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Christopher R. Rodriguez
President, CEO
Dear Friends of MiraCosta College,

MiraCosta College has an 80-year tradition of serving North San Diego County and transforming lives through education. Over the years, hundreds of thousands of students have passed through MiraCosta College and participated in our tradition of strengthening the intellectual, economic, social and cultural life of the community.

As your local community college, MiraCosta College shares its history with yours! In celebration of our 80th anniversary, I invite you to read this magazine, reflect on how we started, marvel at how far we’ve come, and contemplate what the future of MiraCosta College will hold.

Sincerely,

Francisco C. Rodriguez, Ph.D.
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By Lorie Nolte

What was happening in 1934? That’s the year Babe Ruth hit his 700th home run, Shirley Temple starred in her first movie and TWA made its first commercial flight. It was also the year a little community college was born—then called Oceanside-Carlsbad Junior College—serving 120 students.

Time passes; we live and work from day to day and don’t realize how much has changed. But then you reach a milestone and it prompts you to look back—that’s when you notice the changes. As MiraCosta College marks its 80th year of serving residents of North San Diego County, it’s amazing to see how the college has evolved and how many lives it has touched.
Babe Ruth, Shirley Temple, TWA—they’ve all faded into the history books. But MiraCosta College is still going strong—now serving more than 14,000 students—and still growing and changing. And throughout all the decades and through all the growth, one thing hasn’t changed: MiraCosta College is still shaping minds for success and is relentless in its mission to transform lives through education.
Timeline of MiraCosta College

1934
Oceanside-Carlsbad Junior College (O-CJC) opened in a wing at Oceanside High School, with 20 faculty members and approximately 120 students.

1941
When word got around that women at O-CJC were taking welding, the media took interest. O-CJC graduate Eleanor (King) Hagen’s photograph was featured in the “Los Angeles Times,” the “Boston Herald” and on the cover of the August 11, 1941, “Newsweek.”

1959
1959 homecoming queen Irene Horvath turned the nation’s eyes on the college. Newspapers, magazines and even television cameras captured shots of the 72-year-old queen.

1963
Construction began on the college’s new campus—located on a hilltop site with ocean and mountain views.

1964
O-CJC moved to MiraCosta College’s current location on Barnard Drive in Oceanside.

1965
The college got a new name—MiraCosta College.

1966
In 1966, led by Elmer Glaser, community leaders established the MiraCosta College Foundation to raise funds for scholarships and other projects to benefit the college.

1973
MiraCosta College welcomed what has now become a college landmark—the Blayney Tower. The tower was given to the college by Dana and Eleanor Blayney in memory of their son, Robert, who was killed in action December 11, 1944, while serving our country in France.

1975
The areas served by the San Dieguito Union High School District were annexed to the MiraCosta Community College District. A temporary education center was established in Solana Beach, then later at the Del Mar Shores Center.

1984
MiraCosta College marked its 50th year and ushered in the digital age as the college library established California community colleges’ first computerized card catalog.

1988
The San Elijo Campus opened its doors; the first semester, nearly 2,500 credit students enjoyed classes at the beautiful campus—1,000 more than were expected.

1992
MiraCosta College’s Adult Learning Center opened at a newly remodeled site on Home Street in downtown Oceanside. The center offered several noncredit programs, including English as a Second Language, Adult High School Diploma and GAIN (Greater Avenues to Independence).
Long gone were the days of waiting in line to register; in 1997, MiraCosta College began offering a new service: a touch-tone telephone registration system dubbed “REGI,” eliminating the need for students to stand in line to register. For the first time, students were also able to take classes online.

2000
MiraCosta College’s Adult Learning Center, relocated to its current permanent location on Mission Avenue in Oceanside and was renamed the Community Learning Center.

2002
MiraCosta College opened the doors to the beautiful Child Development Center on the Oceanside Campus.

Also on the Oceanside Campus, years of planning and work culminated with the opening of the two-story library—measuring up at nearly three times the size of the building it replaced.

2008
On the San Elijo Campus, students enjoyed a new student center, which opened during the 2008 spring semester. The center houses the college bookstore, a cafeteria with indoor/outdoor and rooftop dining, health services, student activities, and conference rooms.

2009
The college celebrated its 75th anniversary and had its highest enrollment to date, approximately 13,000 credit students in fall 2009.

2003
The college opened the 400-seat, 12,000-square-foot Concert Hall, which not only provides students firsthand experience in a professional performance setting, but also gives the community a beautiful venue to enjoy MiraCosta College’s top-notch music performances. The college also enjoyed a remodeled theatre and a new creative arts complex.

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2011
To establish a cleaner and healthier environment for students and staff, MiraCosta College instituted a campus-wide tobacco ban.

2012
MiraCosta College developed and launched an interactive “virtual tour” website and mobile application that affords prospective students and others around the world the opportunity to learn about the college, its classes, buildings and classrooms, and “meet” current students and graduates via self-guided tours.

2013
The college installed its first modular, fully sustainable and high-tech science labs on the Oceanside Campus. The $1.9 million building promises to help relieve some of the student demand for science courses.

2014
MiraCosta College celebrates 80 years of serving the community and shaping minds for success.
In 1932, when a furnished house in Oceanside rented for around $13 a month and hamburger sold for 10 cents a pound, talk of establishing a community college in North County started. Though the idea was initially rejected, it soon became evident that an economically shaken Oceanside needed a way to provide local students with a college education without having to leave home.

In 1934, the Oceanside-Carlsbad Union High School District Board of Education voted to establish a community college, to be located in one wing of Oceanside High School and led by Superintendent/Principal George R. McIntyre. Known then as the Oceanside-Carlsbad Junior College Department of the Oceanside High School District, the school opened on September 3, 1934, with 20 faculty members who taught about 120 students. The college offered 16 courses that were accepted as credit toward advanced standing at the University of California. The college also offered vocational courses for students not wishing to transfer to a university.

Fresh from high school, students formed social clubs and participated in many activities. In the first two years after opening its doors, the college formed football, basketball and track teams; the drama department presented two plays; and the A Cappella Choir performed in different towns in the district. The journalism class established the weekly school paper, “O-C Campus,” which was a combination of the high school and college newspaper.

The students also published a yearbook, the “Phalanx” and formed a sorority, “Coraphilia” and a fraternity, “Keymen.” To differentiate themselves from the high school students who shared the same campus and followed the same bell schedule, freshmen students wore green felt skullcaps, nicknamed “dinks.”
A student booklet printed in the late 1930s highlighted the importance that student activities played in the early years of the college. The booklet advised, “Specialized training and cultural academic work are supported by a well-planned social life, a health program, and an opportunity for growth through the enjoyment of leisure-time activities.”

Just months after offering the first classes, the local community voted to continue the existence of Oceanside-Carlsbad Junior College (O-CJC), with 84 percent of votes cast in support of the college. In April 1935, the California State Board of Education approved its permanent establishment.
World War II dominated the 1940s, and this was no different at Oceanside-Carlsbad Junior College. The war affected both the enrollment at the college, as well as the type of programs offered.

During the early 1940s, enrollment remained relatively unchanged, with about 100 students taking classes each semester. This changed as the war progressed. In 1943, enrollment dropped to 55 students, most of whom were women. Enrollment picked up again as veterans took advantage of the GI Bill, which allowed more men than ever before to get a college education. By 1946, 250 students were attending Oceanside-Carlsbad Junior College.

In response to the war, the college added a summer session so that students could finish their studies in a shorter period of time. The college also allowed for specially combined classes of high school and college students. Women began taking courses that were previously unavailable to them, such as welding. When word got around in 1941 that women at the Oceanside-Carlsbad Junior College (O-CJC) were taking welding, newspapers took interest. O-CJC graduate Eleanor (King) Hagen’s photograph was featured in the “Los Angeles Times,” the “Boston Herald” and even on the cover of the August 11, 1941, “Newsweek.”

“We really put Oceanside-Carlsbad Junior College on the map,” remembered Hagen.

Besides the changes to course offerings, some student activities also slowed down during the war; for example, the college cancelled athletics until the 1946-47 school year, though other activities continued to be encouraged. Despite this, school spirit was still high; in fact, in 1947, O-CJC had a prize-winning float, “Graduation Day,” in the Pasadena Rose Parade. Miss Oceanside, Miss Carlsbad and Miss Junior College rode the float, which also featured an owl that blinked its eyes and moved its head.

As the decade progressed, the college saw a record number of marines and sailors (both men and women) who wanted to complete high school and junior college units, and earn high school diplomas and associate degrees. In response, the Oceanside-Carlsbad Union High School District expanded its night school offerings. In September 1944, the Oceanside-Carlsbad Evening College went into full swing, offering courses such as chemistry, English, history, math, wood shop, auto mechanics, weaving and sewing. As a result of the increased offerings, the enrollment for evening college increased more than 50 percent by the second month of the semester.
Al Neswold, 1941 graduate

Al Neswold was a student at Oceanside-Carlsbad Junior College during the 1940s when the college was still part of Oceanside High School. “The college students would intermingle with the high school students because the building was very small,” Neswold said.

Neswold lived in Vista at the time and recalls riding to school in a bus that operated just for the Oceanside-Carlsbad Junior College students. That bus brought him to school and even took him home after football practice.

“Our football team played six to eight games a year,” recalled Neswold. “We only had 18 men on our squad, so you played both ways: offensive and defense. We really pushed the limits.”

Football remains one of Neswold’s fondest memories from MiraCosta College.

“It was a great time.”

At the time, Dick Rutherford served as the athletics director, a position he held from the early 1940s to the mid 1950s. Not only did Rutherford act as Neswold’s coach, he also became his own personal mentor.

“My father passed away when I was just 13. I remember when we played football on Saturday nights and I had a Sunday job, Dick would come into the store where I worked and check if I was okay. He was a very understanding guy.”
With the end of the war, the United States experienced both an economic and a population boom. The 1950s at Oceanside-Carlsbad Junior College were also a time of growth—in academic standards, enrollment and physical presence.

In 1953, Robert V. Rodgers was hired as the director of the Oceanside-Carlsbad Junior College, a position he held for ten years, though the title changed to president halfway through his term. Rodgers was committed to raising the academic standards and improving the overall reputation of the school. He modified the college catalog, worked with an accreditation team on the quality of academic programs and initiated a formal commencement ceremony. In 1956, the Western Association of Schools and Colleges granted the college full accreditation status.

By 1959, Oceanside-Carlsbad Junior College was prepared to accommodate 500 full-time students in classrooms on 30 acres adjacent to Oceanside High School. Although this was a welcome expansion, the increased enrollment put a squeeze on the high school. In 1960, administrators began looking for a new permanent home for the college.

During this decade, most of the student activities revolved around the sports teams, especially the football team, which enjoyed big crowds on game nights. In fact, the 1950 yearbook credited football as the incentive to get back to school after summer. In 1957, under the coaching of John W. “Bill” Corchran, the college’s football team won the South Central Conference championship and the yearbook responded by devoting 13 pages just to football.

Meanwhile, 1959 homecoming queen Irene Horvath turned the nation’s eyes on Oceanside-Carlsbad Junior College. “Life” magazine visited the campus to meet the 72-year-old queen, and newspapers, magazines and even television cameras captured shots of Horvath on the shoulders of a few football players.
Martha Gresham, 1950 graduate

Martha Gresham has been a driving force at MiraCosta College for many years: first as a student, then as an alumna and now as a foundation board member.

A bright young woman, Gresham was accepted to Stanford University out of high school, but due to financial difficulties, could not attend. Instead, she continued her education at O-CJC, where she learned from faculty she still remembers as excellent.

“I had some of the best teachers I’ve ever had at O-CJC. I remember my math teacher, Floyd Kelly. He was the kind of teacher who kept up with students for years,” Gresham said.

Gresham prospered within the walls of the small, but growing, community college. She became involved in various college activities and clubs, such as Associated Women Students, of which she later served as president.

Gresham, who attended O-CJC from 1949 to 1950, remembers seeing many war veterans attending college to use their GI Bill. “The GI Bill was a great thing during those days,” she said. “The education of those millions of men changed the whole outlook of the country.”

Gresham is proud to say she witnessed firsthand how the college has grown over the years. She also keeps her connection with the college strong by serving as a board member for the MiraCosta College Foundation, a post she has held for more than 25 years.
The 1960s brought big changes in the country. This was the decade of youth; post-war baby boomers became teenagers and young adults, moving away from the conservatism of the 1950s and toward change that profoundly affected the cultural fabric of the United States. This was also a decade of big changes for the college, which permanently separated itself from the high school and moved to the campus location where it is today.

In 1960, electors of the district voted to establish a separate junior college district. In 1961, voters approved a bond that provided the money needed for a new campus. After years of searching for the perfect property, the college moved to its present 121-acre hilltop location in 1964. The property, purchased for $575,000, was part of a parcel owned by renowned ice skater Sonja Henie.

On September 21, 1964, 590 day-students enrolled in classes on the new campus, and another 1,200 registered for evening classes. That same year, John MacDonald, a 1941 O-CJC graduate, was named superintendent/president of the college, a position he would hold for 18 years, until his retirement in 1982.

After the college completed its first semester at the new campus, students and staff began circulating ideas for a new name for the college. Gloria Carranza, then student body president, suggested “MiraCosta,” Spanish for “behold the coast.” The name, which refers to the panoramic ocean and coastal mountain views from the campus, stuck and further cemented the college’s separation from the high school district. However, the name change was not universally embraced; in fact, it stirred a lot of controversy in the community, especially among people who wanted the name to retain mention of the locations the district served. In the end, “MiraCosta” won out and the name was adopted by the board. The final act of separation came when the college district elected its own board separate from the high school district.
Through the leadership of Oceanside community activist Elmer Glaser, MiraCosta College created a foundation in 1966. The foundation announced five goals: student financial assistance, support for construction of buildings and improved plant equipment, improvement of buildings and grounds beautification, support for new equipment and materials, and support of special programs. The foundation, with the assistance of the newly formed advisory council and Vice President of Student Services Bill Foran, also created the annual Medal of Honor award, which recognized academic excellence and is still given to outstanding students each year.

**Alumni Spotlight**

**Willie Buchanon, 1969 graduate**

Not all of Willie Buchanon's greatest memories are from playing as a cornerback for the Green Bay Packers and the San Diego Chargers—some are from his time as a student at MiraCosta College back in the 1960s.

When Buchanon first started attending MiraCosta College, the campus was only a few years old and the area around it relatively undeveloped.

“There was nothing out here!” Buchanon said. “We used to call MiraCosta College ‘The Rock’ because when I was in high school, the only thing out here was the campus.”

Buchanon took advantage of MiraCosta College’s strong athletics programs by playing baseball and football. In 1969, he earned the Junior College All-American Football title and was the San Diego Padres’ first pick the same year.

Besides being a star athlete, Buchanon also was a member of the MiraCosta College band, *The Roadrunners*. “We had all our instruments stolen,” Buchanon said. “But, the Oceanside community came together and purchased new instruments for every member.”

Once Buchanon earned an associate degree from MiraCosta College, he transferred to San Diego State University, where he earned a degree in education and played football. He was later named Most Valuable Player in the East-West Shrine Game of 1971.

In 1972, Buchanon began his career as a professional football player, playing for the Green Bay Packers and San Diego Chargers. During the off-season, he taught for the Oceanside School District. Buchanon retired from football in 1982 and opened an Oceanside-based real estate company, Buchanon and Associates. He also continues to coach high school track and football.

“I like to stay involved in the community,” Buchanon said. This involvement includes volunteering for programs that prepare students for colleges like MiraCosta College.
The changes sparked in the 1960s, including war and social changes, continued in the 1970s, with many of the “radical” ideas of the 1960s creating changes in mainstream American life and culture. Amid the social challenges of the decade, MiraCosta College flourished, as the college experienced more growth than in the four previous decades combined. Not only did the student population increase from 2,000 students in the early 1970s to nearly 9,000 a decade later, the number of buildings and course offerings at MiraCosta grew as well.

By 1970, a women’s locker room had been built, an exercise room was added to the gymnasium, an agricultural area and horticulture greenhouse had been developed and a theatre stagecraft building was erected. In 1972, the college built the music and art buildings and several other minor buildings. Also in 1972, at the request of the Oceanside and Carlsbad Unified School District boards of education, MiraCosta College agreed to take over their adult education programs, including adult high school education, English as a Second Language, citizenship and a variety of enrichment courses. Later in the decade, MiraCosta College added an auto body repair and paint shop, a children’s center and tennis courts. In 1973, MiraCosta welcomed what has now become a college landmark—the Blayney Tower. The tower was given to the college by Dana Caroll and Eleanor Monroe Blayney in memory of their son, Robert Monroe Blayney, who was killed in action December 11, 1944, while serving our country in France.

The geographic area served by MiraCosta College also expanded. In 1976, the area served by the San Dieguito High School District was added to the college district, thus creating the MiraCosta Community College District. Within a few months, MiraCosta began offering classes in a Solana Beach office building. It wasn’t long before the college needed larger facilities, so it leased a vacant elementary school from the Del Mar Union School District to use as a southern center. It was dubbed the Del Mar Shores Center.

With all this expansion, the diversity of the student body began to grow; MiraCosta was attracting a more diverse population in terms of age, ethnicity and previous educational background. Women also were able to participate in athletics for the first time in MiraCosta College history.
Alumni Spotlight

Dannie Haemig, 1970s alumna

Oceanside High School graduate and former emancipated minor Dannie Haemig had to find an affordable way to earn a degree on her own. MiraCosta College was a natural choice.

Haemig majored in business and remembers the college with very few buildings and open spaces back in the 1970s. “It was a beautiful place to be,” she said.

Over the years, MiraCosta College professors and administrators have affected hundreds of thousands of student lives. For Haemig, a particularly impactful professor was Dr. Romayne Hertweck, who acted as her counselor and ritually greeted Haemig every morning to the tune of “Danny Boy.” Business professor Pat Dresselhaus also made an impact on Haemig’s life. “Pat gave me the structure that I needed in order to take specific classes to advance my career,” she said.

“My time at MiraCosta College impacted me in a positive way because the atmosphere was that of a learning environment, something that was stressed into my life by all of my instructors,” Haemig said.

It has been many years since Haemig attended MiraCosta College and although the college has changed physically, she says one thing remains unchanged: the goal to provide a high-quality higher education.

Help us continue the tradition of creating opportunity

For 80 years MiraCosta College has been giving students their start in higher education and our community is filled with our graduates—entrepreneurs, CEOs, accountants, engineers, actors, nurses and the list goes on.

“I know how much scholarships meant to me when I was a young person. Join me in keeping the door of opportunity open. Together we’ll build better futures for our youth and our communities.”

—Ron Mitchell, Class of ’74 and president of the MiraCosta College Foundation

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The United States in the 1980s was marked by hostile takeovers, leveraged buyouts and mega-mergers. While the economy exploded and Americans shopped ’til they dropped, MiraCosta College experienced its own growth and transition.

In 1980, MiraCosta College purchased a 47-acre site near the San Elijo Lagoon on Manchester Avenue in Cardiff, which would one day serve the southern portion of the district. Until construction was completed, classes continued to be held at the Del Mar Shores Center. In 1988, after much negotiation with the California Coastal Commission, the San Elijo Campus opened its doors; the first semester, nearly 2,500 credit students enjoyed classes at the beautiful campus—1,000 more than were expected.

On the Oceanside Campus, a new state-of-the-art theatre opened in May of 1981, and the construction didn’t stop there. In 1987, students launched a legislative campaign to pass a senate bill to authorize a local-option building-use fee to raise funds for a student center on the Oceanside Campus. With the successful passage of the bill, and the help of the MiraCosta College Foundation, the spacious 25,000-square-foot center, complete with a magnificent ocean view, opened in time for the start of fall classes in 1990.

MiraCosta College also saw a change in leadership. After nearly 20 years of serving as MiraCosta’s superintendent/president, John MacDonald retired in 1982 and H. Deon Holt became the college’s new leader.

By the end of the decade, MiraCosta College had nearly 11,000 credit and noncredit students taking classes.
ALUMNI SPOTLIGHT

Kevin Towers, 1981 graduate
By Reden Magtira

Kevin Towers has always been an avid baseball aficionado. Knocking a ball out of a stadium, the sweet smell of a new leather mitt, and just the sport in general—he loves every aspect of it. It was not until Towers moved across the country to attend MiraCosta College that his love for baseball turned into a career.

In the 1980s, MiraCosta College had an active baseball team. Towers was eager to be part of the MiraCosta Spartans in order to prove his talent and love for the game. Under the tutelage of baseball coach John Seeley, balancing sports and education became of prime importance to him.

“I think MiraCosta was my start of shaping and forming academically where I wanted to go,” Towers said. “And from a baseball standpoint, what I wanted to do.”

With time, Towers was able to work his way up to being a 13th draft pick by the Atlanta Braves. Once he graduated from MiraCosta College and transferred to BYU, Towers was immediately granted a first round pick by the San Diego Padres. When Towers retired from baseball as a player, he claimed the position as general manager of the Padres.

Reflecting on his time at MiraCosta College, Towers said he is grateful for the quality of education he received, the amount of maturity he gained, the amazing people he met and the unforgettable experiences he had.

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Built on a solid foundation, NV5 has been providing full-service civil engineering and surveying in San Diego since 1969. We are committed to delivering value and expertise to our clients and continue to develop solutions to help you achieve your project goals.
The 1990s were truly the electronic age—the World Wide Web changed the way people communicated and by 1998, 100 million people were plugged into the Internet. MiraCosta College kept up with this technological boom by adding new high-tech buildings and programs, which offered students a state-of-the-art educational experience.

In the early 1990s, construction began on a 33,600 square-foot, $8 million building on the Oceanside Campus that would house a science complex; computer labs for math, English and foreign languages; engineering technology and open student use; as well as a high-tech teaching/learning center. During this time, the district began to build the fiber-based network that would create the infrastructure to connect MiraCosta to the information super-highway and guide the way to the college becoming a leading force in academic and administrative information technology.

MiraCosta College’s Adult Learning Center opened in 1992 at a newly remodeled site on Horne Street in downtown Oceanside. The center offered several noncredit programs, notably English as a Second Language, Adult High School Diploma and GAIN (Greater Avenues to Independence).

During the 1990s, students and community members also enjoyed new programs and services. MiraCosta College created the Student Ambassador Program, in which selected students represent the college in student outreach and community relations efforts. MiraCosta College was also invited to be one of only eight colleges in the state to participate in Project Puente, a program aimed at increasing the transfer rate of Mexican-American students from community colleges to the University of California. In addition, the college created the College Bound and the Summer Bridge programs. Students also enjoyed a revitalized Honors Program. In 1995, the LIFE group (Learning, Inspiration, Fellowship and Enrichment, now known as Learning is For Everyone) began offering discussion groups, classes and lectures each Friday to community members.

In 1996, MiraCosta College was awarded a $150,000 grant to help create a biotechnology center for Southern California. The college developed new curriculum, accepted donations from industry on behalf of the region, performed outreach to local high schools, and coordinated with local and state-wide initiatives in respect to biotechnology workforce development.

Long gone were the days of waiting in line to register; in 1997, MiraCosta College began offering a new service: a touch-tone telephone registration system dubbed “REGI,” eliminating the need for students to stand in line to register. For the first time, students were also able to take classes online. MiraCosta College also welcomed a new superintendent/president; in 1994, Deon Holt retired and Tim Dong took leadership of the college, a position he would hold until 2004.
Alumni Spotlight

Bruce Hoskins, 1995 graduate

By Reden Magtira and Cheryl Broom

Known around the campus as “The Professor,” MiraCosta College sociology instructor Bruce Hoskins has deep roots at MiraCosta College—he started here as a student and is now working as one of the most popular instructors on campus.

After graduating from El Camino High School in Oceanside, Hoskins decided to join the Navy.

“At the time, I didn’t even know about MiraCosta,” said Hoskins. “I didn’t know that you could work full time and go to college full time.”

After talking to friends who were MiraCosta College students, Hoskins left the Navy and decided to obtain his associate in arts degree. Heavily influenced by the Rodney King riots, Hoskins became involved at MiraCosta College, garnering a multitude of achievements, including becoming the president of the Black Student Union (BSU), holding the position of Associated Student Body president for two consecutive years and becoming a 1995 recipient of the MiraCosta College Medal of Honor, the college’s highest academic achievement.

In 1995, he graduated from MiraCosta College with an associate degree in math. Nine years later, Hoskins returned in grand fashion and began to teach students sociology. “I always wanted to work here,” said Hoskins. “Actually, it was my grand plan to come back and teach for the math department, but that changed. Now I’m teaching sociology.”

Hoskins completed a bachelor’s degree in ethnic studies at the University of California, San Diego and a master’s degree and a doctorate in sociology at University of Southern California.

Hoskins says that students regularly tell him that his sociology classes are some of the most fun and most interesting classes they have ever taken. He attributes this to the open class environment and student interaction that he promotes.

“I assume students have knowledge. My job is to help them frame what they know using a sociological perspective,” said Hoskins. “I truly believe students are equal shareholders in the educational process.”

Hoskins is dedicated to ensuring that his students feel comfortable participating in their own education. He’s also convinced that MiraCosta College is one of the best places for students to be.

“I love it here! I feel comfortable with people in the MiraCosta community. This has always been home to me. When I think of being an alum, I think about MiraCosta College.”
MiraCosta College Students, 2007 Commencement Ceremony

In the 2000s, MiraCosta College’s three campuses continued to change and grow. Enrollment reached a new high as the college completed several large construction projects that put it on the map for its technological and arts offerings.

In 2000, the Adult Learning Center relocated to its current permanent location on Mission Avenue in Oceanside and was renamed the Community Learning Center. Over the years, the center has expanded its adult education offerings to include parenting classes, workshops for older adults, and programs for those who are physically and mentally challenged. The Cisco Academy, which offers training in computer networking, is also housed at the center. The college’s North San Diego Small Business Development Center is right next door.

In 2002, MiraCosta opened the doors to a beautiful Child Development Center on the Oceanside Campus, which provides both academic instruction to students and childcare services to student, staff and community families. Also on the Oceanside Campus, years of planning and work culminated with the opening of the $13-million, 48,000-square-foot library and information hub in 2003. The two-story library is nearly three times the size of the building it replaced and is home to an extensive collection of journals, CDs and videos; more than 400 computers with wireless access; the Tutoring, Math Learning, Writing, and Teaching Innovation centers; and other high-tech academic facilities.

In November 2005, MiraCosta College, in partnership with Genentech and other local biotech firms, opened the biotech facility, an impressive 3,500-square-foot, state-of-the-art building designated as a Center of Excellence in bioprocessing by the U.S. Department of Labor. Across the street from the biotechnology facility, a remodeled Horticulture Complex was dedicated in August 2007. This state-of-the-art, 15,250-square-foot building houses a greenhouse, laboratories and classrooms specifically designed to give students a hands-on learning experience in the art and science of cultivating plants.

In November 2007, MiraCosta College held its first show in the newly remodeled theatre. The theatre, a contemporary space designed specifically for college actors by San Diego’s Old Globe architect Gene Weston, seats 243 and features a more accessible and welcoming entrance, new seats and paint, a new curtain, an expanded lobby and box office, and remodeled restrooms.

MiraCosta College Students Perform, 2008

2000s—Marked by Change ... continued on page 26
Dr. Alfredo A. Martinez-Morales, 2002 alumni

By Deborah Staelens and France Magtira

A 2002 MiraCosta College graduate and now distinguished scientist in his field, Dr. Alfredo A. Martinez-Morales has traveled far and accomplished much since leaving his distant homeland of Oaxaca, Mexico as a teenager.

Although life was comfortable for Martinez-Morales’s family back in Oaxaca, his mother saw a greater life in the United States. At the age of 14, Martinez-Morales and his brother left Mexico and traveled 2,300 miles to join his mother in Oceanside. In order to improve his English language skills, while still in high school, Alfredo enrolled in MiraCosta College’s English as a Second Language Program (ESL).

“I did not do well in high school,” he said. “MiraCosta College was my second chance.”

Martinez-Morales’s “second-chance” was the start of a successful and impressive academic and professional journey. He graduated from high school, completed MiraCosta College’s ESL Program and then made the successful transition from the noncredit to the credit program. He then graduated with an associate degree from MiraCosta College. In 2005, he earned a bachelor’s degree in electrical engineering from UC Riverside (UCR). Three years later, he received a master’s degree in electrical engineering, also at UCR, and in June 2010, graduated from UCR with a doctorate degree in electrical engineering.

Today, nearly two decades after he sat in his first ESL class at MiraCosta College’s Community Learning Center, Dr. Martinez-Morales has a bright career in the field of solar energy, working as the research faculty and managing director of the Southern California Research Initiative for Solar Energy at the Bourns College of Engineering at UC Riverside, where he leads six undergraduate students and three graduate students.

Dr. Martinez-Morales attributes much of his current success to his wonderful and enriching experiences at MiraCosta College and to the dedicated professors and mentors. Not surprisingly, he now gives back to the community that helped him on his path to academic success.

“It is time for me to give back some of the kindness and generosity that I received,” said Dr. Martinez-Morales. “Because of my struggles and my deeply felt experiences, I feel stronger. I am the person I am today because of MiraCosta College.”

Women’s Resource Center (WRC) is dedicated to providing the highest quality supportive services, counseling, shelter and education to women, children and men involved in or threatened by domestic violence or sexual assault.

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The new Oceanside Campus creative arts complex measures 21,600-square-feet and boasts an outdoor studio overlooking a spectacular view of Oceanside, all the way to the ocean. This state-of-the-art complex replaces the music building and one art building constructed in the 1960s and houses the college’s art and music programs—with classroom studios for painting, drawing, and printmaking and recording studios, piano labs, and rehearsal space. In 2010, the college opened the 400-seat, 12,000-square-foot Concert Hall, which not only provides students first-hand experience in a professional performance setting, but also provides the community with a beautiful venue to enjoy MiraCosta College’s top-notch music performances.

On the San Elijo Campus, students are enjoying the new student center, which opened during the 2008 spring semester. The center houses the college bookstore, a cafeteria with indoor/outdoor and rooftop dining, health services, student activities, and meeting and multi-use conference rooms.

MiraCosta College also saw some changes in leadership during this time. In 2004, Tim Dong retired after serving ten years and Victoria Muñoz Richart took over as superintendent/president. Dr. Richart served just under three years, and after her departure in June 2007, MiraCosta College had two interim superintendent/presidents, John Hendrickson and Susan Cota.

In March 2009, MiraCosta welcomed Superintendent/President Francisco Rodriguez.

As the campus grew during the 2000s, so did student enrollment, which reached an all-time high in spring semester 2010, with more than 14,000 credit and another 8,000 noncredit and fee-based students.
**History of the MiraCosta College Logo**

By David Ogul

It's more than a logo...

That's what MiraCosta College learned a few years ago when it moved to redesign its logo in time for the institution's 75th anniversary. A consulting firm that studied the issue found that nearly 4 in 10 students were not familiar with the logo or didn't care about it, so it suggested a massive overhaul eliminating the giant wave that rides over the words “MiraCosta College.”

“When we showed potential new designs to the campus community, people absolutely hated it,” said Cheryl Broom, MiraCosta College’s director of public and governmental relations, marketing and communications. “We found that our faculty, staff, students and community really had a connection to the wave. So, we had to go back to the drawing board.”

In the end, the logo was only slightly modified and the wave remained. “What we learned was that the logo represented how people feel about MiraCosta and how connected and passionate people are about the college,” Broom said. “And it turned out that we now have a logo that the college community had a large part in making.”

The original wave logo was introduced in 1984, in time for MiraCosta College’s 50th anniversary. For about a decade before that, the logo was a simple drawing of Blayney Tower with MiraCosta College spelled out to the right. School officials felt it was time for an update.

“Previous logos were almost cliché, academic drawings,” noted Bonnie Hall, who was the college’s former public information officer. An earlier logo highlighted doors to a classroom above a cartoonish drawing of ocean waves. The earliest logo on file, used during the early 1940s, pictured Palomar Observatory, with the words “Oceanside-Carlsbad Junior College Videre” around the illustration. That fell into disuse, though, after Palomar College opened in 1946.

When the 75th anniversary rolled around in 2009, MiraCosta College was ready for another makeover.

Hall said logos are meant to provide “a visual identity for a place. They enable us to have a visual representation of what the institution represents.” The wave found favor because it fits in with the literal meaning of MiraCosta—which means “behold the coast” in Spanish.

MiraCosta College plans to use its current logo for the years to come.
In 2014, MiraCosta College celebrates 80 years of educational excellence.

Over the years, the college’s enrollment has ballooned to nearly 15,000 credit students and an additional 5,000 noncredit and fee-based students. As the student population has grown, so have the campuses. On the Oceanside Campus, in 2013, the college added a new, high-tech science laboratory. The building is the first of its kind at a California community college—it can run completely on photovoltaic power generated from the sun. And plans are underway to add a new science facility at the college’s San Elijo Campus in Cardiff.

The increase in student enrollment also means the college has increased the availability of courses. Students are taking more online classes than ever before, and on-campus offerings have expanded to include more core classes offered on Fridays and Saturdays, allowing students to get into the classes they need most.

There has been a lot of growth at the college during the early part of the decade, but perhaps none as dramatic as the growth in students who are currently serving in the military or who are military veterans. Since 2008, the college student-veteran population has increased by 93 percent. Today, MiraCosta College enrolls 1,900 student-veterans and an additional 1,000 of their family members. In response to this, the college has made it a priority to meet the needs of these students and has been named a Military Friendly Institution by Victory Media, a distinction given to the top 15 percent of colleges and universities doing the most to ensure the success of military service members, veterans and spouses.

The college’s partnerships with local elementary, middle and high schools continue to be strong. In 2011, MiraCosta College received a seven-year, $7 million federal GEAR UP grant, which provides multiple services to ensure middle school students and their families are prepared for college and career choices. In fall 2013, the first cohort of GEAR UP students moved from middle schools to either Oceanside or El Camino high school as freshmen students. Thanks to the generosity of donors, including the MiraCosta College Foundation and its board members, prestigious foundations, college faculty and staff, and community members, $100,000 in scholarships will be available for these students if they enroll at MiraCosta College following high school graduation.
To further encourage high school students to start their college career early, and to better serve the community of Carlsbad, the college partnered with the Carlsbad Unified School District to share several classrooms at the new Sage Creek High School. Beginning in spring 2014, high school students, the public and other currently enrolled high school students from any school district can take MiraCosta College courses on the high school campus. MiraCosta College has gone a step further by waiving the enrollment fees for any high school student who takes a college-level course offered by MiraCosta College.

The move removes a substantial financial barrier for local high school students while giving them a chance to earn college credit, get a taste of college life and inspire them to continue their education.

MiraCosta College continues to play a strong role in preparing local adult students for high-tech jobs. In fall 2013, the U.S. Department of Labor awarded MiraCosta College a $2.75 million federal grant to start a Technology Career Institute (TCI) aimed at filling a growing demand for qualified machinists and industrial technicians in North County.

The federal grant will help the college develop a comprehensive training facility that will prepare participants—including returning military veterans and the unemployed—for high-skilled, high-paying employment in the manufacturing and technology industries.

As the decade rolls by, MiraCosta College is preparing to continue to expand and grow, attract new populations of students, and adapt its facilities and programs to meet the changing needs of students and the community.
Today

Who We Are...

by Cheryl Broom

HISTORY OF MIRA COSTA COLLEGE

About MiraCosta College

70 academic subjects
30-45 average class size
14,590 enrolled in college credit courses*
2,800 enrolled in continuing education for adults tuition-free noncredit classes*
2,000 enrolled in community services noncredit classes and workshops**

Student Profile

38% are the first in their families to attend college
64% of MiraCosta College credit students intend to transfer to a university
36% receive financial aid
64% are employed
42% work more than 20 hours a week
33% of district area high school graduates attend MiraCosta College within five years of graduating

Veteran Students, 2012–2013

93% increase in student veteran enrollment in last five years
577 currently active military
486 veterans discharged within one year
840 veterans discharged over one year
1,014 dependent of an active military member

*Fall 2013 **Spring 2013
Celebrating 80 Years

www.miracosta.edu

80 years

of serving our community
through workforce
development and education.

MiraCosta College

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80 years
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your 80th anniversary!

The Oceanside Unified
School District

Guiding Our Students to Bright Futures

Community Learning Center
1831 Mission Avenue, Oceanside

Oceanside Campus
1 Barnard Drive, Oceanside

San Elijo Campus
3333 Manchester Avenue, Cardiff

27% increase in credit enrollment from spring 2008 to
spring 2013

$1,380 annual fees for resident California community
college students

Ethnicity Profile, 2012–2013†

47% White
32% Hispanic/Latino
8% Asian/Pacific Islander
6% Multiple
4% Black/African American
2% Other Nonwhite/Unknown

†Credit and noncredit students

In 2012–2013, MiraCosta College
hit the threshold needed for
designation as an Hispanic Serving
Institution (HSI), which positions the
college for federal grants to improve
educational programs.

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09/13
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Happy 80th Anniversary MiraCosta College!

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