

St. Edward's

UNIVERSITY MAGAZINE

FALL 2008 VOLUME 9 ISSUE 3



INDIVIDUALITY: THE IMAGE CAMPAIGN ■ THE LANGUAGES OF FAITH
COMMUNITY MINDED ■ IDENTITY MEETS WEB 2.0 ■ COKIE ROBERTS SPEAKS



Nurturing Individuals for the Sake of Society

Throughout the year, I have opportunities to address prospective students who visit campus to experience personally the St. Edward's University community. These students and their parents come to campus to get a "feel" for the university and to check the information they have gathered from word-of-mouth reports, college and university guides and communications from the Admission Office.

Students judge the university's ability to serve their individual educational and career goals and provide the services and amenities that they want. They determine whether or not the university offers the desired major field of study and evaluate faculty accomplishments. They compare the quality of our facilities — academic, residential and recreational — to those of other universities. They assess the richness of co-curricular life and how welcoming and caring the faculty and staff seem to be. Perhaps most important, they measure their personal comfort in the campus environment. These criteria would figure in any student's appraisal of any campus. However, for most prospective students at St. Edward's, whether

Catholic or a member of another faith, there is an additional question: Will the university provide for my spiritual needs?

Evident in all these criteria is that the choice of a college or university is driven mostly by individual considerations. This emphasis on individualism is part of the American culture. One finds it in the individual liberties protected by the American Constitution; in Hollywood movies about the Old West and heroes who stand up to corporate or government bureaucracies; and in the expanding self-help shelves in bookstores.

Being a Holy Cross institution, St. Edward's responds naturally and easily to students as individuals. As Catholics, we value each student as a creature of God and seek to assist and guide each student on a personal educational and spiritual journey that discovers the potential that lies within, who to be and how to live. To accomplish this goal, we maintain an average class size of 20 and a student-faculty ratio of 14:1. In class, students and faculty come to know one another through challenging and collaborative intellectual exploration and debate.

But the ultimate goal of a Catholic, Holy Cross education reaches beyond the individual to something greater — social justice. This is what makes education transformational. Discovering one's self begins an understanding that all human beings are part of a community and that self-realization can only be achieved through contribution to the common good. Education is a means to both individual goals and satisfaction and to improvement of the conditions of the larger community. Classroom discussions that pose difficult ethical and moral questions help to define one's self, but such questions can only be answered fully within the context of one's relationship to others and to society. That's why students are encouraged to "get involved" in causes on and off campus that address social justice issues. That's why campus ministry sponsors immersion programs to expose students to the daily difficulties facing the poor both abroad and in communities just miles from home.

The larger goals of education are not much on the minds of the 17-year-olds who come to St. Edward's as part of the annual tours of college and university campuses. These goals are revealed gradually through each course a student takes. By graduation, the student is transformed by an intellectual exploration of the meaning of life that is not available in a secular university and can only be found in one that is faith-based. It is this transformation that makes alumni so deeply grateful for their St. Edward's University education.

George E. Martin, PhD

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How faculty members and students at St. Edward's are shaping their identities online.



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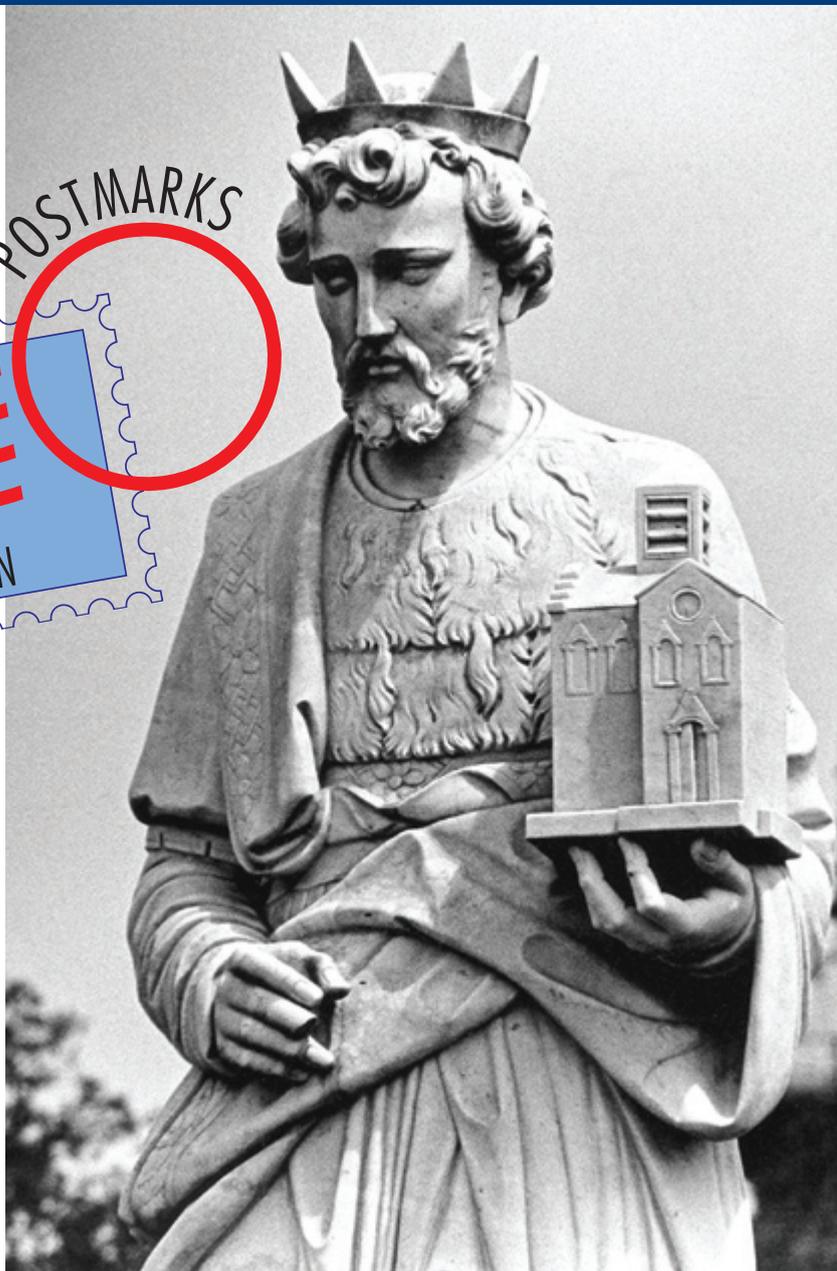
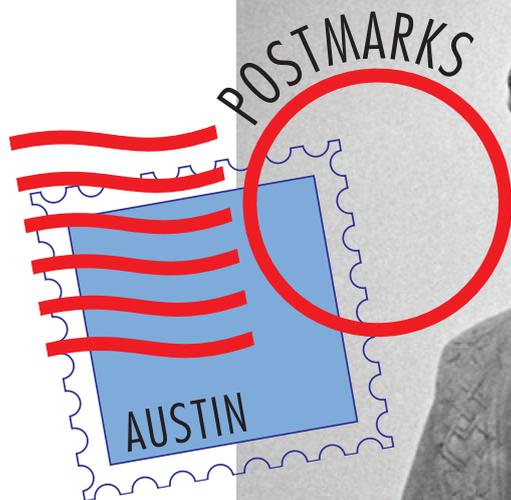
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THE ACADEMY REMEMBERED

I read with interest the article about St. Edward's being a military academy during the years 1943–1946. I am of the class of '45 and was a cadet. I still have some of the insignia worn at the time. I was a day student. I do not have a specific memory of the Armistice Day event, but am sure I was there. I sure remember Spike Cassidy, the "Old Time" military guy, who bossed us around.

Lloyd Grove Jr. hs '45, '51
Corpus Christi

HOW ST. EDWARD (THE STATUE) GOT HIS LONE STAR

During my tenure at St. Edward's, I remember the unveiling of the statue of St. Edward near the library building. The statue was in place for about a week, and the common talk was: "There should be a Lone Star bottle in his hand."

The day before the official unveiling of the statue, the grounds crew placed a tarp over the statue to await the auspicious occasion on the following day. After some refreshments at Jack's and El Gallo that evening, the spirits went to work. I recall the smallest person with

us at the time was a student from Evansville, Ind. I will not name him, but we were able to boost him up inside the tarp with a beer bottle and a roll of tape. Before we did that, however, we had to contend with streetlights. The engineering students among us shined a flashlight on the main photoelectric cell point near Andre Hall, and the lights went out on the driveways. Of course, we had to hurry to get the project completed prior to the Holy Cross Brothers noticing that the streetlights had gone out!

Come the following day, with families present, **Brother Raymond Fleck, CSC**, and others pulled the rope to drop the tarp. There stood St. Edward with the Lone Star bottle secure in his hand. I think **Brother Simon Scribner, CSC**, was the photographer for the university, and he took the picture. Hopefully it still remains somewhere at St. Edward's.

Paul M. Borowski '64
South Bend, Ind.

MORE ON THE VW IN THE LIBRARY

Just a couple of comments on two articles from the spring issue of *St. Edward's University Magazine*. Regarding the letter of **Tony Golda '64** ("I owned that car"), I remember when his VW was placed in the library foyer. It was a big laugh for everyone. If Tony remembers eating in the new dining hall (replacing the old World War II-era wood building next to Main Building), it would have to have been 1962–1963. I looked in the 1962 and 1963 yearbooks, and they indicate the new café didn't open until the summer of 1962. I also can think of a couple of prime suspects (and I'm sure Corny and Daniel can as well), but I'll keep those names under my hat until somebody fesses up. One was from South Bend, Ind., the other from Galveston!

As for the planes that made loud noises referred to in another letter, my recollection was that they were B-58 Hustlers. They would rattle the windows in Doyle Hall as they flew over. Those occurrences also made the *Austin American-Statesman*, as people wondered where those booms were coming from.

Mike Zelsmann '64
Plano

RECENT EVENTS ON PRESIDENT GEORGE E. MARTIN'S CALENDAR

MAY

3
COMMENCEMENT

Shepherded 604 graduates across the stage during the spring Commencement ceremony at the Frank Erwin Center on May 3. Also presented honorary degree to journalist and guest speaker Cokie Roberts.

7
PRESIDENTIAL DINNER

Hosted on-campus dinner for donors and friends of St. Edward's University.



Austin: President Martin passes out diplomas during Commencement at the Frank Erwin Center on May 3.

Jakarta, Indonesia: U.S. College and University Presidents' Delegation, June 25-28 2008



JUNE

4–6
WORLD INVESTMENT CONFERENCE

Gave a presentation in LaBaule, France, entitled "The Role of the University in Developing Brainpower for the Future, Enhancing Transatlantic Cooperation," which used the new presence of St. Edward's in Angers, France, at Université Catholique de l'Ouest and Institut Bois-Robert as an example. Also accepted the organization's Best Investment in Europe award. *(see page 5)*

10–11
SCANNELL & KURZ ENROLLMENT LEADERSHIP CONFERENCE

Gave presentation in Rochester, N.Y., entitled "Strategic Planning for the Small University in the 21st Century." Also participated in President's Panel: "Reinventing Enrollment Leadership: Creative Thinking for Challenging Times."

22–29
DELEGATION TO SOUTHEAST ASIA

Joined the U.S. College and University Presidents' Delegation to Southeast Asia to discuss international education opportunities in Thailand, Vietnam and Indonesia.

- 19 & 30**
BOARD MEETINGS
- Attended Council of Independent Colleges Board of Directors' Meeting, Washington, D.C.
 - Attended Association of Catholic Colleges and Universities Board of Directors' Meeting, St. Paul, Minn.

JULY

8
FRANCE CAMPUS MEMORANDUM SIGNING

Signed a memorandum of understanding establishing a partnership between St. Edward's and Université Catholique de l'Ouest.

AUGUST

9
COMMENCEMENT
Shook hands with 289 graduates in two summer Commencement ceremonies in the Recreation and Convocation Center.

11–12
LEADERSHIP RETREAT
Led a two-day retreat of university administrators, deans and directors to discuss the strategic needs for 2008–2009.



France: Université Catholique de l'Ouest, Sept. 22-26.

SEPTEMBER

22–26
DELEGATION TO FRANCE
Met with the administration of Université Catholique de l'Ouest to launch international collaboration.

ACCOLADES

GRANT ROUNDUP:

WAL-MART COLLEGE SUCCESS AWARD

St. Edward's was selected by the Council of Independent Colleges to receive the Wal-Mart College Success Award. The \$100,000 grant enables St. Edward's to run a four-week program that started this summer to help incoming freshmen who are first-generation college students sharpen English, reading, math and study skills. Since many students in the program come from migrant backgrounds, they'll receive stipends to make up for lost wages upon completion of the program.

NATIONAL SCIENCE FOUNDATION GRANT

St. Edward's was awarded a \$737,565 grant from the National Science Foundation to recruit and prepare 18 mathematics and science middle and high school teachers. Project partners include Austin Community College, the Austin Independent School District and The Charles A. Dana Center at UT–Austin.

NEWS

MCNAIR GRANT RENEWED

The university recently received another Ronald E. McNair TRIO grant, this one for \$231,000 annually over the next four years. The money funds McNair Scholars, undergraduates interested in pursuing PhDs who are typically first-generation, low-income or underrepresented in their fields of interest.

NEW RESIDENCE HALL COMPLEX AND ARCHITECT GET NOTICED

The new residence hall complex was featured in *University Business* magazine's August 2008 article "Dorms of Distinction: Top Residence Halls for Today's Students."

In September, Alejandro Aravena, the Chilean architect who designed the complex — Le Mans, Lady Bird Johnson and Edmund Hunt halls — received the Silver Lion for Promising Young Architect.

NEW FACES, NEW ROLES

Over the summer, three new administrators joined the university. Here's a quick look at how they're helping to shape St. Edward's.

RHONDA CARTWRIGHT

Vice President for Financial Affairs



BRIAN DIGGS

More than 20 years in executive roles in the banking industry and in the state government of Louisiana have prepared Cartwright to oversee the university's finances. She also spent nine years as vice president for

finance and administration at Loyola University in New Orleans, La.

JIM LINK

Vice President for University Advancement



BRIAN DIGGS

Link brings with him 25 years of experience in educational administration and institutional advancement, having served as associate director of major gifts at Dartmouth College in Hanover, N.H., vice

president for advancement at Hartwick College in Oneonta, N.Y., and Iona College in New Rochelle, N.Y.

ROBERT MANZER

Vice President for Academic Affairs



BRIAN DIGGS

Tasked with growing academic programs even further and helping the faculty achieve the university's academic goals, Manzer comes to St. Edward's from Ohio Northern University in Ada, Ohio, where he

served as dean in the Getty College of Arts and Sciences.

SPORTS

DEBBIE TAYLOR INDUCTED INTO ATHLETICS HALL OF FAME

Director of Athletics **Debbie Taylor** was inducted into the Southwestern University Intercollegiate Athletics Hall of Fame in April. As a volleyball player at the university, she competed in two national tournaments and was selected to the all-national tournament team.

GOLF TEAM MEMBER WINS CHAMPIONSHIP

Collin Mayer '10 was featured in the *Austin American-Statesman* in August for winning the Austin Men's City Championship at Roy Kizer Golf Course. Mayer bested a field of 80 participants. **Matt Smith '10** finished in fourth place, while **Matthew Henson '11** tied for eighth place.



SOFTBALL TEAM VOLUNTEERS FOR HABITAT FOR HUMANITY

The St. Edward's softball team volunteered with Habitat for Humanity this summer as part of the NCAA Division II National Championships Festival. Sixteen players, two coaches, two administrators and a student intern assisted in building a home in the Houston area.

Vive La France



ST. EDWARD'S EXPANDS ABROAD

In a sense, it's like coming home. The Congregation of Holy Cross of France founded St. Edward's in 1885. This fall, the university has repaid that deed in kind by launching a site in Angers, France.

St. Edward's has created a spectrum of educational programs in France, some of them provided in partnership with the Université Catholique de l'Ouest, one of France's best-known Catholic colleges, and high school Institut Bois-Robert. These offerings include:

- Professional and executive education: St. Edward's will offer professional education courses in such areas as project management, information technology and general business.
- American university preparation: French students will complete enough hours of courses to transfer to the St. Edward's Austin campus as sophomores.
- Study abroad: In addition to faculty-led summer study trips, the Angers campus will offer full semesters of courses, starting with business classes in Fall 2009 and humanities classes in Spring 2009.
- Graduate degree programming: By 2010, St. Edward's hopes to offer an MBA with concentrations in Digital Media and Global Entrepreneurship and other degree programs in Angers.
- Joint-degree programming with UCO

The expansion to Angers, located in the Loire Valley, is part of the university's Global Understanding Initiative to provide students with chances to see themselves in a global community. Organizers of the World Investment Conference in June recognized the progress of St. Edward's in this mission when it presented the university with the Best Investment in Europe Award.

"St. Edward's wants to stand out as a new model where the majority of students have an international experience," says President **George E. Martin**. "This opportunity in France marks significant progress towards that vision. This endeavor will bring more students to and from France, create more jobs and ultimately address the need for a more knowledgeable workforce."

Photos, from top to bottom:

1. **Chateau Maine**, 360° view over the city from the Chateau of Angers, 2008
2. **Cathedral Choir**, Interior of St. Maurice (the Angers) Cathedral, during a musical performance, 2008
3. **Garden Ride**, Walking horses to stable after a ride at La Brideraie, near Angers, 2008
4. **Castlepano**, Evening view of the City of Angers, France viewed across the Maine, 2008

All photos by Joe Vitone © 2008



FIRST GLOBAL UNDERSTANDING GRADUATE CERTIFIED

In May, Communication major **Megan McElliott '08** became the first graduate of St. Edward's to complete the Global Understanding certificate program, a new way for students to prepare for life and work in a more connected world. To complete the program's requirements, McElliott took special global-themed courses like World Religions, mastered Spanish, studied abroad in Mexico and Chile, and completed a Capstone paper on the International Monetary Fund. Next up, McElliott plans to defer her plans for an MBA in International Business for a year and return to Chile to volunteer at an orphanage and improve her Spanish. Her ultimate goal is to work for the IMF or the United Nations.

"We now live in a global community and global economy, and learning how to function and work means we need to begin to understand people outside our own country," says McElliott, who grew up near London, England, before her family moved to Delaware and, eventually, Houston. "It really helps in the workforce to have an international understanding, and this certification has opened many doors and opportunities already."

CHEMISTRY MAJORS CONDUCT RESEARCH IN SPAIN

Chemistry majors **Adriana Pavia '10** and **Alicia Jones '09** were selected for summer research at the Universidad de Cádiz in southern Spain. The study abroad experience is funded by a National Science Foundation grant overseen by **Joanne Romagni-Colvin**, director of Sponsored Programs.

YOU GOTTA HAVE ART

THE NEW FINE ARTS GALLERY DIRECTOR TALKS SHOP

By Hans Christianson

UPCOMING SHOWS AT THE FINE ARTS GALLERY

Cryptozoology

Oct. 17–Nov. 5

Jeff Wilson's photographs insinuate the existence of the mythological, mysterious and unexplained in everyday life — and chart our attempts to reconcile with them.

The Alchemy

Gallery talk:

Friday, Nov. 14, 5–6 p.m.

Artist David Mack

Nov. 14–Dec. 10

Opening reception:

Friday, Nov. 14, 6–8 p.m.

showcases original works

related to his comic,

KABUKI: The Alchemy.

Associate Professor of Art **Hollis Hammonds**, the new director of the St. Edward's Fine Arts Gallery, has spent more than six years managing art galleries and teaching at several universities. She describes herself as an artistic jack-of-all-trades, responsible for selecting the artists, designing exhibitions, installing artwork, collecting and creating publicity materials, applying for grants, and working with interns. She shared with *St. Edward's University Magazine* her thoughts on the Fine Arts Gallery and its 2008–2009 season.

WHY HAVE A CAMPUS GALLERY IN A TOWN FULL OF GALLERIES?

The Fine Arts Gallery provides an important service to both the campus community and the Austin area. The benefit of being a university gallery is that we can display both intellectually and culturally challenging works of art independent of the trends and concerns of the commercial art market.

WHAT KIND OF THINKING GOES INTO HOW YOU PRESENT THE ART?

Although more than 50 percent of the work we display in the gallery is hung on the wall, we must be creative in the design and layout of the work. Three-dimensional works, video art and installation art, for example, often require special pedestals, shelves or equipment that needs to be put together.

HOW DO YOU PICK ARTISTS FOR A SHOW?

When choosing artists I consider many factors — the type and quality of the artwork, the artist's ability to be a visiting artist and talk to students, and the educational benefit of the proposed exhibition. The crafting of a diverse and unique calendar of exhibitions is very important. I try to choose exhibits and artists that will inspire our students no matter what their majors are.



JESSICA ATTIE '05

MARY MOODY NORTHEN THEATRE 2008—2009 SCHEDULE

THE THREE SISTERS

By Anton Chekhov

Translated by Paul Schmidt

Directed by Sheila Gordon

Nov. 13–23

Follow the struggles of three sisters and a brother living in a provincial town and yearning to return to their beloved Moscow. Moscow Art Theatre-trained Sheila Gordon presents an active, dynamic retelling of this classic work. For mature audiences.

CYRANO DE BERGERAC

By Edmond Rostand

Translated by Anthony Burgess

Directed by Michelle S. Polgar

Feb. 12–22, 2009

Soldier, poet and philosopher of heroic proportions, Cyrano de Bergerac is plagued with an enormous nose and believes he can never win the love of the fair Roxanne.

THE PAJAMA GAME

By George Abbot and Richard Bissell

Music and Lyrics by Richard Adler

and Jerry Ross

Directed by Michael McKelvey

April 16–26, 2009

The employees of the Sleep-Tite Pajama Factory are demanding a 7.5-cent raise. When management meets the union head, the sparks fly. This bright and brassy show features some of Adler and Ross' most popular songs.

CAMPUS CALENDAR

HONORS THESIS SYMPOSIUM

Nov. 21, 1–5 p.m.

Mabee Ballroom, Robert and Pearle Ragsdale Center

30TH ANNUAL FESTIVAL OF LIGHTS

Dec. 1–5

FILM



COURTESY OF CHRIS RITCHIE '11

Chris Ritchie '11 and his band, The Daze (above), are featured in the soon-to-be-released movie *Bandslam*. They play in a Band Slam event at the movie's climax. And they win.

Gabriel Luna '05, a Theater Arts major, appeared in *Dance with the One*, a full-length feature recently shot for the University of Texas Film Institute.

PRINT



REBECCA MARINO '10

The New York Times quoted Philosophy major **Zak Fisher '10** in the article "The Race Issue — Groups Respond to Obama's Call for National Discussion About Race" in March.

BOOKS

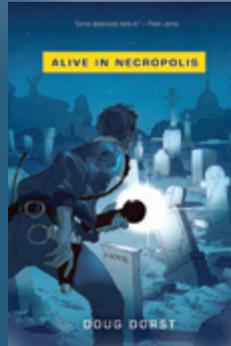


COURTESY OF PETER BESTE '01

Peter Beste '01 has collected his photographs of Norway's black-metal music scene in the coffee-table book *True Norwegian Black Metal* (Vice Books, 2008).

The Ungrateful Dead

DOUG DORST GOES SIX FEET UNDER WITH *ALIVE IN NECROPOLIS*



Assistant Professor of English **Doug Dorst's** first novel, *Alive in Necropolis* (Riverhead Books, 2008), isn't your everyday police drama/ghost story/thriller/coming-of-age story. This tale of a rookie cop forced to police semi-famous ghosts in cemetery town Colma, Calif., has been praised by *The New York Times* for the sophisticated way it blends genres. Dorst, who has taught at St. Edward's for the past three years, dreamed up the story while completing a writing fellowship near Colma at Stanford University, after a brief career in law. *St. Edward's University Magazine* spoke with Dorst about the novel's inspiration, his writing process and why the ghost of Joe DiMaggio just didn't make the cut.

What inspired the novel?

I was living in San Francisco when I rediscovered an abandoned short story that was based on a newspaper account of an adolescent-hazing incident in Iowa City, where I had gone to grad school. I had recently found out about the odd phenomenon that is Colma, and I also found myself wanting to write a police story. The ideas all seemed to fit together.

How long did it take you to write the book?

Eight or nine years. Honestly, I lost count. It was sold (and being awaited) for six or seven years. I have a patient editor.

Given the famous people buried in Colma, why did you choose mostly forgotten celebrities as your ghosts?

The book went through four or five full drafts, and the cast of dead folks was changing up until the last one. Joe DiMaggio is in Colma, but I chose not to work with him. He's too much of a cultural icon, and our ideas of him are too fixed. Also, his death was a little too recent for me to feel good about using him.

There's little difference between the living and the dead in the book. Why?

That was part of the plan — to treat the dead as if they were every bit as "alive" as the living, albeit in a world with slightly different ground rules. I see that more as a technical choice, rather than part of a grand statement about the human condition.

STUDENT RESEARCH

I KNOW WHAT YOU RESEARCHED last summer

The following students won Academic Excellence awards from St. Edward's to help pay for expenses in the research projects they conducted over the summer.



ADAM BOLEY '09
Photocommunications

Shot and developed large-format photographs of family in the tradition of Sally Mann and

Emmet Gowin for his senior portfolio.



ANDREW CAMPBELL '08
English Writing and Rhetoric

Traveled to the Imperial War Museum in Duxford, England,

to research Nazi use of slave labor for his senior thesis, "The Repentant Nazi: Albert Speer and International Law."

BLAKE AGEE '09
Psychology

Interned at the Austin State Hospital and researched literature about the reduction of seclusion and restraint in mental health hospitals.



ERIN CONANT '09
Psychology

Observed Panamanian children in day care to study links between child development and culture.



KYLE OVERBY '09
International Relations

Traveled to southern Spain and Bahrain to perform a comparative analysis

of social attitudes toward migrant laborers.



MARIA ANNA TAYLOR '09
Biology

With Associate Professor of Biology Patricia Baynham and Marvin Whiteley at

UT–Austin, investigated the success of the *pseudomonas aeruginosa* bacteria cultures in proliferating in cystic fibrosis patients.



REBECCA KAHN '10
Education

Worked with the Austin Independent School District to gather data on the impact of early

childhood education on the behaviors of kindergarten students.



REVA GRIMBALL '09
Biology

Interned in Chile with state health care providers and observed health policies and health care delivery.



VIRGINIA BARTENSTEIN '09
English Literature

Worked in Vienna with Austrian playwright Silke Hassler on the influence of German-

language poets on her work and the role of theater in Austrian society.

FACULTY BOOKSHELF

Laura Hernandez-Ehrisman,
assistant professor in University Programs

Inventing the Fiesta City: Heritage and Carnival in San Antonio (University of New Mexico Press, 2008), an examination of Fiesta's development as part of San Antonio's culture of power relations between men and women and Anglos and Mexicanos



Russell Frohardt,
associate professor of Psychology

Helen Just,
professor of Psychology

Alan Swinkels
professor of Psychology
Study Guide, Test Bank and Instructor Resource Guide (Worth Publishers, New York, N.Y., 2008). Swinkels functioned as a development editor to help Frohardt and Just write this resource guide for the new introductory textbook *Psychology*.

Susan Gunn,
assistant professor of English and director of the Center for Prior Learning Assessment

A chapter in *Prior Learning Portfolios: A Representative Collection* (the Council for Adult and Experiential Learning, 2008) that explores portfolio assessment as it has been practiced historically and currently at St. Edward's University.

Paula M. Bruno,
assistant professor of Modern Languages

The entries for "Peninsular Short Fiction, 1700–1900" and "Peninsular Fiction, 20th Century" in *World Literature in Spanish: An Encyclopedia* (Greenwood Press, 2008), a three-volume literary encyclopedia. Bruno drew on her specialty in peninsular Spanish short fiction to write the entries.

INTERNATIONAL INSIGHT

The Kozmetsky Center's quest to decipher the world



Since its launch in 2003, the Kozmetsky Center of Excellence in Global Finance has enriched the intellectual life and curriculum at St. Edward's. By bringing to campus experts on major national and international public policy issues, the center has kept the university community and the broader public informed about the impact of current global economic and political trends. *St. Edward's University Magazine* spoke with Kozmetsky Distinguished Professor **Margaret E. Crahan** about her job directing the center.



WHAT INSIGHTS HAVE RECENT KOZMETSKY EVENTS PRODUCED?

The November 2007 panel on Asia, and particularly on the economic roles of Japan and China, was very insightful in terms of the direction of the global economy. The January 2008 public panel on Africa, which presented the results of an innovative study of democratization in the region, was surprising in that it suggested more progress in terms of democratization than is commonly assumed. In February, the expert analysis of the role of the religious beliefs of the presidential candidates in forming their

political stances was very revealing. And the March events on women leadership revealed a great thirst on campus for more information on how women leaders can work together nationally and internationally to improve the status and opportunities for women.

YOU'RE TRYING A DIFFERENT FORMAT FOR PANELS THIS YEAR. EXPLAIN.

Faculty members recommended having more experts in a concentrated period of time, akin to a mini-conference. As a result, in October, we invited 14 experts on campus for two mini-conferences on the political and economic challenges faced by America and the world. They discussed the impact of the downturn of the U.S. economy and the reasons for the emergence of populist leaders in a variety of countries. They also talked about prospects for poverty reduction given current economic conditions.

WHAT OTHER CHANGES HAVE YOU PUT IN PLACE?

Since 2007, the center has undergone considerable growth expanding its focus beyond Latin America to encompass the whole world, as well as increasing its thematic breadth. It has also substantially increased opportunities for student and faculty interaction with the visiting experts. This is important because the challenges of today's world require students to have ever more capacity to analyze complex national and international public policy issues.

WHAT TOPICS WILL THE CENTER PURSUE IN THE FUTURE?

The 2009–2010 program will probably include events on Africa, U.S.–European relations, and sustainable and responsible technology development.



UPCOMING KOZMETSKY EVENTS

Nov. 6

Leading Cuba expert Dan Erikson from the Inter-American Dialogue in Washington, D.C., will present the conclusions of his new book, *The Cuba Wars: Fidel Castro, the United States, and the Next Revolution*.

Feb. 9–10, 2009

A series of events in conjunction with the Center on Eastern Europe and Eurasian Studies at UT–Austin, focusing on the future of U.S.–European cooperation and what the United States may learn from European socioeconomic models — including regulation of financial institutions.

March 2–3, 2009

Two of the world's leading experts on South Asia will discuss the impact of India's emergence as a global economic power, the current situation in Pakistan, and the spillover effect of the Middle East crisis on South Asia.

Find event times and locations at www.stedwards.edu/calendar

From top: Experts speak at Update: Asia, a Kozmetsky Center event held last November. Kozmetsky Center Director Margaret E. Crahan has expanded the center's thematic breadth.

Bottom row, left to right: Sonia Picado, president of the Inter-American Institute of Human Rights, and Professor Emerita Dorothy Helly of City University of New York at Update: Women's Leadership in March. Arthur Mitchell, former general counsel of the Asian Development Bank, speaks at Update: Asia. Crahan speaks with the Update: Asia experts: Ann Marie Murphy, Whitehead School of Diplomacy and International Relations, Seton Hall University; Hugh T. Patrick, director of Columbia University's Center on Japanese Economy and Business; Mitchell; and Jennifer Amyx, professor of Political Science at University of Pennsylvania, as Provost Sister Donna Jurick, SND, looks on.

Where the Wild Things Are

By Steve Wilson

St. Edward's affiliates with Wild Basin Wilderness Preserve

You can study nature in a lab, but when your lab is nature itself, things get a lot more interesting.

St. Edward's University has formed an affiliation with the Wild Basin Wilderness Preserve — the gateway to the Balcones Canyonlands — to create a living laboratory for research and hands-on learning. While the preserve's 227 acres afford plenty of opportunity to conduct ecological, behavioral and biodiversity studies, plans are afoot for other academic schools at St. Edward's to use the land as well.

The School of Behavioral and Social Sciences could use the space for Environmental Science and Policy classes.

The School of Humanities could send art classes there to sketch nature or stage outdoor performances. Along similar lines, the School of Management and Business could host leadership training there, while School of Education students could train tour guides who teach about the preserve.

"This collaboration honors the mission of both organizations and greatly expands the educational opportunities for students at St. Edward's," says President **George E. Martin**.

Students will also have an opportunity to participate in some of the outreach programs Wild Basin runs, such as its events for local youth and organizations like the Austin Astronomical Society.

For faculty members like Lucian Professor of Natural Sciences **Allan Hook**, who has done research at Wild Basin for years, the partnership presents a chance to work even more closely with the preserve and draw in more students with field laboratories, research opportunities and internships for all schools.

Located along Capital of Texas Highway in Austin, Wild Basin Wilderness Preserve was founded in 1974 to protect its pristine Texas Hill Country land. Its mission: maintain the wilderness preserve, encourage and support environmental research, and provide environmental education. To enhance this mission, St. Edward's will provide the nonprofit Committee for Wild Basin Wilderness with expertise in such areas as management, academics, marketing and financial affairs.

"As we looked to the future of Wild Basin, we felt strongly that an affiliation with a like-minded institution would further our mission most successfully," says Roy Keithley, president of the committee's board of directors. "We sought this affiliation with St. Edward's, and we are excited about the potential of this new venture."



REBECCA MARINO '10



GOING PUBLIC

Journalist Cokie Roberts makes a commencement case for a life of service

After winning over the crowd by praising the mountain goat over the longhorn steer as superior mascot material, honorary degree recipient Cokie Roberts shared some of her wisdom with the St. Edward's graduating class of 2008 in May. A journalist, pundit and best-selling author of books like *Ladies of Liberty: The Women Who Shaped Our Nation*, Roberts has politics in her blood — her father and mother both served in Congress, and she counts among her friends **Luci Baines Johnson '97**, who helped arrange her invitation to speak. She addressed the importance of public service in this excerpt from her speech:

You know, it is popular to denigrate Washington and to denigrate what goes on in our nation's capital. We're seeing it again in this presidential campaign: Washington politicians, the professional politicians treated with scorn. But I say that is a dangerous thing to do.

To denigrate the professional is to denigrate the profession. We demand the professional doctor, and we respect the practice of medicine. We expect a professional bridge maker, and we admire the art of engineering. Our government is the thing that binds us together as a nation.

We have no common ethnicity, no common religion, no common history, no common language, even. The glue that holds us together, that makes us the United States of America, is the Constitution and the institutions it created — all the institutions it created: the presidency, the judiciary and Congress. That is the place you can see — slowly, messily, infuriatingly, humorously — us coming together. Congress, in the Latin (I suppose you still take Latin sometimes), means, “coming together.” And it is the place where all the interests of this enormous and

diverse country can be pulled into account and can be brought together to try to serve the interests of as many as possible.

At the memorial Mass for my father, the epistle was from St. James, who I sort of think of as the politician's saint. And he said: “What will it profit, my brethren, if a man says he has faith, but does not have works? Can the faith save him? And if a brother or a sister be naked and in want of daily food, and one of you say to them: Go in peace, be warmed and filled, yet you do not give them what is necessary for the body, what does it profit? So faith too, unless it has works, is dead in itself.”
[James 2:14–17]

So my charge to you is to go forth and do good works. You will serve in many ways.

Those of you in the arts will enliven our lives. Those in the sciences and the healing arts will improve our lives. Those in the humanities will enrich our lives. Those in education and communication will inform our lives. But as you consider service and the good works that you are contemplating, let me please call you to think about the incredible change you can effect if you go into public service and understand the great importance that it has played in the history of our nation. The great talents that you are bringing from this wonderful university need to come into the public square, so come on into the fray.



Individuality



Goethe didn't have MTV screaming at him to be an individual. Elizabeth Barrett Browning didn't have a web community to help her discover herself. Lao Tsu never visited the self-help section of a bookstore. These famous people found their individuality the old-fashioned way: through learning.

Liberal-arts universities don't exactly hand out degrees in individuality, but they're the places people learn to think, which is the next best thing. This issue of *St. Edward's University Magazine* explores how the university helps students become who they are. Consider the hub of spiritual exploration for Catholics and non-Catholics alike provided by Campus Ministry. Or the new social-academic dynamic of Living Learning Communities, which connect like-minded peers. Even the ever-evolving realm of Web 2.0, where faculty help students build extensions of their identities through blogs, virtual worlds and other online delights.

Learning to be an individual is a cornerstone of the St. Edward's experience, and a fitting focus for the university's new image campaign. It's a subject you'll likely hear more about in coming months. Just be assured that, in the Holy Cross tradition, the brand of individuality espoused at St. Edward's never confuses selfhood with selfishness.



JESSICA ATTIE '05



JESSICA ATTIE '05



JESSICA ATTIE '05



JESSICA ATTIE '05

INDIVIDUALITY

The Campaign

Behind the university's new message

By Hans Christianson

ALL GOOD THINGS WHICH EXIST
ARE THE FRUITS OF ORIGINALITY.

— John Stuart Mill



explorestedwards.com

“Learn to think[®],” the award-winning St. Edward’s University image advertising campaign that launched in 2001, left viewers and readers with many unforgettable impressions. A student sitting in the middle of Times Square at night to represent the Theater Arts program’s Lighting Projects course. Another student watching Victor Frankenstein bring his creature to life to illustrate Medical Ethics. The playful advertising was one of several efforts to raise awareness and recognition for St. Edward’s University, all of which helped achieve new heights in freshman and overall enrollment, complete a record-breaking capital campaign, and consistently make the top 25 in *U.S. News & World Report’s* annual rankings over the past six years.

“Learn to think[®]” has made a splash, but in marketing, all campaigns must evolve. After one year of planning, St. Edward’s is ready to reveal a new message about itself.



Above: Images from the new campaign — the making and the finished product

DEFINING INDIVIDUALITY

Individuality ties seamlessly into the university's Holy Cross mission of educating hearts and minds. It also builds on the now-iconic "Learn to think" slogan. The new campaign stresses that people, as individuals, are the authors of their own lives, the outcomes of which depend on the choices they make.

"We feel the individuality message appeals across all of our audiences — from millennials and their parents to New College and graduate students," says Vice President for Marketing and Enrollment Management **Paige Booth**. "We want people to know that we value and respect the individuality of each student."

IT'S HOW YOU SAY IT

Quotations from some of history's famous personalities play an integral role in the campaign, illuminating the theme of individuality and linking the television and print ads. Here's a sampling of sage wisdom used in the ads:

"The distance is nothing: it's only the first step that is difficult."

— Marquise du Delfand

"What is genius but the power of expressing a new individuality?"

— Elizabeth Barrett Browning

"There is nothing like a dream to create the future."

— Victor Hugo

"A journey of a thousand miles must begin with a single step."

— Lao Tzu

"Yesterday is but today's memory. Tomorrow is today's dream."

— Kahlil Gibran

"What is not started today is never finished tomorrow."

— Johann Wolfgang von Goethe

"Learning is like rowing upstream: not to advance is to drop back."

— Chinese Proverb



ENTER LATINWORKS

To help get the message out, St. Edward's selected Austin-based LatinWorks, a national marketing and advertising agency. While the company doesn't count higher education among its regular clients, LatinWorks jumped at the chance to help refine the university's image.

"It's one way for us to give back to the Austin community," says LatinWorks President Manny Flores. "We really believe in St. Edward's and what they're doing. We're happy to be a part of their success."

Once St. Edward's selected the company in Fall 2007, LatinWorks went to work preparing three creative pitches. Six months later, a theme emerged: individuality.

The Hilltop Connection

St. Edward's and LatinWorks have more than a hometown in common. LatinWorks regularly hires undergraduate and graduate interns from the hilltop — four out of 25 interns at the company last summer hailed from St. Edward's. And one university alumnus played an integral part in the new campaign.

Chuy Hernandez '06, a Marketing and Biology major, helped create the television commercials, acting as the liaison between the creative team at LatinWorks and a third-party production team. In addition, **Nathalie Iracheta '08** works as the company's assistant account executive.

The print and broadcast ads share the common thread of powerful visuals linked to thought-provoking quotations from famous individuals throughout history. The commercials feature three different scenarios: an 18-year-old boy rides his bike to a friend's house, an 18-year-old girl packs up her room to prepare for college and a woman in her mid-30s helps her kids get out the door to school before heading off to work herself. All three individuals share a common concern: where their lives are headed and how St. Edward's can help them get there.

Booth says the campaign represents a new way to advertise the university to the Austin community and beyond.

"We hope this campaign will propel St. Edward's to the front of people's minds," says Booth. "It's sophisticated, smart and grabs your attention."

SHOOTING LOCALLY

To bring the new campaign concept to life, LatinWorks used local production and acting talent to shoot three television commercials and photos for print ads. One of the TV spots even features a St. Edward's student, Communication major **Jon Wayne Martin '11** (below), who was selected during an open casting call.



ANDREW YATES

“WHAT IS GENIUS
BUT THE POWER OF
EXPRESSING A NEW
INDIVIDUALITY?”

— ELIZABETH BARRETT BROWNING

www.stedwards.edu / market / image_campaign

A CLOSER LOOK AT THE CAMPAIGN

This 30-second advertisement for St. Edward's is being broadcast in Central Texas.

TITLE: "BIKE RIDE"

The Screen

An artfully and creatively shot vignette of an 18-year-old boy riding his bike to a friend's house. He's deep in thought, but confident about what he's thinking. He stops at intersections, smiling at people he's passing on the street. He finally arrives at a friend's house and his friend stands in the front yard waving to him.

Audience

High school students and their parents researching prospective colleges.

The Script

Louisa May Alcott once said, "Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead." Follow your aspirations to a place where they'll be respected and nurtured for their uniqueness. St. Edward's University. Learn to think.®

Media Outlets

The commercial is airing on TV stations in the Austin market.



JESSICA ATTIE



The Languages of Faith

HOW CAMPUS MINISTRY HELPS
STUDENTS FIND THEMSELVES

By Robyn Ross

“Today’s students and a lot of us in pastoral ministry are seeking a deeper understanding, given the world we live in, because there is so much religious polarization and fanaticism.”

— Father Rick Wilkinson, director of Campus Ministry





Two days before last year's Festival of Lights, the university's annual candlelit program of holiday song and prayer, a group of about 20 Jewish students gathered to light a candle of their own. In the Andre Hall lounge, the HillelToppers lit the menorah to usher in the first night of Hanukkah. After singing about dreidels, eating traditional latkes and sharing family memories, the friends trailed back to their residence halls to study for finals.

"The evening was a milestone for students away from home for the first time," says **Alyssa O'Krent '08**, a Psychology major and president of the HillelToppers.

"For most students, going from high school to college is the biggest transition in your Jewish identity because you're no longer affiliated with the synagogue of your family," she says. "The HillelToppers are forming a community so students can continue to be active in their Jewish life."

It's not uncommon for large, urban Catholic universities like Georgetown and Boston College to foster Jewish organizations. But the support St. Edward's has given to the HillelToppers makes it unique among schools of its size, says Assistant Director of Campus Ministry **James Puglisi**, who mentors the group that takes its name from the first-century Jewish leader Hillel the Elder. The group's development exemplifies Campus Ministry's efforts to serve the spiritual needs of all students: those who identify as Catholic and those who do not.

CATHOLIC IDENTITY AND BEYOND

What makes a university Catholic when it's run almost solely by laypeople? With dwindling numbers of people entering religious vocations, that question has become a concern at Catholic universities striving to define themselves.

One way St. Edward's has approached its Catholic identity is by striving to be "catholic with a little 'c'" and address the spiritual needs of all students, says Father **Rick Wilkinson, CSC**, director of Campus Ministry. To that end, Campus Ministry hired Puglisi in 2004 to focus on two efforts: ecumenism, building connections among Christian denominations; and interreligious projects, working with non-Christian faiths.

By Father Rick's estimate, 50 to 52 percent of the student population identifies as Catholic. That leaves almost half the university's students who, Puglisi says, may

assume Campus Ministry doesn't have anything to offer them. Campus Ministry has worked to prove that assumption wrong.

Beyond HillelToppers, Campus Ministry has helped grow the Muslim Student Association and has made a yearly tradition out of coordinating Iftar dinners, evening meals that break the daily fast during the holy month of Ramadan. To meet the needs of non-Catholic Christians, Puglisi has organized a back-to-school "church fair" to help students connect with worship opportunities at mainline Protestant and evangelical congregations.

"The values of Holy Cross are very much in line with Catholic social teaching," Puglisi says. "We're created in the image of God, we respect the human dignity of the students and what will allow them to thrive and flourish. Part of that is spirituality, an aspect of which is their spiritual development, regardless of the religious tradition."

ONE SIZE DOESN'T FIT ALL

Among the Catholic half of the student population, church knowledge and involvement vary widely. A small group of students has organized regular Eucharistic adoration on Thursday evening. Some pray the rosary at the Grotto. Another group meets frequently for praise and worship gatherings, joining in songs interspersed with prayer and scripture readings.

But many Catholic students arrive on campus without a solid understanding of their own faith, says Father Rick. Some have had little religious education and aren't familiar with basic church teachings. They may identify themselves as part of the "John Paul II generation" but don't feel compelled to go to Mass or the sacrament of reconciliation. "There's a real individuality to it, and I think that's to the detriment of their own spiritual development because it becomes me-focused rather than us-focused," he says.

Campus Ministry helps Catholic students become more confident in their own religion as it promotes interreligious understanding. Father Rick says it's imperative that students first understand their own faith identity, otherwise their "seeking" mentality can lead them to confuse dialogue with dabbling.

"Today's students and a lot of us in pastoral ministry are seeking a deeper understanding, given the world we live in, because there is so much religious polarization



ABI JUSTICE

and fanaticism,” he says. “There is an attempt to try and find some common ground. If you’ve done your homework, you don’t go into those conversations saying, ‘I’m going to give up my beliefs just so we can like one another.’ It’s more imperative I go in with a firm foundation of what I am, that I am grounded theologically in my beliefs.”

Puglisi puts it this way: “If you’re just ‘looking,’ you’ll be in Islam one week, Zen the next. But if you have a sense of your own faith, you don’t feel threatened by this dialogue. The threat comes from others knowing more about their own faith than you know about yours.”



JASON JONES

THE CAMPUS MINISTRY INITIATIVE

Faculty and staff members, with their diverse religious backgrounds, are in a good position to encourage this dialogue in and out of the classroom. But without personal knowledge of Catholicism, adult mentors may lack confidence in their ability to help students grow spiritually. That’s why Campus Ministry also focuses on strengthening faculty and staff understanding of Catholicism, which in turn strengthens the Catholic identity of the university.

Since 2006, Campus Ministry has partnered with the Division of Student Affairs to help staff become literate in Catholic culture through the Campus Ministry Initiative. Together they’ve studied Catholic theology and social teachings, as well as how college students form faith identities. The two offices have looked at the parallels between “student development” and “spiritual development” — similar concepts using different vocabularies.

Father Rick says a recent talk between the two groups organized with Michael Galligan-Stierle, vice president of American Catholic Colleges and Universities, helped him understand the spirituality of today’s students. “It helped me, and I think Student Affairs, realize it’s not a neat little package of ‘You’re Catholic,’ ‘You’re Methodist,’ ‘You’re Congregationalist,’ ‘You’re Jewish,’ ‘You’re Muslim,’” he says. “We’ve worked under that rubric for so long, but that isn’t the rubric that this generation is working with.”

And meeting students where they are, regardless of religious identity, is an essential element of being Holy Cross.

“Part of our way of doing ministry is to go into a culture — whether it be in south central Texas or Bangladesh or Santiago, Chile, or Lima, Peru — and not form the people according to our vision,” Father Rick says. “It’s rather to go in and accept the people where they are at, live with them, and get to know them. And we try to do that not only with our own faith, but also with other religions.”

Top: As assistant director of Campus Ministry, James Puglisi serves the spiritual needs of all students, those who identify as Catholic and those who do not.

Bottom: Campus Ministry helps Catholic students become more confident in their own religion as it promotes interreligious understanding. Father Rick says it’s imperative that students first understand their own faith identity before exploring so they don’t confuse dialogue with dabbling.



Interreligious Understanding

TWO NON-CATHOLIC GROUPS FOSTERED BY CAMPUS MINISTRY

HILLELTOPPERS

The primarily social group serving the Jewish students of St. Edward’s held occasional Friday-evening Shabbat services last year, marking the beginning of the Jewish Sabbath day. They observed Passover with a traditional Seder, a meal interspersed with songs and prayers commemorating the Israelites’ exodus from Egypt. In a new development for the fall, Puglisi is collaborating with Congregation Kol Halev to hold monthly Shabbat services and High Holiday services on the St. Edward’s campus. Because Austin has no synagogues south of the river, the Rosh Hashanah and Yom Kippur services will serve the South Austin community as well as the Jewish population at St. Edward’s.

MUSLIM STUDENT ASSOCIATION

With expanded recruiting efforts by St. Edward’s in the Middle East, the number of Muslim students is expected to grow, making this group all the more important. In September, the group sponsored an Iftar dinner (below). In February, the group plans to distribute “Noah’s Pudding,” a porridge-like dessert that commemorates the landing of Noah’s ark after the great flood, serving as a tangible (and edible) symbol of interfaith unity.



ABI JUSTICE

Taking Vows

CHOOSING THE RELIGIOUS LIFE

The first move **Brother Joe Ruiz, CSC '06** made after college was to a monastery-like environment outside Colorado Springs, Colo. While recent graduates like him were finding jobs and furnishing apartments, he and five other potential priests and brothers spent the year in a structured schedule of prayer and work that resembled a long retreat. He and his roommates, ranging in age from 22 to 61, went without cell phones, TV, much free time and, occasionally, speech — “grand silence” was designated quiet time for reflection and spiritual development.

At the end of the year, the three candidates who remained — all for the Brothers of Holy Cross — took their first vows of poverty, chastity and obedience. They received a black habit worn on special occasions, complete with a black cord around the waist and a Roman collar that Ruiz says “looks kind of clerical. People call me ‘Father,’ and I have to correct them that I’m not a priest, I’m a brother.”

THE PATH TO VOCATIONS

Catholics considering a religious vocation have many options. For men, the choice is first between becoming a priest or entering another form of religious life, such as the brotherhood. Those who choose the priesthood must then decide whether to affiliate with a religious order, such as the Congregation of Holy Cross, or to become a diocesan priest. Three quarters of today’s priests choose the latter option.

Women, and men who don’t pursue the priesthood, must pick a religious community to join. With 162 choices for men and 638 for women, candidates can narrow their options by considering the specific missions and charisms, or gifts, of the community, as well as where it’s located.

THE SURPRISES OF RELIGIOUS LIFE

A lifelong Catholic, Ruiz began to consider the priesthood while working in a Holy Cross parish in Austin after earning an associate’s degree. When he transferred to St. Edward’s in 2001, he lived in Moreau House, reserved for candidates and other college men who want

to experience religious community life. His experience with the brothers was so profound that he began to reconsider his calling to the priesthood.

“Each brother had his own kind of ministry,” he says. “If I needed help with math, I could go downstairs and talk to **Brother Tom Chady, CSC**. If I needed help with writing, I could talk to **Brother John Perron, CSC** and I really liked that. I asked myself, *where would I be most happy?* And the answer was, *in the classroom*. I was attracted to the vocation of teaching.”

After his novitiate year in Colorado, he moved to the brothers’ formation house in San Antonio, where he lives with five other Holy Cross men. Community life isn’t easy. Ruiz compares it to married life, with the occasional clashes of personality and disagreements about workload tempered by a permanent commitment. “In the religious and married lifestyles, you depend on the support of others, and there are certain sacrifices,” he says. He might want to go somewhere on his own, for example, but must ask permission from the community first.

At the same time, one of the best surprises of his religious life is the simple fact that a group of grown men can live together. “The idea that a group of men so diverse — in culture, generations, experience — actually manages to live together and support one another makes religious life in Holy Cross worth living,” he says.

CULTIVATING VOCATIONS

While Austin has 45 seminarians this year, the largest number in the diocese’s history, other areas of the country consistently have fewer. Despite the shortage of priests in North America, Western Europe and Australia, Father Mike Sis, director of vocations for the Austin Diocese, says he is encouraged by the generation in college now, young people who were warmly devoted to Pope John Paul II.

“In terms of their generational consciousness, they understand themselves to be more committed to service and to their church than their parents were,” he says.



REBECCA MARINO '10

A stay with the Holy Cross Brothers in Moreau House changed Joe Ruiz’s interest from the priesthood to the brotherhood.

Ruiz will renew his religious vows annually for the next three to four years, the length of time depending on his own vocational development. And then he’ll take permanent vows meant to last the rest of his life. He’s currently enrolled in San Antonio’s Oblate School of Theology, working toward a master’s degree in Theology with a concentration in Scripture. His ultimate goal is to come back to St. Edward’s as a professor of scripture and theology.

“I think it’s so important to have the Holy Cross Brothers present at the university,” he says. “The brothers helped me realize my own potential and gifts, and I would like to go back to college and help students realize their own gifts.”

— Robyn Ross

Community Minded

Life in the *Living Learning Communities*

By Robyn Ross

The way to the brains of college students is through their stomachs. That was the lesson driven home for **John Cotter**, assistant professor of Geography, in the inaugural year of the St. Edward's University Living Learning Communities.

Cotter's 17 students in the Global Understanding LLC took a culinary tour of Austin, tasting cuisines connected with their assignments for his Global Issues class. They had a pizza party to welcome international students at the start of the year. They ate Ethiopian food before meeting Gilbert Tuhabonye, an Austin distance-running coach and a Tutsi survivor of a Hutu massacre in Burundi. They sampled takeout from Sasha's Russian deli after listening to Bella Bychkova Jordan, a Russian geographer and author. They tried the buffet at Alborz Persian restaurant before seeing the movie *Persepolis*, the story of one girl's adolescence during the Iranian revolution.

Between meals, the group studied global climate change, human trafficking and immigration — all from the comfort of couches in the lounge of Teresa Hall, where they lived.

Cotter's class last fall was one of the university's two LLCs, an arrangement that combines the academic and residential spheres of college life. In an LLC, students live together in a wing of a residence hall, take a class as a group, collaborate on service projects, attend dinners together and extend the theme of their community to extracurricular activities. In addition to the Global Understanding LLC, 14 students in Dujarié Hall studied Service/Social Justice and took World Religions with Dean of Humanities Father **Lou Brusatti**.

A Trend in College Living

Living Learning Communities like these are becoming increasingly popular at universities as word spreads of their academic and social benefits. Some schools, like Duquesne University in Pittsburgh, Pa., involve all freshmen in a community of their choice. Baylor University, where Director of Residence Life **Dave Rozeboom** worked before coming to St. Edward's, has an Engineering and Computer Science community.

Its 216 participants make better grades and say they like university life more than the average student.

Being in an LLC has also given participating students at St. Edward's an academic edge, as reflected in first-year GPAs that surpassed the class average. Because the students were introduced to so many faculty and staff members through the class and associated service activities, they knew more about campus resources than the average freshman. The groups hosted guest speakers from Campus Ministry and the Office of International Education, and the students' academic advisors occasionally attended class, too.

"Especially when you think about incoming freshmen, they're unsure because the formality of high school has suddenly disappeared and they're in this group setting," Cotter says. "As a group, the LLC students were extremely comfortable around faculty and staff members and didn't hesitate to interact with them."

"I got involved to level the playing field."

Cotter's students concluded the year with short presentations about a global issue of their choice, and the topics varied widely: stereotypes of Americans as depicted in the movie *Borat*. An international comparison of legal issues in beer production. The differences in sign language gestures in various parts of the world.

Brusatti's students studied the major religious traditions of the world and how they address social justice concerns. Participants met regularly for dinner discussions, including one at the provincial house of the Holy Cross Brothers and one at Brusatti's house. The students also worked together on service projects like assisting the special-needs students who study and work on campus and volunteering with Habitat for Humanity.

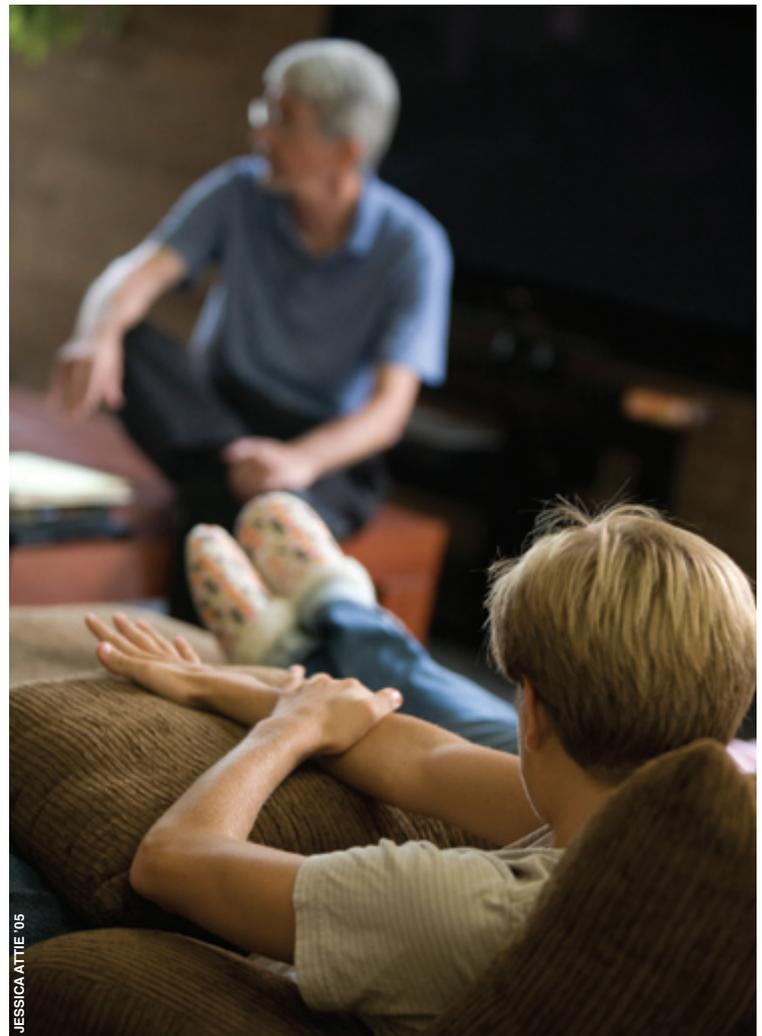
Sean Foley '11, a Political Science major, joined the Service/Social Justice community last year because of his interests in Catholic social teaching and public service. Foley's end-of-year project focused on poverty and homelessness. He went downtown, offered to buy homeless people lunch and listened to their stories. His presentation examined the roots of homelessness in Austin and what Foley sees as the apathy of Austinites toward the issue.

"Growing up in Austin, I saw the stark dividing line between rich and poor," he says. "Just looking at I-35, you see the east side and the west side, and the difference is shocking. I got involved to level the playing field."

New Directions

This year, Foley is the resident advisor for the wing of Dujarié Hall that hosts the Service/Social Justice community. As the on-floor mentor for the new group of freshmen, he's planning multiple service projects to get the group even more involved than his own cohort was. Foley's participation is part of the program's plan to help new groups of freshmen learn from past experiences.

The LLC planners used students' end-of-course reflections to make adjustments to this year's program. After taking the three-hour class together in the fall, last year's groups only met for one hour a week in the



Top, members of the Service/Social Justice Living Learning Community gather for a regular group meeting. Bottom, John Cotter (background) talks with the Global Understanding LLC he teaches.

“They would come into class talking about things in a familiar way.”

spring — not enough structure, they said. So this spring, the two groups will merge to take the required American Dilemmas course together.

And Cotter’s gone back to thinking about dinner. This year’s Global Understanding group will return to the theme of international food throughout the year. They’ll continue dining out, discussing global food production and researching famine and starvation. But he also plans to have them compile a Global Understanding cookbook containing recipes from their varied cultures. If all goes well, they can sell the book as a fundraiser for the cause of their choice.

Living Together

Aside from all the activities planned for them, the social aspect of LLCs may be the greatest resource for students. LLC groups arrive on campus early and complete an orientation that includes team-building activities. By the time the rest of the freshmen move in, the LLC students already know one another’s names and hometowns.

Brusatti says the bonding among the Service/Social Justice community last year took him by surprise. About six weeks into the semester, one of his students let everyone in class know that her roommate — a fellow member of the program — had opened, then forgotten about, a can of tuna in their room before both students left town for the weekend. Too much information? Or maybe a sign of good group bonding.

“They would come into class talking about things in a familiar way,” he says. “Like a family.”



Left, students in LLCs take classes together and, right, live together in a tight-knit community meant to foster a new kind of academic and social dynamic.



Left, Sean Foley '11 was so involved in the inaugural Service/Social Justice LLC, he came back as a resident assistant for this year’s group. Top right, Father Lou Brusatti is impressed with the familial nature of his Service/Social Justice LLC, and John Cotter, bottom right, marvels at how quickly his Global Understanding LLC adjusted to college life.

How St. Edward's helps shape individuality online

By Hans Christianson

The special session of this Organizational Communication class doesn't start for another few minutes, but several students are already at their desks. These individuals include a woman with spiky red hair, a man in a long, flowing cloak and, naturally, an enormous frog. When class starts, there's some initial chaos as the students (most of them in human-based bodies) randomly burst into dance or fly around the room. But soon, everyone calms down, and the online world of *Second Life*, where users can create whatever bodies and environments they wish, becomes just another place to learn.

Assistant Professor of Communication **Stephanie Poole Martinez**, who teaches three sessions of Organizational Communication in *Second Life*, prefers to let the students set their own rules about virtual classroom behavior. "It doesn't take long for the students to regulate themselves," says Martinez. "And they really seem to enjoy the opportunity to learn outside a traditional classroom. The chattiest students in the *Second Life* classroom are often the quietest in the class normally."

The classroom itself is located on a private "island" run by an educators' cooperative that Martinez belongs to. Students from around the world gather in the different classrooms, and the professors share ideas and technology with one another. "It's a lot like a big swap meet," says Martinez. "It's important for our students to get used to meeting and networking with new people. This is the kind of experience that companies are looking for in their new employees — being comfortable in online environments."

With the rise of *Second Life*, MySpace, Facebook, LinkedIn and other social media sites that connect people, students and faculty members have found several new and creative ways to learn and teach. Some members of the St. Edward's University community have taken the technologies a step further by using them as a way to market themselves for jobs and make important contacts. It's all part of the way the web is becoming a force that can empower people to shape their individuality online.

A New Kind of Job, A New Kind of Résumé

Ian Morales '08 is living the music lover's dream. On any given night, he's at a live music venue somewhere in Austin listening to the latest band. He has no shortage of guest passes. Publicists regularly send him promo copies of their CDs. And he gets paid to do all this as a blogger for Austin-based CDfuse.com.

His blogging gig began as a self-motivated venture. After taking Social Media for Public Relations, taught by Assistant Professor of Communication **Corinne Weisgerber**, he decided to start a personal blog to review music and concerts. After a few months, CDfuse noticed him and offered to pay him to blog. Now when he takes in shows, he's gotten used to running into people who have read his reviews — including the occasional bandmember miffed by one of his more critical insights. Like a veteran music critic, he accepts both the praise and rebuttals he receives as an everyday part of the biz.

Weisgerber's Social Media for Public Relations class teaches students how to harness blogging, podcasting (creating

downloadable audio files for others to hear), social bookmarking (sharing web sites with other people) and other technologies to make contacts and get a message across. To help students take full advantage of job and internship opportunities that arise online, Weisgerber emphasizes the importance of the "social media résumé" — a combination résumé and portfolio maintained in one spot online for easy access and viewing. Her students learn to use software that creates résumés embedded with web links, video and other multimedia razzle-dazzle.

Being a Better Blogger

When she began the class in Fall 2007, Weisgerber worried that her students would know as much about online gadgetry as she did, if not more. To her amazement, the majority of students were unfamiliar with the technology. "These kids may have grown up and live online, but that doesn't mean they've been making the most of the experience," says Weisgerber. "Spending time on MySpace doesn't help you become a better blogger."



COURTESY OF STEPHANIE MARTINEZ

Stephanie Martinez's *Second Life* class gathers virtually for real instruction.



Megan Garza '07 blogged her way to a career in technology.



Stephanie Poole Martinez has embraced Web 2.0 as a teaching tool.

Weisgerber practices what she teaches. When a Google Alert informed writer Jackie Huba that Weisgerber uses a textbook Huba co-authored in her class, she got in touch. Huba mentioned she'd just moved to Austin and lived a few blocks from campus, so Weisgerber invited her to visit the class. Huba even took on **Christina Castro '08** as an intern for her blog, www.churchofthecustomer.com. Castro's internship went so well that a marketing firm, Mercury Mambo, took notice of her online work and offered her another internship.

Through his class blog, **Tyler Welsh '09** scored an internship with Undercurrent, a digital media company. The firm did a Google

search of college students interested in social media, and Welsh's blog popped up. **Megan Garza '07** met with several companies she had blogged about in class before landing a position with Apogee Search, a search engine-optimization company that helps clients get noticed online. After nine months with Apogee, she assumed the role of computer training coordinator in Instructional Technology at St. Edward's. And **Mikela Floyd '08** recently took a job in New York City, N.Y., as the digital marketing coordinator for Nickelodeon, a role that puts her in charge of online outreach and communication.

Weisgerber emphasizes that blogging can be a valuable tool to get people to notice you,

but it may not always give you the kind of attention you want. That's what Weisgerber's class learned firsthand when a student made a blog post about a national public-relations firm that failed to get its client written about on an influential blog. The firm's CEO found the blog post through Google Alerts and gave a spirited defense of his company. Soon Weisgerber stepped in to smooth over the situation. She used the encounter as a learning experience for her students, holding it up as a lesson everyone who publishes online needs to know: "Be careful how you present yourself," she says. "Google has a long memory."

ALUMNI NOTES



From the Archives

What's this Thinker thinking?

Share your stories about
this photo with us:

St. Edward's University Magazine
3001 South Congress Avenue
Austin, TX 78704
stevew@stedwards.edu

COURTESY OF UNIVERSITY ARCHIVES AND SPECIAL COLLECTIONS

50s

Stephen T. Lee '52, of South Bend, Ind., is in his sixth year teaching world history at Penn High School in Mishawaka. He's taught since 1952 and just turned 86.

60s

Matt Landry '62, of Colleyville, received the 2008 American Institute of Aeronautics and Astronautics Admiral Luis de Florez Flight Safety Award in August. The award is given annually for outstanding individual achievement in the application of flight simulation to aerospace training, research and development. Landry is the principal engineer for modeling, simulation and labs at Lockheed Martin Aeronautics Co.

70s

Paul Borella '72, of Norwalk, Conn., recently celebrated 25 years of teaching at Trinity Catholic High School. The graduating class of 2008 dedicated the yearbook to him. Borella also serves as board chair of the Fairfield County Federal Credit Union.

Janice Swope '73, of Pflugerville, is beginning her 34th year teaching health and physical education at Pflugerville Elementary School. She was recently elected Region 3 chair-elect for the Texas Association for Health, Physical Education, Recreation and Dance.

Joe Goldblatt '75, of Edinburgh, Scotland, has been inducted into the hall of fame of the International Festivals and Events Association.

80s

Nick (Lewis) Dayton '80, recently left the pharmaceutical industry and joined Turtle Wax Inc. as vice president of global value and business excellence. He and his wife, Marcia, and daughters Alexandra and Isabelle live in Lake Forest, Ill.

Robert Lindemann '82, of Thorndale, has been named interim superintendent of schools for Thorndale Independent School District. He is also the business manager for Thorndale ISD, a position he has held for 12 years.



COURTESY OF RICHARD LEE BUANGAN '97

Fast Boat to China

Richard Lee Buangan '97

— Stacia Hernstrom MLA '05

Richard Lee Buangan '97, put his diplomatic skills to work at the Beijing Summer Olympics.

Richard Lee Buangan '97 became deputy press spokesman at the U.S. Embassy in Beijing in July. But he recently traded his diplomatic passport and suit for an apron and cutting board to intern at a Chinese culinary academy and local restaurant. The temporary career change was part of a full-time, two-year Mandarin Chinese language course Buangan completed so he could better communicate with Chinese officials and reporters. The knowledge boost came just in time — he spent 15-hour days briefing the media and hosting dignitaries at the Summer Olympics. Here, he talks with *St. Edward's University Magazine* about life in Beijing.

How did you get into public service?

I've been in the U.S. Foreign Service already for 10 years. I joined right after graduating from St. Edward's with a BA in Political Science. Being in Beijing is part of the job rotation that moves us to new countries every two to three years. It's definitely an exciting opportunity to work in one of the world's fastest-growing economies.

Describe your typical workday.

I read a lot of newspapers and try to keep track of what's being reported on TV. Throughout the day I respond to calls from Chinese and Western journalists on the U.S. government's reaction to things that happen in China. I brief the ambassador daily on news coming out of the U.S. and Chinese media.

How do you see U.S.-China relations?

The U.S.-China relationship is probably one of the most important and multifaceted bilateral relationships we have in the world today.

Any tales to share about cultural differences?

I don't have any funny stories, but I do have a lesson about trying to tell a funny story in a foreign language: Don't!

Ken Thomas '83, of Buda, has returned to the radio part-time as an on-air personality on MAJIC 95.5 FM. His show airs Sundays from 11 a.m. to 3 p.m.

Martha Villarreal Gallegos '84, of Ponder, and her husband, Raul, celebrated their 25th wedding anniversary on July 23. E-mail her at marthavgallegos@hotmail.com.

Sheikh Khaled bin Ahmad al-Khalifa '84, Bahrain's foreign minister, called for the creation of a bloc of Arab states and Israel, Iran and Turkey during a speech to the U.N. General Assembly earlier this year.

Shannon Boatright '85, of Bastrop, was named the 2007–2008 Elementary Educator of the Year for Bastrop Independent School District, 2007–2008 Teacher of the Year for Emile Elementary School, and Beginning Teacher Induction and Mentoring Program 2007–2008 Coach of the Year.

John Walters '85, of Fort Worth, has been the controller for the YMCA of Metropolitan Dallas since 2002.

Dorothy E. Hammond '86, MAHS '88 retired from teaching last year and is traveling the United States in a motor home with her husband, John. To catch up on their travels, go to <http://dhammond.livejournal.com>.

Elizabeth Garcia Nichols '87, MBA '90, of Austin, recently accepted a position at St. Edward's as an employer relations coordinator in Career Planning. E-mail her at elizabethn@stedwards.edu.

James "Jim" T. Reinhart MBA '87, of Austin, is CEO of Luminary Micro Inc., a microchip company that expects to go public in a couple of years.

George Tuttle '89 has been hired by the University of Cincinnati in Cincinnati, Ohio, as assistant coach of the women's basketball team.

Andrea Rabak Wear '91 was recently named vice president of finance and chief accounting officer of Progressive Gaming International Inc. She and her husband, Daylon, live in Las Vegas, Nev.

Taj McWilliams-Franklin '93, a professional basketball player, has been acquired by the Detroit Shock. McWilliams-Franklin is a six-time all-star who previously played for the Washington Mystics. Detroit will be her fifth team in 10 WNBA seasons.

Francisco Nieto Jr. '93, of Lexington, Ky., received his master's degree in Education from the University of Kentucky in May.

Eric "Rick" A. Grundman '94, of Austin, has been named vice president of administration of Texas Gas Service, a division of ONEOK Inc.

Patrick Valdez '94, of San Antonio, is attending the University of Michigan to pursue his PhD in Higher Education and Public Policy. Noe Ortega '96 (see below) is attending the same program.

Angela Tovar Brutsche '95, of Austin, serves as director of marketing and communications for the Austin Board of Realtors. Brutsche was also recently named vice president of collegiate relations for the Austin chapter of the American Marketing Association.

Ross Fischer '95, of Kendalia, has been appointed Municipal Judge for the City of Woodcreek (see "Future Hilltoppers" on page 31).

Suzanne Acord '96 received her PhD in Political Science from the University of Hawaii at Manoa in May.

Christian Goff '96, of Austin, has been promoted to vice president of Cohn & Wolfe's corporate/public affairs practice. Prior to joining the agency in 2007, Goff was employed by Marathon Oil Corp., where she managed the public affairs of three core production business units.

Noe Ortega '96, of Corpus Christi, is attending the University of Michigan to pursue his PhD in Higher Education and Public Policy. Patrick Valdez '94 (see above) is attending the same program.

Richard Lee Buangan '97, recently completed an intensive two-year full-time Mandarin Chinese language training program and is now the deputy press spokesman at the U.S. Embassy in Beijing, China (see page 29).

Richard Black '98, of Maryville, Mo., has been appointed assistant professor of English at Northwest Missouri State University. He will also serve as co-editor of the university's national literary journal, *The Laurel Review*.

Jo Dale (Bearden) Guzman '98, of Austin, recently accepted the professional development manager position at the State Auditor's Office.

Connie Torres Bergara '99, of Grand Prairie, recently retired from SBC/AT&T after more than 32 years with the company. She's started a second career as the crime victim advocate for her local police department.

David B. Sanchez '99 recently joined Richards Sports + Entertainment, a sports and entertainment marketing agency, in Dallas. The company is part of The Richards Group brand agency. As vice president of consulting, he leads the account team for Bridgestone Tire, the official tire of the NFL, NHL and PGA Tour.

Nathan Michael Bell '00, of Montclair, N.J., has been appointed principal architect and engineer with Pendo Systems, a provider of accounting software solutions for global financial institutions.

Bryan Rose '00 joined the Dallas trial law firm of Rose Walker, LLP. Rose will concentrate his practice in the areas of complex commercial litigation, intellectual property, aviation, product liability and general negligence.

Peter Beste '01, of Brooklyn, N.Y., has collected his photographs of Norway's black-metal music scene in the coffee table book *True Norwegian Black Metal* (Vice Books, 2008). Next up for Beste: a book on Houston-based rap artists.

Janelle Triana '01, of Dallas, was recently promoted to account supervisor at The Marketing Arm, a sports marketing ad agency.

Saul Alanis '02, of McAllen, president and chief perfusionist of RGV Cardiac Support Services Inc., was recently recognized along with colleague Filiberto Rodriguez for helping McAllen Heart Hospital rank

90s

No. 1 in Texas for cardiac surgery in the HealthGrades Hospital Quality in America Study.

Brandon Benavides '03, a news producer at KSTP-TV in Minneapolis–St. Paul, Minn., was profiled for the “How I Got My Job” section of the *Minneapolis Star Tribune*. Benavides also serves as Region 6 director for the National Association of Hispanic Journalists.

Nancy Flores '03, of Mexico City, has contributed chapters to two recent books, *Women, Men, and News: Divided and Disconnected in the News Media Landscape* (Lawrence Erlbaum, 2007) and *The Mass Media and Latino Politics: Studies of Media Content, Campaign Strategies and Survey Research: 1984–2004* (Lawrence Erlbaum, 2007). She wrote both chapters with a grant from St. Edward's and research assistance of students from the university.

MaryJanice Sykes Reisdorf '03, of Dallas, is finalizing plans for the Taste of Home Holiday Cooking School to be held in Greendale on Nov. 11.

Allison Slomowitz '03 is attending Syracuse University in Syracuse, N.Y., to receive a master of science in Photography.

Monica Enriquez Clem '04, of Houston, was recently promoted to director of development and external relations for the University of St. Thomas' Cameron School of Business. In her new position, Clem will reconnect business graduates with the Cameron School and strengthen the network while promoting the business school's programs, faculty and students.

Lisa Cummings MBA '04, of Austin, has started a web site called Achieve Daily, dedicated to helping people reach their potential in life. Visit her at www.achievedaily.com.

Edward Pierce '04, MAC '09 has launched a new web site for his photography business. Visit him at www.reflectAustin.com.

Leslee A. Froehlich MSOLE '05, of Austin, was recently named chief operating officer of Austin/Travis County Community Health Centers.

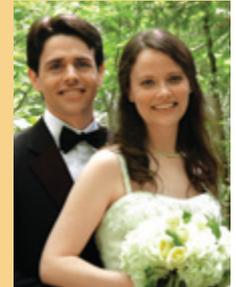
Victoria R. Scoggins '05 recently graduated from Texas Woman's University with a master's degree in Health Care Administration. She was also selected as an administrative fellow for the Central Alabama Veterans Health Care System in Montgomery, Ala.

Nicole Vaccaro '05, of Orlando, Fla., graduated with a PhD in Counselor Education from the University of Central Florida in August.

Charles Assey MAHS '06 has accepted an assistant coaching position for the baseball team at Charleston Southern University in Charleston, S.C.

MARRIAGES

Erin A. Hawthorne '06 to **Jason M. Forrest '06** (right) on June 24, living in the Dallas/Fort Worth area.



Benjamin Figer '07 to Desiree Figer on Jan. 6, living in Austin.

Paul Leonardo '94 to Michelle Dwyer on April 26, living in Chicago.

FUTURE HILLTOPPERS

To **John Walters '85** and Teke Walters, of Fort Worth, daughter Sara on Feb. 5.

To **Mia Hosty Riffett '93** and Scott Riffett, of Houston, daughter Alexis Sofia on April 28.

To **Michelle Franzetti Fischer '94** and **Ross Fischer '95**, of Kendalia, daughter Sara Margaret on Jan. 12.

To **Robert DeSarro '94** and Jennifer DeSarro, of Austin, son Michael Reid on July 14.

To **Adam Farris '96** and **Carrie Farris '94**, of Richmond, daughter Isabella Blythe on June 11.

To **Jeff Earle '99, MLA '08** and Lauren Earle, of Austin, daughter Brooke on July 19.

To **Amanda Inniss Beck '05** and Matthew Beck, of San Antonio, son Nathan Clarence on April 12.

To **Kristy Parker '05** and Brodie Parker, of Austin, daughter Katherine on March 3.

To **Benjamin Figer '07** and Desiree Figer, of Austin, son Matthew Levi on March 20.

To **Kelley Coblentz Bautch**, associate professor of Religious Studies, and **Richard Bautch**, associate dean of the School of Humanities, daughter Johanna Tague on July 21.

To **Jodi Egerton**, assistant professor of English Writing and Rhetoric, and **Owen Egerton**, adjunct instructor of Creative Writing, son Oscar Ivor on Aug. 25.

To **Bin Wang**, assistant professor of Economics, and Jing Li, son Lee Wang on Aug. 24.

To **John Whelan**, report coordinator for University Advancement, and Katie Whelan, son Luke Aaron on Sept. 9.

Leah Foster '06 is assistant coach of the women's basketball team at Dartmouth College in Hanover, N.H. Foster played on the women's basketball team at St. Edward's for four years and captained the team as a senior, winning the Heartland Conference championship.

Liliana Perez '06 just opened her first restaurant, Las Brisas Mexican Restaurant, in Weslaco.

GiNell Elliott '07 was accepted into the Computational Biology PhD program at Washington University in St. Louis, Mo.

Laura Sanders '07 of Austin, works for the Holy Cross Institute at St. Edward's. In the evenings, she volunteers as a founding board member for a start-up nonprofit, the Validation Center for Dementia Communication. The center trains caregivers, family members and others to communicate with elders disoriented by Alzheimer's disease or related dementias. She can be reached at laurads@stedwards.edu.

Peter Shock '07, of Austin, recently started his own company, Hot Shot, a courier service for Texas and surrounding states.

Bradley David Goldsmith '08, of Houston, signed as a rookie free agent with the Southern Illinois Miners in Marion, Ill. He plays outfield for the team.

John Nagorski '08 has accepted an assistantship to study in the Economics PhD program at Indiana University in Bloomington, Ind.

Heath Naquin '08, of Austin, has started the master's program in Science and Technology Commercialization at UT-Austin.

Caitlyn Phillips '08, of Dallas, was admitted to several graduate schools and has accepted an assistantship to pursue a PhD in Statistics at Southern Methodist University. She also attended the Infinite Possibilities Conference at North Carolina State University in Raleigh, N.C., in April.

Lauren Sparks '08, a double major in Business Administration and Finance, was hired at Merrill Lynch in New York, N.Y., after completing an internship there.

ALUMNI PROGRAMS

CAMPUS NEWS

Homecoming 2009: Save the Date

Mark your calendar for Homecoming 2009: Feb. 27–March 1. Alumni Programs is gearing up for another celebration with alumni, parents, students, faculty members and Holy Cross Brothers. Some of this year's highlights will include the 50th reunion for the Class of 1959, the 40th reunion for the Class of 1969 and the 25th reunion for the Class of 1984. Also look for residence hall reunions and student organization reunions. To volunteer, contact **Kippi Griffith MBA '01**, at kippig@stedwards.edu. See you on the hilltop!

Superheroes Unite!

Alumni Leaders Conference Recap: On June 6–8, more than 40 alumni and student representatives accepted their roles as alumni superheroes when they converged on campus for the Superheroes Unite! Alumni Leaders Conference. Representing the Alumni Association's chapters from across the nation, participants included chapter leaders, admission volunteers and alumni board members. On Saturday, the group attended a panel with alumni volunteers from other alumni associations, participated in team-building activities across campus, and attended various breakout sessions to plan activities and development opportunities for the upcoming year.



CHAPTER NEWS

Austin — The Austin chapter hosted 170 Hilltoppers at the 7th Annual Alumni Night at the Ballpark with the Round Rock Express in July. With fireworks to end the evening, it was a great time for alumni, parents and their families.



The Austin chapter hosted 170 Hilltoppers at the 7th Annual Alumni Night at the Ballpark with the Round Rock Express in July. Top, John Dudney '59 '64, having a ball in the stands. Above, Future Hilltoppers get in the spirit of the game.

Dallas–Fort Worth — The DFW chapter hosted a social at the Dallas Museum of Art with outdoor jazz and drinks in the open-air atrium on Aug. 28. A Night at the Ballpark with the Texas Rangers followed on Sept. 20, along with help for admission fairs in the fall. The chapter will continue its tradition of the Salvation Army Angel Tree Project this holiday season. The chapter will also host **President George E. Martin** for a reception on Nov. 20. To participate in upcoming events, contact seualumni@stedwards.edu.

Rio Grande Valley — Lizet Hinojosa

'04 and **Kristina Salinas '02** hosted a Summer Send-off in August for incoming freshmen and their families. Alumni, parents and current students living in the Valley shared their stories of St. Edward's with new Hilltoppers. Many members of the St. Edward's community from Brownsville to McAllen

filled Le Peep restaurant to wish the new students well. The chapter also participated in a Founder's Day service project volunteering at Food Bank of the Rio Grande Valley on Oct. 18. To participate in upcoming events, contact sealumni@stedwards.edu.

San Antonio — **Axel Guerra '06** is the new president of the San Antonio chapter. He joins **Maureen McConnell '97** and **Alison Kushnerick '99** as the chapter's leaders. The chapter secured a special price on tickets, including food, for a reserved section at the WNBA San Antonio Stars game on June 20. During the fall the group celebrated Founder's Day with a community service project with the National Kidney Foundation. To join in upcoming events, contact sealumni@stedwards.edu.

New York City — **Alicia Barron '03** and **Daniel Mize '03** hosted New York alumni for a chapter kick-off event on Oct. 14 to continue their efforts to build a strong NYC Alumni Chapter. To learn more details and participate, contact sealumni@stedwards.edu

Washington, D.C. — The Washington, D.C. chapter continued to stay active with a Founder's Day community service project with SOME, So Others Might Eat, on Oct. 18. The group also hosted a reception for current St. Edward's students traveling to the nation's capital on Nov. 13 as part of the Student Life Hilltop Leaders Program. To learn more details and participate in upcoming chapter events, contact sealumni@stedwards.edu.

AROUND THE NATION

Regional Representatives — Several cities across the country have alumni representatives bringing local Hilltoppers together. Alumni in El Paso; New Orleans, La.; Atlanta, Ga.; Chicago, Ill.; Phoenix, Ariz.; Boston, Mass., and San Francisco, Calif., have a contact to keep abreast of St. Edward's-related happenings in their area. Alumni Programs is looking for regional representatives to serve as contacts for fellow Hilltoppers in the following areas: Seattle, Wash., and Denver, Colo.

Atlanta, Ga. — Regional volunteer **Julie Shamburger '98** will start connecting alumni in the greater Atlanta area and hopes to host an event in the spring. To participate, contact sealumni@stedwards.edu.

Boston, Mass. — **Kathy Gaalaas MAHS '98** has been involved with St. Edward's in a variety of areas including admission, professional development and campus ministry, and now as an ambassador for the Alumni Association. To participate, contact sealumni@stedwards.edu.

Chicago, Ill. — **Amhir Hidalgo '06** hosted a mixer for local alumni in September at Rock Bottom Restaurant and Brewery to introduce himself as the new regional representative for the Chicago area. He, **Diane Gilley '92** and **Neil Brown '02** helped organize a Founder's Day service project. To learn more details and participate, contact sealumni@stedwards.edu.



Above, The El Paso chapter held a Summer Send-off for incoming freshmen at St. Edward's.

El Paso — **Regina Loya '05**, regional representative for El Paso, recently hosted incoming freshmen and their families at a Summer Send-off at Jaxon's restaurant. New students and their parents enjoyed meeting alumni, current students and current parents to discuss their new St. Edward's adventure. Look for more events in El Paso this year. To participate, contact sealumni@stedwards.edu.

Phoenix, Ariz. — **Chad Skinner '97** is working to build a presence of alumni in the Valley of the Sun and hosted a planning meeting for local volunteers on Sept. 20. Chapter volunteers are planning a fall happy hour and a community service project in December. To participate, contact sealumni@stedwards.edu.

New Orleans, La. — **Lucy Garcia '04** recently contacted Alumni Programs to start a chapter in the Big Easy. Look for a social and a community service event this spring. To participate, contact sealumni@stedwards.edu.

POINT US TO A FUTURE HILLTOPPER

Know someone who would be a great candidate for St. Edward's? Let us know.

We've created a special Admission Referral Form just for that purpose.

Visit www.stedwards.edu/alumni/intouch/referral.htm and recommend a future Hilltopper.

For more information on alumni programs in your area, or to become a regional representative for your city, e-mail sealumni@stedwards.edu or visit www.stedwards.edu/alumni.



Members of the Young Alumni Council met in October. Left to right, Marili Cantu '02, Matt Williamson '02, Jon Foerster '02, Charlie Welbes '08, Alexis Konevich '08. Not pictured: Rachel Akeman '07, Lindsey Erwin '07, Austin Lytle '08.

PRESENTING: THE YOUNG ALUMNI COUNCIL

Out of more than 22,000 graduates of St. Edward's, almost half are considered young alumni — those having graduated in the last 10 years. With nearly 1,000 new alumni each year, that number will only continue to grow. To meet the needs of this ever-expanding population, the Alumni Association has created the Young Alumni Council.

The council's mission is "to help plan and promote events, programs and services targeted to young alumni; the council will assist the Office of Alumni and Parent Programs in creating targeted messages and programming to help introduce new graduates to the Alumni Association."

This year, the council intends to tackle big questions such as "How do we encourage people to update their information?" and "How and why do young alumni give?" By utilizing alumni nationwide in various occupations and from various class years, the council hopes to provide a unique perspective for young alumni programming. "I am a big believer in giving back, especially to a place like St. Edward's that gave me so much," says **Marili Cantu '02**, a Young Alumni Council member. "This

is a way to use everything I learned at St. Edward's and my career outside of St. Edward's to help our alma mater have a strong, engaging community."

In July the council, with help from the Alumni Association, surveyed more than 3,000 young alumni. The results were not surprising: Nearly 66 percent are active on Facebook and 95 percent prefer e-mail as a method of communication with the university. What do young alumni miss most about St. Edward's? A resounding 74 percent said "faculty interaction." The council hopes to continue these surveys to constantly evaluate programming.

In September, young alumni returned to the hilltop to see old friends and make new ones at Hillfest. Later in September, the Austin alumni chapter organized a Young Alumni Pub Crawl. And in October, the Dallas-Forth Worth chapter greeted young alumni at a special Welcome Event.

A Maryhill Reunion

The death of beloved news broadcaster Tim Russert at 58 in June struck a chord with **Rose Marie Hagman '73**. "He was only a year older than me and my classmates from college," she says. "I didn't want to think that I may not see anyone again due to an unexpected death."

Galvanized to action, Hagman teamed with **Liz Link Minne '73** to organize a quick reunion in July for alumnae from their era at the university — the time when Maryhill College, the women-only school on campus, was absorbed into St. Edward's once the university went co-educational in 1970.

Over the weekend, attendees of the informal reunion toured campus, visited Minne's ranch in Tarpley, and stayed overnight for a "slumber party" at Hagman's home in Austin. "We perused and thumbed through the St. Edward's yearbooks a thousand times trying to reach into our memory banks," says Hagman. "We won't wait 35 years to get together again."



Class of 1973 graduates from St. Edward's reassembled this summer for an impromptu reunion. Attendees included (left to right) Jackie Jensen Barmore, Kathie Lyons, Eileen Walsh, Kathy Stavinoha Rives, Liz Link Minne, Marybeth Gifford, Ramona Padilla, Rose Marie Hagman, Margaret Smith Barbick, Debbie Tinney and Janice Lindeman Swope.

YOUNG ALUMNI CALENDAR

Feb. 28, 2009 • Homecoming

2nd Annual Young Alumni Reunion

To save paper and resources, Alumni Programs communicates with young alumni primarily through e-mail. Nothing in your inbox?

Update your information in the online directory at www.stedwards.edu/alumni.

BTW: WE'RE ONLINE!

Did you know that over 8,000 alumni of St. Edward's are on a social networking site? And that number doesn't include current students busy creating groups online. To reach out to this expanding alumni population, the St. Edward's Alumni Association has created pages on both Facebook.com and LinkedIn.com. We hope you'll use these opportunities to find old and new friends and, most importantly, to stay connected to the hilltop.

- Facebook Group Name: St. Edward's University Alumni Association
- LinkedIn Group Name: St. Edward's University Alumni Association

IN MEMORIAM

Irwin J. Fanette '30, of Port Arthur, on Dec. 9, 2007.

Francis L. Fallwell '40, of Beaumont, on Feb. 12.

William Howard Hinkson hs '45, '51, of Abilene, on June 29.

Thomas Kane '50, of Covina, Calif., on Sept. 2, 2004.

William H. Knudsen '50, of Austin, on May 8.

Robert J. Brune '52, of Dayton, Ohio, on May 6.

James Edward Kmiecik hs '52, '56, of Houston, on Aug. 4.

Gentry Frank Whitehurst hs '52, of Humble, on Dec. 26, 2007.

Billy F. Ater '54, of Austin, on April 23.

Robert B. Spielman '54, of Austin, on March 18.

Mark T. Ritter hs '55, '59, of Austin, on March 9.

Clyde M. Reedy hs '56, of Jacksonville, Fla., on Feb. 7.

Brother James Greteman, CSC '58, of South Bend, Ind., on May 21.

Thomas R. Board '60, of Austin, on March 3.

James A. Kavanagh '60, of San Pedro, Belize, on June 7.

Thomas Eugene Riney hs '61, of Austin, on June 12.

Col. Msgr. Sidney Marceaux '62, of Beaumont, on Sept. 14.

John J. Severino '62, of Newton, Ohio, on March 24.

John Norris hs '63, of Austin, on July 7.

Earl W. Rose Jr. '63, of New Orleans, La., on April 10.

Sister Mary Celestine Pulido IWBS '66, of Brownsville, on Nov. 29, 2007.

Juan Moreno hs '67, of Austin, on Sept. 29.

Heinz Braun '67, of Dalton, on Feb. 8.

George R. Woolfolk hs '67, of Dallas, on Jan. 1, 2004.

Kareem A. Hajjaj '68, of Kuwait, on Feb. 3.

Joseph B. Durney Sr. '70, of Wilmington, Del., on Feb. 7.

Timothy R. Griffith '70, of Gold Canyon, Ariz., on July 21.

John A. Watson '72, of Austin, on March 14.

Russell F. Brownlee '78, of Hersey, Mich., on May 12, 2006.

Herbert J. "HJ" Deigl '78, of Geneseo, N.Y., on Nov. 3, 2007.

Sue S. Towery '78, of Austin, on Nov. 15, 2007.

Dwight M. Webster '78, of Austin, on Feb. 23.

Mary J. Rouw '84, of Austin, on Nov. 29, 2007.

Thomas F. Sewell '85, of Austin, on April 20.

Louis Charles Shurtleff '87, of Austin, on Feb. 28.

Frank D. Shyne '90, of Palmdale, Calif., on Sept. 23, 2007.

Donna E. Frysinger '91, of Austin, on June 6.

Eugene Glass MBA '94, of Austin, on Feb. 2.

Chaunda Rae Johanson '95, of Austin, on May 30.

Andrew Ellis Penn '98 MBA '02, of Austin, on Feb. 25.

John Lee Capistran '99, of Thornton, on March 22.

Charles Pinkard '95, of Austin, on Nov. 19, 2007.

Brother Victor Monette CSC, of Austin, on Sept. 11.

Janine M. Koch, wife of Professor Jim Koch, of Austin, on Feb. 23.

Raul Salinas, of Austin, on Feb. 13.

PETER PESOLI, 1924–2008



COURTESY OF UNIVERSITY ARCHIVES

Peter Pesoli, former professor of English, passed away in Austin on July 6 at age 84. He joined the St. Edward's faculty in 1954 and worked at the university for 48 years, teaching

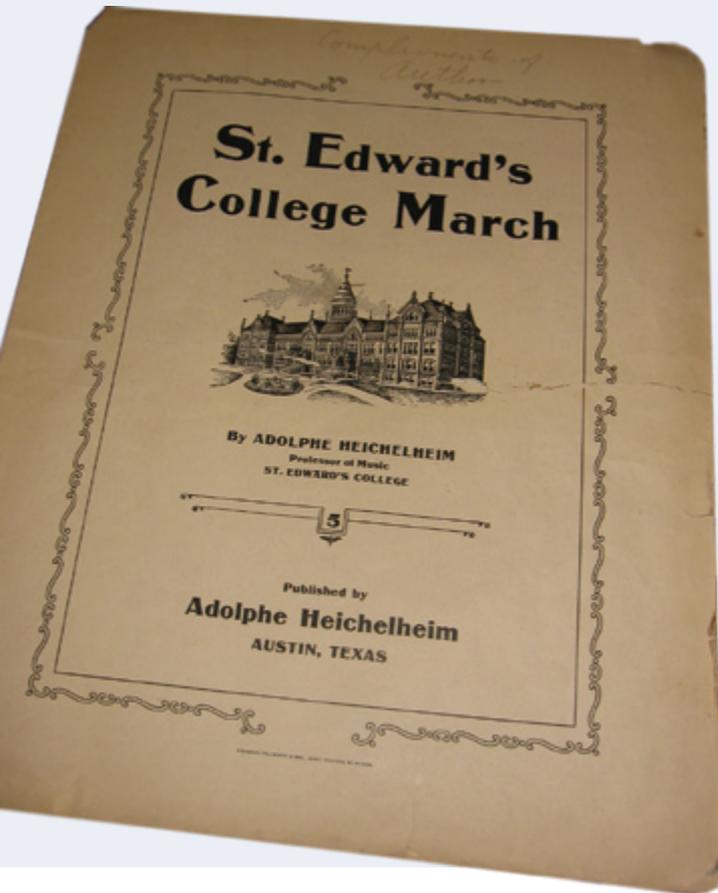
literature and poetry to generations of students. The son of Italian immigrants, Pesoli was the first of his family to attend college. He interrupted his studies after his freshman year to fly 35 missions over Europe during World War II in the Army Air Corps. After the war, he taught at a Brothers of Holy Cross high school for boys in Italy before joining the faculty at St. Edward's.

Pesoli is survived by five children and 12 grandchildren.

HOLDINGS

A look at items of note held by University Archives and Special Collections

MARCH OF MYSTERY



The inscription scrawled across the top of the yellowed manuscript reads: "Compliments of the Author." Found among the possessions of Della May Sander True, these three pages of sheet music are among the last remaining documents in a century-old mystery. Six years after Professor **Adolphe C. Heichelheim** published this music, the "St. Edward's College March," he reportedly hung himself in the attic of his South Austin home.

But as always, good times came before the bad.

It was an exciting year at the turn of the century, or as they called it, Y1.9K. John Philip Sousa reigned supreme, and the certain fiery doom of Halley's Comet was still 10 years away. We know that Professor Heichelheim had conducted a special Mass in those first days of the 20th century. After the choir's triumphant performance, the college enjoyed a feast of turkey and ice cream. For four years, Heichelheim had served as music director, and one can only assume he lorded the position over his brother Louis, a mere professor in his department.

Three years later, Heichelheim celebrated his pride in St. Edward's with the swankiest music of 1903: the march.

But despite a sycophantic dedication to the university president, the "St. Edward's College March" apparently never found a lasting place in the pomp and ceremony of the college. It lies buried beneath the efforts of succeeding generations. Its historical obscurity is summed up by Assistant Professor of Music Brother Gerald Muller, CSC: "It is not good music."

It's not known how Heichelheim knew Ms. Della May Sander True, or how the sheet music came into her possession. (Robert R. Chaison, a member of True's surviving family, donated the piece to St. Edward's.) They lived a 15-minute carriage ride from each other, or 30 minutes if cattle had collapsed the Congress Avenue bridge that year. Perhaps they knew each other from the German social clubs, or from a common passion for music.

However they met, it must have been in better times.

— by Matthew Bey

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in touch

send in your alumni note

A fun vacation, volunteering, a job change — whatever your news, share it with friends and classmates via *St. Edward's University Magazine*. Submit your news by Feb. 1 to be considered for the next issue. If your address or other information has changed, please let us know.

Name: _____

Former Name: _____ Class Year: _____

Address: _____

City/State/Zip: _____ Phone: _____

E-mail: _____

Your News: _____

E-MAIL: luciep@stedwards.edu

WEB: www.stedwards.edu/alumni

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MAIL: Lucie Perez '92
St. Edward's University
3001 South Congress Avenue
Austin, TX 78704-6489

When faxing or mailing your note, please photocopy the form to the right.



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*My hilltop is ... feeling part of
one big family.*

— Felecia Williams '99



Come home to your hilltop!

Homecoming & Parents Weekend 2009
Feb. 27, 28 and March 1

Register now: www.stedwards.edu/homecoming