

# PACIFIC

FRESNO PACIFIC UNIVERSITY | VOL. 23, NO. 3

## Let's get Social!

New media change  
communication to  
conversation

- Enrollment sets record
- TOMS Shoes founder visits
- Sunbirds enter hall of fame

# president's message



D. MERRILL EWERT, PH.D.

## Technologies change, the message remains the same

Each summer I prepare for the arrival of a new freshman class at Fresno Pacific by reviewing the major events of the year these incoming students were born. In addition to making me feel old, this reminds me that our students grew up in a world very different from my own.

In college, I wrote out my papers in long-hand and hired a typist. The students in my leadership class are required to read the syllabus online, blog and turn in their assignments electronically. My parents received a letter from me every week (handwritten, of course!) and at least once a semester I would collect a stack of quarters and call them from the pay phone in my dorm lounge. Many students today tweet hourly and text their parents several times a day. I checked out books and read journals in the research section of the library. Our students access the world's knowledge base from their dorm rooms, the cafeteria, the campus green or Starbucks. My high school friends and I touched base at Christmas-time and during summer vacation; our incoming students are constantly linked with their peers electronically through social media. Their texts and emails from a single day would undoubtedly outnumber all the letters I wrote during an entire year.

Marc Prensky coined the term "digital native" to describe the generation born between 1980 and 1994 because they grew up with access to digital technology and the skills to use it. A cultural group has its own language, values and folkways that are natural, indigenous and second-nature to the "natives." The "digital natives," Prensky suggests, have internalized the culture of social media and developed the skills to function seamlessly in that world. It's the only one they know. An immigrant may learn another language and develop a deep understanding of a new culture, but will always speak with an accent. Though I surf, text, tweet, blog and have a Facebook account, Prensky argues, I will always be a "digital immigrant." These are skills learned in adulthood; they are a language I will always speak with an accent.

This issue of *Pacific* describes some ways Fresno Pacific is adapting to the world in which our students live. They hear and learn about the university in new ways; they process that information differently than my generation. They expect our communication and teaching to reflect and respect their digital world. They won't change, so we must. What will not change, however, is Fresno Pacific's core commitment: we are a Christian university. As our logo says, Founded on Christ!



*Being on the Internet means having a website—and a whole lot more. From academics to recruiting to athletics, Facebook, Twitter and other tools are crucial in giving Fresno Pacific University a public face.*

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*Empowering leaders.  
Transforming lives.*

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Fresno Pacific University develops students for leadership and service through excellence in Christian higher education.

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## An introvert in an extroverted world

On a drive one sunny day my not-yet-wife thought it would be fun to give me the Myers-Briggs Type Indicator, a popular personality assessment based on the theories of psychology pioneer Carl Jung. She read me the questions and sorted me by the categories introversion/extroversion (I/E), sensing/intuition (S/N), thinking/feeling (T/F) and judgment/perception (J/P). I'm an INTJ: Introversion, Intuition, Thinking, Judging.

Apparently she saw nothing scary, but I could have told her I'm an introvert:

- Extraverts are action oriented, introverts are thought oriented
- Extraverts seek breadth of knowledge, introverts seek depth of knowledge
- Extraverts prefer frequent interaction, introverts prefer substantial interaction
- Extraverts get energy from spending time with people, introverts get energy from spending time alone

That's me.

This surprises people considering my occupation. Journalistic types get most of their information from people, which means communicating—a lot: interviews, telephone calls, voicemails, emails, camping out in front of offices, “chance” meetings on the sidewalk... whatever it takes to get the story by deadline.

Actually a lot of writers are introverts; otherwise, we think, we'd be singers, dancers and actors. The Internet and social media are boons to introverts. On email and Facebook I can act that mix of Humphrey Bogart and Bugs Bunny that is my dream self. Only in the real world am I more a collision of Stan Laurel and Daffy Duck.

So introverts of the world, arise! Web 2.0 calls you to your place at the dinner party of life. We'll show 'em who's not shy.

Who's first?

—Wayne Steffen



*A higher standard.  
A higher purpose.*





# RECORD ENROLLMENT BREAKS 3,300

Credit efforts across campus in aid, recruitment and services

FPU set an enrollment record this fall.

The final fall report shows a 25 percent overall increase to 3,314 students in the traditional undergraduate, graduate and bachelor's degree completion programs. Of these, more than 1,000 are new students.

"This is our biggest enrollment in history," said President D. Merrill Ewert. "We worked to open up sections of courses and find faculty so that students who needed and wanted to be here had a place to study."

The traditional undergraduate program has 1,043 students, up from 857 in the fall of 2009. Of these, 434 are new students, including 258 freshmen and 167 transfers from community colleges or other universities. Degree completion added 345 new students for a total of 1,288, compared to 943 in fall 2009. Graduate enrollment is 983, up from 849 in fall 2009.

Hispanic enrollment is now 28 percent of the traditional undergraduate and about 40 percent of degree completion; average SAT test scores among incoming students jumped from 990 to 1004.

At the biblical seminary, added to the university in June, there are 35 new students, sixty percent of whom are in the

master of arts in marriage, family and child counseling program. The total enrollment is 111.

Many people are returning to school to prepare for the new economy, according to Stephen Varvis, vice president of enrollment management. Others are transferring from more expensive schools they no longer feel they can afford, or public schools so crowded they can't get their required classes.

FPU has responded to student needs in several ways. For 2010, it was one of six universities in the United States that did not raise tuition. In 2009 Fresno Pacific increased its financial aid and instituted a four-year graduation guarantee. The university guarantees qualified freshmen entering the traditional undergraduate program will have the classes and advising they need to earn a degree in four years. Students who fulfill their responsibilities and are not able to graduate in four years will receive the requisite courses in the next semester at no cost in tuition or student fees.

"Our region is in need of educated, principled people to be leaders in professions and communities," Varvis said. "Fresno Pacific University has stepped up its efforts in financial aid, recruitment and student services to help students turn their goals into reality."





**L**essons from a guy who started a business in an 1,100-square-foot apartment with three interns and a cordless telephone, anyone?

What if that guy is Blake Mycoskie, founder of TOMS Shoes, which gives a poor child a pair of shoes for each pair sold? In just over four years the company has given away more than one million pairs of shoes, gotten its footwear into stores such as Nordstrom's and struck partnerships with firms like Ralph Lauren.

Mycoskie shared his blend of business and philanthropy October 27 at the 2010 Business Forum. A sellout crowd of about 1,200 attended the breakfast event at the Fresno Convention & Entertainment Center.

Giving does more than feel good. "It turns out giving is good for business," says Mycoskie, who started half a dozen companies before TOMS Shoes.

Putting giving at the center of business:

- Makes customers your best marketers. In an airport Mycoskie met a woman wearing TOMS Shoes. Without telling her who he was, he asked about the shoes. "She started tell-



## TOMS founder mixes business, giving at FPU Business Forum

ing me my life's story," he said.

- Attracts and retain great employees. People from Nike, Van's and other companies have taken salary cuts to work for TOMS. "They know they're part of something larger than just a paycheck," Mycoskie said.
- Draws people outside your company. Ralph Lauren did the first designs outside his own brand for TOMS.

TOMS began with Mycoskie needing a rest. On vacation in Argentina in 2006 he met people collecting used shoes for poor children. "I invited myself along," he said. "I had no idea what I was getting myself into."

Handing out shoes, "my spirit was filled with joy," Mycoskie said. Being a businessman—even one with disheveled hair, jeans and a plaid shirt—he wondered how a for-profit company could be involved. "That would sustain giving, rather than being depen-

## FACULTY CONTRIBUTE TO BOOK ON RESTORATIVE JUSTICE

Several faculty are included in *The Promise of Restorative Justice: New Approaches for Criminal Justice and Beyond*, edited by John P. J. Dussich, professor at California State University, Fresno, and Jill Schellenberg, FPU criminology and restorative justice studies program director.



- "Working with Sex Offenders," Clare Ann Ruth-Heffelbower, director of Circles of Support and Accountability
- "A Victim with Special Needs: A Case Study," Jill Schellenberg
- "Solutions for Business Conflicts," Duane Ruth-Heffelbower, program director, graduate peacemaking and conflict studies
- "Dispute Resolution in Higher Education," Ron Claassen, Center for Peacemaking and Conflict Studies director, and Zenebe Abebe, former dean of student life
- "Restorative Discipline in Athletics," Dennis Janzen, athletic director and volleyball coach
- "Restorative Justice in Disaster Management," Duane Ruth-Heffelbower
- "Hope and Reconciliation with Grief," Bonnie Redfern (MA '02)



## FPU TEAM WINS CODING CONTEST

A trio of FPU staff were winners in Fresno's 59 Days of Code contest June 22, sponsored by the Central Valley Business Incubator. Lisa Alvey, social media manager; Nick Gundry, associate director of multimedia services; and Brandon Tilley, enterprise applications engineer, took the Zero-Code category—this means they created everything in 59 days—with their creation: postEcho, a web application that tracks news stories. James Collier (MA '08), former communications staff member, also scored in the top three. (Above, Gundry explains postEcho)

## Students, faculty, staff live as prophetic Christian community

*God works in and through his followers to change people and the world.*

That was the message President D. Merrill Ewert brought students, faculty and staff during the opening convocation of the 2010-2011 academic year. About 1,000 gathered August 25 in the Special Events Center.

Ewert tied the verse for the school year—Ephesians 3:20: “Now all glory to God, who is able, through his mighty power at work within us, to accomplish infinitely more than we might ask or think.”—to the Fresno Pacific Idea, which defines the university as being Christian, a learning community and prophetic to the region, nation and beyond.

In his letter to the Ephesians, Paul wrote to affirm the goodness of God to the church, Ewert said. “It’s about being the body of Christ, it’s about living together,” he said.

Living as a Christian means living with integrity and excellence in ways that influence those around us. “Being Christian is more than head knowledge or a heart commitment. It means speaking into our culture,” Ewert said.

Prophetic Christians can be found among faculty, staff and alumni:

- FACULTY**—Distinguished Scholar Rod Janzen published the book *The Hutterites in North America* with The Johns Hopkins University Press. Ruth Dahlquist, biology faculty, and Chris Janzen, art faculty, led a group of pre-med students to Honduras for learning and service through a local Mennonite church. JT Thiesen, associate track coach, took members of his team to Fiji for track camps and evangelism.
- STAFF**—Lisa Alvey, social media manager; Nick Gundry, associate director of multimedia services; and Brandon Tilley, enterprise applications engineer created a Web application that won a regional contest. Dina Gonzalez-Piña, assistant dean of multicultural ministries in the Office of Spiritual Formation, led a student summer service project to Bolivia in connection with Mennonite Central Committee.
- ALUMNI**—Javier Garza (BA ’08): once homeless, he now helps people in the same situation. Brandon Dorman (BA ’05): as an inner-city teacher, taught a group of nonathletes to swim, run and work out, eventually forming a triathlon club. Not only did they get healthier, their grades improved and some began studying the Bible. This after-school program evolved into a community organization. Ivan Paz (BA ’09): discovered FPU through our distance classes for prisoners and earned a bachelor’s in biblical studies and pre-law/criminal justice through the degree completion program. He now works for the Fresno Institute for Urban Leadership and plans to enter law school.



dent on donors,” he said.

His first goal was to sell 250 pairs of shoes. Thanks in part to coverage in the *Los Angeles Times* and *Vogue*, Mycoskie sold 10,000 pair and headed, along with family and friends, back to Argentina to give out 10,000 more.

People ask Mycoskie if starting TOMS changed his life. “When my life really changed is when we put those 10,000 shoes on children’s feet,” he said.

### PHI ALPHA THETA COMES TO FPU

Phi Alpha Theta, the history honor society, now has an FPU chapter. PAT is the second largest honor society in the country, and is open to history enthusiasts in any major. The local chapter is called Alpha Xi Zeta and is the university’s first disciplinary honor society.

To join, students must complete a minimum of 12 semester hours in history, maintain a GPA of at least 3.1 in history and 3.0 overall and be in the top 35 percent of their class. Among the more than 20 charter members welcomed at a ceremony April 21 in Pioneer-Johanson Dining Room was Allen Carden, liberal arts faculty and degree completion academic coordinator, who has now been a charter member of three chapters of the organization.

This is the prophetic Christian community new students are entering, Ewert said. “We’re glad you’re here.”



# FPU adds new faculty, welcomes seminary profs

## FPU HAS ADDED REGULAR FACULTY IN SEVERAL AREAS:



**Devin Beasley**, kinesiology, has an M.Ed. from Loyola Marymount University and is completing an Ed.D. at the University of the Pacific. He has been a middle school teacher in Delano and an adjunct instructor for FPU and the University of LaVerne in Bakersfield.



**Angel Krause**, curriculum and teaching, has a bachelor of arts ('00) and credential ('01) from FPU. In addition to classroom teaching, she has experience as an online educator. She was twice voted teacher of the year at Central High School West in Fresno.



**Kari Bejar** (BA '02, TC '03, MA '10), Visalia Center teacher education program coordinator, has been a bilingual resource teacher at Liberty Middle School in Lemoore. She has a reading certificate, bilingual cross-cultural specialist credential, TESOL certificate and a professional clear multiple subject teaching credential.



**Julie Lane**, Bakersfield Center special education program coordinator, has an Ed.D. from Pepperdine University, master's degrees from Chapman University and the University of Redlands and a bachelor's from California State University, Fullerton. She is also a professional harpist.



**Zachary Durlam**, director of choral activities, completed his DMA at Michigan State University. He has been a teaching assistant in the MSU School of Music, an adjunct lecturer in voice at the University of Michigan, a high school teacher and assistant conductor for the Arts Chorale of Greater Lansing (Michigan).



**Susanne Peterson**, special education, has master's and bachelor's degrees from California State University, Fresno. She has taught at the high school and university levels and served as early childhood director at Northpointe Community Church, Fresno.



**Scott Garrison**, Bakersfield Center business program director, has a Ph.D. from Michigan State University and master's and bachelor's degrees from California State University, Fresno. He has taught at the university level and is a registered investment advisor.



**Rosemary "Sandie" Woods**, liberal studies, has an M.Ed. and B.S. from the University of Nevada, Las Vegas, and is pursuing an Ed.D. from California State University, Fresno. She has taught at the elementary and high school levels and been a library media teacher.



**Vivian Gayles**, Bakersfield Center teacher education coordinator, has been a principal and project director in the Bakersfield City School District. She earned an Ed.D. from the University of the Pacific and has been a part-time faculty at the Bakersfield Center since 2006.



**Sylvia Kim**, accounting, is a CPA and firm director for Boos & Associates. She has an M.A. from Golden Gate University and has taught at California State University as well as in middle school. Her B.S. is from Chonnam National University in South Korea.



## FPU steps in to help students waiting for Cal Grant funds

### THE UNIVERSITY ALSO WELCOMES SEMINARY FACULTY:



**Mark Baker**, mission and theology professor, has a B. A. from Wheaton College, an M.A. from New College for Advanced Christian Studies and a Ph.D. from Duke University. He has been in his present position since 1999.



**Tim Geddert**, academic dean and New Testament professor, has a B.A. from the University of Saskatchewan, an M.Div. from Mennonite Brethren Biblical Seminary and a Ph.D. from Aberdeen University. He has been in his present position since 1986.



**Valerie Rempel**, dean of students and enrollment and history and theology professor, has a B.A. from Tabor College, master's degrees from Mennonite Brethren Biblical Seminary and Vanderbilt University and a Ph.D. from Vanderbilt. She has been in her present position since 1996.



**David Bruce Rose**, marriage and family counseling professor, has an M.Div. from Fuller Theological Seminary and a Ph.D. from the California School of Professional Psychology. He has been in his present position since 1997.



**Cory Seibel**, pastoral ministries professor, has a B.S. from Liberty University, an M.Th. from the University of Wales and a Ph.D. from the University of Pretoria. He has been in his present position since 2008.

FPU covered the cost of Cal Grants for its students until the State of California came up with a budget.

While this put strain on university resources, it was necessary to ensure students continue their education and complete their degrees. "Most students who receive Cal Grants are not in a financial position to make payments on their accounts to even partially cover costs until the government releases the funds," said President D. Merrill Ewert. "This forced the university to dip into its reserves and postpone urgently needed expenditures, but we simply couldn't leave our students stranded."

About 580 FPU students receive \$4,714,000 from Cal Grants. This is about 40 percent of those in the traditional undergraduate program, typically recent high school graduates, and 11.5 percent of those in the bachelor's degree completion program, designed for older working students with some college credit. Another 47 graduate students receive Cal Grants.

In the end, the state budget was more than 100 days overdue, and political leaders would not fund the \$407 million in Cal Grants until a deal was struck. Statewide 335,000 low-income students qualify for the financial aid program.

"The budget delay put pressure on students, families and schools," Ewert said. "We needed to stand with them in the gap."



### EDUCATION COLLABORATION

"Improving Education Through Collaboration" was the name of a seminar hosted by the teacher education program. About 60 teacher librarians and others attended the September 17 event in Ashley Auditorium. Among the speakers were education consultant Keith Curry Lance (pictured), who spoke on a study, on which he was lead author, linking school libraries with increased student test scores.

## faculty &amp; staff focus



**Jo Ellen Priest Misakian, MLS**, director of the school library and educational technology programs, has a book dedicated to her. Avi, author of more than 60 children's books and winner of the 2003 Newberry Medal, dedicated *Crispin*, *The End of Time* to Misakian.

The two first met when Misakian was on the library staff at Lone Star Elementary School. She asked him to give a presentation to some of her classes via conference call.



**Clare Ann Ruth-Heffelbower, D. Min.**, director of Circles of Support and Accountability at the Center for Peacemaking & Conflict Studies, was featured in *Christianity Today's* September issue. She is interviewed on the work of COSA. The article is available at [christianitytoday.com](http://christianitytoday.com).



**Justin Dermon, Ph.D.**, economics and finance faculty, was the featured speaker at the 2010 Rally Month Dinner of the Men's Fellowship at the First Armenian Presbyterian Church, Fresno, September 14.



Lynn Jost



Valerie Rempel



Tim Geddert

**Lynn Jost, Ph.D., Valerie Rempel, Ph.D., and Tim Geddert, Ph.D.**, seminary faculty, presented papers at "Renewing Identity and Mission," a consultation connected to the bi-national conferences and 150th year celebration of the Mennonite Brethren church. The event took place July 12-14, 2010 in Langley, B.C., Canada. Geddert's paper was "Reading and Interpreting the Bible," Rempel's was "Telling Our Story" and Jost presented "MB The Word Proclaimed: A Bulletin Survey of US MB Preaching." Jost is dean of the seminary and vice president of FPU, Geddert is academic dean and New Testament faculty and Rempel is dean of students and enrollment and faculty in history and theology.



**Rod Janzen, Ed.D.**, distinguished scholar, history, published *The Hutterites in North America* with The Johns Hopkins University Press in June 2010.



**Breck Harris, Ed.D.**, business faculty, published "Three Techniques to Create Community with Adult Learners," chapter in *Best Practices in the Integration of Faith and Learning for Adult and Online Learner* by the Council for Christian Colleges and Universities (CCCU) Center for Research in Adult Learning, Indiana Wesleyan University. He also reviewed John C. Maxwell's *Leadership Gold: Lessons Learned from a Lifetime of Leading* in the Winter 2009 *Journal of Biblical Integration of Business*.



**Hope Nisly, MLS**, Hiebert Library acquisitions and community relations, had an original story aired on KVPR's Valley Writers Read. "With Normal in the Rearview Mirror" was broadcast July 14. Another story, "Cousins," was accepted by the program for broadcast May 4, 2011.



**Matt Gehrett, M.A.**, executive director of the Office of Continuing Education, presented at the 95<sup>th</sup> Annual University Continuing Education Association (UCEA) Conference in San Francisco April 7-10. The title was "Putting a Face to Cyberspace: Innovative Marketing and Recruitment Techniques that Work. From Conversation to Conversion: Building Relationships that Turn Prospective Students into Enrolled Students."



**Anne Friesen** died September 3, 2010. She was the wife of Dietrich Friesen, music faculty 1952-1979, and the mother of Milton Friesen, M.A., music faculty. "Anne Friesen's calling in life was to live it with a smile on her lips and praise in her heart," Milton said.

A consummate hostess, Anne could prepare food for an army of musicians, sing in one of her husband's oratorios, then host a post-concert reception in her home. She loved every student she met and was known as "mom" to them all.

Anne cared for Dietrich until his death in 1988. Anne was preceded in death by her daughter Katherine Robinson (PBI '57) and son Victor Friesen (attended '61). Her surviving children are Walter (PBI '59) and Dolly Friesen of Lodi, Allan (attended '68) and Christine Friesen of Denver, Co.; Eugene (attended '74) and Wendy Friesen of Brattleboro Ver.; and Milt (attended '75) and Bendta Friesen of Fowler.





Let's get  
Social!

# INTERNET AND SOCIAL MEDIA CHANGE **communication** TO **conversation**

"REVOLUTION" IS ONE OVERWORKED WORD—  
USUALLY DIVISIVE AND RARELY JUSTIFIED.

**W**hat the Internet and social media have done to communication is different. As immediate as a computer and as far-ranging as communication satellite, new media have made mass communication into conversation. "It's not just a monologue anymore," says Nick Gundry, FPU associate director of interactive media.

Say you wanted to be heard in the late 20th century. Whether you wrote a letter to the editor or raised your hand in class, someone else decided whether what you had to say merited attention. Alternative

communication was when you risked a note to your neighbor, and mass release was when the teacher intercepted the message and read it to everyone.

Today anyone with access to a computer or a cell phone—just about everybody—can speak up on everything from public school talent shows to presidential news conferences. Comments are immediate and worldwide, with no one to check the facts or correct the spelling. And your free speech may be freely spoken about by people you don't know and monitored by everyone from potential employers to your mother. Who's in charge? No one.

"There's no point in trying to control the message because you can't anymore," says Lisa Alvey, social media manager at Fresno Pacific. "Everyone has a voice now."

On the ramparts of this revolution for Fresno Pacific University are Gundry, Alvey and a growing number of faculty and staff. All are armed with websites, Facebook pages and Twitter accounts. The university also has channels on YouTube and Vimeo.

## Riding the web

Way back in the early 21st century organizations ushered all visitors into their websites through the home page, a "front door" to unify everyone's experience. This led to intense competition as programs and departments all vied for this one page. It also led visitors to sniff out entrances nearer the information they wanted.

Today FPU welcomes 40,000 individuals in 122,000 separate visits through several doors, so guests no longer need dawdle in the living room when the food is the kitchen. In addition the 15,000-"page" main website, undergraduate admissions, athletics and university communications also host their own sites.

However they get in, visitors want information, from application deadlines to concert dates to sports scores, in a variety of formats: text, images, audio and video. Those who have stopped by before want to learn something new. "We need to generate massive amounts of content," Gundry says.

Strong content turns first-time visitors into regular guests. Traditional media—books, magazines, newspapers, broadcast and direct mail—push information to the audience. Open the mailbox or turn on the TV and there it is.

Websites and social media must catch people's attention and pull them in. Type "Christian college" into Google and 31.2 million results pop up in 0.16 seconds. To entice visitors to pick FPU from the multitude, we must give them something they want to look at, listen to and, most important, share. "We encourage sharing and encourage being found," Gundry says.

Sharing videos, articles and music is the Internet version of word-of-mouth, the best way to become known and trusted. People who trust a person or an organization will check out their recommendations on anything from good Indian food to a great education.

To be successful, FPU must get its message across by addressing what visitors care about, leading to a constant tug of war between what people want to know and what we want to tell them. The university structure of schools, divisions and departments, for example, is cherished on



campus but irrelevant beyond. "It's important students know we have schools as an academic indicator, but they don't care about the org chart," Gundry says.

Research is the key to good content. Google Analytics is a service that allows staff to see which pages people visit, when and what they look at. "Probably the greatest thing you can do online that you can't do offline is track things," Gundry says. "We segment what we put on our website to be of interest to the person seeing it."



Attitudes about the Web have shifted in Gundry's five years at FPU. "When I started people would say, 'I'd like to get that online, someday,'" he says. "Now there's an expectation that everything will be online, and a sense of surprise when it isn't."

Gundry is an unabashed Internet advocate. "There are so many ways to connect," he says. "There are so many ways to do good." People can blend the compartments of their lives. "There's no dead time anymore. You can create a shopping list with your wife...or check out a new school," Gundry says.

Young people today feel about the Internet as their parents felt about television. "It's just part of the world," he says.

The Internet is now so simple it takes no technical knowledge to join in. Gundry, who has been an Internet professional for 13 years, is an example. "I'm an art history major," he says.

Now the campus has begun to embrace social media as it did the Internet. "It's the new Web," Gundry says.

contact until they are ready to apply. "That tells us we're providing good content; they're finding the information they need," Alvey says.

Next on Alvey's plate is launching a Fresno Pacific Ning group. Open to alumni only, members will connect by graduation year, athletics, music, majors, clubs and other criteria and get university news, events and career services. "It connects you to your alma mater in a way you haven't been able to before," she says.

Happy to admit she can't do everything herself, Alvey helps departments and other areas determine what social media is right for them and trains whoever will create the content. Throughout the process, she stresses the need for conversation. "In social media the key word is social," she says.

Social also means fast. People who post questions immediately expect responses immediately. "Not Monday morning when you're back in the office," Alvey says. Thank Amazon and other online companies for setting customer service expectations high. "The Internet is never turned off," she adds. "Especially when you're a teenager and you think email's slow."

One more key to social media success: don't be shy. "I think everybody has a story to tell. You just have to try," Alvey says.

## Getting social



**A**lvey agrees. "Professors are beginning to realize it's just another tool to stay in contact with their students." Hired as web content editor in 2008, she is among the first social media managers in the Valley. Alvey reports her job list has quadrupled in the last six months.

FPU's social media involvement begins with 16 Facebook pages. She also creates Internet and email ads and keeps an eye on many Facebook pages related to, but not affiliated with, FPU, and managed by alumni, current students and others. One is titled: "You know you're a student at FPU when..."

Academic programs are the best way to promote the university. "People know what they're looking for; they want something very specific," Alvey says. Information must be easy to understand. Popular topics are faculty qualifications, financial aid and what they can do with their degree.

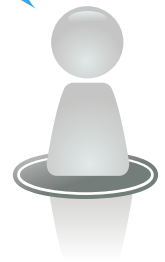
Proof that the university's Internet and social media strategies are paying off is the dramatic rise in stealth students. These prospective students—traditional undergrad, degree completion and grad—research universities on the Internet and make no

*The Internet and social media are just tools to be used to teach students what it means to be a leader and to serve others.*

Jim Ave

*You can't get quicker than the click of a button.*

Laura Brickey



## Embracing Academics

Faculty have embraced the Internet and social media as an educational tool.

"Students come from all over," says Jim Ave, director of the online master's in kinesiology program. "It really opens up the borders of our campus." Next December, for example, three graduates from Guam and one from Boston plan to come to meet physically at commencement after becoming friends online.

The Internet brings faculty and resources as well as students, says Jeanne Janzen (MA '96), director of the online master's in curriculum and teaching with the leadership emphasis. Janzen, her colleagues and students are finding and organizing lists of Web tools for the future. "It's like creating our own library," she says.

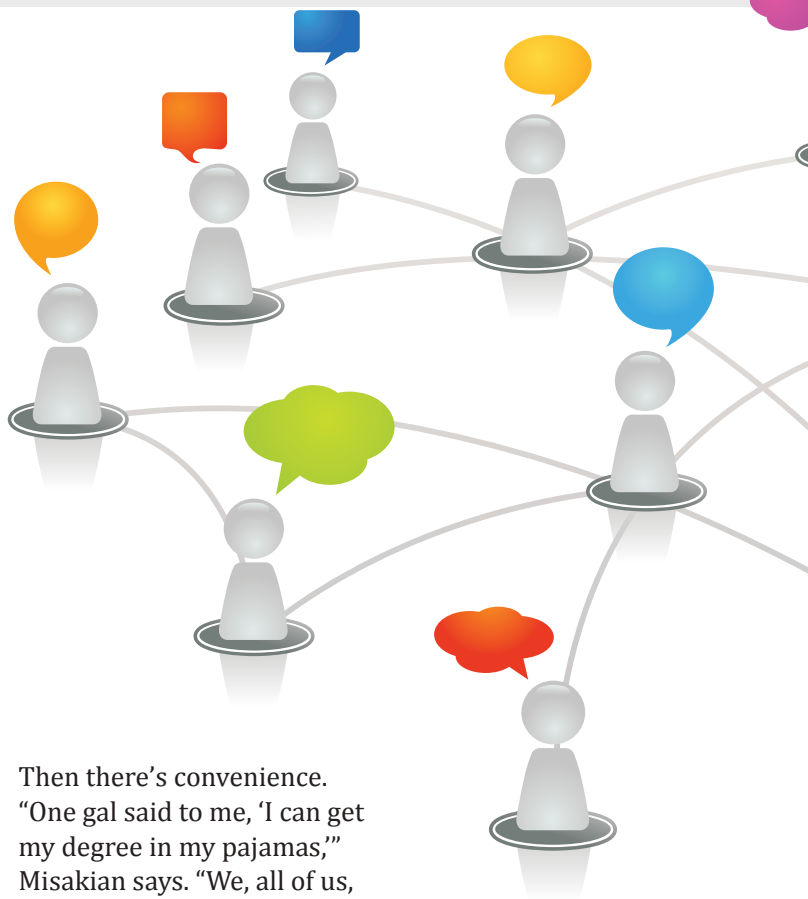
Janzen has experienced the benefit of a wide-ranging faculty as a student. When pursuing her doctorate she participated in a class session with a professor in Michigan and guest presenters in Florida and Maine while she was on the road to a Giants-Dodgers baseball game. Fortunately, she wasn't driving; "I had to keep telling my husband to watch the road, not the screen," she says.

Another advantage is that FPU need not lose the expertise of faculty who have retired or moved. "It means an increased quality in the faculty I can use," Janzen says.

Students generally accept online learning quickly. Faculty have a learning curve, "but it quickly becomes part of how you teach," Janzen says. "Just like there's an art, a pedagogy, to face-to-face instruction, there's an art, pedagogy, to online instruction."

Community may be different online than face-to-face, but it's just as real. "You know what my students tell me?" asks Jo Ellen Priest Misakian, director of the school library and educational technology programs: "We're closer online because we're constantly communicating." Students who used talk only in class now email between classes. "I think I get to know my students on a more personal level. I tell them I'm a keystroke away," she adds.

Online study also helps that quiet person with lots to share who doesn't speak up in class. "They're not shy online," she says.



Then there's convenience.

"One gal said to me, 'I can get my degree in my pajamas,'" Misakian says. "We, all of us, myself and the candidates, can work on our own time."

Because conversation must be typed through a computer keyboard, students become better writers. "They have to write their comments and share them with the whole class," Misakian says. "The most rewarding part for me is reading candidates' comments. I'm in awe of the insight they share. Everybody has to participate, and they do—eloquently."

Just as in traditional classes, community can translate into faith. Ave's program, for example, features daily Bible verses. Faculty share their testimonies and Ave posts videos from pastors. Students call and ask for prayer over the telephone. "We want to integrate our faith into all our classes," he says.

Changes in technology also make teaching more efficient. "I believe that our graduate program will become better each year," Ave says. "Our program is not the same as it was when it started in 2005. It will be significantly different in five years. I like this. We want to be the leaders in kinesiology online education."

Talking about building professional development's Web presence, Matt Gehrett (MA '98) echoes the theme: "The thing you need is content, content, content," says the executive director of the Office of Continuing Education. His solution, however, is unique. Continuing education has become a part of We are Teachers, an educators' website.

In addition to information about the university, the FPU section offers an original, staff-written serial called





Allegory Elementary School, the story of a fictional school that gives teachers a vehicle to discuss their issues and offer advice. "We're hoping people will connect with the story and share their ideas," Gehrett says.

Gehrett oversees the Center for Professional Development (CPD). About 8,000 professionals, mostly educators, across the nation and beyond take the center's professional development courses each year, choosing among 75 online and 250 mailed offerings.

Unlike traditional courses that end after a semester, "our online independent study courses have activities going on forever," Gehrett says. Students often stay in the communities created by the classes, continuing to share ideas and learn from one another and the faculty.

CPD also uses online and social media to market its programs (most people find FPU classes by searching Google). "That has been effective," Gehrett says.

Research tools such as Google Analytics allow Gehrett to see what words people respond to as well as track how many sign up for a class from a particular area. This allows CPD to target its audience and hit individuals in their interests. "The one that always resonates is when we say 'sign up for classes now so you can take the cost of tuition off your taxes,'" he says with a smile. "We know what the hot messages are."

Students can also speak up by rating courses online. "Word of mouth is the most important thing," Gehrett says.

Online courses have grown by at least 20 per year for the past three years, but traditional distance education by mail will stay strong. "All of our research shows it's about 50-50 and that's been consistent," Gehrett says. "We will always have courses through the mail because our students want that."



## FPU ON THE WEB

**The university has several websites for prospective students, alumni, athletics and general information.**

[fresno.edu](http://fresno.edu)—main campus website

[fresno.edu/socialmedia](http://fresno.edu/socialmedia)—a sampling of FPU's social media

[experiencefpu.com](http://experiencefpu.com)—targeted toward potential traditional undergraduate students and their parents

[fpuathletics.com](http://fpuathletics.com)—news and information on Sunbird sports

[news.fresno.edu](http://news.fresno.edu)—university wide news and information

[blogs.fresno.edu](http://blogs.fresno.edu)—columns by President D. Merrill Ewert and others

[blogs.fresno.edu/allegoryelementary/](http://blogs.fresno.edu/allegoryelementary/)—continuing serial about a fictional school written by staff in the Office of Continuing Education to discuss issues in education

### FPU has four online academic programs:

- Master of arts in curriculum and teaching—leadership focus  
[fresno.edu/curriculum-teaching/masters-online](http://fresno.edu/curriculum-teaching/masters-online)
- The teacher librarian program (credential and master of arts)  
[fresno.edu/education/library-media](http://fresno.edu/education/library-media)
- M.A. in kinesiology—emphases in athletic training, physical education and sport administration  
[fresno.edu/kinesiology](http://fresno.edu/kinesiology)
- M.A. in educational technology—the first cohort scheduled to enroll in spring 2011  
[fresno.edu/edtech](http://fresno.edu/edtech)

# Energizing Enrollment



**A**dmissions is all about matching information and audience. Fresno Pacific is one place, but potential traditional undergraduate, bachelor's degree completion and graduate students see it through very different eyes.

High school students want the full university experience, says Rina Campbell, director of undergraduate admissions. The best way to have that experience is still to come on campus, so admissions events are an important part of the Web presence. Being seasoned users of the Internet and social media, young people prefer to sign up for an event, and even apply to college, online. "That's where kids want to go for their information," she says.

While prospective students and their parents both care about a university's academics, quality of faculty, facilities and what students can do after graduation, parents like facts and figures in lists, while kids want images showing how students live on campus. With so much room on a website, each generation can fulfill its needs. "A website can delve deeper," Campbell says. Features on the FPU site allow

students to instantly check their application progress and pay some fees and deposits. "This will help us streamline our procedures and parents feel more secure than calling in with a credit card," she adds.

Facebook and Twitter are often the first contact for prospective adult students, says Jon Endicott, director of graduate admissions and also involved in degree completion recruiting. His job is to get those students to the website. "We have good web pages with good information, we want to drive them there," he says. "We want to engage current and prospective students in a conversation that will lead them to seek more information."

*I know a lot of families that have the Internet who don't have a home phone.*

Rina Campbell

*I tell them I'm a keystroke away.*

Jo Ellen Misakian

*Social media boils down to community-building and conversation.*

Lisa Alvey

## A SOCIAL MEDIA PRIMER

FPU makes use of several social media tools. Web addresses follow each listing.



**Google**—The most widely used search engine in the world, Google is such a big player that its name became a verb. To "Google" is to look something up on Google. Features include Google News, Google Maps and Google AdWords. The company handles one billion requests for information daily and its revenues top \$23 billion a year. Its official mission is "to organize the world's information and make it universally accessible and useful." Its unofficial slogan is "Don't be evil."

**Google.com**



**Ning**—Similar to Facebook but users can create more private networks.

**ning.com**



**Facebook**—A social network where people and organizations can build pages and link to others. With over 500 million active users (defined as "those who have returned to the site in the last 30 days"), Facebook would be the third-largest country in the world by population, between China (1,339,470,000), India (1,187,590,000) and the United States (310,241,000).

**facebook.com**



**Twitter**—Users send and receive messages, called "tweets," of up to 140 keyboard characters through their telephone and sites like Facebook. Subscribing to someone's "tweets" is called "following" them. Twitter has over 100 million users worldwide.

**Twitter.com**



As the latest Global MBA cohort was forming, for example, Endicott tweeted, "Wouldn't it be great to have your MBA in 16 months?" Somebody tweeted back for more information and a link was made. "There have been discussions started, there have been leads generated," he says.

Those kinds of focused questions and answers are perfect for adults. "People who have jobs and families don't want to take time and sit around and chat," says Endicott. "They want to know, 'What is it I have to get done and how do I do it?'"

And students want those answers from people they trust. Grad/DC Facebook pages include student testimonials. "That's a huge thing," says Laura Brickey, regional centers marketing specialist for both degree completion and graduate programs. "It encourages and inspires students because they can hear and see people just like themselves." Adult students often lack confidence, wondering if they can balance job, family and education. "In some cases it's been years and years since they've been to school," she says.

No matter what their age, students love the speed of the Internet and social media. "You can't get quicker than the click of a button," Brickey says. "It gives us the opportunity to interact with our audience, our students and parents, in real time," Campbell adds.

The athletics website is also a recruiting tool. "In this day and age the first thing most prospective students see is the website," says Jeremiah Wood, sports information director.

Athletes research coaches, school records and their fellow players. They can also email and text coaches and start building relationships. "They want something that's visually appealing, but they also want a lot of information," he says.

Sidearm Sports in Syracuse, N.Y., created the athletics website and FPU manages it. Athletics also has a Facebook page and Twitter account and sports fans can sign up to send receive text messages. "If I'm at a game and we score a goal, I'll send a tweet," Wood says.

In addition to news, rosters and schedules, athletics offers a live feed of statistics of home volleyball, soccer, basketball and baseball games. More video is also going on the site, and Wood is gathering stories on athletes to expand the human dimension.

Whatever the area of the university—athletics, academics, recruiting and the rest—all websites are connected. Whatever door or window brings visitors inside, they can find their way anywhere, and come together everywhere.

So Wood speaks beyond athletics when he says: "The goal is to present FPU as unique from other institutions... this place has something special."

Yes, "revolution" is an overworked word, and often used to describe destruction. Imagine a revolution that brings people together, and brings them to FPU.



**Flickr**—A site where people and organizations share photos, videos and more images—reportedly 5 billion of them.

**Flickr.com** (FPU link: [flickr.com/photos/fresnopacific](http://flickr.com/photos/fresnopacific))



**YouTube**—The largest online video viewing site with more than 100 million videos ranging from current events to personal hobbies. Estimates put the number of views at one billion a day in 29 languages.

**youtube.com** (FPU channel: [youtube.com/whyfpu](http://youtube.com/whyfpu))



**Vimeo**—similar to YouTube.

**vimeo.com** (FPU channel: [vimeo.com/fpu](http://vimeo.com/fpu))



**We Are Teachers**—A social and business community for educators and related businesses.

**weareteachers.com** (FPU link: [weareteachers.com/partners/fresno-pacific-university-center-for-professional-development](http://weareteachers.com/partners/fresno-pacific-university-center-for-professional-development))



**Blogs**—Several Fresno Pacific folks write blogs (originally short for weblogs) to keep readers posted on happenings at FPU, in higher education and a variety of topics. Check out Bird Words at [blogs.fresno.edu](http://blogs.fresno.edu)

**LinkedIn**—The world's largest professional network, with more than 80 million members. <http://linkd.in/awTod5>

## ALUMNI PROFILE

# Anthony Gracian

## BA '08



## ▶ Gracian makes a name for himself through service

by Jaime Huss

**F**rom his earliest days, Anthony Gracian (BA '08) made a name for himself. Born five months premature, weighing just one pound six ounces, he and his twin brother were known by hospital staff as miracle babies.

Now age 23, Gracian is well known in the Corcoran community, but this time for his spirit of service. FPU is helping him further his education in a way that allows Gracian the freedom to continue giving back.

His servant-mindedness is innate. Born with mild cerebral palsy, Gracian spent elementary school in special classes for kids with learning or behavioral disabilities. That didn't stop him from joining student council and other school leadership activities. Even after transitioning to mainstream classes in junior high school, and facing his share of teasing, Gracian continued to remain active in school affairs. And that same drive persisted through his education at Corcoran High School, where he graduated with a 3.5 grade-point average.

"I've always felt that it's important to serve the community...to give back to others what has been given to you," Gracian says.

Corcoran community activist Mary Gonzales-Gomez noticed something special in Gracian after meeting him as a high school student. "I run into lots of young people who think they can't do it. But Anthony, even with his limitations, has overcome a lot of them through hard work," says Gonzales-Gomez. "He is truly a positive role model to his peers."

After high school, Gracian launched into his college education at West Hills College Lemoore. Hearing positive remarks about Fresno Pacific University from past teachers, he transferred to FPU's regional campus at the Lemoore West Hills campus in 2008

to pursue a bachelor's degree in early childhood development. The once-a-week class structure and its close proximity to Corcoran have opened up even more possibilities for Gracian to serve.

"It's been a nice way to earn my bachelor's degree, and I still have free time to be involved in the community," says Gracian.

Gracian's community involvement is impressive by any standards. He works with dozens of service groups, including the Center for Independent Living – Fresno; Corcoran Kiwanis Club; Corcoran Optimist Club; the Kings Partnership for Prevention and its Program Committee; the Corcoran Drug, Alcohol and Tobacco Task Force; Corcoran Family Resource Center's steering committee; West Hills College Advisory Committee for Categorical Programs; Kings County SELPA's Community Advisory Committee for special education; Kings County Regional Prevention Coalition; Kings Tobacco-Free Partnership; Kings County Family Preservation and Support Board; and Kings County Behavioral Health Advisory Board. Just this past February, Gracian was named Corcoran Family YMCA Volunteer of the Year and in May was named Kings Tobacco Free Partnership's Outstanding Coalition Member.

Gracian is now pursuing a second bachelor's degree in social work at Fresno Pacific and expects to graduate in spring 2011. His goal is to eventually become a family advocate intervention specialist in Corcoran's school district. "This is really needed in the schools," says Gracian. "There are lots of families and kids who need help...everything from transportation to language barriers."

In the meantime, Gracian's influence is already making a difference in this rural community. "There are other Anthony's out there," says Gonzales-Gomez. "And that's because he's a role model."

## In the News

**Ann Heinrichs (AA '61)** was in an article featured in the *Fresno Bee* September 15. She received the Purple Heart and other medals on behalf of her first husband, Roy John Spencer, who was killed in action during WWII. Sixty-five years after Spencer's death Ann was accompanied by family members, including her second husband, Wes Heinrichs (attended '63), for the ceremony on the Speaker's Balcony of the U.S. Capitol.

**Ron Adams (BA '69)** was in the *Chicago Sun-Times* September 9 to announce his return as an assistant coach for the Chicago Bulls. Adams began his coaching career as an assistant coach at Fresno Pacific in 1969. Adams moved on to coach other collegiate teams and made his way to coaching in the NBA.

## General Announcements

**Robert Friesen (AA '63)** had a show of his fine art photography June 3-27 at Spectrum Art Gallery, Fresno. The name of the exhibit was "Wondering Eye" and subjects ranged from international locations to Friesen's community.

**Janet (Dick BA '68) and Art Enns (attended '68)** moved to Boulder, Colorado, where Art is the development director for Engineers Without Borders. They enjoy living in Colorado but miss their grandchildren, Savannah, 10; Dylan, 8; and Luke, 6.

**Anitra (Williams BA '95)** and husband Greg Smee both began

permanent jobs June 21, 2010, after 21 months of unemployment. They say Jesus faithfully sustained them during this time, while they cared for Greg's mother, Rose, who has moderate dementia. Greg works for JBS Mechanical, Inc., in San Bernardino, and Anitra works for Church Resource Ministries in Anaheim.

**Kristen Lowry (BA '97)** was named classroom teacher of the year by the Kern County Music Educators Association. The award honors her inclusion and study of music in her fourth/fifth grade classroom above and beyond academic standards. She will begin her 12th year of teaching in the fall.

**Devree Clark (BA '97, TC '00)** coaches girl's basketball at Lemore High School.

**Melanie Greaver Cordova (BA '10)** received the \$2,500 Alpha Chi Benedict Graduate Scholarship. She will use it to pursue her M.A. in English and creative writing at New Mexico Highlands University, Las Vegas. Melanie was originally first alternate for the award, the only person from California or the region to qualify for one of the 10 Benedict scholarships given each year.

## Marriages

**Linda (Pigg attended '87) Buschman** announces the marriage of son Daniel to Allie Rose on April 16, 2010.

**Robyn Vogel (BA '03)** married Amilcar Jones on January 10, 2010. Amilcar is in the U.S. Navy and



Robyn graduated from Mennonite Brethren Biblical Seminary in May 2009 with a master's in marriage, family and child counseling.

**Amanda Jimenez (BA '05)** married Earl McMenamin on November 29, 2008. Earl graduated from Temple University.

**1 Beth Eckloff (BA '05)** married **Ivan Paz (BA '09)** on September 18, 2010. Ivan is Pink House co-director and community liaison for the Fresno Institute for Urban Leadership (FIFUL). Beth is associate director of FIFUL. The couple resides in the Jefferson neighborhood in Fresno.

**2 Anna Manzyuk (BA '05)** married Yuri Doroshuk on May 23, 2010, in Sacramento. Yuri graduated from Christ for the Nations Institute in December 2009 and is studying church ministry at Southwestern Assemblies of God University. He anticipates graduating with his bachelor's degree in the fall of

2011. Anna hopes to someday complete her master's degree. The couple resides in Dallas.

**3 Tauheedah Gaines (BA '07)** married Marcus Smith on January 1, 2010. Tauheedah received her credential and master's in education in June 2010 from National University. She is a health, strength and conditioning instructor at Chowchilla Union High School.

**4 Lauren Bagato (BA '08)** married **Loren Nikkel (BA '09, TC '10)** on April 9, 2010, in Wonder Valley. Lauren works in the FPU graduate services department. The couple resides in Fresno.

**5 Katelyn Hamar (BA '08, TC '10)** married Eric te Velde of Hanford on May 29, 2010. Eric earned a bachelor of science in dairy science from Cal Poly San Luis Obispo and manages his parents' dairy. The couple resides in Kingsburg.

**What's going on?** It's so easy to let your classmates and friends know what's happening in your life. Send your news—job, marriage, children, new address, awards—to alumni updates.

Please include your graduation year(s) with your update. Photos must be 1 megabyte for digital files and at least 3x4 inches for prints.

**Email:** alumni@fresno.edu

**Mail:** Charity Brown  
Fresno Pacific University  
1717 S. Chestnut Ave.  
Fresno, CA 93702

**Fax:** 559-453-2033  
(attention: alumni updates)





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## Births

**6 Julia (Thiesen AA '66) and Dennis Langhofer (dean of the School of Business)** are grandparents. Their son Andrew and his wife, Brandi, announce the birth of daughter Olivia Rae Langhofer on March 15, 2010, in Spokane, Washington. She weighed 7 pounds, 5 ounces and was 20 ½ inches long.

**7 Pam (Elrich BA '88) and Alex Pokrovsky** announce the birth of daughter Sophia Anastasia Pokrovsky on July 6, 2010, at 6:25 p.m. She weighed 10 pounds and was 21 ½ inches long.

**8 Carmen (Ens BA '95) Owen** and husband Andy welcomed Eleanna Jaytiya-Joy Owen into their family on February 19, 2010. She was born in Bangkok on December 6, 2008. Her adoption was to be final in September 2010. She joins brothers Connor, 10; and Isaac, 7.

**9 Roslyn (Hamman BA '97) Moes** and husband Graham announce the birth of daughter Samantha Christine Moes on September 3, 2009, in Ellensburg, Washington. She weighed 7 pounds, 12 ounces and joins brother Gideon, 6; and sister Hannah, 3. Roslyn is an international student advisor at Central Washington University.

**10 Jennifer (Fransen BA '99) and Timothy Gould (BA '98)** announce the birth of daughter Beatrice Piper Gould on February 28, 2009.

**11 Marcelo Warkentin (BA '98)** and wife Clarice announce the birth of son Lucas Ens Warkentin on April 10, 2010. He joins sister Isabella, 2.

**12 Amy (Adams BA '00, TC '01) and Nathan Ayers (BA '97)** announce the birth of son Aden Isaiah Ayers on November 21, 2009. He joins sister Aliya, 4.

**13 Megan (Roberts BA '01) and Erik Richards (adjunct faculty)** announce the birth of daughter Charlotte Elizabeth on July 6, 2010. She weighed 7 pounds, 10 ounces and was 21 ¾ inches long. She joins brother Maddox, 2.

**14 Elizabeth (Whiteley attended '02-'03) and Steven Estes** announce the birth of son Nahum Levi Estes on May 6, 2010. He weighed 5 pounds, 10 ounces and was 20 inches long.

**15 Katie (Fast, BA '04, TC '05) and John Wiebe (BA '03)** announce the birth of son Henry Allen Wiebe on April 29, 2009.

**16 Jennifer (McLoughlin BA '04, TC '05, MA '10) and Jimmy Loomis (BA '04, TC '05, MA '10)** announce the birth of daughter Rachael Janae Loomis on June 16, 2010.

**17 Heather (Browning BA '04, TC '05) and Chris Wood (BA '05)** announce the birth of son Aaron Christopher Wood on June 29, 2010. He weighed 7 pounds, 3 ½ ounces and was 19 inches long.

**18 Erica (Bettencourt BA '05) and Chris Lassen (BA '08)** announce the birth of daughter Charlotte Ann Lassen on August 15, 2009. Erica is the articulation analyst at CSU Fresno and Chris supervises the FPU mailroom.

**19 Amanda (Jimenez BA '05) McMenamin** and husband Earl announce the birth of daughter Natalie McMenamin on August 23, 2009.

**20 Vanna In (BA '06)** and his wife, Sokmarly, announce the birth of son Arun Vongseun In on July 6, 2010.

**21 Tauheedah (Gaines BA '07) and Marcus Smith** announce the birth of son Darius Smith on April 22, 2010.

## FPU Athletic Hall of Fame inducts four



FPU Hall of Fame inductees and presenters (left to right): John Moore, Donnie Johnson, Esther Klassen Isaak and Jonathan Isaak, Don Gregory, Steve Ward, Qin Wen, Dennis Janzen.

**Four who made Fresno Pacific sports what it is were inducted into the FPU Athletics Hall of Fame September 20.**

### **Don Gregory (BA '75)** Cross country and track

Don Gregory, M.D., has retained a strong connection to Sunbird student-athletes. An NAIA All-American (1974), he still holds school records in the 10-mile run, 20-mile run and 10-kilometer. Gregory was cross country team captain in 1972-1974 and track and field co-captain in 1974-1975. In 2006, he won the FPU Distinguished Alumni Award.

### **Donnie Johnson (attended '87-'90)** Basketball

Donnie Johnson's 36-point game is among the top Sunbird performances. He was GSAC Player of the Year and on the all-district team. As a senior Johnson was GSAC Player of the Week twice, averaged 17 points per game and led the team to a 21-11 record.

### **Qin Wen (BA '02)** Volleyball

Qin Wen played on three GSAC championship teams that twice made the NAIA "Final Four." Named to the NAIA and American Volleyball Coaches Association All-America Team in 1997, 1998 and 1999, she ranks among FPU leaders in kills, kills/game and attack efficiency and holds the NAIA national single-match kill record.

### **Ken Isaak (BA '76)** Sports information

As director of sports promotion/sports information 1991-2007, Isaak completed the Golden State Athletic Conference Record Book, chaired the GSAC SID committee and served as President of the NAIA's association of Sports Information Directors. The NAIA gave Isaak the 2003 Clarence "Ike" Pearson Award, its highest honor in sports information. Ken Isaak died April 15, 2010. Wife Esther Klassen-Isaak and son Jonathan accepted the award.

## Deaths



**Dwight Elrich (attended '63)** died March 12, 2010. He was born December 10, 1941. He is survived by his brothers, **Kenneth (PBI '57)** and **Stanley (attended '69) Elrich**.

**Brian Piercy, 27 (attended 2001-2003)**, was killed in action July 19, 2010, in Afghanistan. Brian was a staff sergeant with 82<sup>nd</sup> Airborne Division, U.S. Army. He was a resident of Clovis and on his second tour of duty in Afghanistan. He and **Christine (Perreault BA '05) Piercy**, were married December 16, 2006.



**Faith Darlene Harkabus (BA '07)** died March 5, 2010. She was born April 5, 1984. She is survived by her husband, Eric DeAnda; parents Jim and Brenda Harkabus; and brother Dane Harkabus.



## ALUMNA AMONG NEW BOARD MEMBERS

A familiar face joined the FPU Board of Trustees in October. **Yamilette (Gutierrez) Rodriguez (MA '06)** is a former director of undergraduate admissions and staff member in the School of Professional Studies. She is currently the director of programs for the Youth Leadership Institute in Fresno. Yami and her husband, Jim, are members of the United Faith Christian Fellowship, an MB congregation in Fresno. A passion for young people and higher education is part of what drew Yami to the board. "I believe that FPU is instilling in their students the experience they need to make a lasting impact in our society," she said. "Serving on the FPU Board would allow me to further the mission of the institution and continue the effort of empowering students to make sustainable change in their communities." Also beginning board terms in October were J.R. Coleman, pastor of The Word Community Church, Fresno, and Gary Ruddell, a Visalia attorney.



# Scholarship funds help students achieve their dreams

## PART 1

Each of the 120 endowed scholarships offered by Fresno Pacific University and the Fresno Pacific University Foundation are a chance to help students graduate from FPU. In this issue and the next, we look at just a few examples. To contribute to a fund, or establish one, contact Nicole Linder at nicole.linder@fresno.edu or 559-453-2058.

■ **Orrin and Ruby Berg Psychology Endowed Scholarship** was established by Ruby Berg to honor Orrin’s 27 years with the university. Orrin established the psychology program at Pacific College (now FPU) and was dedicated to integrating biblical principles and academic excellence in encouraging students to expand their horizons and achieve their best.

■ **The Ford Family Endowed Scholarship** was established by Larry and Janis Ford. Janis and her daughter, Rochelle, received their teaching credentials through FPU. The challenges they faced juggling family, school and work led to this scholarship to help parents return to school to enroll in the FPU teacher credential program.

■ **Katie Friesen Memorial Scholarship/Memorial Endowed Scholarship** was established by her parents, Dr. Brian and Marilyn Friesen (both FPU alumni) and many others to honor the memory of Katie Friesen, who died in an automobile accident in October 2009. Well-liked on campus, she was an outstanding student and a committed Christian.

■ **Dr. Eric and Darlene Hanson Annual Scholarship** was established by the Hanson Family Foundation to benefit deserving, knowledge-seeking young people. The Hanson family has been blessed by involvement in the lives of students and has witnessed how personal interest and financial assistance can dramatically transform a young adult’s life.



LINDER



MINASIAN

## Linder, Minasian assume new advancement roles

Nicole Linder and Joan Minasian have taken new assignments in the Advancement Office. Linder is director of major gifts and Minasian is director of community development.

Linder came to advancement in 2002 as associate director of events and alumni programs, later serving as director of alumni and church relations and director of the annual fund and donor relations. Before joining FPU, Linder was a marketing communications specialist for the Fresno Economic Development Corporation, scheduling director for the Fresno Mayor’s Office and marketing representative for Xerox Corporation/Digibopp Technologies.

Minasian had been manager of the *Building on Excellence* capital campaign since 2007. Prior to coming to the university, Minasian founded Development Solutions. She sits on the Fresno County Committee on School District Organization and the Northpointe Community Church Administrative Leadership Team. She is past president of the Association of Fundraising Professionals (AFP), which named her Outstanding Fundraising Professional for the region.

## NEW PRESIDENT’S CIRCLE MEMBERS

The President’s Circle is a special group of donors who support FPU through their prayers, words, actions and financial support. The university welcomes those who have joined between January and September, 2010.

John and Kelley Ashley  
Laura Avakian  
Patrick and Elaine Bariteau  
John and Diana Brelsford  
Dan and Denise Costa  
Tim and Mari Cunningham  
Neil and Sonia DeFehr

Nat Dellavalle  
Michael Engel  
Carol Farmer  
Robert and Mary Jane Hekemian  
Allen and Caryn Kilgore  
Doug Kliewer and Hope Nisly

Randy and Tiffany Mehrten  
Gary and Eve Moody  
Tripp and Beth Pound  
Jim and Donna Puckett  
Charlotte Salwasser  
DeWayne and Sandra Zinkin



## BEST DIRECTOR'S CUP FINISH

FPU finished third in the race for this year's NAIA Learfield Sports Directors' Cup competition after being fourth in 2009 and 2008. National titles in women's volleyball, women's tennis and men's swimming helped the Sunbirds to 801 points. Azusa Pacific won with 820 points. The cup is a joint effort of the National Association of Collegiate Directors of Athletics (NACDA) and USA Today. More at [fpuathletics.com/news/2010](http://fpuathletics.com/news/2010)

## FRESNO ATHLETIC HALL OF FAME INDUCTS JANZEN, SCHULTE



JANZEN

SCHULTE

Volleyball coach Dennis Janzen and former volleyball All-American Tracy (Ainger) Schulte were inducted into the Fresno Athletic Hall of Fame November 4.

Janzen's record is 815-165, including five national titles, four NAIA Coach of the Year awards and 16 Golden State Athletic Conference championships. In addition, 96 percent of his students graduate.

A three-time NAIA All-American and 1996 Player of the Year, Schulte (Ainger) was inducted into the NAIA Hall of Fame in 2003 and the FPU Hall of Fame in 2009. She is head volleyball coach at Fresno City College.

## New basketball coaches meet challenges as season dawns



### MEN

Recently promoted head coach Chris Wright must replace seven seniors, including two All-Americans, who helped the Sunbirds win 51 games in the past two seasons.

Wright is confident in the incoming group will be able to keep the Sunbirds at a high level.

"We're definitely in the same ballpark as the last couple years. Obviously when there's a bunch of new guys, it's a process to get everyone on the same page, but we feel extremely confident," he said.

The Sunbirds boast eight recruits, including a point guard that can step in right away in Kenny Bradford, a pure shooter in Matt Christman, tremendous athleticism from wing players Brandon Rowe and Rickey Vick and strong inside presences in Casper Hesseldal, Jerante Morgan and Tyler Goslinga. To top it off, Wright landed a top junior college scorer in Deshaun Legree. They join returning seniors Jordan Wild and Adam Kado.

### WOMEN

Hired in July, women's coach Erin Scholz didn't have a chance to recruit for this year's team. That didn't stop the Sunbirds from adding four players to help begin rebuilding a program.

Point guard Jenay Herring and shooting guard Sienna Gonzales, both from Yosemite High School, a top Valley team, committed last spring. Herring was third in the state with 279 assists. Also joining the program are Southern California recruits forward Breana Buczek and guard Callie Rohrbacker. Returning players include senior forward Jessica Torrecillas, last year's leading scorer.

"We have an incredible group of young women to begin laying a new foundation," Scholz said.



## COFFMAN COULD SWIM HER WAY TO THE LONDON OLYMPICS

Senior Cheyenne Coffman may be heading to the 2012 Olympic Trials after swimming a time of 25.75 in the 50 meter freestyle at the Western Zone Senior Meet in Clovis in August.

Coffman, a senior from Prather, placed 31st (26.37) at the USA National Championships in Irvine, but came home to swim a time that would have placed her ninth and earned her a spot on the World University games team that travels to China next summer. She won't be heading to China but her new time will almost certainly qualify her for the 2012 Olympic Trials.

"If you post a time that would have placed in the top 10 at USA Nationals, then you will certainly be well under the projected qualifying time," said FPU head coach Peter Richardson.

The 2012 Olympic Trials will take in place in Omaha, Nebraska, June 25-July 2, 2011, at the Qwest Center in preparation for the 2012 Olympics in London.

"Making the cut was the first step but now we have to sit down and construct our two-year plan to give her a chance to make the team," Richardson said. "Realistically, if she drops another second in the 50, she has a solid chance."

## SUNBIRDS ON THE WEB

[fpuathletics.com](http://fpuathletics.com)

Check out more complete information on the stories you see here, plus features on men's water polo, a soccer alumnus who visited President Obama and the latest on all sports.



## PLANNED GIFT MAKES stewardship happen

*“We’re happy our car could have a second life keeping the connection between the university and the church strong.”* —John and Esther Berg

**S**tewardship has taken many forms for John and Esther Berg. They have used planned gifts as varied as vehicles and real estate to create scholarships.

No matter what form a gift takes, it supports Fresno Pacific’s ministry to students and to congregations. Garry Prieb, director of stewardship (pictured with the Bergs) uses one of the automobiles for his visits to congregations and alumni.

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