**Fine Arts Building**  
28,000 GSF  
Completion Date - Spring 2009

The Fine Arts Building will provide state of the art classroom space for three art departments: Photography, Graphic Arts, and Media Arts. The two-story facility will also house an exhibition gallery as well as a rooftop terrace which will provide an open-air space for art instruction, exhibits, or gatherings. The ground floor will house classrooms for ceramics, glass, and sculpture, with drawing, painting, computer graphics and photography classrooms located on the second floor.

**Parking Structure**  
300 Additional Spaces  
Completion Date - Summer 2008
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1202 West Thomas Road
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Accreditation
Phoenix College, one of the Maricopa Community Colleges, is accredited by the Higher Learning Commission of the North Central Association; 30 North LaSalle Street, Suite 2400; Chicago, Illinois 60602-2504; (800) 621-7440 / (312) 263-0456; www.ncahlc.org.

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We value deliberation, tolerance, and our obligation to treat each other with dignity, fairness, and civility.

We support learning, discovery, informed risk taking, and an entrepreneurial spirit that creates new possibilities.

We connect with our campus and community through clear and frequent communications, collaborations, and the valuing of differences.

We are committed to the highest principles of academic, professional, and personal conduct.

We are committed to prudent management of our resources.
Dear Community Member,

The Annual Report to Our Community provides a refreshing opportunity to pause and reflect on the many ways that Phoenix College has grown and changed during the past year.

We received excellent news from the Higher Learning Commission of the North Central Association regarding the acceptance of our re-accreditation progress report, which resulted in Phoenix College’s next comprehensive evaluation being scheduled for 2015. Our Making Life Better for Generations Campaign to raise funds for student scholarships met its $1 million dollar goal in December 2007 – a full ten months ahead of schedule. A campus-wide survey effort led to the recent revision of the PC Basics, which are the core values upheld by Phoenix College faculty and staff, to more concisely reflect our pledge to students, to the community, and to ourselves. Those who come to Phoenix College, whether to visit or to learn, can expect nothing less than Engagement, Excellence, Innovation, Integrity, Respect, and Stewardship.

An outstanding team of faculty and staff produced an expanded array of support services and options for Phoenix College students. A new Success Center provides students with stellar academic coaching and study skills training in one convenient location. An important new communication feature allows students and employees to receive emergency notifications via text message or email. With our new Student Information System, My.maricopa.edu, students can log on from school or home to browse and register for classes, view their grades, and much more. The premiere of a new Welcome Center and Contact Center have increased the level of customer service, providing prompt and courteous information and referrals related to all aspects of the college experience.

To meet the increasing demand for skilled, qualified nurses, we have expanded the facilities for our Nursing Program, providing space to accommodate larger cohorts of students at our Osborn Center, adjacent to the PC main campus. The first cohort of our Bilingual Nursing Program graduated in May 2008, and the highly-trained graduates are already helping to ease the shortage of Registered Nurses able to provide medical care and attention to Spanish-speaking patients.

With the exciting growth and advancement at Phoenix College, it is also heartening to recognize that some things remain steadfast: the great aspirations of our students, the passion and expertise of our faculty and staff, and the pride we take in Phoenix College’s rich and enduring history in the community. As we seek to continue providing opportunities for students of all ages and backgrounds to go far, close to home, we remain grounded in the teaching, learning, and student success that are the foundation of the Phoenix College legacy.

Warm regards,

Anna Solley, Ed.D.
President of Phoenix College
Phoenix College in Profile
FOCUSING ON TEACHING, LEARNING, & STUDENT SUCCESS
Phoenix College is Arizona’s original community college, with a proud history of serving the community in the heart of Phoenix for 88 years. The flagship college of the Maricopa Community Colleges—the largest community college system in the United States—Phoenix College offers programs for university transfer, career training, and personal development. The student body reflects the diverse, multicultural central city that Phoenix College serves. More than 50 languages are spoken on campus by students representing over 100 countries. During the 2007-2008 academic year, Phoenix College awarded over 1,700 degrees and certificates.

**Economic Impact**

The Maricopa Community Colleges are the largest provider of higher education and career training in Arizona, and Phoenix College has been a significant contributor to the economic health of Maricopa County for 88 years. As a strategic provider of higher education and workforce training, Phoenix College contributes approximately $29 million annually to the economy of Maricopa County,* generating over 1,500 jobs in the local community.**

**Quality Education**

At only $71 per credit hour, the Maricopa Community College District and Phoenix College continue to honor the mission of keeping higher education affordable by offering a world class education at less than half the cost of state and private universities.

We assist our students by offering financial aid and scholarship opportunities for qualified individuals. Phoenix College also offers a tuition payment plan which allows students to take advantage of convenient and affordable payment options.

**Program and Careers**

Phoenix College, accredited by the Higher Learning Commission of the North Central Association, offers a world class education, taught by faculty who are experienced in their fields. More than 11,000 students attend Phoenix College each semester, taking advantage of nationally recognized programs in the arts and sciences, business and technology, communication and humanities, dental and medical fields, and legal studies, as well as coursework leading to a university baccalaureate degree.

Phoenix College offers six transfer-oriented Associate Degrees (AA), 50 Associate in Applied Science Degree programs (AAS), 6 Academic Certificates, 105 Certificates of Completion (CCL), and a General Education Certificate (AGEC) that fulfills lower-division general education requirements for students planning to transfer to any Arizona public community college or university.

**Faculty and Staff**

The 437 full-time faculty and staff of Phoenix College, along with our 578 adjunct instructors, take great pride in serving the residents, businesses, and organizations of central Phoenix. Our staff are dedicated to the success of our students, and our faculty place the highest priority on teaching and learning. Adjunct instructors are working professionals in the fields they teach, sharing firsthand knowledge as they prepare students for future careers. Class size averages 20 students, with a 16:1 student to faculty ratio.

*Arizona DES Population Statistics Unit

**Estimate based on Leslie & Brinkman’s (1988) meta-analysis of the economic impact of higher education and utilizing a multiplier of 1.6 and including GPD price deflation calculations.
**College Planning**

Phoenix College recognizes that successful institutions adapt to rapidly changing environments through regular examination of issues, trends, and events, and integrates this understanding into the institution’s planning and decision-making process. The planning process at Phoenix College is comprehensive, systematic, and participatory, incorporating activities from academic departments, occupational programs, service areas, and college committees and is aligned with the vision, mission, and values of both Phoenix College and the Maricopa Community College District.

During the 2006-2009 planning cycle, Phoenix College identified 12 Strategic Goals which are directly related to the District Strategic Directions. In spring 2008, the goals and objectives were reviewed and updated, and a strategic plan outlining new goals and objectives for 2008-2011 was approved. This plan places a stronger emphasis on the college’s priorities of Developmental Education, Distance Learning, Enrollment Management, and Program Review, and it reflects the importance of providing a positive service-oriented experience.

The Strategic Planning Committee chaired by Jan Binder, Ronnie Elliott, and Bonnie Petterson conducted a college-wide survey regarding the Phoenix College value statements and, based on the results, six core values emerged and were adopted as the PC Basics — our Core Values: Innovation, Engagement, Stewardship, Integrity, Respect, and Excellence.

This strategic planning framework demonstrates the three levels of planning: college plans, strategic directions, and operational/departmental plans. Each level informs the other and all are continuously reviewed and aligned.
Goal 1: Anticipate, plan, and implement technology changes to maximize educational delivery and college infrastructure.

Technology in the Classroom
Phoenix College faculty and staff work collaboratively to provide a cutting-edge learning environment, quality support services, and expert instruction, ensuring that students have access to a broad range of ever-expanding opportunities for educational and personal growth. Several innovative approaches to adapting new technologies for use in the classroom were implemented throughout the year including:

- A medical simulation lab was created for the nursing program, providing opportunities for students to work on electronic simulated patients which are controlled by computer and come to life during medical scenarios with students.

- The Dental Hygiene Clinic was remodeled to add state-of-the-art technology which will allow the integration of digital radiography.

- Several faculty piloted the use of iTunesU which allows students to download course materials in the form of podcasts directly to their computer or sync their iPod and learn on the go.

- An Electronic Courtroom was designed and constructed to better serve the needs of Paralegal students by enabling them to use the courtroom as a virtual learning experience. The courtroom will open in the 2008 Fall semester and will be housed at the Phoenix College Downtown campus.

This new training facility takes a different approach from traditional court trials as students learn cutting-edge litigation and trial support skills through the use of electronic presentations mirroring the Maricopa County courtrooms. The Electronic Courtroom facilitates visibility of evidence that is digitized and displayed on video monitors throughout the courtroom. Live testimonies can be recorded through a teleconferencing capability from remote locations while they are televised in the courtroom. This mock courtroom includes traditional furniture and technology that is currently used in live courtrooms.

Local law firms and court employees will also be able to use the Electronic Courtroom as a training venue in preparation to participate in a real-life trial. They will be able to analyze their recorded mock trials, depositions, and deliberations, providing an efficient way to improve their litigation skills.

New Student Information System (NSIS) College Implementation
In February 2008, the Maricopa Community Colleges implemented the new PeopleSoft Student System after more than four years of planning. The Phoenix College CIT (College Implementation Team), comprised of over 30 employees including administrators, faculty, student, business support services staff, and IT staff, provided comprehensive training to all employees.

To better assist students in the enrollment process, Phoenix College created self-service computer stations and developed marketing and training...
materials to aid students in navigating My.maricopa.edu, the online self-service student center. This new online center allows students to register for classes, make a payment, access their grades, and obtain enrollment verification and transcripts online.

**Technology Access Across Campus**

Internet “Hot Spot” access was increased on the campus to include BearNet Wi-Fi coverage in the A, C, and Music Buildings allowing students, staff, and faculty to access the Internet using wireless technology.

Student self-serve computer kiosks were installed in the Welcome and Learning Centers, and a ten-station center was installed in Admissions and Records.

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**Goal 2: Develop and implement an enrollment management plan.**

**Enrollment Management Plan**

During the spring and early summer of 2007, Phoenix College worked with an enrollment management consultant to conduct employee enrollment workshops specifically designed to engage the internal college community in the identification of enrollment issues and in the creation of action plans and timelines that would identify new strategies and initiatives to increase enrollment.

Through this collaborative process, six new areas of focus emerged: Research, Curriculum Delivery, Marketing, Recruitment, Services, and Retention and six new enrollment subcommittees were formed. The Enrollment Management Committee was also reconfigured as the Strategic Enrollment Management Committee. This committee, comprised of three chairs, six subcommittee co-chairs, and other key strategic appointments, was charged with the oversight of the Enrollment Management Sub-committees.

In the fall of 2007, 21 Enrollment Action Plans were presented at a combined retreat of three key college leadership teams: the Phoenix College Leadership Council, the Strategic Planning Committee, and the Budget Review Committee. The plans were reviewed and funding allocated towards their successful implementation.

The co-chairs and their committees, which average between six and eight employees representing all areas of the college, have been working to implement their plans with the intent of slowing the enrollment decline and shifting the trend to an enrollment increase. Examples of the strategies implemented in 2007-2008 include:

- Creation of a Welcome Center which provides first point of contact to students and visitors who need information regarding admissions, enrollment, college programs and services, courses, tours, and campus events, and provides assistance to students on the 10 walk-up computer terminals for new SIS self-service.
- Development of a centralized Contact Center to provide assistance and address incoming phone inquiries as well as to make outbound calls to students regarding enrollment issues.
- Collaboration between several departments and sister colleges produced a career planner as well as an enrollment guide to assist students with their enrollment process.
- Piloting of the Summer Bear Scholarship program awarded one free summer class to 26 high school graduates who registered and paid for one class at Phoenix College over the summer sessions.
- Plans were developed to create the Student Success Center, combining the services of the Learning Center and the Math + Science Center, to better serve the academic learning assistance needs of the students.
Goal 3: Explore and develop new programs and services to meet the needs of our diverse community.

Alternative Delivery
Phoenix College is keeping pace with the rapidly evolving technological era by adding new online courses and modifying existing courses to offer an alternative delivery format. While we continue to deliver instruction in the traditional classroom setting, we also continue to build new hybrid and full online courses as well as to offer classes at off-site locations to better serve the community’s needs.

Distance Learning: Distance Learning is an important part of the future of Phoenix College. Online class offerings have increased by over 88% from 2005–2008 and hybrid class offerings have increased approximately 275%, bringing the total of distance learning classes offered to 547.

The number of students enrolled in distance learning is also increasing rapidly. The number of students enrolled in online classes has increased by approximately 90% from 2005–2008 and the number of students enrolled in hybrid classes has increased by approximately 250%.

Planning for distance learning has become more unified and integrated into the strategic planning and budgeting process of the college. In Fall 2007 a Distance Learning Task Force was given the challenge of completing a dynamic Distance Learning Plan for Phoenix College to serve as a guide to the distance learning program. This charge is to provide students with a comprehensive array of credit and non-credit courses, programs, and associated services, and deliver them via technology without the barriers of location and time.

In December 2007, the Task Force completed the first draft of a Distance Learning Plan which identified action items to enable the implementation of the plan. The primary action items that were recommended addressed staffing needs. Vital to the plan was the hiring of a Distance Learning coordinator, an Instructional Designer and a Course Production Specialist. This would be accomplished by a reorganization of the Learning, Technologies & Development Department.

The Distance Learning Task Force was co-chaired by Victor Cornell and has made tremendous progress toward the institutionalization of a distance learning plan for Phoenix College. Many faculty and staff have been involved in this effort.

Learning Communities: Phoenix College is using an integrated learning approach designed to bring together different subjects into one lesson of instruction offering a sense of community among students, their peers, and instructors. Students participating in a Learning Community take the same cluster of classes integrated into a common theme, using critical thinking skills as they approach and combine issues from one class to another. Students involved in Learning Communities tend to have a closer relationship with their instructors and peers, and instructors develop a close, professional relationship with other colleagues.

The Circle of Success: A combination of three classes — Fundamentals of Writing, College Reading Skills, and Strategies for College Success — helped beginning students thrive during their first year in college. Other Learning Communities focused on English as a Second Language (ESL) learners, helping them to develop their English reading, writing, and speaking skills.

Internet Technology as Textbook
Some Phoenix College instructors are experimenting with no texts or minimal texts and using handouts and works, articles, and lessons readily available online. In addition, many faculty are using the Internet as “enhancement.” They are creating a BlackBoard site (online learning and information storage site) and using it to place syllabi, materials, lessons, articles, and other enhancements to the class although the class is not online.

Developmental Education
A new Developmental Education strategic plan placed a greater emphasis on improving writing skills rather than focusing on grammar skills through drills. Research has shown this to be highly successful in student motivation. To ensure a seamless transition to higher level English courses, the English Department made a shift to place primary emphasis on writing and a secondary emphasis on students’ responsibility for grammar. One self instruction tool includes students teaching a learned grammar concept to other students in class. The altered perceptions of grammar have helped the students improve their overall skills.

The Speed of Learning
The Developmental English Program piloted a new way of offering a fast track option for Developmental English. Students with qualifying Asset scores enrolled in either ENG 061 or ENG 071 for five weeks of intensive writing instruction. On the sixth week, qualified students were moved up to the appropriate level ENG 071 or ENG 101, scheduled to start in the seventh week of learning. This gave new opportunities to students who were misplaced via Asset scores or simply need minimal review.
English Themed Courses
Phoenix College English instructors have incorporated themed classes in which, in addition to learning about effective writing skills, students analyze documentaries, participate in class discussions, develop projects, and write research papers while focusing on a central topic. Last semester, students learned about community and global issues by analyzing documentaries on Hurricane Katrina, rapes in Congo, Lost Boys of Sudan, child sex trafficking, the Rwandan genocide, and the crisis in Darfur. As a fundraising project, students raised over $600, which was donated to The Montel Williams MS Foundation, Free Arts of Arizona, and The United Cerebral Palsy Foundation of Central Arizona.

In “Language and Prejudice,” another themed course, students learned to be aware of prejudices, how they appear and function in language, and how students can work to overcome them.

Yet another course, “Investigating Health Mysteries,” was offered to students who have identified a health career path and want to use their English composition skills to further investigate their field.

Learning through Service
Community outreach is an on-going part of the student experience at Phoenix College. Students have the opportunity to volunteer in the community through involvement in students clubs or, in many instances, through service learning incorporated into their program of study.

The Phoenix College Student American Dental Hygienist’s Association (SADHA) hosted “Give Kids A Smile Day” on February 8, 2008. They worked in conjunction with the Arizona Dental Association and The Boys and Girls Club of Phoenix to provide dental hygiene services to approximately 70 underserved children, providing oral hygiene instruction, prophylaxis, fluoride, and sealants to the children. All of the dental students and most of the dental faculty volunteered for the event.

Community volunteers from the Central Arizona Dental Hygienist Society (CADHS, a component of the Arizona State Dental Hygienist’s Association) and former PC graduates also volunteered in the dental community volunteer program, including participation in the ACT Head Start Health Fair, Special Olympics, and the Maricopa County Sealant Program. Dental hygiene students reached 450 people at 18 different sites through their community service activities.

Learning through Interaction
When Phoenix College communication students performed the set of mini-plays that constitute “Story Book Stagecoach,” they brought to life four of the most popular children’s books, including If You Give a Mouse a Cookie by Laura Joffe Numeroff and Life Doesn’t Frighten Me by Maya Angelou.

The Story Book Stagecoach, now in its 18th season, is an innovative method of learning which allows the students to develop and practice public speaking and acting skills while fostering a dynamic, team-oriented experience. The performance is interactive, focusing on audience participation and imagination as opposed to props and costumes. Minimal visual stimulation allows for the imagination to flourish, giving children the opportunity to discover that books can be for more than reading.
The elementary school age children who attended the Storybook Stagecoach had an enjoyable learning experience as they discovered the importance of literacy and gained valuable exposure to a college campus. During their visit to Phoenix College, they enjoyed a picnic lunch on the grass and were given a campus tour led by Storybook Stagecoach actors and actresses. The tour guides interacted with the children, comparing and contrasting the college campus to an elementary school campus, allowing them to see that a college has essentially the same structure as any other school, with teachers, classrooms, a library and a cafeteria. “For some young children, college may as well be Mars,” said Liz O’Brien, Chair of the Phoenix College Communication, American Sign Language, Theater & Film Department, and Director of Storybook Stagecoach. “The earlier you can get a child on a college campus, the more of a reality college becomes for them.”

Learning through Experience
Internships give Phoenix College students the opportunity to gain work experience in areas of interest while under the guidance of their instructors. Examples of new internship opportunities include:

- Students in the Applied Business Department had the opportunity to participate in the Disney experience at the Disney University in Florida while earning concurrent credit in management classes at Phoenix College.
- Journalism interns wrote articles for the PC Chronicle, a community newspaper focused on issues of interest to PC students. The inaugural issue appeared in Spring 2008.

Student Ambassador Program
The 2007-2008 Phoenix College (PC) Ambassadors are a talented group of dedicated students who served as the faces and voices of Phoenix College, both on campus and within the greater community. These student leaders reflect the diversity of backgrounds that exist at Phoenix College as they help recruit and retain students through peer-to-peer interaction. The PC Ambassador program helps students to develop leadership skills while gaining academic and professional skills to help them achieve sustained success.

Goal 4: Provide excellent teaching and learning experiences supported by student outcomes assessment and program review.

Program Review
Program review is an essential component of self-evaluation for each department at Phoenix College. The purpose is to systematically and regularly collect, analyze, and interpret pertinent information concerning every program every three years in order to improve quality and to guide planning, assessment, and resource allocation.

Some of the changes to programs that were made as a result of program review are: Increased understanding of and involvement in student learning outcomes assessment, more communication and sharing between faculty in the area of retention, more definitive plans for recruitment because of the three year cycle of data analysis, and changes in the class schedule of offerings based on historical research of numbers as well as physical space.

Programs reviewed in 2007-2008 include: Applied Arts and Human Sciences, Business, Chemistry, Interpreter Preparation, Education/Teacher Preparation, Learning and Technologies Development, Cultural and Applied Sciences, Foreign Languages, Mathematics, Medical Assisting/Patient Care Technician, Music, Nursing, and Reading.
Goal 5: Improve and expand the physical learning environment to increase efficiency and support additional learning opportunities.

Breaking New Ground
New spaces to gather, connect, create, and learn are taking shape on the historic Phoenix College campus. In November 2007, Phoenix College students, faculty, staff, and community members celebrated the start of a journey toward the completion of three projects made possible through voter-approved 2004 General Obligation Bond Funds. An enthusiastic crowd gathered to help celebrate the groundbreaking for three highly-anticipated projects.

The college debuted a new single-level parking structure designed by Dick & Fritsche Design Group in summer 2008, while spring 2009 will bring the grand opening of a Fine Arts building and a Maintenance and Operations Center, both designed by DLR Group. The three projects, managed by D.L. Withers Construction, will expand the learning opportunities available to students and community members while positively impacting safety, efficiency, and beauty on the historic Phoenix College campus.

Campus neighbors had a chance to preview information about the construction projects during a Community Forum event on November 5, 2007. Attendees viewed project renderings, learned design and construction details from the architects and general contractor, and participated in a question-and-answer session. It was an informative evening that served to convey the college community’s enthusiasm for the progress that will be taking place on campus.

The 25,000-square-foot Fine Arts Building slated to open in Spring 2009 will feature an open courtyard for artistic reflection and assembly, state-of-the-art gallery space, a rooftop sculpture garden, expansive studio space with abundant natural light, two computer labs for workforce development, and a 75-seat multimedia classroom. The new building will provide space for a wider variety of arts and cultural workshops, lecture series events with prominent speakers, and international exhibitions, culminating in increased visibility in the arts community. The building also will provide a home for the Heritage Plaza at Phoenix College, an area designated to memorialize the history, tradition, and future of the college, featuring “legacy bricks” with messages from faculty, staff, students, and alumni. To make room for the new Fine Arts Building, Buildings J and K, located on the northeast side of campus along 11th Avenue, were razed.

The new Maintenance and Operations Center which will be completed in January of 2009, will centralize many of the facility support services that keep the Phoenix College campus running smoothly, decreasing delivery...
traffic in central areas of the campus. The 9,800-square-foot center will be located on the north end of the campus, adjacent to the athletic field complex. Designed in the shape of a “C,” the building will harmonize with the design of the new Fine Arts Building, obstructing from view the equipment necessary for efficient daily operations while providing ample space for the equipment to be housed and stored.

Those searching for a parking place on the Phoenix College campus will now find 300 additional spaces thanks to the new single-level parking structure. Architects surveyed historic neighborhoods adjacent to the campus to incorporate design elements that compliment the character of both the campus and the surrounding community. Located on the southeast corner of 15th Avenue and West Catalina Drive, the parking structure is the first of its kind in the Maricopa County Community College District. Additional landscaping will be incorporated on the 15th Avenue side of the new structure. In addition to providing much-needed parking spaces, the structure will house an integral, 2,000 square foot College Safety Office for overall campus security.

Facilities Master Plan
Due to hyper-inflation in the construction industry over the last four years, Phoenix College had to modify its existing master plan to assure adequate funding for future projects. To achieve this goal, President Solley seated a committee to evaluate and restructure the Master Plan. The Committee’s recommendation modified, and in some cases altered the project scope while still maintaining the original intent of the master plan. The result is a realistic, workable program that will provide our students with outstanding spaces in which to learn and enjoy the college environment.

The following projects are approved for construction to complete the Master Plan:

- Construct a new 13,900 square foot addition to the Hannelly Student Center to open December of 2010.
- Renovate the existing Hannelly Student Center (35,058 square feet) to create a “one-stop” student services center to open July of 2012.
- Renovate the existing Learning Center Building (10,000 square feet) to create a Student Union to open July of 2013.
- Renovate the existing Fine Arts building (20,000 square feet) to create a Chemistry Building to open June of 2013.

Renovating and Combining Space

Success Center: The idea of a centralized location to support the development of students’ learning skills was realized with the creation of the new Success Center. The center combines the services of the Learning Center and the Math + Science Center into one convenient location, providing resources and programs to support students in developing skills essential for successful learning:

- Study Skills Development
- Tutoring Services
- Success Coaches
- ESL and Reading Conversation Circles
- Learning Strategy Workshops

Teacher Preparation Charter High School: Teacher Preparation Charter High School (Teacher Prep) was established by the Maricopa Community College District in partnership with Phoenix College and South Mountain Community College to focus on preparing high school students for entry into college-level teacher education programs. The high school was relocated to the main campus from PC Downtown in Fall 2007, offering students convenient access to the college’s resources and services.
Goal 6: Expand community outreach and internal and external partnerships.

A Worthy Cause—Helping Our Community
Throughout the year, college volunteers contributed to numerous worthy causes by providing toys for children, donating blood, raising money, volunteering at food banks, and more. Additional events that helped support our community included:

- Phoenix College and Paradise Valley Community College Fire Science students from Firefighter Operations Academy 07-02 volunteered their time in the fall of 2007 to help promote fire safety among neighborhood residents. As volunteers at the City of Phoenix Smoke Alarm Walk, the students walked the streets in teams and visited homes in the Green Gables Neighborhood near the Phoenix College campus, providing home fire safety information, replacing dead batteries in smoke detectors, and installing smoke detectors in homes without them.

The students’ participation helped create the most successful Smoke Alarm Walk to date, with 519 new smoke detectors installed and 429 batteries replaced. Overall, nearly 1,000 life-protecting smoke detectors were put into service in the neighborhood, which covers the area from McDowell Road to Thomas Road and 20th Place to 32nd Street.

- Faculty and staff of Phoenix College raised money during their 2007 United Way campaign through a combination of events, including an online auction and ice cream social and monetary and non monetary donations. The contributions from employees amounted to more than $23,500 in support of the Valley of the Sun United Way. Phi Theta Kappa students and Phoenix College employees also worked in partnership, volunteering their efforts to package and distribute food boxes at St. Mary’s Food Bank in Phoenix during the PC Day of Caring/Day of Action.

- Phoenix College Fine Art faculty and students crafted and donated over 300 ceramic bowls toward a fundraising effort, Empty Bowls, benefiting Andre House. Along with the $10 purchase of the bowl, participants were given a simple lunch of bread, water, and soup, donated by Aramark, as a reminder that too many people world-wide go hungry each day. The event raised more than $2,500 to help feed the homeless population in Phoenix.

- Dental students participated in several enriching clinical experiences providing dental hygiene services to the community. These include learning opportunities at the Veterans’ Administration Hospital, St. Vincent de Paul Dental Clinic, Mountain Park Health Center, Phoenix Job Corps, Luke Air Force Base, John C. Lincoln Hospital Children’s Dental Clinic, and the State and County Health Departments.

Expanding Learning Opportunities
Several new partnerships are expanding Phoenix College’s ability to deliver programs to students off-site. Two examples are: 1) a new cohort of Medical Assisting students is in place at the Maricopa Integrated Health System facility and 2) law enforcement officers in the Prescott Valley area are receiving refresher phlebotomy training in Prescott. In addition, the college is working to provide Early Childhood Education coursework to Southwest Human Development staff. Outreach efforts continue with a number of local school, college, and university partners, fostering the development of joint initiatives and action plans. Phoenix College has continued to work towards the alignment of courses and programs with ASU at each of its four campuses. Transfer partnerships with ASU, Northern Arizona University, and the University of Arizona have been reviewed and dialogue continues concerning new pathways and alternatives for students. Outreach to the Phoenix Union High School District continues to enhance recruitment and retention, and Bioscience High School, PC, and ASU have developed a Steering Committee designed to create pipelines.

Making a Connection: Creating Campus News
A new publication with a focus on stories of interest to Phoenix College students, faculty and staff debuted on campus in March 2008. The PC Chronicle is published and edited by North Central News and largely written by Phoenix College Journalism interns. The partnership was developed by Phoenix College faculty members Don Rodriguez, Jeff Eldot, and Patricia Zaccardo in conjunction with Teri Carnicelli, the editor and publisher of North Central News. The PC Chronicle is published every other Tuesday during the school year and is available at locations throughout the PC campus.

Addressing a Healthcare Shortage
To address the shortage of certified medical assistants, Phoenix College, Clinica Adelante, Inc., Maricopa Integrated Health System (MIHS), Maricopa Workforce Connection and Phoenix Workforce Connection formed a partnership to offer a uniquely-designed Phoenix College Medical Assisting Program to entry-level employees of the two participating healthcare organizations. The unique fast track, year-round, block schedule includes 54 weeks of instruction, and externship opportunities will take place at the sponsoring employer’s sites. The first cohort is expected to graduate in March 2009.
2008 Golden Bear Champions
The administration, faculty, staff, and alumni of Phoenix College recognize key partnerships of the college annually at the Golden Bear Awards Luncheon. Ten Golden Bear Champions were selected during 2007-2008 for their outstanding contributions to the Phoenix College students and community.

- Advisory Council Partner
  Lani Brite, Curtis Shaw, Kathy Thiessen, Avein Tofoya
  Maricopa Integrated Health System

- Alumni Partner
  Agnes Phillips
  PC Alumni Half-Century Club

- Business & Industry Partner
  Don Adams, Trish Lowderback, Mary Mendosa
  Bashas/Food City

- Community Leader
  Roberto Reveles
  Community Leader

- Community Organization
  Tim Valencia
  Phoenix Workforce Connection

- Exemplary Service Partner
  Mrs. Linda B. Rosenthal
  MCCCD Governing Board

- K-12 School Colleague
  Olive Juneau & Elena Ratiu
  Carl Hayden Community High School

- Public Service Partner
  Billy Lucus
  City of Phoenix
  Fire Department Training Academy

- Scholarship Partner
  AAMHA Asociación Amigos
  Medios Hispanos de Arizona

- Technology Partner
  Lawrence Lambert
  Rainbow Studios

- University Partner
  Adam Farni
  Arizona State University

Cultural Enrichment Through Phoenix Art Museum
A partnership between Phoenix College and Phoenix Art Museum provided art aficionados with two outstanding opportunities for cultural enrichment during the 2007-2008 academic year:

- In March 2008, the 9th annual Phoenix College Latino Film Festival included a special opening night film showing and discussion at Phoenix Art Museum, four nights of film showings and discussions at Phoenix College, and a short film showcase and panel discussion. The festival attracted approximately 1,000 viewers from our community, and was sponsored in part by the Phoenix Art Museum’s Latin American Art Alliance. Countries such as Venezuela, Cuba, Guatemala were among those featured in the films.

- In April 2008, Phoenix College, in collaboration with Phoenix Art Museum’s Contemporary Forum, presented the 4th annual Eric Fischl Lecture Series and PC Student Art Awards. The event took place in the museum’s Whiteman Hall, drawing more than 300 attendees.

Fischl, a PC alumnus and world-renowned artist, spoke on the topic of “What happened to art when the body dematerialized from painting?” and presented the Eric Fischl Vanguard Award and Merit Scholarship to two talented students. In addition, Fischl announced the new Eric Fischl Scholars Program at Phoenix College. The program is the first of its kind to be offered at a community college, and will recruit high school graduates across the Valley to study art at PC. The first cohort of Fischl Scholars will begin at Phoenix College in Fall 2008, thanks in part to support from the D. L. Withers Foundation.

Exploring the Video Game Industry
Rainbow Studios served as one of the main catalysts behind Get Your Game On: Video Game Night in the Library, an event that was recognized as the 2007 Innovation of the Year for Phoenix College. Get Your Game On allowed PC students to play video games and learn about what it takes to succeed in the video game industry. Locally employed video game designers and artists from Rainbow Studios joined in game play and presented on the industry, outlining which college courses and programs would help students break into the video game industry.

Extending a Hand to Create Opportunities
In 2007, the Arizona Friends of Hispanic Media (AAMHA) held its inaugural gala, “The Gerardo Higginson Awards,” and selected Phoenix College to be the sole beneficiary of the proceeds raised from the event. The organization, whose mission is to maintain ethical and professional standards among Hispanic media, is comprised of professionals from among local business, media, and community. The funding Phoenix College received during the first year ($11,500) was used to provide scholarships for Phoenix College students who did not qualify for any other type of financial aid. Providing funds to help these affected students has enabled many students to continue their education.

1190 AM Celebrity Soccer Match
For the first time, Phoenix College and La Buena Onda Radio Station hosted the 1190 AM Celebrity Soccer Match, for a fun and spirited athletic competition that benefited deserving Phoenix College minority student athletes who are ineligible for federal student financial aid. The Phoenix College men and women’s soccer team had the opportunity to play against radio listeners, and children competed for prizes as they demonstrated their soccer skills. Proceeds were contributed to the Phoenix College Soccer Scholarship Fund.
Connecting with the Workforce
During the past year, the Phoenix College Custom Training and Education (CTE) Department promoted partnerships in the business community through the development of credit course programs with such entities as ST Microelectronics and the Department of Economic Security. A long standing partnership with the City of Phoenix expanded with the addition of three cultural workshops, bringing the total to 15. In addition, CTE offered language program development in Spanish, Arabic, and American Sign Language, and workforce development courses in math.

The Phoenix Workforce Connection, in collaboration with Custom Training & Education, provided a new and greatly needed summer youth non-credit Pharmacy Technician Program. The program provides career development planning and job opportunities for at-risk, minority, low-income students in the pharmacy technician field. The students in the program obtain educational knowledge, background and on-the-job training skills. The students utilize the services of the library, tutoring services, computer labs, and the cafeteria.

Community Forum with Maricopa County Superior Court
In October 2007, the Phoenix College Legal Studies Program hosted a community forum with the Maricopa County Superior Court. Judges from the Civil, Criminal, Juvenile, and Family Court divisions of superior court, as well as judges from the Justice Courts, educated over 150 attendees about services those courts provide. The judges answered questions about the role of the judges and court system in the administration of justice. Among the members of the bench in attendance were Presiding Judge Barbara Rodriguez Mundell, Judge Karen Potts of the Superior Court and a former residential faculty member in the Phoenix College Paralegal Studies Program, Judge Rachel Torres Carrillo of the West McDowell Justice Court and an alumna of Phoenix College, and Judge C. Steven McMurry of the Encanto Justice Court.

Raul H. Castro Institute
The Raul H. Castro Institute (RCI) is a collaborative effort of the Office of the Governor, State of Arizona, Arizona State University’s Center for Community Development & Civil Rights, Maricopa County Community College District, and Phoenix College. Named in honor of Arizona’s first Latino Governor, the RCI is a non-profit organization and “Do Tank” focusing on issues that affect the Latino community in Arizona, with emphasis on education, health and human services, leadership, and civic participation. In an effort to meet its vision and mission, RCI:

- In partnership with the Consulate of Mexico, hosted a health fair at Phoenix College, where more than 25 organizations provided health services to attendees, including free immunizations for 400 children and free flu shots for 150 adults.
- Hosted a reading of the play, *In a Glass House: The Life and Times of Raul H. Castro*.
- In collaboration with Magellan Health Services, hosted a community forum to discuss the issue of low Latino youth enrollment in behavioral health services in Arizona.
- Hosted a Town Hall Discussion presented by the Genetics and Public Policy Center at John Hopkins University titled “Making Every Voice Count: Genes, Environment, and Your Health.”
- In partnership with the University of Arizona’s Center for Latin American Studies, presented the documentary premiere of *Raul H. Castro: Two Cultures, One Challenge*.
- Hosted a Latino Voters Forum, in partnership with ASU’s Center for Community Development and Civil Rights, the National Association of Latino Elected Officials (NALEO) and Familia Vota. The purpose of the event was to hold non-partisan discussions on issues that affect the Latino community so that they can make an informed decision when voting.

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Raul H. Castro Institute
Phoenix College relies on the collaboration and expertise provided by the professionals and community members who comprise our advisory councils. Phoenix College would like to recognize and thank the individuals on the Raul H. Castro Institute Advisory Board for their dedication and commitment.
The President’s Advisory Council (PAC) is comprised of key community, business, and education partners who serve as ambassadors and advocates of Phoenix College by identifying resources and opportunities. The members serve as opinion leaders who share their insights and counsel concerning trends, underserved populations, educational opportunities, strategic directions and collaborative program efforts.

The Council has helped our “Making Life Better for Generations” fundraising campaign by providing input on our appeal and promoting our cause to their own constituents. They also helped us sharpen our outreach message and marketing strategies and update our mission and vision statements.
Collaborative Partnerships

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Phoenix College Alumni Association

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Mr. Art Othon
Director of Community Relations and Economic Development
APS Economic Development

Mr. Gregory Torrez
Co-Owner
AZTECA Plaza Bridal & Formal

2007–2008 Report to Our Community
Workforce Advisory Councils

Many workforce development programs utilize advisory councils drawn from professionals working in these fields. This real-world input ensures that our education and training meets the current needs and expectations of employers, and that our students are prepared to succeed in their chosen careers.

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2007–2008 Report to Our Community
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Sonia Soto
Julie Stiak
Gregory Trone (CGC)
Janet Vizard
Cynthia Zimmerman
The Phoenix College Alumni Boards

The mission of the Phoenix College Alumni Association (PCAA) is to preserve the rich heritage of Phoenix College; provide an environment for Phoenix College Alumni to share experiences, opportunities, and fellowship; and to offer a forum for Phoenix College alumni and students through financial and non-financial programs.

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Investing in the Future
PURSUING REVENUE SOURCES & PROMOTING COST EFFECTIVENESS
Goal 7: Review financial management strategies to maximize resources.

Promoting Cost Effectiveness

Increasing Energy Efficiency: Renovations at the Central Plant are wrapping up with a new chiller, pumps, boilers, and cooling towers.

Reducing Copy Costs: Copy costs decreased as more departments adhered to the rule of sending jobs of more than 25 copies to the on-campus print shop rather than using department copy machines.

Recycling Program: The campus implemented an enhanced recycling program that includes plastic and aluminum, adding fifteen 40-gallon blue and yellow recycling containers in high traffic areas around campus. The PC Green committee helped educate the campus community about proper recycling efforts.

Energy and Water Conservation: Faculty and staff participated in a campus-wide annual summer effort to conserve energy and water by turning off unnecessary lighting, shutting down computers and printers when not in use, and consolidating classes into fewer buildings where possible.

Outsourcing Custodial Services: A pilot program to utilize contracted custodial services at the PC Osborn Center and in the Gymnasium resulted in lower overall costs and reduced capital outlay for replacement equipment.

Goal 8: Pursue alternative funding sources.

Making Life Better for Generations Campaign

Launched in September 2005, the Making Life Better for Generations campaign is a multi-year fundraising initiative which aims to raise $1 million for student scholarships. Success came 10 months ahead of schedule when the campaign met its $1 million dollar goal in December 2007 thanks to a $300,000 gift from the estate of alumna Wilma Ulrick. The Wilma Ulrick Endowed Scholarship will provide scholarships in perpetuity for single mothers who wish to attend Phoenix College.

Significant programs also launched this year include the Eric Fischl Scholars Program, the Simon Myint Burma Scholarship, and the Ron Price Memorial Scholarship.

- The Eric Fischl Scholars Program is the first of its kind in the nation to carry the name of internationally renowned artist and Phoenix College alumnus Eric Fischl. The program, made possible by the D.L. Withers Foundation, will focus on recruiting talented high school seniors to study fine art.

- The Simon Myint Burma Memorial Scholarship for Science and Health, established by alumnus Dr. Simon Myint, will benefit students majoring in the science and health professions.

- Price Kong and Company joined Mrs. Ron Price, widow of Ron Price, long time faculty member, in establishing the Ron Price Memorial Scholarship. The scholarship will benefit students studying accounting, in tribute to Ron's legacy at Phoenix College and in the community.

Phoenix College recognizes and appreciates the generous contributions during the past year of the individuals and organizations who are recognized in this report. Their support made obtaining an education possible for an abundance of students, and provided instrumental support for a number of key programs. —Total raised through the campaign in 2007-2008: $513,252.

Annual Giving

The Opening Doors at Phoenix College scholarship campaign was established in 1992 as the annual giving program of the Phoenix College Alumni Association (PCAA). Today, the campaign recognizes contributions made by alumni as well as employees, retirees, friends, and partners of the college. A highlight of the past year included the return of the first employee giving campaign held in over a decade, Grow FTSE with Bumstead and Change a Student’s Life, which raised more than $7,000 for student scholarships. —Total raised during the 2007-2008 academic year: $39,033.

Major Gift and Endowment Giving

The Legacy Fund promotes major gift ($1,000 and above) and endowment giving ($10,000 and above). Donors may honor loved ones by establishing a named scholarship, or sponsoring academic, athletic, or community centered programs. Endowments offer donors a permanent way to solidify a legacy to the college by ensuring the annual disbursement of funds for scholarships or programs. Development staff work closely with donors to explore their potential areas of interest to determine how to structure their gift, including criteria and award specifications. —Total raised during the 2007-2008 academic year: $474,219.

Phoenix College and the Making Life Better for Generations campaign affiliates with the Maricopa Community Colleges Foundation (MCCF), a 501(c)(3) tax-exempt corporation for the purposes of accumulating, controlling, and distributing funds. Contributions made are tax-deductible as allowed by law. Giving options include, but are not limited to, one-time gifts, multiple-year pledges, deferred gifts, and bequests. To learn more about the various collaborative opportunities with Phoenix College visit www.phoenixcollege.edu/generations.

We appreciate the leadership of Frank Luna, Director of Alumni and Development, and our Alumni Board members and staff.
Individual Donors

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Phillip Askew
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Arizona Dental Hygienist’s Association
Arizona State Lottery Commission
Bjerk Builders
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Classic Hamburgers
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Madison Baptist Youth Fund
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Pacific Sons Produce
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Troxell Communications
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Major Gift and Endowment Giving

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Contributors of $1,000 and above

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Frank Peres
Frank G. Pankow
Glenn D. Kloss
Helen Hogan
Karen W. Foster
Leo and Jayne Dominguez
Paul E. Griffin
Robert E. Howell
Robert E. Wisniewski
Robert L. Fraley
Shirley R. Linne
Simon K. Myint
Thomas N. Fannin
Virginia R. Foster
Wilfred R. Waldron
William F. Wright

Corporations, Organizations, and Foundations
American Express Travel Related Services
Arizona Community Foundation
Arizona Friends of Hispanic Media
Central Chapter APLS
Chiles Foundation
City of Phoenix
Complete Demolition Services
Concert Business Group
Demund Foundation
DLR Group
Follet Higher Education Group
Honey Bear’s Bar-B-Q
Ncompass International
Phoenix College AWARE Club
Price Kong & Company
Raza Development Fund
Region Micro Technologies

Rural/Metro Corporation- Southwest Ambulance
SCF Arizona
Sky Harbor Electric
Snell & Wilmer
Thomson Learning
Thunderbirds Charities
U.S. Security Associates
Leading the Way
RECRUITING, DEVELOPING & RETAINING A QUALITY, DIVERSE WORKFORCE

Goal 9: Hire quality, diverse faculty and staff.

New Faces in Leadership
A nationwide search resulted in the hiring of Ms. Ronnie Elliott as Vice President for Administrative Services. Elliott served as Director of College Business Services at PC for over five years. During her 15 years with the Maricopa Community Colleges, she served in various leadership positions including Fiscal Agent at Phoenix College and Director of Business Services at Estrella Mountain Community College.

Head Football Coach Land Jacobsen, hired in 2008, brings over 30 years of football coaching experience to the PC Bears, including five years as head coach at Western New Mexico University and three years as head coach at Scottsdale Community College.

Goal 10: Provide professional development opportunities and training for all employees.

New Employee Orientation:
Designed for new employees to meet their colleagues, focus on institutional philosophies and policies, and discover the life and culture of the campus.

Phoenix College Positive Climate Campus Program (PC Cubed):
Built to enhance leadership skills and provide training in areas such as problem solving, team building, ethics, diversity, decision making, risk taking, conflict management, and communication. The workshops at PC Cubed are designed to help remove the barriers that prevent employees from realizing their true potential.

Learning Grants:
Created to support innovative projects designed to improve, advance, and enrich student learning. Five Phoenix College faculty members were selected during the 2007-2008 academic year to receive 2008-2009 MCCCD Learning Grant awards:

- Timothy Hernandez, Fine Arts faculty: “China Clay: Five Artists from Hangzhou, China”
- Cleopatra Martinez, Mathematics faculty: “Learning the Foundation Knowledge for Mathematics Using Regular English and Culture”
- Ana Marti-Subirana, Biology faculty: “Web-based Interactive Tutorials for BIO 107 ‘Introductions to Biotechnology’ for Teacher Training”
- John Schampel, Biology faculty: “Phoenix College Biosciences Academics and Careers Resource”
- Doula Zaharopoulos, Business faculty: “Online Course Package Development”

Employee Development
Phoenix College employees are committed to upholding the highest academic standards. The pursuit of lifelong learning is not just a mind-set they recommend to their students, but a way of life embraced by both faculty and staff. Phoenix College provides several opportunities for training and professional development throughout the year:

The Day of Learning:
An opportunity at the start of each semester for employees to experience a series of enriching and enlightening workshops offered by colleagues.
Faculty and Staff Highlights
Phoenix College faculty and staff upheld a long-standing tradition of excellence, garnering numerous awards and accolades. Highlights of their achievements include:

- President Dr. Anna Solley was elected to serve a three-year term on the American Association of Community Colleges (AACC) board of directors. Dr. Solley also received the Gold Star Award for Dedication and Leadership of the Teacher Education Partnership Commission.
- Liz O’Brien, Department Chair of the Communication/American Sign Language/Theatre & Film Department, was one of only six faculty selected to participate in the Maricopa Institute for Learning Fellowship Program.
- A. Dreamer, Interpreter Preparation Program faculty, was chosen by the Super Bowl Committee to interpret the national anthem at Super Bowl LII.
- Dr. Trino Sandoval, Foreign Language faculty and Acting Director of the Raul H. Castro Institute, was recognized with the Latino Excellence in Arts & Culture award by Valle del Sol. Dr. Sandoval and Fred Amador, Counseling faculty, were also chosen by the Arizona Hispanic Chamber as part of a select group of 40 Hispanic Leaders Under 40.
- Dr. Cleopatria Martinez, Mathematics faculty, was invited to serve on a panel for the national Infinite Possibilities Conference.
- Dr. Albert Celoza, Education Department Chair, was selected to participate in a Global Engagement Faculty Development Program in Morocco.
- The Phoenix College Women’s Leadership Group selected Dr. Camilla Westenberg, English faculty, as the 2008 Woman of Distinction. Dr. Westenberg also received the Leadership Award from the National Council on Black American Affairs.
- Dianne Geddis, Health Enhancement faculty, Kay Hilder, Communications/American Sign Language/Theatre & Film faculty, Lucia Kisiel, Mathematics faculty, and Julie Stiak, Health Enhancement faculty, were presented with 2008 National Institute for Staff and Organizational Development (NISOD) Excellence awards.
Connecting with the Community

MAINTAINING A STRONG IDENTITY
Goal 11: Develop strategies that promote an image that continuously demonstrates the strengths of the college.

Preserving Our Heritage
The mission of the Phoenix College Alumni Association (PCAA) is to preserve the rich heritage of Phoenix College; provide an environment for Phoenix College alumni to share experiences, opportunities, and fellowship; and to offer a forum for Phoenix College alumni and students through financial and non-financial programs. Phoenix College Alumni Association was organized in 1989 by a group of 70 volunteers, membership in the Association now tops 19,000.

A number of high profile membership events took place throughout the past year, including: the 9th annual Alumni Hall of Fame Phoenix College History Makers Scholarship Dinner & Auction, “Sri Lanka: The Emerald Isle,” a photography exhibit by alumnus Willis Peterson, and the fourth annual Eric Fischl Lecture Series “What Happened to Art When the Body Dematerialized from Painting?”, co-presented with the Phoenix Art Museum Contemporary Forum.

History Makers
The 9th annual Alumni Hall of Fame Phoenix College History Makers Scholarship Dinner & Auction raised over $17,000 and was attended by more than 170 people. Twelve remarkable alumni and staff were honored for their contributions as they were inducted into the Hall of Fame.

- Dr. Bob Fernie
- Heinz Mueller
- Barbara Contreras
- June Fike ’78
- Dr. Simon Myint ’48
- Eric Fischl ’69
- Travis Williams ’46
- Bob Wallace ’85
- Willis Peterson ’47

- Art Flagg ’66
- Tommy Espinoza ’67
- Jerry Lewkowitz ’48

The inaugural Exemplary Partnership Award was presented to three corporate partners who have contributed to the success of the Phoenix College Alumni Association and Phoenix College through key collaborations impacting students, the college and the community:

- American Express
- Climatec
- Hilton Garden Inn

Half-Century Club
The Half-Century Club, comprised of alumni who graduated or attended Phoenix College 50 or more years ago, works to meet the goals of the association, which focus on building membership, community, and partnerships, as well as fundraising for scholarships.

The annual meeting and luncheon featured guest speakers Bill Thompson (“Wallace” from the Wallace & Ladmo Show) and Arizona State Historian and PC alumnus Marshall Trimble. Members of the class of 1958 were inducted into the club, and alumna Gen Kriner ’55 was elected incoming president of the Half-Century Club Board of Directors.

The annual meeting of the PCAA also featured the Nursing Alumni Reunion, and a book release celebration for alumna Stella Pope Duarte’s latest novel If I Die in Juarez, during which the author announced the establishment of the Stella Pope Duarte Creative Writing Scholarship for Phoenix College students.

Personal Money Management
PCAA and Half-Century Club board member Dick Norton made an important connection with the North Phoenix High School Alumni Association as they explored the idea of offering the Personal Money Management program to North Phoenix High School students and their parents.
Dedication of Pastor Plaza

Students, faculty, and staff celebrated with community members at the dedication of the Ed & Verma Pastor Plaza, as Phoenix College President Dr. Anna Solley formally named an area of the campus in honor of U.S. Representative Ed Pastor, D-AZ, and his wife, Verma Mendez Pastor. The Pastors were honored for their commitment to ensuring higher education opportunities for future generations, including support for the expansion of Achieving a College Education (PC-ACE), an award winning high school dropout prevention and college attendance program. Congressman and Mrs. Pastor also have been active in the creation of the National Center for Teacher Education and the establishment of a bilingual nursing program. Maricopa Community Colleges Chancellor Rufus Glasper and Governing Board President Mrs. Linda B. Rosenthal participated in the dedication ceremony. The Ed & Verma Pastor Plaza, designated by a cast bronze plaque, is an open lawn area between Fannin Library and Bulitt Auditorium and is typically filled with students studying or relaxing between classes.

Martin Luther King Jr. Celebration

PCAA past president and board member Brenda Williams and Dr. Camilla Westenberg organized the 25th Annual Martin Luther King, Jr. Youth Celebration at Phoenix College. More than 250 students attended workshops and listened to an educational presentation by Lt. Col. Asa Herring, one of the original Tuskegee Airmen. Black Student Union, PCAA African-American Alumni Chapter, and FedEx co-sponsored the event, which also included a community talent show attended by more than 500 people.

Yaris Career Fair

Students had an opportunity to explore non-traditional career paths such as race car driver and music producer when Phoenix College hosted the Toyota Yaris Road to Success Career Fair in November 2007. The Road to Success Career Fair allowed participants to meet with professionals of non-traditional careers to learn about and experience alternative professions, including photographer, artist, and video director. The career fair was designed to showcase professions in which people make a living through their creativity, expression, passion, and skill. Participants learned techniques, received advice about how to get started, learned about the business versus creative sides of the professions, and heard from experts about why they chose their occupation.
Day After Earth Day
Phoenix College marked 2008 Earth Day on April 23, 2008 with the “Day After Earth Day” Celebration. The campus community enjoyed a variety of events, vendors, and activities, including birds of prey from Liberty Wildlife, a hybrid vehicle display, recycling information, and live music. The day was organized by the college’s PC Green Committee, which works to educate faculty, staff, and students regarding environmentally responsible behaviors.

Exploring Diversity
The Healing Racism lecture series allowed PC and its partners to help educate citizens about the history of pressing issues that affect minorities in the U.S. The series, “Black & Brown: Building Bridges,” invited participants to explore the similarities and differences between Black and Latino communities in an effort to bridge these and other communities away from competition and work toward a coalition. Other series focused on the evolution of racism and Affirmative Action and Equal Opportunity.

Voices of Darfur
As part of the “Voices of Darfur,” Darfuri refugee survivors visited Phoenix College to share their life stories to create awareness on the horror of human rights violations stemming from the conflict in Sudan. Attendees learned how to participate in peace efforts against these on-going violent events.

Music Beyond Campus
During the holiday season, PC musicians celebrated the art of music taking their performances to several locations off campus. The PC Jazz Bands performed for a packed audience in the courtyard at Hamburger Works Restaurant located on the southeast corner of 15th Ave. and Thomas. The PC Day Band performed a special concert at the V.A. Nursing Home in recognition of Pearl Harbor Day in honor of two Pearl Harbor survivors.

First Fridays at PC Downtown
Phoenix College staff and faculty displayed their artwork at the PC Downtown Art Gallery during several First Friday Artwalks. Students also displayed projects from their class, “The Art of Finding”, which encouraged students to collect materials from our urban environment and construct artistic statements about themselves, the materials, and their definition of art.

Goal 12: Expand internal and external communication.

Campus Communication Plan
The Phoenix College communication plan was reviewed and modified to include an emergency notification component. Phoenix College utilized the text and e-mail messaging client clearTXT as the official delivery and alerts service. This service allows registered members to receive information alerts via mobile phone text messaging or through e-mail messaging.
Student Engagement
Phoenix College provides students with an active and engaging campus experience that includes opportunities for leadership and personal growth both inside and outside the classroom.

Honors Program: The Phoenix College Honors Program is dedicated to challenging students with small classes where active participation is expected. The goal is to educate the whole person, helping students to realize their potential by affording them opportunities for growth. In 2007-2008, the Honors Program registered 329 students into 27 honors courses, and awarded 104 President’s scholarships totaling $102,960.00.

Student Government: Phoenix College Student Representatives (PCSR) form the college’s student government, providing a foundation for unity, school spirit, and a sense of community. These student volunteers represent the student body with PC Administration, help inform students about activities and issues, and serve as a resource for other PC student organizations. PCSR students gain active leadership experience that they can apply within their lives and their communities.

Leadership Programs: Emerging Leaders and The LeaderShape Institute are two programs offered to help Phoenix College students realize their full potential and build a foundation for success. Participants develop an enthusiastic commitment to positive social change while broadening their perspective and bonding with others.

Student Accomplishments
Throughout the 2007-2008 academic year, Phoenix College students drew recognition for their outstanding talents in the academic, artistic, civic, and athletic arenas. Examples of their stellar accomplishments include:

- Veronica Chavez was named the 2008 City of Phoenix Council District 4 Outstanding Young Woman.
- Teresa Y. Guerra was selected by the Congressional Hispanic Caucus Institute for the 2008 Summer Congressional Internship Program in Washington D.C.
- Flor Berber and Annette Lords were chosen to receive honors in the All Arizona Academic Awards, recognizing outstanding community college students for their commitment to academic achievement, leadership, and community service.
- Harmony Nicole DeLeon took first place in the short story category in the National League for Innovation in the Community Colleges Creative Writing contest.
- Jes Switaj, a student in the Phoenix College Fashion Design program, was named Designer of the Year during Scottsdale Fashion Week.
- Jeremy Stegall, President of the Rho Pi Chapter of the Phi Theta Kappa honor society at Phoenix College, was named Regional Vice President of the Central District for Arizona Phi Theta Kappa.

Athletics: The Phoenix College Softball team won its fifth consecutive national championship, and is currently ranked as the number one Division II team in the nation. The Softball team also received the NFCA Top 10 Academic Team award.

The Phoenix College men’s basketball team was named a National Junior College Athletic Association (NJCAA) Academic Team of the Year with a cumulative grade point average of 3.4, the highest cumulative GPA in the nation. Overall, nine Phoenix College athletic teams earned NJCAA All-Academic Team honors.

Many student athletes continued their academic pursuits at the university level, including institutions such as the University of North Carolina and West Virginia University. During 2007-2008, 55 athletes signed with universities to continue their athletic and educational goals.
The Maintenance and Operations Center will centralize many of the facility support services that keep the Phoenix College campus running smoothly. The building will be located on the north end of the campus adjacent to the athletic field complex, decreasing delivery traffic in central areas of the campus. Designed in the shape of a “C,” the building will harmonize with the design of the new Fine Arts Building, obstructing from view the equipment necessary for efficient daily operations while providing ample space for the equipment to be housed and stored.