



# President's Report to the SMCCCD Board of Trustees

President Michael Claire ~ April 23, 2014

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## Student Select CSM Alumna for Commencement Speaker

In a departure from previous practice, the college is pleased to announce that **Arianna Avendano**, a CSM alumna, will serve as the keynote speaker at the 92nd commencement exercises on Friday, May 23. The selection of an alum is a shift from the tradition in which the speakers have been public servants.

Arianna earned her BA degree in psychology from California State East Bay in 2013 and AA from CSM in 2011. Currently, she is a program counselor with a medical weight loss and management clinic. She is involved in several community and professional organizations including membership on THRIVE (The Alliance of Nonprofits of San Mateo County) and CSM's Advisory Council for Community Outreach; she also volunteers as a California-certified sexual assault counselor. While at CSM, Arianna served as lead student ambassador in the Community Relations and Marketing Department. ■

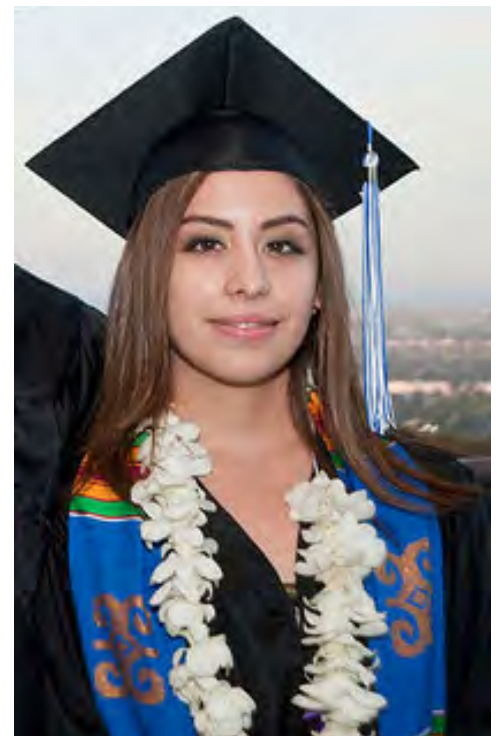


Photo credit: Gino De Grandis

## Venture Capitalist Speaks on “Pitching the Wow!”



CSM’s Small Business Development Center recently hosted its first event, “Pitching the Wow! The Venture Capitalist Way to Pitch Your Business” which attracted a crowd of more than 170 attendees. The event kicked off with a presentation by **Bill Reichert**, managing director of Garage Technology Ventures and one of the most prominent venture capitalists



in Silicon Valley. According to **John Emmons**, project director of the Small Business Development Center, “He knocked it out of the park!” Then, in a format similar to TV’s critically acclaimed “Shark Tank,” 15 promising entrepreneurs pitched their ideas and received great feedback from Reichert. In addition, networking opportunities were provided by 12 startups displaying their wares. The Small Business Development Center is a division of the Small Business Administration and is designed to help guide startups and grow small business from the ground up. ■

## Professor's Public Art Exhibit Celebrates the Presidio



*Picturing the Presidio*, multi-faceted public art installation by Professor of Photography **Lyle Gomes** is currently on display at the S.F. Presidio and online galleries through October 31, 2014. It is presented in partnership with the Presidio Trust. The exhibit can be experienced four ways: Forest Gallery: a collection of 52" panoramic images captured by Lyle between 1989 and 2009 are displayed along the Presidio's trails in the location where they were originally made; Virtual Gallery: a collection of 60 Presidio photographs which also shows locations of where each was captured on an interactive map; a community gallery where the public can share favorite photos of the Presidio and through a series of free guided walks, photography classes and other programs.

For more than two decades, Gomes has captured emotive black and white images of the Presidio during a period of great transformation. The exhibit extends the experience by inviting visitors to share their own photographs of the park via Instagram and to go deeper through a series of free guided walks, photography classes, and other programs. An online virtual gallery offers a larger selection of Gomes' images, revealing the artist's intimate observations of an ever-evolving park environment.

The Presidio has long been an influential setting for Gomes. He began photographing the Presidio while it was still a military post. In 1994, amid the Presidio's transition from post to park, he created *The Presidio: a City Woodland*, an exhibit of 48 images displayed at the Ansel Adams Center for Photography. ■

## EOPS Students Take Field Trips to Southern Cal Universities



*Photo courtesy of Tami Hom*

During spring break, CSM and Skyline College’s Extended Opportunity Programs & Services (EOPS) staff accompanied 34 CSM students and 12 Skyline students on a Southern California university tour to UC Irvine, UCLA, UC Riverside, UC Santa Barbara, CSU Los Angeles, CSU Long Beach, CSU Pomona, and USC. Participants paid only the cost of their meals while the hotel and transportation were paid by EOPS and the Basic Skills Initiative. EOPS offered the trip to encourage students, many of whom are first-generation college students, to continue their education by transferring to a university. At each campus, students received a campus tour, presentations on topics including transferring, financial aid, and support services, and listened to university transfer students’ experiences about transitioning from community college. As a result of the trip, EOPS students strengthened their relationships with each other and reaffirmed the fact that they have the potential to succeed in higher education. One of the participants summed up the experience: “After this field trip I have more confidence in myself to do better in school and challenge myself. I am really thinking about school more seriously and it was very helpful.” ■

## CSM Pilates Instructor & Program Receive Coverage in National Magazine

CSM Instructor of Kinesiology and Dance **Sara Artha Negara** and CSM's Pilates certificate programs were featured in a four-page spread in the March-April 2014 issue of *Pilatesstyle* magazine. The article, "Pilates U" describes how teacher training programs in Pilates are becoming more prevalent on college and university campuses. It outlines the advantages that the programs offer over standard programs, including providing more comprehensive training while students are still in college, affordability, especially at community colleges, and employability. According to Artha Negara, "Most of our students get work even before they leave (CSM)." CSM is one of ten programs described in the article. Artha Negara developed the program at CSM in 2010 and serves as its director. ■

## Campus Celebrates National Library Week 2014



CSM Library Makerspace Celebrate National Library Week! April 14-18, 2014

What do you want to make?

Monday	Tuesday	Wednesday	Thursday	Friday
READ Posters	3D Printer	Kites & Solar Cars	Soldering +	T-Shirt Revamp

Drop-ins welcome! No sign-up required! All workshops are free!

On April 14–18, CSM's Library sponsored a slate of events and activities to celebrate National Library Week 2014. Each day featured Makerspace workshops with projects ranging from selfies for book posters, tetrahedron kites, solar-powered cars, the basics of soldering, the deconstructed t-shirt. The workshops are offered on a drop-in basis and free to faculty, staff and students. Additional activities included a scavenger hunt and free pizza. ■

## Students “Get Linked” with Employers



On March 25, CSM’s annual Get Linked Job Fair provided a variety of opportunities for students seeking full-and part-time employment and internships. More than 60 employers representing a myriad of paraprofessional fields were on campus to meet individually with students and discuss career opportunities in their respective companies. Students who attended found the fair to be a good chance to learn how to present themselves to employers and practice networking. Prior to the event, the Career Center assisted students in developing resumes and preparing to meet employers at the fair. Career Counselor **Eileen O’Brien** coordinated the event. ■



*Photos by CSM Community Relations and Marketing*

## Kudos

~ CSM alum **Scott Feldman** was the Houston Astros starting pitcher for the 2014 Opening Day game. Feldman threw 6 and 2/3 scoreless innings in his second career Opening Day start. His performance helped the Astros beat the New York Yankees 6-2. Feldman was 12-12 last season for the Chicago Cubs and Baltimore Orioles and signed a \$30 million, three-year deal with Houston in the off season.

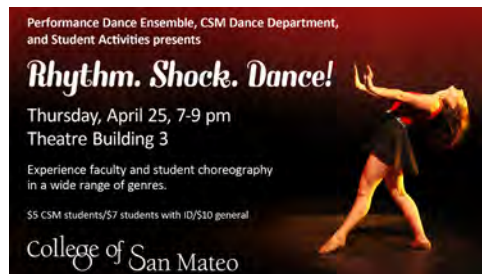


~ CSM graduate **Rhonda Demars Farland** was featured in a recent *New York Times* article, "Etsy, the Makeup Counterculture." Demars Farland a former art student at the college, has successfully launched Erzulie, an organic mineral-based cosmetic line which was referenced in the article. Rhonda is featured in CSM's Student Experience, a website that highlights student success stories: [collegeofsanmateo.edu/studentexperience/index.php/student/rhonda-demars](http://collegeofsanmateo.edu/studentexperience/index.php/student/rhonda-demars).



Photo source: Facebook

~ Congratulations to the **Community Relations & Marketing Department** for capturing three awards at the annual CCCPRO Conference: second place for Electronic Collateral for CSM Dance electronic sig-



nage (designer **Dany Keilo**) and two third place awards for Performing Arts Promotional/Ad Campaign for "Sounds from the Streets - A Historical and Musical Presentation on the Emergence of Latin Rock" (designers **Alexis Madayag/David McLain & instructor Rudy Ramirez**) and in the Logo Design category for "50 years on the Hill" (designer **David McLain**).



~ On March 21, California Assembly Member **Kevin Mullin** co-hosted a Health Coverage Resource Fair at CSM. During the four-hour event, Assembly Member Mullin gave a legislative update and then took questions from audience members about issues and concerns affecting the community. The resource fair provided information on health insurance, housing, county services, health services and Medi-Cal. ■

## Student Success Story: Dee Dee Pickard

After earning a degree from the Musicians Institute in Los Angeles, professional singer **Dee Dee Pickard** built a successful career in the music industry as a vocalist performing in corporate bands, doing studio work and sessions and teaching voice. When Dee Dee, a single mother, moved from Los Angeles to the Bay Area, she was ready for something different. “After a break of six years, I decided to go back to college. I researched schools in the Bay Area and when I visited CSM, I really liked the campus and more importantly, it felt like the right place for me.” After getting her daughter settled in a local school, Dee Dee enrolled at CSM and immersed herself in the role of college student.



*Photo credit: Laila Talpur*

“The transition from working professional to full-time student has been interesting. Socializing with a younger crowd, scheduling my already full life around school, and narrowing my academic focus were all issues I grappled with.” To ease her return to college, Dee Dee enrolled in a Career and Life Planning Class, “This class was very helpful. It made me think about what I truly wanted out of school and then target specific avenues. I had a lot of preconceived notions about the reasons I should choose a certain career path over another. I learned that just because I’m skilled in a particular area, it doesn’t mean I have to plan my whole future around that skill set. I can choose a path that intersects with my passions and acquire the tools I need along the way.”

Dee Dee was willing to take on more challenge this time around. When her English professor, Tim Maxwell, announced that the college’s Honors Project (a learning community for exceptionally motivated students) was hosting a mixer for prospective members, she decided to attend. After speaking with several students participating in the project, Dee Dee applied and was accepted. She was attracted to the project’s emphasis on research, and consequently was able to pair an honors course with her psychology class, a field in which she intends to conduct university-level research once she completes her degree. Her involvement in the Honors Project has fostered a deeper commitment in all her studies, allowed her to make connections with other talented students and helped her form friendships within the honors community. During her first semester in the Honors Project, Dee Dee decided to spearhead a new honors newsletter. As the creator and editor of *The Labyrinth*, she oversees the editorial staff and manages the production of the publication.



“Since my return to school, I’ve reinvented myself. I’ve been fortunate to encounter inspiring people; namely the professors that I’m working with in the Honors Project—Tim Maxwell, Mohsen Janatpour and Jim Clifford.” Dee Dee is also active in several clubs on campus: she is an executive member of Alpha Gamma Sigma; serves on The Project, the Honors Project club; is a member of the Speech and Debate Club; and is a participant in Let’s Chat, a program supported by the International Student Center. Additionally, she has worked extensively over the last two semesters to organize and perform in Human Rights Day, a campuswide event held each semester, which promotes awareness of human rights violations and celebrates our freedoms.

“My experiences and strengths differ from those of the typical student entering college for the first time. I’m always looking for ways to get involved in the CSM community and lend my leadership skills,” says Dee Dee. While she speculated how she would fit in socially among students mostly younger than her, she found her classmates inspiring—“they come from so many different places and each has a story.”

She chose social psychology as a major and plans to transfer to the UC system or private university in fall 2016. Dee Dee still works as a professional vocalist and plans to keep her musical career alive no matter where her academic journey leads. Looking back at her decision to return to school at CSM, she says, “It feels right—I made the right choice.” ■



*As the creator and editor of The Labyrinth, Dee Dee oversees the editorial staff and manages the production of the publication.*

# UPCOMING EVENTS

## Dance! Dance! Dance!

*Spring Dance Concert*

**Friday, April 25, 1:30 & 8:30 pm, Theatre**

Performance Dance Ensemble, CSM Dance, Student Life, and CSM Cosmetology present the best dance concert of the semester with two shows at 1:30 and 7 pm!

## Scholarship Awards Ceremony

*A celebration of achievement through scholarship*

**Friday, April 25, 6–8:30 pm, Bayview Dining Room**

## Town Hall & Open Forum on the Israeli-Palestinian Conflict

*Part of Israeli-Palestinian Awareness Week*

**Wednesday April 30, 11 am – 1 pm, Bayview Dining Room**

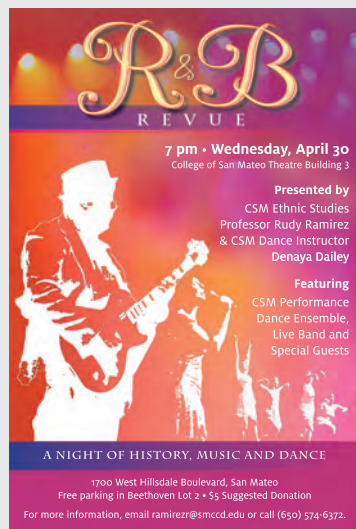
Learn about the conflict in the Middle East from both sides and learn how we can move forward in a constructive and positive way.

## R&B Revue

*A night of history, music and dance*

**Wednesday, Apr 30, 7–9 pm, Theatre**

Attend an extraordinary evening event celebrating R&B music through song and dance. Presented by Ethnic Studies Professor Rudy Ramirez and Dance Instructor Denaya Dailey.



## CSM Asian Pacific

### American Film Festival

**Saturday May 3, Theatre**

1–4 pm: *Linsanity*

7–10 pm: *Harana*

**Wednesday, May 7, noon, Theatre**

*Seeking Asian Female*

## Pianos Plus

*Piano and Harmony Concert*

**Tuesday May 13, 7–9:30 pm, Choral Room**

## Spring Electronic Music Concert

**Thursday, May 15, 7 pm, Theatre**

A showcase of new music by CSM students in the Electronic Music Program.

## Honors Project Showcase

**Friday, May 16, 4–7 pm**

**Bayview Dining Room**

Honors Project students present their final projects. Food, drink, music, presentations, family, friends and colleagues.

## 4<sup>th</sup> Annual WTFilm Student Film Festival Screening and Awards Ceremony

**Friday May 16, 6–9 pm, Theatre**

ASCSM presents the best of the best student films submitted to the 4th Annual ASCSM WTFilm Student Film Festival.

## Stepping Up: A Transfer Tribute



*Reception for students who are transferring in Fall 2014*

**Thursday, May 22, 4–6:30 pm, Bayview Dining Room**