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AlcaláView

A newsletter for the employees of the University of San Diego / September 2004 / Vol. 21, No. 1

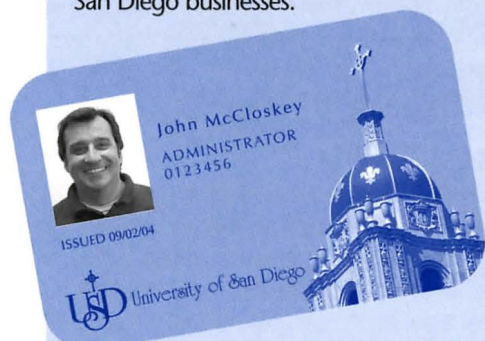
A Yen for Yoga!
Are you stressed out? Looking for a way to relax for an hour? USD is continuing its weekly yoga classes. See page 3.



USD's ID Card: Don't Leave Home Without It

It's becoming the card that's everywhere you want to be. But it's not Visa. It's USD's identification card, commonly referred to as the USD campus card.

The redesigned University of San Diego ID card, which debuts this month, does much more than just identify students, faculty and staff. It's a meal card for students and an access card for resident students, academic computing and athletic facilities. Through the *CampusCash* program, it also acts as a pre-paid services plan, allowing USD community members to deposit money on their cards and use them like cash at on-campus locations such as the bookstore, dining venues, mail center and health center. *CampusCash* also is accepted off campus at nearby Ryan's Café, Domino's Pizza, Hillcrest ACE Hardware and a growing number of San Diego businesses.



Freshmen and other incoming students will receive the new ID card — which features the familiar blue dome atop The Immaculata — during orientation. Continuing students and USD employees are encouraged to exchange their old ID cards at the campus card services office, located in the Hughes Administration Center, Room 210.

(Continued on page 2)

More than Just a Mailman, Danny Marines has been Stamped as First-Class

Danny Marines says practically anything can be sent through the U.S. mail, as long as it has the correct postage. So it's no wonder that, in his 18 years as operations manager at USD's mail center, he's seen it all — from standard packages containing flowers and birthday cakes, to brow-raising bundles such as a crate of baby chicks and even a single, unwrapped coconut — with the right postage, of course.

After what he's seen, nothing shocks Marines, who was named one of this year's two Administrators of the Year at the Employee Recognition Picnic, along with chemistry Professor **Tammy Dwyer**. He's not surprised that the manual of regulations for handling bulk mail is nearly as thick as a phone book. He wasn't taken aback when more than 145,000 pieces of mail came through the mail center in June — a month when, with many students and faculty gone, one would assume the pace would slow.

And he isn't perturbed when he gets frantic Saturday morning phone calls at home from faculty members who need to retrieve a shipment of textbooks that just came in for a weekend class or from worried parents trying to get urgent weekend packages to their children. To him, it's just part of the job.

"My job is to help other people get their jobs done," Marines says. "We play a really important role on campus and we realize that if we don't run smoothly, the whole campus can't run as smoothly. We like the responsibility, and that's why we're willing to take it on. I love working here."

His can-do, caring demeanor shows on the wall above his desk, full of snapshots of former student workers who still keep in touch, and in the attitude of the mail center staff, who would bend over backwards for their boss.

"Danny really taught me about teamwork, coming to work with a positive attitude, making the most of your day and having fun at work," says **Amy Walker-Pinneo**, who nominated Marines for the award, after working in the mail center for two years before moving to the registrar's office more a year ago. "I'm amazed at how much work we accomplished, the lengths we went through to help others and, at the end of the day, we still got everything done. It was all about that positive attitude. It's something I hope I still bring to my job every day, and something that will help me for the rest of my life."

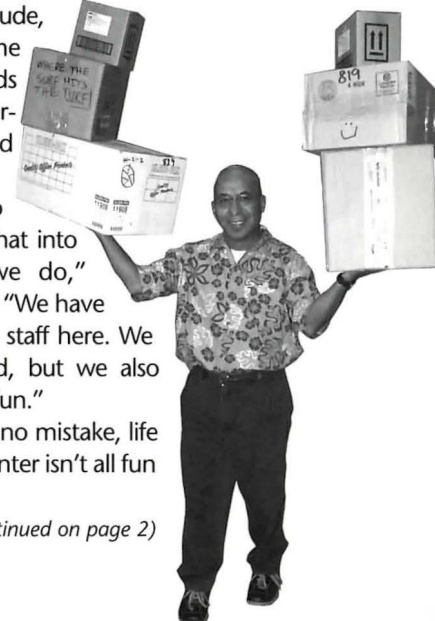
Like Walker-Pinneo, the rest of the mail center employees balk at the notion of postal workers going, well, postal. They instead embrace the notion espoused by Marines and his partner **Cheance Adair**, the mail center's systems manager, that you should whistle while you work.

A poster on the wall outlines their belief that they and their staff should not only work hard, but also have a pleasant attitude, take the time on their rounds to make a person's day, and play.

"We try to incorporate that into everything we do," Marines says. "We have a really good staff here. We all work hard, but we also have a lot of fun."

But make no mistake, life in the mail center isn't all fun and games.

(Continued on page 2)





USD'S new ID Card:

(Continued from page 1)

"Because we're starting to expand services, and students and employees will be using their cards off campus more often, we wanted the card to really represent the look of USD," says **John McCloskey**, manager of campus card services. "With the new look, people out in the community will instantly recognize the university."

This fall, USD joined the Student Advantage program, a national student discount program that allows member students, faculty and staff to show their USD ID cards and get discounts at 15,000 local, national and online locations. Student Advantage memberships are \$20 for one year, \$30 for two years, \$40 for three years, or \$50 for four years, and can be purchased when obtaining a new ID card. Members receive discounts at more than 50 local restaurants, music stores, salons and other businesses, as well as at national companies such as Amtrak, Cheap Tickets, Foot Locker, Urban Outfitters, Barnes & Noble, Tower Records, Burger King and Taco Bell.

The campus card services office, reports that *CampusCash* users, most of whom currently are students, last year put a total of \$1.5 million on their cards. McCloskey says approximately 85 percent of undergraduate students use their student ID cards as campus cash, but he hopes that more employees will take advantage of the *CampusCash* program. This year, McCloskey plans to arrange the system so employees can add money to their *CampusCash* cards online or through payroll deductions. *CampusCash* gift cards also are available. They are sold in \$5 increments and, McCloskey notes, make perfect employee recognition gifts.

As the system grows, McCloskey is listening closely to student and employee requests and enhancing services wherever possible.

"Students, parents and employees like the *CampusCash* idea because there are times when they might not have cash, but they have *CampusCash*," McCloskey says. "We're always looking for way to expand where *CampusCash* can be used. For example, students said they want to be able to use it at Santana's, the Mexican restaurant on Morena Boulevard. So we went and knocked on their door and asked. Our students and employees are spending money at these places anyway, so why not make a connection back to the university?"

AV

Marines

(Continued from page 1)

The staffers stand on their feet all day, and the weather can change their moods. And then there's the heavy lifting. Each mail bucket weighs about 25 pounds, and each carrier typically collects and delivers 40 to 60 buckets a day.



Danny Marines says his employees are the people who make him look good. The staff includes: (front row, left to right) John Bennett, Lisa Smith, Pam Avila, Danny Marines and (back row, left to right) Paul Aden, Brian King, Tom Schreiber and Jerry Sanchez. Not pictured is Cheance Adair.

"Your feet get tired and your back gets sore," says **Paul Aden**, who's worked at the mail center for seven years. "But part of the reason I've been here for so long is because of Danny and Cheance. They taught me that having a great attitude as you deal with people is the best way to go through life, and they make this job fun."

AV

See upcoming editions of the Alcalá View for stories on chemistry Professor Tammy Dwyer, co-Administrator of the Year, and Catherine Crutchfield, executive assistant to the College of Arts and Sciences dean, this year's Manuel Hernandez Staff Employee of the Year.



Commercial Shows the Many Sides of USD

The University of San Diego launched its first television advertising campaign in grand style with a 30-second spot that was broadcast more than 70 times during NBC's August coverage of the 2004 Summer Olympic Games in Greece.

The commercial centered around a traditional university icon, the university

sweatshirt, and a group of words derived from USD's core values — including faith, tradition, compassion, ideas, discovery, honor, hope, success and justice.

Featuring a faculty member, a student and several alumni, the commercial aired in the San Diego market during prime-time coverage and popular events such as women's gymnastics and men's swimming.

Because its message is lasting, the commercial can be used even after the anthems are played, the medals are counted and the Olympic torch is extinguished. It will become key in the near future as USD

launches an integrated marketing campaign to raise the university's profile.

"It took a lot of creative financing to make this happen, and USD couldn't have done it without the help of Bob Hoehn, chairman of USD's board of trustees, and MeadsDurket, the agency that handles his company's advertising," says **Coreen Petti**, assistant vice president for marketing and strategic partnerships. "We negotiated a bargain-basement rate for NBC to broadcast the spot, and we're very proud that we were able to showcase the university before such a large and influential audience."

SEA Snippets

The following issues were discussed at the August meeting of the Staff Employees Association:

- SEA secretary **Perla Bleisch**, administrative assistant in the law school, reported that the SEA is looking for nominations for a new board. Positions, open to staff representatives on the SEA, include president, vice president, secretary and treasurer. The election for the positions will be held in November for the two-year terms, which will run from January 2005 to January 2007. Send nominations by Oct. 29 to Bleisch at bleisch@sandiego.edu.
- SEA President **Penny Navarro** reminded staff representatives that the human resources department conducted orientation meetings in August to introduce staff employees to the new performance evaluation tool, which will be used to help determine pay increases for staff starting in fiscal year 2004-05. Navarro said the meetings are mandatory for all staff and staff supervisors. A make-up session will be held this month. For information about the date of this session, call the human resources department at ext. 6611. Human resources also reports that administrators will be notified soon about similar training sessions scheduled for them in the fall.

It's A Date!



Rembrandt's Revelations of the Bible

Stop by Founders Gallery to see "The Gospel According to Rembrandt," an art exhibit featuring 25 works by Rembrandt that depict various scenes in the Bible. On loan to the university, the collection is owned and curated by Bob Hoehn, chair of USD's board of trustees. The exhibit will run from Sept. 29 to Dec. 12. Hours are noon to 4 p.m., Wednesdays, Fridays, Saturdays and Sundays, and noon to 6 p.m., Thursdays, in Founders Gallery, in Founders Hall.



PERFORMANCE EVALUATION: The human resources department announced that the university adopted, and is in the process of implementing, a performance management program for all non-faculty employees. Initial orientation meetings and supervisor training for the staff performance evaluation portion of the program were completed in August. Orientation and training for the administrative evaluation portion of the program will be conducted in the fall. Both programs were designed by incorporating essential elements such as goals and objectives, performance standards and measurements, an employee development portion and, most important, management accountability and employee participation. The staff performance evaluation form was designed by a committee representing constituents from across campus and across employee classifications. It was pilot tested and employee comments were incorporated. It also was endorsed by the Staff Employee Association, which was represented on the committee, and approved by the executive council in June 2004.

INCREASE IN USD MEDICAL COVERAGE: Every year at this time, USD works with its insurance carriers to negotiate a new contract for the best health care program for USD employees. In recent years, USD has maintained minimum cost increases through effective negotiations. But medical and health care

costs continue to rise and present a dilemma on a national level. This year, it appears that higher overall costs will have an impact on USD — particularly on its Blue Cross medical plan. Blue Cross is projecting a 28.8 percent increase for 2005. Kaiser projects a more reasonable increase of 3.2 percent. These premium increases result from higher market cost and increased utilization by our employees in the areas of hospital patient care, surgery and doctor costs. To address these increases, the human resources department is considering cost containment measures such as a change in benefits, the plan, and/or the plan design. It is important to note, however, that, in any scenario, increased "out-of-pocket" costs for next year are unavoidable. Human resources administrators, and members of the Benefits Advisory Committee, meet regularly to evaluate options, obtain competitive bids and identify reasonable solutions to mitigate this substantial increase. Employees will be kept informed. Employees are encouraged to attend the next Benefits Forum to obtain additional information. For information about the meeting, call human resources at ext. 6611.

YOGA CLASSES: The human resources department is continuing the yoga classes it started earlier this year. For \$25 per month, employees can enjoy four relaxing hours of yoga each week. Classes are held at 7 a.m. and 12:15 p.m., Mondays and Wednesdays, in the exercise room, first floor south wing of the Sports Center. Mats are available, but participants must bring their own towels. To purchase monthly passes, visit the human resources office, Maher Hall, Room 101.

Duo Makes Dining a Delight

The 2004 Thomas F. Burke Employees of the Year for Student Affairs were **Mariana Djaja**, unit leader for La Paloma, and **Rudy Spano**, assistant vice president for student affairs and director of dining services.

Djaja, who began working at USD in 1993 as a pantry cook in the main dining hall, is known for her cheerful smile, dynamic personality and attentive attitude.

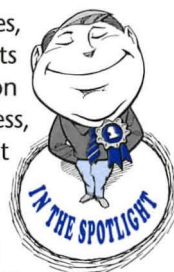
"Mariana is an employee who helps build the USD community by her presence and her service," wrote Sister **Juanita Meyer**, executive assistant in the provost's office, and one of several people who nominated Djaja for the award.

Spano, who has dedicated more than 20 years to student affairs and dining services,

is admired by colleagues, employees and students throughout his division for his integrity, kindness, Catholic values and great sense of humor.

"Rudy is capable of just listening when venting is necessary, but always

finds the one positive thing to say to remind us of what's really important," says **Karen Reed**, director of student computing. "I have learned more from Rudy in the past two years about how to lead people than in all my previous years working."



Mariana Djaja and Rudy Spano

If you or someone you know deserves to be put "In the Spotlight," send an e-mail to [Krystn Shrieve](mailto:Krystn.Shrieve@sandiego.edu) at kshrieve@sandiego.edu or call her at ext. 4934.

Chef Specialty Bars

USD chefs will offer two specialty bars in the faculty/staff dining room in September. The menu on Sept. 9 will feature gourmet Caesar salad and the menu on Sept. 23 will boast appetizing appetizers.

Mass of the Holy Spirit

The Mass of the Holy Spirit, the annual service to ask God's blessing on the new academic term, will be held at noon, Sept. 10, in The Immaculata. People of all faiths are encouraged to attend. For information, call University Ministry at ext. 4735.

Chicano/a Heritage Month

Co-sponsored by United Front, the Movimiento Estudiantil Chicano/a de Aztlán (MEChA) and the Association of Chicana Activists (ACHA), the keynote speech for Chicano/a Heritage Month will be delivered by Dolores Huerta, co-founder and vice president emeritus of the United Farm Workers of America, AFL-CIO. Huerta will speak on behalf of the Delores Huerta Foundation, which trains immigrant activists in the grassroots style by which the United Farm Workers was organized. The keynote speech will be delivered at 7 p.m., Sept. 16, in the Hahn University Center Forum. For information, call ext. 2395 or e-mail mgarcia-05@sandiego.edu.

New Logo Manual Released

The Department of Marketing and the Office of Publications recently released a new logo standards manual, designed to ensure that the USD logo is used correctly when creating on- and off-campus university materials including letterhead, business cards, publications,

printed materials, Web sites, advertising and promotional materials.

The University of San Diego is a growing, changing institution. As its programs develop their own identities, the manual will help preserve and strengthen the identity of USD by maintaining the consistency of all materials that bear its mark.

Copies of the USD logo can be downloaded at the publications Web site. Log on to www.sandiego.edu/publications. For information, call **Mike Haskins** at ext. 4684.

Employee Benefits Forum

An employee benefits forum will be held from 11:30 a.m.-1 p.m., Sept. 22, in the Salomon Lecture Hall in Maher Hall.

Body Acceptance Week

The fourth annual body acceptance week will be held Sept. 27-30. Presented by a committee of students and staff, the main goal of the week is to promote and support a campus culture that enhances balanced, healthy living and a positive self image, regardless of one's shape or size. The week features a variety of educational campaigns and activities. "Eat Smart" menu specials also will be featured in all campus restaurants. For information, call the counseling center at ext. 4655.

Alternative Transportation

With gas prices skyrocketing and the price of parking permits at USD also going up this year, the Office of Public Relations would like to share information with employees about Rideshare, which was set up by San Diego's Regional Planning Agency. Employees can log on to the Ridelink Web site, www.ridelink.org,

fill out an application and be matched with carpools or vanpools in their areas. The Web site offers links to other information about Park and Ride programs, public transit and bicycling to work.

Through the Fresh Air Commuter Club, which was founded in 1996 by employees to promote the use of alternative transportation, USD offers what's called a fresh air parking permit. This permit, available through the parking services office, is free and allows employees, who typically bike, walk, carpool or take alternative transportation to work, to park on campus 16 days per semester — which works out to about once a week. Last year, 34 employees took advantage of this opportunity. To sign up this year, go to the parking services office, in the Hahn Administration Center, Room 150.

M I L E S T O N E S

Dwight Keith, father of **Kenneth Keith**, chair of the psychology department, passed away Aug. 16.

Kevin Donnellan, brother of **Anne Donnellan**, interim provost, passed away July 12.

Kermit Olson, father of **Kay Norton**, administrative assistant in the registrar's office, passed away July 12.

Sophie Twardowski, mother of **Judith Hora**, associate professor in the School of Business Administration, passed away June 10.

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