



## Chancellor Jerry C. Lee Empowers National University System Community

Since 1989, Dr. Jerry C. Lee has been the architect of two of higher education's most remarkable success stories: the rise to prominence of National University as California's second largest private, non-profit institution of higher education; and more recently, the vision for and creation of the National University System as an unrivaled model for higher education.

As Chancellor of the National University System, Dr. Lee has been the System's unquestioned champion, and at no time has he been more persuasive than during his stirring address to the 18th Annual Assembly Luncheon in September.



Chancellor Lee addresses the National University System Community at the 18th Annual Assembly Luncheon.

Following a dynamic multimedia introduction that prompted a huge ovation from the assembled crowd, Chancellor Lee's

presentation extolled the virtues of the National University System, reflected on the accomplishments over the last year, and

empowered the combined members of the University System Community to reach collectively for even loftier heights in the years to come.

"The System was created out of recognition that the future of education requires an agenda for change. We knew that in an environment of increasing competition, many institutions would not survive. We have created our affiliate family with the intention that our interdependence will allow us to thrive," said Dr. Lee. "Like a family, we understand the challenges of each member and we stand ready to offer up our ideas, labor, and encouragement when needed. Like any prudent family we watch our budgets, pooling resources to effect greater value. We build bridges from the programs of one affiliate to another. Our fates are bound together."

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### Planning Retreat Guides Strategic Direction of National University System

Each August, the leadership of the combined affiliates of the National University System gathers at the annual planning retreat to discuss the future strategic direction of the System. This year's retreat was particularly poignant, as it focused on a wide range of topics critical to the continued growth and success of the System, which has evolved into an egalitarian model of educational inclusion under the leadership of Chancellor Jerry C. Lee.

Interim President Patricia Potter led the retreat's first session, which dealt with National University's upcoming WASC accreditation visit and the initial public draft of the Educational Effectiveness Self-Study the University has prepared for the visit. The

retreat participants were assigned to groups around three key themes: The Teacher, Learner, and Community. Using the WASC rubric for assessing institutional self-studies, each group reviewed the University's current calibration of its efforts against the rubric, made suggestions for the inclusion of additional information, and discussed the extant evidence supporting the inclusion of the information.

The retreat's second session included a thorough review of a draft of NU 2015, the foundational document which will guide the direction of the University through the first half of the next decade. Five pre-assigned groups discussed the strategic directions related to four core areas, including: the most

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### National University Golf Academy Garnering Widespread Recognition

Despite just opening its doors in September, the National University Golf Academy has received a tremendous amount of coverage and recognition from national and local media outlets.

The first outlet to cover the golf academy was none other than *The Wall Street Journal*, which highlighted the three-dimensional technology and high-speed cameras in the academy's swing lab in an article titled "Hollywood Effects Can Fix Your Slice" in its August 19 issue. The article discussed how the academy uses the same type of motion-reality sensors in its swing lab that helped bring the Gollum character to life

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# Celebrating the Class of 2009

For the students and friends and family of the National University Class of 2009, June 7 was a day for celebrating and rejoicing with loved ones.

More than 8,200 people, including 1,330 graduates and nearly 7,000 well-wishers, amassed at the San Diego Convention Center to celebrate National University's 2009 Southern California Commencement Ceremony.

Ms. Patricia Potter, Interim President of National University, had the privilege of addressing the graduates on their special day.

"The very nature of National University has always meant that our community was a diverse one. That's truer today than ever. It is part of our heritage, our pride, and our strength," said Interim President Potter. "Ours is not a University that attracts those afraid of diversity – whether it's diversity of race, religion, ethnicity, or beliefs. It's not a University that attracts those afraid of challenges. It's not a University that attracts those afraid of pioneering new ideas. In short, it's not a University that expects or accepts failure."

"The proof of that is the collection of graduates assembled here today," continued Interim President Potter. "You were intent on keeping a steady balance between your studies and the everyday demands of life and work. You had your eyes focused on the goal of finishing your degree. Your vision never faltered. You have overcome barriers to improve yourselves. You have succeeded, and that accomplishment by itself is worthy of our admiration."

The ceremony was highlighted by a speech from keynote speaker Ms. Lisa Ling, a popular television and on-air personality known for her work as a special correspondent for CNN and the *Oprah Winfrey Show* and as co-host of the ABC daytime talk show, *The View*. Ms. Ling addressed the graduates, families and friends and shared the lessons she has learned during her life in the limelight.



Lisa Ling addressed the Class of 2009.



"The very nature of National University has always meant that our community was a diverse one."

In recognition of her extraordinary commitment to the pursuit of knowledge as a reporter and humanitarian, Ms. Ling was presented with an honorary doctorate degree from National University by Dr. Jerry C. Lee, Chancellor of the National University System. During the ceremony, Dr. Lee bestowed the Faculty Senate Distinguished Teaching Award upon Dr. Iraj Mahdavi, an Associate Professor in the Department of Leadership, Management and Marketing in the National University School of Business and Management.

Dr. Lee also conferred the status of Professor Emeritus upon Dr. Jane Duckett and Dr. Mary Hazzard, two of the University's most-distinguished and dedicated faculty members. Dr. Duckett and Dr. Hazzard

are both from the Department of Special Education in the School of Education at National University.

The combined National University Class of 2009 was comprised of 4,788 graduates statewide, with 74 percent (3,545) receiving master's degrees, 24 percent (1,150) receiving bachelor's degrees, and two percent (93) earning associate's degrees. Forty-nine percent earned degrees from the School of Education, 24 percent from the College of Letters and Sciences, 16 percent from the School of Business and Management, six percent from the School of Engineering and Technology, three percent from the School of Health and Human Services, and two percent from the School of Media and Communication. //



## National Leads California, Nation in Granting Master's Degrees to Minorities

National University's commitment to diversity is well known in higher education, and according to *Diverse Issues in High Education* magazine, the University once again ranks among the top institutions in the country in granting master's degrees to minority students in several critical categories.

In its annual "Top 100" graduate degree producers list, *Diverse* – which bases its rankings on data from the U.S. Department of Education – listed National University as first in the nation in granting master's degrees in education to Hispanics in 2007-2008. National ranked third in the nation in granting master's degrees to all minorities in all disciplines combined.

National's dominance as a leader in granting master's degrees to minority students was particularly strong in California, where the University led 10 categories and was fourth in another.

Specifically, National University granted more master's degrees in all disciplines combined to Hispanics, African Americans, and Native Americans than any other institution in California.

By specific discipline, National University is a leader in providing master's degrees in education to minority students. National was first in California in providing master's degrees in education to Hispanics, African Americans, Asian Americans, and Native Americans. In total, National University conferred 602 master's degrees in education to minorities in the 2007-2008 academic year, representing 26

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Dr. Lee's address was punctuated by the highlights shared by the affiliates over the past year, including:

- How National University's extraordinary growth continues to serve as the System's underpinning;
- As one of only two private two-year colleges in California, National Polytechnic College of Science has reinvented itself with a new emphasis on Allied Health;
- The Division of Pre-College Programs has grown its student body to more than 1,000 and it is the first online high school to receive approval from the University of California System in addition to WASC accreditation;

- WestMed College has opened new campuses in San Jose and Merced and is investigating other California locations;
- John F. Kennedy University helped the system attain one of its highest priorities: the establishment of a doctoral culture;
- Spectrum Pacific Learning Company, LLC has set the standard for online product development;
- National University International has expanded the University's international programs while serving as the broker for National's programs across the globe.

After taking a few moments to spotlight the System's successes, Chancellor Lee urged the University System Community to remain committed to the core mission that has been at the foundation of its successes and growth; providing access to education to a diverse population of lifelong learners.

"The ultimate success of the National University System is unmistakably dependent on its ability to reach out to new and different populations of students. This is why the System was created," said Dr. Lee. "We are uniquely equipped with programs at almost every level of education. The superior quality of our online offerings has extended the breadth of students enrolled at National University, the

Division of Pre-College Programs, and National Polytechnic College of Science. Online Information Centers provide a brick and mortar presence in locations in-state, out of California, and beyond our national borders. As 'one-world' there is no reason we should not consider our global neighbors our potential students."

In closing, Dr. Lee reflected on importance of the role education plays in the lives of the men and women who place their trust in the National University System.

"We are educators, and the mission we have is an awesome one. It is no less significant or worthy than feeding and sheltering the homeless," said the Chancellor. "People come to

us to help them through transition or to help them fulfill deferred goals. We are guides to their futures, keepers of their dreams, and catalysts of their realization. As they walk with us a brief time on our own learning journeys, we share the skills we have gained thus far and help them develop their own native abilities.

"If we are to be the best of companions and guides, we will lead them to the discovery that the journey is an end in itself. It has no destination. It is limitless, and the only thirst they will develop will be a thirst for more.

"This is a privileged relationship. It is an honorable relationship. It is our relationship. Let us prove ourselves worthy of this sacred trust." /

## Northern Commencement Attracts 2,600 Friends and Family

A festive gathering of more than 2,600 friends and family amassed at the Sacramento Convention Center on April 19 to celebrate the accomplishments of the 2009 graduates from National University's campuses from Redding, Sacramento, Stockton, San Jose, Fresno, and Bakersfield.

Interim President Patricia Potter saluted the assembled graduates and their families, saying, "We are living in challenging times, which makes your persistence and determination all the more remarkable. The achievement of your academic goals has not been easy, and for many of you this day marks the fulfillment of a dream which may have sometimes been beyond your reach. Your presence here today is a testament to your talent and hard work."

Ms. Sarah Buel, a clinical professor at the University of Texas School of Law, served as the ceremony's

commencement speaker. A domestic violence survivor and single mother, she worked full-time and attended school at night, taking seven years to obtain her undergraduate degree. She went on to Harvard Law School, where she graduated cum laude and founded the Harvard Battered Women's Advocacy Project and the Harvard Children and Family Rights Project.

Following Ms. Buel's address, Interim President Potter bestowed the Distinguished Leadership Award from National University upon Professor Buel.

"Ms. Buel, as a champion of women, children, and juveniles, you have dedicated your life to improving the lives of others and to the pursuit of knowledge," said Interim President Potter. "Your comments today are indicative of the power to educate and inform, and reflect National University's core values of community and access to lifelong

learning. Ideally, your accomplishments will encourage others to apply their education and abilities toward achieving the same remarkable levels of success you have enjoyed in your personal and professional endeavors."

Approximately 268 students participated in the commencement in Sacramento, with 70 percent (188) receiving master's degrees, 20 percent (78) earning bachelor's, and one percent earning associate's. The majority of the students (111) were from the National University School of Education, with the College of Letters and Sciences close behind with 93 graduates. Another 56 students participated from the School of Business and Management, followed by the seven students from the School of Engineering and Technology and one from the School of Media and Communication.

In all, more than 467 students graduated from



National University's campuses in Northern California in 2009, with 77 percent (362) receiving

master's degrees, 22 percent (103) earning bachelor's, and one percent receiving associate's degrees. /

# National Leads State in Preparing Credentialed Teachers for Ninth Year

National University has prepared more teachers for credentialing than any other single institution of higher education in California for the ninth consecutive year, according to figures released by the Commission on Teaching Credentialing (CTC).

Between July 1, 2007, and June 30, 2008, 2,201 teachers earned their single-subject, multiple-subject, and education specialist teaching credentials through National University, according to the 11th annual report on state teacher supply issued by the CTC.

Students completing their teaching credentials at National University accounted for 11 percent of the statewide grand total during that time period, outnumbering the second-ranked university by a nearly two-to-one ratio.

Graduates and those obtaining their teaching credentials from the National University School of Education are recognized as some of the best educators in California, based upon assessments by the National Blue Ribbon School competition, the California Distinguished School Program, and various teachers of the year competitions.

National University's School of Education is also recognized for the diversity of its graduates and students completing their teaching credentials. *Diverse Issues in Higher Education* ranks National University first in California and third in the nation in granting master's degrees in education to all minorities.

To review CTC data on teacher credentialing online, visit the commission's website at [http://www.ctc.ca.gov/reports/TS\\_2007-2008\\_AnnualRpt.pdf](http://www.ctc.ca.gov/reports/TS_2007-2008_AnnualRpt.pdf). The source of credentialed teachers by university begins on page 18 of the report. //

# Six Distinguished San Diego County Schools Led by National University Alumni

One critical measurement of any institution of higher education is the success and recognition garnered by its alumni. Judging by the recent accolades afforded several alumni of National University's School of Education, the University has been successful in adding value and prestige to the communities it serves.

In 2009, six of the 19 San Diego County high schools and middle schools that were named as California Distinguished Schools were led by principals who are alumni of National University. The figure represents 32 percent of the local annual total for this prestigious distinction in San Diego.

The principals are:

- John Centrofranchi, Rincon Middle School (Escondido Union School District)
- Paul Robinson, Rancho Bernardo High School (Poway Unified School District)
- Kurt Madden, Scripps Ranch High School (San Diego Unified School District)
- Laurie Francis, Carmel Valley Middle School (San Dieguito Union High School District)
- Doug Hall, San Elijo Middle School (San Marcos Unified School District)
- David Cochran, Woodland Park Middle School (San Marcos Unified School District)

In order to be invited to apply for California Distinguished School honors, schools must meet a variety of eligibility criteria including designated federal and state accountability measures based on No Child Left Behind (NCLB), Adequate Yearly Progress (AYP), and the Academic Performance Index (API) requirements. //

## National University Golf Academy

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The National University Golf Academy has already accepted more than 50 students.

in the "The Lord of the Rings" trilogy.

Next up was the *San Diego Daily Transcript*, which detailed the opening of the Academy in its August 21 edition. A few weeks later, Dr. Mac Powell, the academy's dean, and director of instruction Ted Norby were interviewed in-studio by sports director Jim Laslavic on KNSD-TV's "SportsWrap." Similarly, Dr. Powell appeared as a live in-studio guest on KUSI's "Sunday Morning San Diego" television program, where he talked extensively about the academy's academic offerings and unique format.

On October 6, the *San Diego Union-Tribune* published a five-column article titled "School on course to create pros in game, business" containing a photo of the swing lab and detailing the academy. The article featured Osei Kirby, a United States

Marine currently attending the academy. Kirby, Dr. Powell and Norby were quoted extensively in the article, which detailed the genesis of the academy



**NATIONAL UNIVERSITY  
GOLF ACADEMY**

from Dr. Jerry C. Lee's vision of linking golf with National University's extensive experience in delivering quality and accessible academic programs.

"Dr. Lee saw a market for this and for people who were into golf and wanted to get into the business of golf and earn a degree at the same time," Norby was quoted as saying in the *Union-Tribune* article. "He always talked about linking the game to academics, and

now he has. This is the result of years of planning."

In November, the Golf Academy was featured on another local television station in San Diego. This time, the CBS affiliate KFMB-TV Channel 8 did an extensive feature on the academy highlighting one of its current students, the Carlsbad campus, and the swing lab's technology.

As a result of the media coverage and the University's marketing efforts, the academy accepted more than 50 admissions in its first few months. Moving forward, the number of students applying to the academy should continue to grow as a result of a swing challenge which will take place on Facebook and the academy's hosting of a media luncheon at the San Diego Open golf tournament at Torrey Pines in late January. //

## National Leads Nation

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percent of the state's total master's graduates during that time frame.

National also led the state in providing master's degrees in psychology to Hispanics and African Americans. Overall, National University was fourth in the state in providing master's degrees in all disciplines combined to minorities.

### Nationally

- First in granting master's in education to Hispanics
- Third in granting master's in education to all minorities

### California

- First in granting master's in all disciplines to Hispanics
- First in granting master's in all disciplines to African Americans
- First in granting master's in all disciplines to Native Americans
- First in granting master's in education to all minorities
- First in granting master's in education to Hispanics
- First in granting master's in education to African Americans
- First in granting master's in education to Asian Americans
- First in granting master's in education to Native Americans
- First in granting master's in psychology to African Americans
- First in granting master's in psychology to Hispanics
- Fourth in granting master's to all minorities in all disciplines //

## Annual Planning Retreat

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critical objectives to achieve by 2015; other objectives that should be included; the feasibility of the objectives; and the implications for implementation of the objectives. The session on NU 2015 was led by two members of the National University's academic leadership, Provost Eileen Heveron and Associate Provost Debra Bean.

Vice Chancellor for Business and Administration Richard Carter led the third session, titled "The Future of the National University Admissions and Student Concierge Service." Following a presentation on the state of the Admissions and Student Concierge Service (ASCS), three pre-assigned groups discussed five topics. The first topic dealt with the concept of a "one stop shop" for student questions and services and the related consequences for the affiliates of the National University System. The second discussed the ability to create measurable outcomes to support a System-wide culture of concierge-level student services. Also covered was the need to create an atmosphere of student support and service in all staff across every department throughout the entire System. The fourth discussion included a look at a plan for rolling out the concierge services to all of the affiliates. Finally, the concept of broadening the concierge service to create additional value throughout the System was discussed.

National University International Associate Vice President Deborah Markos led the fourth session focusing on exceptional service to students and their experience throughout the System. The groups focused on two topics: how to enhance the experience of students across the System, and how to improve interactions between affiliates. The group discussing the first topic covered the vital areas of: listening to students in a way at create innovative service changes that increase perceived value; the internal measures that currently exist to assess the quality of the student experience; how the quality of interactions with students is assessed; and how to improve the quality of interactions with students.

The second topic during the fourth session explored several themes, including: sharing knowledge that generates passion and awareness

amongst System colleagues; encouraging greater productivity and service innovation; assessing the quality of interactions between colleagues; and looking at ways to encourage greater personal commitment to the System.

The fifth session involved an investigation of how to connect students and create community across the System. The session leaders were President of National Polytechnic College of Science Troy Roland and Vice Chancellor for Pre-College Programs Nancy Rohland-Heinrich. Several areas were covered, including: leveraging resources and sharing expertise between affiliates; opportunities for creating referral activities and leveraging leads; strategies for cultivating external relationships and outreach to enhance recruiting effort; the benefits realized by students as a result of being in a comprehensive educational system; and creating a greater sense of community among students and stakeholders.

During session six, the leadership pondered how to leverage the strengths in each affiliate to the benefit of all. Specifically, the groups focused on ways in which linking programs, creating articulation pathways, and expanding outreach could be leveraged to grow the System. The session was led by Vice Chancellor for Marketing Virginia Beneke.

The seventh and final session was titled "Quality in Online Education: Meeting the Benchmarks for Best Practices" and was led by two of the System's resident experts: President of Spectrum Pacific Learning Company, LLC, Cynthia Larson-Daugherty, and Provost Heveron. After a presentation on the benchmarks for quality in online instruction, the groups were tasked with creating an overarching System-wide process that all affiliates can follow to ensure that each entity is striving to attain premier status in its online offerings.

During the retreat, the groups provided actionable items and recommendations related to each theme in reports to the full retreat delegation. As a result, the System's leadership received clear, thoughtful recommendations which will guide the future strategic direction of the National University System. //

# Outstanding Employees Honored with President's Players Awards

Each year outstanding members of National University's staff are nominated by their colleagues for President's Player Awards. This year's honorees, who exhibited extraordinary service to the University and the community, were honored at a special event at the Lodge at Torrey Pines in May.



The 2009 President's Players Award recipients, pictured from top left to right, are:

Ms. Kim Campbell, Information Technology  
Mr. Daniel Garza, Facilities  
Mr. David Hokstad, Administration  
Mr. Alan Hunt, Los Angeles Center Operations  
Mr. Brian Kaplan, Accounting  
Ms. Tara Lange, Spectrum Center Admissions  
Mr. Jeff Lien, Information Technology  
Ms. Kari de Longpre, Extended Learning  
Ms. Cynthia Nicholas, Career Center

Ms. Diane Rodriguez, Fresno Center Credentials  
Ms. Tracy San Pedro, Human Resources  
Ms. Laurel Showstack, Academic Services  
Ms. Rebecca Smith, International Programs Office  
Mr. Chris Stahley, Admissions & Student Concierge Services Center  
Ms. Barbara Stilwell, Library

"Please join me in congratulating these outstanding members of our staff," said Interim President Patricia Potter. "We are grateful for the commitment and dedication that these individuals have exhibited this year on behalf of our University community."



Chancellor Jerry C. Lee was honored for his more than two decades of dedication to National University and the National University System with an award as the "Quintessential Player."

In addition to recognizing this year's President's Players Award winners, Interim President Potter bestowed a special honor upon Chancellor Jerry C. Lee for his more than two decades of dedication to National University and the National University System. The inscription on the award read, "To Honor 20 Years as the Quintessential Player, Chancellor Jerry C. Lee, May 28, 2009." //

# Drs. Jane Duckett and Mary Hazzard Named Professor Emeritus

For more than 20 years, Dr. Jane Duckett and Dr. Mary Hazzard, have served as two of National University's most-distinguished and dedicated faculty members. Combined, their efforts have elevated the Department of Special Education and the entire School of Education at National University to a premier status unparalleled by any other private, non-profit institution of higher education in California.

In recognition of their commitment to National University, Chancellor Jerry C. Lee bestowed the title of Professor Emeritus upon by Dr. Duckett and Dr. Hazzard at the San Diego commencement ceremony this year.

Dr. Duckett has been with National University since 1995 and has held several positions, including adjunct, assistant and associate professor. She also has served as the chair of the Department of Special Education. She holds three degrees, all from the

University of Texas, including a Bachelor's of Science in Special Education and Elementary Education, a Master's of Education in Mental Retardation, and a Ph.D. in Learning Disorders. She is widely published, and has held memberships or affiliations with several prominent professional organizations, including the Council for Exceptional Children, The Association for the Severely Handicapped, State of California Association of Teachers Educators, and American Association on Mental Retardation.

"Dr. Duckett, during your 14 years at National University you have served with remarkable dedication and distinguished leadership," said Chancellor Lee. "If we asked the numerous students, alumni, fellow faculty, or administrators who have worked with you here since 1995, they would all say you are first and foremost a helpful, hardworking, inspiring, and straight-shooting individual, who consistently contributes to the betterment of National

University and its constituents."

Dr. Hazzard has been a professor with National University since 1998. Like Dr. Duckett, she is in the Department of Special Education. She earned a Bachelor of Science in Nursing from Nazareth College in Louisville, Kentucky, as well as a Master's of Arts and Ph.D. in Nursing, both from New York University. She is a registered nurse and has served as a family nurse practitioner at St. Vincent de Paul Medical Clinic in San Diego during her time with National. She has been published in numerous books, articles, and abstracts, and she has memberships and affiliations with nearly a dozen professional organizations, including but not limited to the California Coalition of Nurse Practitioners, National Organization of Nurse Practitioner Faculties, American Academy of Nurse Practitioners, and the California Association of School Health Educators.



*Drs. Duckett and Hazzard are two of National University's most distinguished faculty.*

"Dr. Hazzard, during your 11 years at National University, you too have served with remarkable dedication and distinguished leadership," said Chancellor Lee. "If we asked all the students and colleagues with whom you have worked since 1998,

they would describe you as compassionate, strong, and dedicated. You have, through your hard work and commitment, made numerous contributions to the University community." /

## Dr. Iraj Mahdavi Receives President's Distinguished Teaching Award

Dr. Jerry C. Lee, Chancellor of the National University System, bestowed the President's Distinguished Teaching Award upon Dr. Iraj Mahdavi, an associate professor in the Department of Leadership, Management and Marketing in the National University School of Business and Management, during this year's San Diego Commencement Ceremony.

The Distinguished Teaching Award recognizes faculty who demonstrate National University's commitment to the highest quality of instruction and to highlight full-time faculty who display excellence in their teaching.



*Dr. Iraj Mahdavi and Chancellor Jerry C. Lee*

Dr. Mahdavi has been with National University since 1986, serving for his first 10 years as an adjunct professor of business, organizational behavior and human behavior. Since 1996, he has been an assistant professor of management and marketing. Dr. Mahdavi holds two degrees from the University of Michigan, including a Master of Public Administration and a Ph.D. in Political Science from the University of Michigan. He also holds a Bachelor of Arts in Public Administration from the American University of Beirut.

Dr. Mahdavi has been published more than 20 times, and he is a member of several professional organizations, including the Academy of Management, the International Business Association, the Institute of Behavioral and Applied Management, and the American Association of Behavioral and Social Sciences.

"Through the excellence of his teaching, Dr. Mahdavi sets a standard of accomplishment for our entire faculty, and re-confirms the University's dedication to teaching as its highest priority," said Chancellor Lee. "It is my pleasure to present him with the President's Distinguished Teaching Award." /

## Dr. Carol M. Shepherd Named 2009 Recipient of Jerry C. Lee Faculty Senate Award for Outstanding Achievement

Dr. Carol M. Shepherd, an associate professor at National University's campus in Sacramento, was the recipient of the 2009 Jerry C. Lee Faculty Senate Award for Outstanding Achievement.

The Jerry C. Lee Faculty Senate Award was established in 1992 to recognize and reward faculty service. Faculty nominate and vote for the recipients on an annual basis.

Dr. Shepherd is a full-time faculty member in the Teacher Education Department in the School of Education at National University. During her time at National University, she has incorporated dynamic and innovative multimedia technology techniques into her courses both onsite and online to make her classes come alive to engage and challenge her students.

Dr. Shepherd also is a strong supporter of her center and voluntarily participates in outreach activities to improve community relations and the University's image in the area. She is in her sixth year as an enthusiastic, productive member of the Senate Research and Scholarship Committee, serving as the Committee Chair for three of those years. Finally, she has served a remarkable leader in the Faculty Senate for four years as a senate officer in the demanding and pressure packed role of secretary.

### The recipients of the Jerry C. Lee Faculty Senate Award include:

1990 – Dr. Jerry C. Lee  
 1992 – Dr. Lee Meihls  
 1993 – Dr. John Carta-Falsa  
 1994 – Dr. Alice Flores  
 1995 – Dr. Helene Mandell  
 1996 – Dr. Jerrilyn Sims  
 1997 – Dr. Susan Harris  
 1998 – Dr. Amjad Abdullat  
 1999 – Professor Donald A. Schwartz  
 2000 – Dr. Clifford Russell  
 2001 – Dr. Octavia Davis  
 2002 – Dr. Gary Hoban  
 2003 – Dr. Farhang Mossavar-Rahmani

2004 – Dr. Leonid Preiser  
 2005 – Dr. John Nicoll  
 Dr. Jan Parker  
 2006 – Dr. Kenneth Goldberg  
 2007 – Dr. Brenda Shook  
 2008 – Dr. E. George Beckwith  
 2009 – Dr. Carol M. Shepherd /

# Dr. Eileen Heveron Promoted to Provost

The past year has provided the opportunity for expanded roles for several members of the National University community, and one of the most prominent was the promotion of Dr. Eileen Heveron to the position of Provost.

Dr. Heveron has more than 25 years experience in higher education in a variety of administrative positions, including Registrar at Western State University College of Law, Assistant

Dean at The Claremont Graduate University, and Assistant to the President at the University of Maryland University College.

She also served as an adjunct faculty member for eight years in the School of Business for National-Louis University in McLean, Virginia. Prior to coming to National University, Dr. Heveron was the Executive Director for the Administrative Systems Project for the University of Missouri System.



Dr. Eileen Heveron, Provost

Dr. Heveron has held positions in the government sector as senior director for technology industry development and director of intellectual resources at the Center for Innovative Technology in Virginia, where she was the liaison to the state's research universities, state colleges and community colleges. In the private sector, she served as the manager of consulting and manager of client support services at Datatel.

She earned a Ph.D. at the Claremont Graduate University, a master's degree at the University of Redlands' Whitehead College, and an undergraduate degree at the University of California, Irvine. Dr. Heveron is currently serving on two WASC Visiting Teams. She is also a state- and national-level examiner for the Malcolm Baldrige Quality Award program. //

## Dedicated Faculty Recognized with President's Professoriate Awards

The true lifeblood of every academic institution is the level of quality and excellence demonstrated by its faculty. Using the dedication and commitment exhibited by the 15 recipients of the 2009 President's Professoriate Awards at National University as a barometer, the University and its students are in good hands.

The 2009 President's Professoriate Award recipients, pictured from top left to right, are:

Dr. Mohammad Amin,  
School of Engineering and Technology  
Dr. Nedra Crow, School of Education  
Dr. Juan España,  
School of Business and Management  
Dr. Darla Fabry, School of Education  
Dr. Reza Fadaei-Tehrani,  
School of Business and Management  
Dr. James Guffey,  
College of Letters and Sciences  
Ms. Paz Jensen,  
College of Letters and Sciences  
Ms. Marilyn Laughridge, School of Education

Dr. Amber Lo,  
School of Engineering and Technology  
Dr. James Mbuva, School of Education  
Dr. John Miller,  
College of Letters and Sciences  
Dr. Mohammed Nadeem,  
School of Business and Management  
Dr. Janet Richards, School of Education  
Dr. Cynthia Schubert-Irastorza,  
School of Education  
Dr. Alex Zukas,  
College of Letters and Sciences



"This year's honorees have exhibited extraordinary service to the University, our students, and the community," said Interim President Patricia Potter. "We are grateful for their commitment to the highest level of instruction and academic excellence that are a hallmark of National University." //

## Dr. Ahmad Hosseini Named Dean of School of Business and Management

Ahmad Hosseini, Ph.D., became dean of the School of Business and Management (SOBM), earlier this year. As dean, Dr. Hosseini is responsible for leading the school in several important initiatives, including enrollment growth, program development, and academic assessment.



Dr. Ahmad Hosseini, Dean, School of Business and Management

Dr. Hosseini is the former dean of the School of Business and Economics at Sonoma State University, where he was subsequently named Dean Emeritus. He was also the founding dean of the School of Business and Entrepreneurship at the American University of Nigeria. He taught at the Leavey School of Business at Santa Clara University, and acted as the director of certificate and advanced accounting proficiency there before joining National University.

Dr. Hosseini earned a Ph.D. in Accounting from the University of Missouri-Columbia, a master's degree in accounting from Ball State University, and a bachelor's degree in accounting from the Institute of Advanced Accounting in Tehran, Iran. He received his CPA certificate from the State Board of Accountancy in Michigan.

Dr. Hosseini has held various professional and academic positions, including director of budgeting for the Tehran Water Company, staff accountant for Arthur Anderson, managing director of the center for research in accounting and auditing in Iran, chairman and associate professor of accounting at the University of Detroit, and the CEO of International Training Partners. He also has an impressive array of published articles and conference activity.

Dr. Hosseini has been involved with national and international professional organizations. He served as the president of the Western Region of the American Accounting Association. He also served as a National Council Member of the American Accounting Association; member of a California State University Task Force to improve the productivity in higher education; and chapter president of the National Association of Accountants. He also has served on the board of directors for several organizations, including the North Bay Trade Association; the United Way of Sonoma-Mendocino-Lake County; the Santa Rosa Chamber of Commerce; and the Council of International Fellowship in San Francisco. //



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## Communications Group Adds To List of Awards

The National University System's Communications Group earned 10 awards in the last year for a variety of specially produced marketing pieces that artfully and successfully communicated the offerings of the System's affiliates.



Standing out among these awards are those garnered from the Council for Advancement and Support of Education (CASE), an international organization whose awards are recognized as among the most prestigious in the field of education.

Competition for all of the awards listed below is intense, with each contest attracting entries from thousands of organizations from around the world. The most recent awards garnered by the Communications Group include:

### CASE Circle of Excellence Awards:

- Gold Medal for the 2008 *National University System Annual Report*

### CASE District VII Awards of Excellence winners:

- Silver for the National University System "We Are" 30-second commercial
- Silver for National University's *Vision* magazine

### League of American Communications Professionals' Vision Awards (annual report competition):

- Gold Award for the 2008 *National University System Annual Report*
- Silver Award for Best In-House, Americas Region, for the 2008 *National University System Annual Report*

### League of American Communications Professionals' Spotlight Awards (for print, video and web communications):

- Platinum Award and honors as one of the Top 100 Communications Materials of 2009 for the National University System "We Are" 30-second commercial
- Silver Award and honors as one of the Top 100 Communications Materials of 2009 for the 2008 *National University System Annual Report*

### Printing Industries of America's Premier Print Awards:

- Best of Category for the 2008 *National University System Annual Report*

### Admissions and Marketing Report magazine's 24th Annual Admissions Advertising Awards:

- Gold for the 2008 *National University System Annual Report*
- Bronze for National University's "Degree of Excellence" print ads. /

## ACCOLADES

### Dr. Jack Phadungtin Appointed 2009 Baldrige Examiner

Dr. Jack Phadungtin, National University's Associate Vice President for Institutional Research, Planning, and Analysis, was appointed by Dr. Patrick Gallagher, Deputy Director of the Commerce Department's National Institute of Standards and Technology (NIST), to the 2009 Board of Examiners for the Malcolm Baldrige National Quality Award. The award, created by public law in 1987, is the highest level of national recognition for performance excellence that a U.S. organization can receive.

As an examiner, Dr. Phadungtin is responsible for reviewing and evaluating applications submitted for the award. The board is composed of approximately 500 leading experts selected from industry, professional and trade organizations, education and health care organizations, and government.

### Dr. Maryam Davodi-Far Named Finalist for San Diego Magazine Award

Dr. Maryam Davodi-Far was recently named a finalist for the San Diego Magazine's Women Who Move the City Award for her work with the Cancer Coping Center. The Cancer Coping Center is composed of a core group of professionals who seek to relieve the suffering of those afflicted with cancer by providing coping strategies for cancer patients, their family members and caregivers.

"We offer a diversion for patients by encouraging them creatively to express themselves without placing any expectations on them. We never judge the end product, but rather focus on the process," said Dr. Davodi-Far. "Even if it is for an hour, they are given the chance to forge the IV in their arm and play, explore, and laugh. We provide an escape for them, and there is never any cost."

### Dr. Joan-Marie Van Tassel Earns Two Excellence in Journalism Awards

Dr. Joan-Marie Van Tassel, lead faculty for the Master's of Arts in Strategic Communications Program in the Department of Communications Arts in the National University School of Media and Communication, recently received two prestigious Excellence in Journalism Awards from the San Diego Press Club.

Both of the awards were for Dr. Van Tassel's series titled "The Obama Campaign: Politics 4.0," an in-depth examination of how the online strategies used by the Obama campaign serves as a handbook for aspiring candidates for any office, or for any marketer for that matter. Dr. Van Tassel earned 1st Place in the category of Magazines – Political/Government. Dr. Van Tassel's work also received a 3rd Place Award in the Magazines - Series category.

### College of Letters and Sciences Awarded STARTALK Grant

The Persian Language program in the College of Letters and Sciences was awarded a grant of \$100,000 this past summer by the National Foreign Language Center at the University of Maryland. The grant, titled STARTALK 2009, was aimed at attracting a younger generation of students to foreign language studies at an early age. As part of the program, faculty member Dr. Azita Mokhtari designed and implemented an intensive four-week, summer Persian language and culture workshop for 60 students from grades 7-12.

### Professors Publish Books on Film Censorship, Child Discipline

National University professor Tom Pollard has a new book out: *Sex and Violence: The Hollywood Censorship Wars*, a comprehensive examination of the hidden history of film censorship in the United States. Pollard is a professor in the Department of Social Sciences in the

College of Letters and Sciences, teaching classes in film and sociology at National University's San Jose campus. He has coauthored two previous books on film, and also serves as a writer and researcher for historical documentaries.

Fellow University professor Ennio Cipani also authored a book titled *Punishment on Trial: A Resource Guide to Child Discipline*. The book dispels many myths and uncovers many proven facts about punishment. The book includes many case studies depicting effective discipline strategies with children who engage in disruptive and sometimes aggressive and destructive behaviors. Cipani is a professor in the Department of Special Education in the School of Education and teaches at National University's Fresno campus.

### National University Honored as Friend of Construction Industry

The Construction Management Association of America (CMAA), San Diego Chapter, presented National University with a "Friend of the Industry" Award earlier this year in front of more than 200 construction industry executives.

The award was presented in recognition of Dr. Thomas Gatton's – a professor in the Department of Applied Engineering – active association with the CMAA. Moreover, two National University students, Devn Ulibarri and Jeff Griffith, received scholarship awards in the amounts of \$3,500 and \$5,000 respectively from the CMAA. Ulibarri is a junior at National University pursuing his degree in Construction Management and plans to obtain his Masters in Engineering Management. Griffith, the grand prize winner, is a senior at National University and will finish his Bachelor of Science in Construction Management in the fall. /