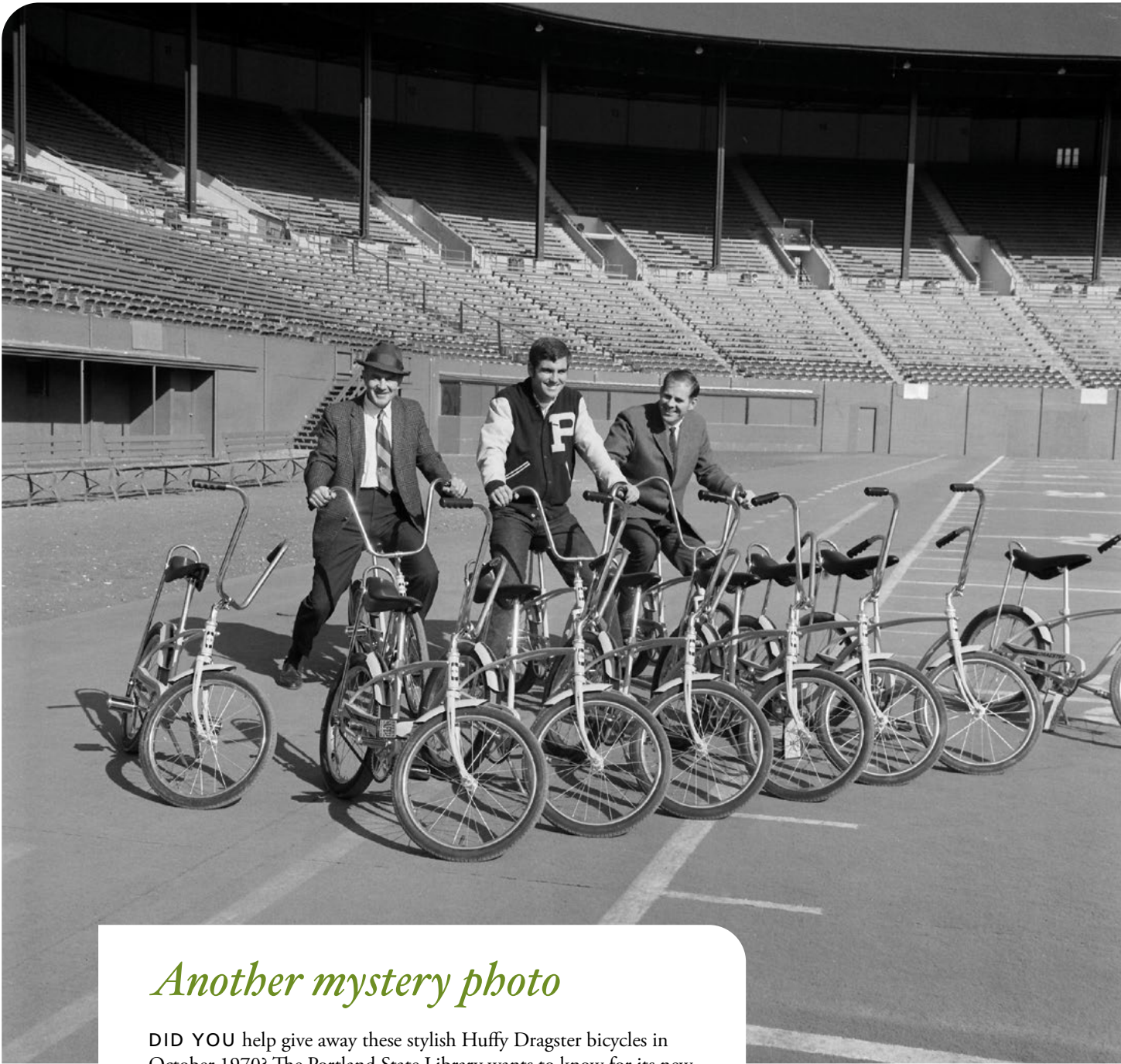
Regular season conference wins by the soccer team (including student Eryn Brown, upper left), the softball team (above two photos and bottom left), and volleyball helped the women win the 2012-13 Big Sky Conference Women's All-Sports Trophy. Photos by Scott Larson, Larry Lawson, and Bethany Baker



Can they win it again?

Winning the Big Sky Conference Women's All-Sports Trophy is a multi-team effort. PSU women compete in nine sports, and Big Sky scores the top seven team standings in awarding the trophy. Women's soccer is predicted to do well this fall. It was a favorite in the preseason coaches' poll. The volleyball program's 2012 win earned it the rights to host the 2013 Big Sky Tournament, a confidence builder that will last all season, says head coach Michael Seemann. Softball and golf are wild cards with brand new head coaches. Viking fans can see for themselves how the women's teams fare; for a full schedule of all sports, visit goviks.com. ■

Looking Back



Another mystery photo

DID YOU help give away these stylish Huffy Dragster bicycles in October 1970? The Portland State Library wants to know for its new University Archives Digital Gallery.

More than 8,000 images documenting Portland State's history are now online at archives.pdx.edu/digitalgallery. Alumni are encouraged to click "Tell us!" under photographs for which they can add more information. But for this photo, email what you know to Portland State Magazine at psumag@pdx.edu. ■



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Angela Park Guo MRED'14
Intern, Johnson Reid Associates

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