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# AlcaláView

A newsletter for the employees of the University of San Diego / October 2004 / Vol. 21, No. 2

*Come back to campus!  
Join fellow employees and  
USD alumni for this year's  
Homecoming Weekend festivities.  
See page 3.*



## USD Launches Public Campaign with Olympic Commerical Core Values Spur Marketing and Fund-Raising Efforts

**F**rom the first day of the 2004 Summer Olympics in Greece, when 4 billion viewers around the globe tuned in for the opening ceremonies, to the last day when the torch was extinguished — USD was there.

Each day, during NBC's local coverage of the Olympic games, USD was present in the form of a 30-second television spot that aired more than 70 times in the San Diego region. USD's first television 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, discovery, honor, hope, success and justice.



## Campaign for the University of San Diego

The words symbolize the heart of USD's programs. The themes expressed by the key words will continue to take center stage over the next two years, as the university launches a major marketing effort to raise the university's public profile and enters the public phase of the current \$200-million capital campaign, called Campaign for the University of San Diego.

The campaign's chief aim is to increase USD's endowment — the principal source of funding for student scholarships, new facilities, faculty chairs, centers and institutes.

Major components of the campaign are a \$22-million fund-raising goal for endowed faculty chairs, and \$76 million to fund new schools, institutes and centers, including the new Joan B. Kroc School of Peace Studies.

The campaign also incorporates plans for a new School of Education building to be constructed west of Copley Library, which will include "smart classrooms" that allow professors to use a variety of teaching modes. The building will house an instructional resource center and an auditorium and lecture hall, as well as simulation classrooms equipped with a monitoring ability for demonstrating counseling and teaching scenarios.

Other fund-raising goals include increasing student scholarships and funding for additional student life opportunities, athletic scholarships and facility improvements.

"USD is poised to enjoy greater success and prosperity than ever before," says President

**Mary E. Lyons.** "Our Olympic advertising campaign was a bold attempt to reinforce our core values to the public. As we move forward with our capital campaign, our goal is to further enhance the quality and value of a USD education. Without question, our success will depend on the generous contributions of those who believe that USD's best is yet to come."

The "University Of" television commercial aired locally in prime time and during popular events such as women's gymnastics and men's swimming. It aired the day Americans Misty May and Kerri Walsh won the gold in beach volleyball, and ran the day women's wrestling made its debut as an Olympic sport and the

*(Continued on page 2)*

## No Matter How You Crunch the Numbers, Crutchfield is No. 1 Staffer

**A**t first glance, it may seem that **Catherine Crutchfield's** job is all about the numbers. As an executive assistant in the College of Arts and Sciences, the largest academic unit on campus, she oversees a multimillion-dollar budget and the contracts for hundreds of faculty members, and is the liaison to dozens of departments and programs — and one dean.

Crutchfield, who has worked in Dean **Patrick Drinan's** office for 12 years, was named this year's Manuel Hernandez Staff Employee of the Year. Drinan, who nominated Crutchfield for the award, says she ensures the efficient and effective functioning of his day-to-day activities.

*(Continued on page 2)*



Catherine Crutchfield



## Public Campaign

(Continued from page 1)

day one of USD's own, rower Ali Cox '01, helped the U.S. women's team claim a silver medal.


Two people featured in the commercial were political science Professor **Del Dickson** and junior Jordan Freitas, associated students' vice president of programming.



*Del Dickson and Jordan Freitas say they received many positive comments about the "University Of" commercial.*

"Being part of the commercial was such an honor, because I feel like the university has given so much to me and it was great to give back," says Freitas.

The commercial also highlighted many USD alumni: Michael Whitmarsh '86, who won a silver medal in beach volleyball in the 1996 Olympic games; Steven Altman '86 (J.D.), executive vice president for Qualcomm, Inc.; fine arts Professor Emeritus Terry Whitcomb '53, USD's first alumna; family practitioner Dr. Thomas Kozak '86; Father Matthew Spahr '83, pastor for The Immaculata; U.S. Navy Ensign Anvy Nguyen '04; USD trustee William Jones '80, president, CEO and director of CityLink Investment Corporation; Nancy Ely-Raphel '68 (J.D.), ambassador to Slovenia; and Cay Casey '84 (M.S.N., Ph.D. '02), who works with deaf and hearing-impaired children.

"The message we were hoping for is the message the commercial captured — that USD is different and special and full of tradition and honor," Casey says. "I was proud to be part of it, not because it emphasized me as a person, but rather what I represent... and everything I do as a nurse." 

*For more information about the campaign, log on to [www.sandiego.edu](http://www.sandiego.edu).*

## Crutchfield

(Continued from page 1)

"Catherine's dedication to her role as assistant to the dean in the College of Arts and Sciences surpasses the expectation and responsibilities listed in her job description," Drinan wrote in his nomination letter. "Indeed, without her dedication, the college could not have positioned itself for the qualitative and quantitative growth it has experienced in the last decade."

But set all the numbers aside, and a lot of Crutchfield's job falls into the category of "other duties as assigned." She's not on the front lines of the phones, but she has taken the occasionally wacky call — including one from a person requesting a transcript, even though he never was a USD student, and another from a person who wanted to teach a class, even though he hadn't gone through the proper application process.

"When people are in doubt of where to send calls," Crutchfield says, "they seem to come to our office by default, so we've heard it all."



*Dean Patrick Drinan and Catherine Crutchfield have worked closely for more than a decade.*

**Janey Middleton**, an executive assistant who has worked alongside Crutchfield for 10 years, says no matter what tasks Crutchfield juggles, she does it all with grace.

"Catherine consistently displays a calm and confident demeanor while handling various tasks or projects," Middleton says. "Catherine's presence is greatly appreciated by our office as well as by many individuals in the university community."

Crutchfield coordinates many of the dean's events and symposiums, and is the first point of contact when students want to see the dean.


"The dean still teaches one class each year, and so a lot of times students from his classes want to talk to him or get a letter of recommendation," Crutchfield says. "But we also see students who have been disqualified and think that if they can just see the dean in person, and be in his presence, that they can change his mind. I have to ease them out of their panic attack and convince them to follow procedures."

It's not uncommon for the dean to work 10 to 12 hours a day — not counting the work he takes home — and if Drinan is there, chances are Crutchfield isn't far away.

"After all these years, we work well together and sometimes finish each other's sentences," Crutchfield says. "He's such a pleasure to work for. I've never seen him angry, and I've made my share of mistakes, but he works through everything in such a positive way, and he cares so much, that it makes you want to take that extra step for him."

Crutchfield has been known to go the extra mile for many people. For example, during a fine arts event, when the car of an elderly patron of the arts was towed, Crutchfield, who works closely with the Patrons of the Fine Arts, resolved the problem and had a bouquet of flowers hand-delivered before the dean even became aware of the incident.

Faculty members also attest to Crutchfield's ability to help lighten their loads. Theology and Religious Studies Professor **Joseph Colombo** says Crutchfield is on hand to assist him in whatever way he needs.

"Not only has Catherine been able to answer an almost endless series of detailed questions about how to do this or that, or who is the right person to contact, she frequently takes on the tasks herself," Colombo says. "(She) always has acted as a sympathetic ear and calming influence when I approached — not infrequently — the point of meltdown." 

*See upcoming editions of the Alcalá View for a story on chemistry Professor Tammy Dwyer, co-Administrator of the Year.*



## For the Faculty

The Faculty and Curriculum Development Program is hosting several breakfast workshops and luncheon colloquia in October. A breakfast workshop, which will explore the topic of racism in classrooms and on campus, will be held from 9 to 11 a.m., Oct. 7, in the Hahn University Center, Room 107. ... A breakfast workshop, about building bridges on diversity and multiculturalism, will be held from 8:30 to 10:30 a.m., Oct. 15, in the UC, Room 107. ... A luncheon colloquium, updating faculty on the latest general education review process, will be held from 12:30 to 1:45 p.m., Oct. 21, in the UC, Room 107.

## Open Budget Meetings

Open budget meetings will be held 12:30 to 2 p.m., Oct. 12, and 4 to 5:30 p.m., Oct. 13, in the Salomon Lecture Hall, in Maher Hall. All members of the USD community are invited and encouraged to attend.

## IPJ Daylight Series

Joyce Neu, director of the Institute for Peace & Justice, will moderate a discussion with Luz Mendez, who will discuss lessons learned from Guatemala's struggle for peace and justice. The event will be held from 12:30 to 2 p.m., Oct. 14, in the IPJ Theatre. Another daylight series, featuring Dee Aker and Zarina Salamat, a visiting peacemaker from Pakistan, will be held from at the same time and location on Oct. 21. For information, call ext. 6769.

## Signs of the Times Dialogue: Elections 2004

Join Father Ron Pachence, panelists and other concerned citizens for a dialogue about the major issues voters face, and an opportunity to reflect on the values articulated by Catholic social teachings that should influence our decisions. The event will be held from 7 to 9 p.m., Oct. 19, in the Institute for Peace & Justice, Rooms A-C. Pre-registered tickets are \$10, or \$15 at the door. For information, call ext. 4784.

## Disneyland Tickets are Coming to USD

The Hahn University Center Box Office soon will be selling discount tickets to Disneyland. The box office also sells discount tickets to



**TIAA-CREF:** TIAA-CREF representative Tony Ladner will be on campus for one-on-one counseling sessions from 9 a.m. to 4 p.m. on Oct. 13, Nov. 10 and Dec. 16. Sessions will take place in the Hahn University Center, Room 114. To make an appointment, call (877) 209-3140, ext. 2626, or log on to [www.tiaa-cref.org/moc](http://www.tiaa-cref.org/moc).

**SCUDDER:** A representative from Scudder Investments will be on campus for one-on-one visits from 9 a.m. to noon, Oct. 5 and 6, in the Hahn University Center, Room 129. For information or to schedule an appointment, call Sally Kuchik at ext. 4377.

**PERFORMANCE EVALUATION UPDATE:** The university is introducing a standardized performance evaluation system to measure the performance of all non-faculty employees. Several workshops and orientation sessions were held during the summer, and will continue in the fall to accommodate everyone's schedule. Please note that attendance is required. The schedule and form are available on the human resources Web site. Log on to [www.sandiego.edu/administration/financeadmin/humanresources/perfEval.php](http://www.sandiego.edu/administration/financeadmin/humanresources/perfEval.php) or, to access the information from USD's home page, click on the A-Z index; click on H; click on human resources and click on performance evaluation. For information, call Maryann Beck at ext. 2112, or e-mail her at [mbeck@sandiego.edu](mailto:mbeck@sandiego.edu).

other local attractions, including: Sea World, Magic Mountain, the San Diego Zoo, Legoland, as well as AMC, Regal, UltraStar and Pacific movie theaters. The box office is open from 10 a.m. to 5 p.m., Monday through Saturday. Bring your USD ID when purchasing tickets. For information about when Disneyland tickets will be available, call ext. 4796.

## USD Family Weekend

Parents will get the chance to see the campus in action at the annual USD Family Weekend, Oct. 22 to 24. Parents can accompany their children to classes and seminars about successful student life transitions, student leadership and career services. They can meet the provost, deans and faculty members and take in a men's soccer or women's volleyball game or a tailgate party before the football game against Davidson College. The weekend will end with a family liturgy at 10 a.m., Oct. 24, in the Jenny Craig Pavilion. For information, call the Office of Parent Relations at ext. 4808.

Oops! The October edition of the *Alcalá View* contained an error. The new performance evaluation tool being introduced by the human resources department will not determine pay increases in fiscal year 2004-05. Human resources officials are still determining how or when the evaluation tool will be tied to raises.

# It's A Date!



## Return to the Park for Homecoming

This year's Homecoming Weekend, Oct. 15-17, features many new festivities as well as some old favorites. Tee off at the alumni golf tournament, 11 a.m.-4 p.m., Oct. 15, at the Riverwalk Golf Course. Attend the tailgate party, 11 a.m., Oct. 16, in the Sports Center parking lot. Then watch the USD Toreros face off against the Crusaders of Valparaiso University in the Homecoming football game at 1:30 p.m. in Torero Stadium. Finally, end the weekend with the Homecoming Mass at 10:30 a.m., Oct. 17, in Founders Chapel.

Reunions are scheduled for alumni from the classes of 1954, 1959, 1964, 1969, 1974, 1979, 1984, 1989, 1994 and 1999. Other activities planned for Homecoming Weekend include events in the Gaslamp District, a tram tour of the campus, and Mass in Founders Chapel to celebrate its 50th anniversary. For information, call ext. 4819.



## SEA Snippets

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

- SEA treasurer **Joan Wolf** announced the winners of this year's parking permit drawing. This year the SEA donated the cost of one faculty/staff permit, and President **Mary E. Lyons** and the vice presidents donated the equivalent of three permits. The winners were: **Maryann Beck** of human resources; **Sarah Gray** of marine and environmental studies; **Emma Sanders** of general services; and **Dan Yourg** of athletics. The drawing helped raise \$300 for the SEA.
- 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](mailto:bleisch@sandiego.edu).
- For more than a decade, the SEA has supported local charities during the holiday season. For the second year in a row, the association will raise money for employees and their families who may be struggling with limited finances, illnesses or other difficulties. Last year, the SEA was able to provide gift cards for six families. This year's program, run with the assistance of University Ministry, again will benefit

employees and their families. To nominate USD employees, whose identities will be kept confidential, log on in the coming weeks to the SEA Web site, [www.sandiego.edu/sea](http://www.sandiego.edu/sea).

- Donations for this year's SEA charity drive are raised through a 50/50 drawing, in which half the proceeds are given away as prizes and the other half of the proceeds are divided between holiday charity recipients. Donations also will be collected at the SEA's annual holiday party, which this year will be held from 2-3 p.m., Dec. 8, in the Hahn University Center, Forum A.
- **Sheri Barzal**, SEA's representative to the human resources benefits advisory committee, reported that human resources is negotiating a benefits contract with HealthNet that would replace USD's current contract with Blue Cross, which announced a 28.8 percent increase for coverage in 2005. Human resources is expected to conduct a forum, featuring representatives from HealthNet, in October. A wellness fair is scheduled during the open enrollment period in November. For information, call human resources at ext. 6611.
- SEA representatives voted to donate \$200 to **Sheri Barzal**, a long-time SEA representative, who walked 60 miles from Del Mar to downtown in the Breast Cancer 3-Day event from Oct. 1-3 in San Diego.

SEA meetings are open to all employees, especially staff. The next SEA meeting is scheduled from 2-3 p.m., Oct. 13, in the Hahn University Center, Room 103.

## MILESTONES

Rose Schubert, mother of **Thomas F. Schubert Jr.**, professor of electrical engineering, passed away July 5.

Ralph Dawkins Sr., father-in-law of **Allen Baytop**, director of scholarship development, and father of USD trustee Donna Dawkins Baytop, passed away on Aug. 22.

Shirley Arellano, mother of **Julian David Arellano '99**, officer instructor in the NROTC unit, passed away Sept. 6.

## CLASSIFIEDS

**FOR SALE:** Solid hardwood game table set. Carved pedestal and four brown leather barrel chairs, with wood trim, on casters. Slight damage on the edge of the table. \$200. For photos or information, e-mail **Elaine Tagliaferri** at [etags@sandiego.edu](mailto:etags@sandiego.edu).

**FOR SALE:** Recliner. Beige tweed fabric with traditional maple arms and trim. Good condition. \$50. For photos or information, e-mail **Elaine Tagliaferri** at [etags@sandiego.edu](mailto:etags@sandiego.edu).

**FOR SALE:** Palm 505 with cradle. \$50. For photos or information, e-mail **Elaine Tagliaferri** at [etags@sandiego.edu](mailto:etags@sandiego.edu).

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