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NW CRIMSON & GRAY

A MAGAZINE OF WASHINGTON STATE UNIVERSITY VANCOUVER

A photograph of a dirt road in a rural, hilly landscape. The road is reddish-brown and dusty. In the foreground, two men are walking away from the camera. One is wearing a light blue shirt and dark pants, and the other is wearing a purple shirt and dark pants, carrying a bag. In the middle ground, a white car is driving towards the camera, and another white car is further down the road. The background shows green hills and trees under a bright sky.

A GLOBAL VIEW

WHAT ANTHROPOLOGISTS CAN TEACH US ABOUT HUMAN BEHAVIOR

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Cover: A road in Uganda.
Photo: Getty Images

LETTER FROM THE
Chancellor

Dear Friends,

As you read this, Washington State University Vancouver's 25th anniversary year is quickly moving toward its culmination: our 25th commencement on May 9. It has been a great year of reflection and planning. We've used the celebration of our first 25 years to give serious thought to what we want to be in our next 25.

The academic planning process we began nearly two years ago is coming to closure. We have a range of new programs we intend to offer. You can see a list on page 7. We are also exploring investments in the research mission of our campus, and developing community partnerships that will support WSU Vancouver and provide compelling learning experiences for our students.

We're also in the midst of an enrollment planning process. WSU Vancouver has set an ambitious goal of 5,000 students by the end of the decade, and enrollment planning will help us develop the strategies and services we need to get there. Already we have seen significant increases in our veteran population and in the number of students of color. In the fall we opened the Student Veterans Center (see page 4) and the Student Diversity Center to better meet the needs of our diverse and changing student body. We've also made scholarships our top fundraising priority. The number of students who depend on financial aid to successfully complete their degrees continues to increase, and we are committed to doing everything possible to provide scholarship support. Look at page 21 to see how you can make a difference in a student's life.

As our 25th anniversary year winds down, two milestones loom for WSU. Beginning in March, WSU will commemorate its 125th anniversary. And in late summer, the university will celebrate the completion of its \$1 billion capital campaign. WSU Vancouver faculty, staff and students are excited to share in these significant milestones in WSU's history.

I have had many opportunities to thank our colleagues and our community for the tremendous support for WSU Vancouver. As we look toward our 26th year, I want to thank the readers of NW Crimson & Gray—all of you members of our WSU Vancouver family—for your generosity, support and commitment to this important work.

Sincerely,

Emile "Mel" Netzhhammer
Chancellor



PHOTO: TAYLOR JONES



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WSU Vancouver's *first scholarship*



The first scholarship established for WSU Vancouver students was intended to help veterans or their children enjoy the benefits of a college education. It was named for Major James Allan, a longtime board member of the Columbia River Chapter of the Military Officers Association of America. Major Allan provided the funds himself for the first few years. Today, MOAA chapter members contribute the funds in his memory.

The first recipient was Larry Carmichael, in 1992/1993. He went on to become a teacher at Roosevelt Elementary School in Vancouver. The current recipient is Sharon Tyre (pictured), who has received the scholarship two years in a row.

"Receiving this award means a lot to me," Tyre wrote in her thank-you letter to the organization in June 2013, adding that she plans to become a counselor for veterans with post-traumatic stress disorder.

"I have waited over 20 years to go to college," she said. "I have worked in many different fields and never truly felt I was giving back. Now thanks to the Veterans Administration and organizations like yours, I will have the opportunity to give back. ... I plan to make you proud."

"Every year we meet the people who receive this scholarship, and they are by nature very terrific," said Colonel Paul Crosby, a retired Air Force veteran from Battle Ground who has coordinated the scholarships for MOAA since 1998. "Sharon is right there."

Recipients of the \$1,000 scholarship must be veterans or service members, or the children of military officers. Nearly 6 percent of WSU Vancouver students are veterans who may benefit from this scholarship.

The Major James Allan Scholarship, and other funds like it, have enabled hundreds of Cougar students to complete their education and in turn go on to do great things for the world. ■

PHOTOS: LAURA EVANGICH



Family Dynamics

VETERAN MOM AND DAUGHTERS ATTEND SCHOOL TOGETHER

Sharon, Ashley and Cassie Tyre share many of the same classes. They also share blood ties. Sharon is a human development major with psychology and addiction-studies minors, while daughters Ashley and Cassie are both psychology majors.

Attending Washington State University Vancouver is a family tradition. It started when Ashley enrolled in fall 2010, after earning her high school diploma that spring. Ashley will receive her bachelor's degree in May 2015, just two months after her marriage in March to Daniel Mallory. She plans to go into social work.

Sharon enrolled in the spring of 2013. She had moved back to Southwest Washington from Tennessee several years earlier with her daughters to take care of her ailing father. Recently divorced, she worked in a series of jobs (cleaning, catering, retail) after spending five years in the Air Force, but never had anything she considered a career.

"I found the VA would pay my tuition, so I decided to go back to school," Sharon said. She expects to receive her bachelor's degree in 2016 and also wants to go into social work.

Cassie joined her mom and sister on campus in the fall of 2013. She had graduated from high school that spring and got a full College Bound scholarship to any school in Washington State. "I came here because my family is here," she said. She is in the class of 2017 and plans to be a medical radiologist and eventually an EEG tech.

They take many of the same classes and often study together. The generational difference can be an advantage. In a geology class, Sharon helped Cassie understand maps, and Cassie helped Sharon understand math.

"When we take classes together, I want to get about the same grade as the others," Ashley said.

"I want them to do better," Sharon said.

The disadvantages appear to be minor. "We think the same things are funny," Cassie said. "Sometimes we make funny faces at each other in class and can't stop laughing."

Sharon has set her sights on doing social work with veterans. "Vets need a lot of help right now," she said. "I've seen friends come back [from service abroad], or the ones who didn't make it back, and how it affects their families." She currently works at the Clark County Veterans Assistance Center in downtown Vancouver and also drives full-time for The Columbian.

Cassie and Ashley are both serious students and hard workers, Sharon said. The daughters believe those traits are in their DNA.

"She worked three jobs and took care of us," Cassie said.

Even though Ashley will have graduated by the time the next school year starts, there will still be three Tyres on campus. Brittany, the third and oldest of Sharon's daughters, has just earned her associate's degree from Clark College and plans to enroll at WSU Vancouver for a bachelor's degree in business. ■



STUDENT VETERANS CENTER



Life after military service presents challenges for the men and women who have dedicated their lives to protecting our country. Although talented and often well-educated, some veterans have trouble finding work after military service. Some enroll in college as a path to a fulfilling career.

Currently, there are 182 student veterans at Washington State University Vancouver. They make up almost 6 percent of the total student population. But the transition to college can be difficult, too. Some veterans find themselves feeling isolated. Some feel like they don't belong or have trouble relating to younger students. Some are just plain scared.

"As the first day of college approached, my wife asked me if I was nervous. I laughed and said, 'Not a chance.' But in fact, I was more than nervous; I was scared," said Ryan P. Miller, an English major.

Studies show that some strategies that work for transitioning veterans to college include specialized orientation programs, helping veterans connect with one another, training faculty and staff on challenges veterans face, and offering more counseling and financial aid.

Washington State University Vancouver established a Veterans Task Force in 2013 to examine some of these strategies. The task force also surveyed student veterans to get feedback on the services the university was already providing and to learn what could improve.

"Our campus recognizes the importance of serving veterans, which is why we have

worked diligently to increase the programs and services available," said Krista Griffin, veterans coordinator for WSU Vancouver.

As a result of the survey and other work performed by the task force, WSU Vancouver offered a veteran-specific orientation for the first time last summer. The orientation served to ensure students have a clear understanding of their VA benefits and the resources available to them on campus. Then, to help student veterans and their dependents connect with one another on a regular basis, WSU Vancouver opened the Student Veterans Center last fall.

"We have been talking about this for a long time," said Nancy Youlden, vice chancellor for student affairs, at the center's grand opening on Nov. 6. "It's clear that dedicated space is critically important to our veterans. I am hopeful this space will contribute to student success."

The Student Veterans Center is located in the Classroom Building, Room 212. It offers computer work stations, a printing center, free coffee, and a place to hang out and study. One of the students who uses the space said he thinks of it as a place where veterans can help each other transition to civilian life. Through fall semester the Student Veterans Center averaged 120 visits per month—and those numbers are expected to grow.

"This center would not have been possible without the collective efforts of students, staff, faculty and our administration. I want to say thank you to everyone who has contributed to all the hard work that went into making the Student Veterans Center a reality," said Griffin. ■



The Washington State Department of Veterans Affairs has designated WSU Vancouver as a **Veteran Supportive Campus**. In addition, WSU Vancouver is a member of the Servicemen's Opportunity College Consortium, which helps members of the military complete college degrees even if they move.

The **182 student veterans** on campus represent almost **6%** of the student body. Who are they?

- 78%** Male
- 22%** Female
- 93%** Undergraduate
- 7%** Graduate

Learn more about resources available to student veterans at studentaffairs.vancouver.wsu.edu/student-affairs/veterans-affairs.

Students, faculty and staff gather to celebrate the opening of the Student Veterans Center.

Photos: Taylor Jones



STUDENTS TELL A DIGITAL STORY OF *Mount St. Helens'* RENEWAL



"Vancouver! Vancouver! This is it," said David A. Johnston, a USGS volcanologist on the morning of May 18, 1980. He was the first to report the eruption of Mount St. Helens, which collapsed the north face of the mountain into an avalanche of rock debris that roared 14 miles down the Toutle River.

Since that day almost 35 years ago, a lot has changed. What was once a devastated landscape now supports plant and animal life. Lupins bloom, insects buzz, and mammals reproduce and raise their young.

Students of Washington State University Vancouver's Creative Media and Digital Culture program have created a way to tell the story of the mountain's recovery using cutting-edge digital technologies. They used multiple platforms and formats to develop "Life Renewed" for the Mount St. Helens Science and Learning Center at Coldwater Station—a nonprofit organization dedicated to providing understanding and stewardship of the earth through science, education and exploration of volcanic landscapes.

Twenty-three students in a senior seminar course used the latest new media platforms—augmented reality, virtual reality and 3D animation—to complete the project. "Life Renewed" includes an interactive installation, two augmented reality banners, a mobile app and an educational

activity book with augmented reality capability, all aimed at teaching visitors about the renewal of plant and animal life at Mount St. Helens since its eruption.

"Every person on the team was given the chance to share his or her skills and make a lasting mark on the mountain," said Amalia Vacca, who graduated with her degree in digital technology and culture in December after completing the project. "Every time I look at a portion of the project—a picture used, the coding behind it—I think about the specific people who put in the effort to make the project look and work the way it does."

"Life Renewed" offered our students a great opportunity to showcase their skills in service to the larger community," said Dene Grigar, director of the CMDC program. Her students simulated 289 square miles of the mountain and ended up producing what could be considered the second largest video game ever created. "Not a bad claim to fame for these undergraduates to make," said Grigar.

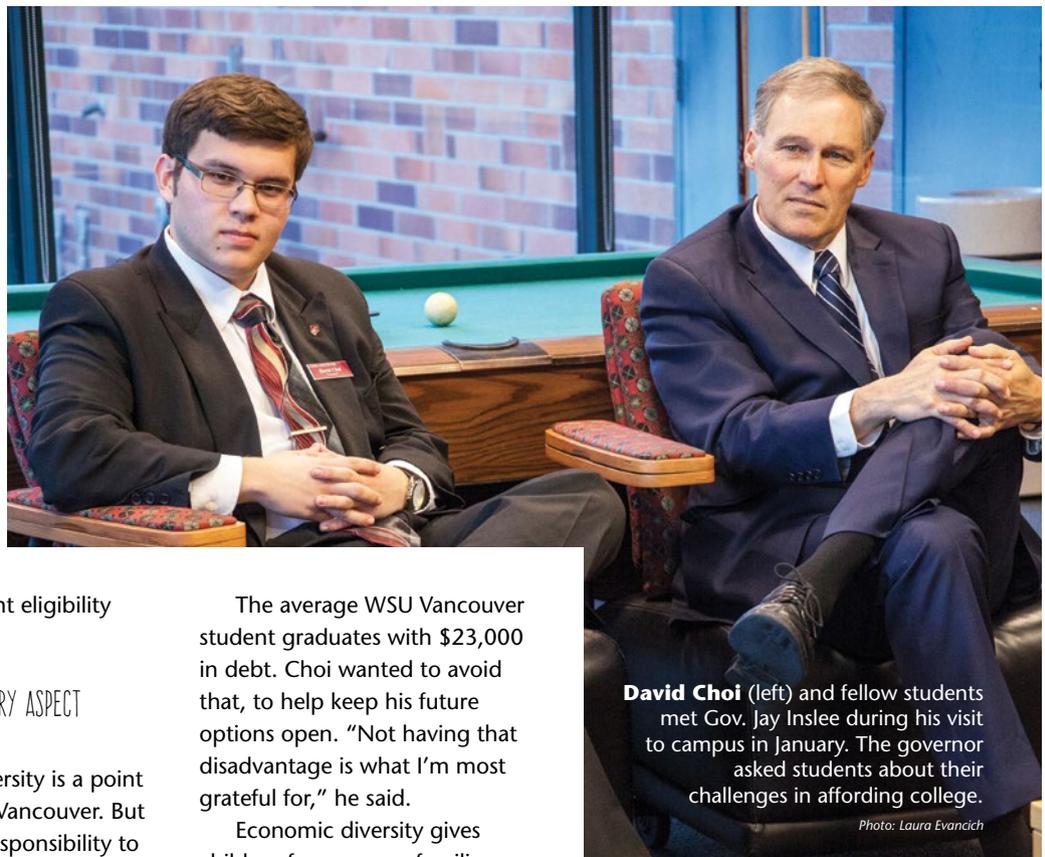
And that claim to fame is opening doors for Vacca. She said "Life Renewed" is a major topic of discussion in her job interviews.

To learn more about the Creative Media and Digital Culture program, visit cas.vancouver.wsu.edu/cmdc. ■

MOUNT ST. HELENS
SCIENCE AND LEARNING CENTER
AT COLDWATER STATION

19000 Spirit Lake Hwy.
Milepost 43.3, State Route 504
Toutle, WA
360-274-2131 | mshslc.org

WHY ECONOMIC DIVERSITY MATTERS



David Choi (left) and fellow students met Gov. Jay Inslee during his visit to campus in January. The governor asked students about their challenges in affording college.

Photo: Laura Evancich

For low-income students, a college education provides the most reliable path to the middle class and beyond, as the New York Times reported recently. That explains why, in the thick of the national debate over income inequality, more colleges are trying to increase their economic diversity. It is a driving force for a new social movement.

Washington State University Vancouver has a history of economic diversity, but it too is doing more to reach low-income students and make sure they know how to get the financial aid that enables them to attend and stay in college.

ECONOMIC DIVERSITY AT WSU VANCOUVER

The standard measure of economic diversity on campus is the proportion of students who are Pell-grant eligible. Pell grants are federal grants awarded strictly on the basis of need—most often to those whose families live below the federal poverty line.

U.S. News & World Report recently assessed campus economic diversity across the country. Although WSU is included, the urban campuses are not. If it had been, WSU Vancouver would rank near the top—65 percent of WSU Vancouver undergraduate students who file the Free Application for Federal Student

Aid meet Pell-grant eligibility requirements.

FINANCES AFFECT EVERY ASPECT OF COLLEGE LIFE

Economic diversity is a point of pride for WSU Vancouver. But it also creates a responsibility to help these students get through school.

The financial aid and scholarships team meets with students and families every day trying to help them piece together how to pay for college. It isn't just about tuition and fees; it's about living—rent, childcare, food, helping family. Those expenses have to be covered somehow—with grants and scholarships, employment or, as a last resort, loans. It's no surprise that financial concerns are one of the major stresses among students who visit the Counseling Center.

David Choi's story shows how college opens up possibilities. He's a senior and the student body president, but at first he didn't think he could afford college. Then he learned that state need grants and Pell grants add up to enough for tuition and fees. Jobs and scholarships helped with living expenses and enabled Choi to help his family too. After one more year at WSU Vancouver, he hopes to go to medical school, a dream he used to think was out of reach.

The average WSU Vancouver student graduates with \$23,000 in debt. Choi wanted to avoid that, to help keep his future options open. "Not having that disadvantage is what I'm most grateful for," he said.

Economic diversity gives children from poorer families a chance to move up in the world. In a recent report, the College Board, an organization that connects students to college success and opportunity, noted that adults with more education earn more, and so do their children. They are more likely to live healthy lifestyles and even to live longer.

"The evidence is overwhelming that higher education improves people's lives, makes our economy more efficient, and contributes to a more equitable society," the College Board report says. And that's good for all of us.

YOU CAN HELP!

More than 80 percent of WSU Vancouver students qualify for financial aid, and a scholarship can make a difference between staying in college and earning a degree, or dropping out. That's why scholarships are WSU Vancouver's top fundraising priority. If you can contribute to a scholarship fund, please visit vancouver.wsu.edu/giving or call 360-546-9600. ■

ADVICE FOR STUDENTS

WSU Vancouver's Office of Financial Aid & Scholarships keeps track of all kinds of financial aid, including scholarships related to academic performance and specific interests, application deadlines, student employment and more. In addition to those resources, here are a few tips:

- **Take the process of researching and applying for scholarships seriously.** "Consider it a small part-time job. It pays off in the long run," said David Choi.
- **File your FAFSA before the deadline.** Money is awarded first-come, first-served, and by Feb. 15 it's gone. There is also a Washington State need grant for low-income non-citizen students.
- **Avoid debt if at all possible.** If you have a choice between a job and a loan, the job will generally help you more. You'll make contacts and get experience and won't be burdened with debt.
- **Make sure your family understands** that going to school requires more than attending class. There are time commitments, such as studying, and sometimes financial commitments.



New programs announced

After a two-year collaborative research initiative, Washington State University Vancouver has identified eight new programs that will be added over time.

For the academic planning process, WSU Vancouver engaged Penson and Associates, Inc., a research and consultation firm that specializes in working with universities. Penson interviewed faculty, staff and students along with high school students, school counselors, community college students, employers and community leaders. They also looked at regional economic development data and workforce development plans.

The identified programs are meant to feed hungry industries in the region. WSU Vancouver's academic planning has a direct impact on the economy and vitality of Southwest Washington. Of the university's 11,062 alumni, roughly 75 percent remain in the area to live and work.

"We are excited about the opportunity to shape the future of WSU Vancouver and positively impact Southwest Washington," said Renny Christopher, vice chancellor for academic affairs and leader of the academic planning process. "We believe adding these programs will foster growth and help increase the baccalaureate attainment rate in the region."

WSU VANCOUVER ACADEMIC DEGREES

- Anthropology, B.A. and Ph.D.*
- Biology, B.S.
- Botany, Ph.D.*
- Business Administration, B.A. and MBA
- Computer Science, B.S. and M.S.
- Digital Technology and Culture, B.A.
- Earth and Environmental Science, B.S.
- Education, Ed.M. and Ed.D.
- Electrical Engineering, B.S.
- Elementary Education, B.A.
- English, B.A.
- Environmental Science, M.S. and Ph.D.*
- History, B.A.
- Hospitality Business Management, B.A.
- Human Development, B.A.
- Humanities, B.A.
- Mechanical Engineering, B.S. and M.S.
- Neuroscience, B.S.
- Nursing, B.S.**, M.N. and D.N.P.
- Prevention Science, Ph.D.
- Psychology, B.S. and Ph.D.*
- Public Affairs, B.A. and M.P.A.
- Social Sciences, B.A.
- Sociology, B.A.
- Teaching, MIT
- Zoology, Ph.D.*

*Can be completed at WSU Vancouver in conjunction with WSU Pullman.

**For applicants who have a Washington state RN license or eligibility for licensure.

To see the complete list of academic offerings, visit vancouver.wsu.edu/programs.

PROGRAMS in the PIPELINE

2016 – 2017 >>



1. Master of Arts and Master of Science in mental health and human services
2. Master of Science in electrical engineering
3. Entrepreneurship major in the Bachelor of Arts in business administration degree

2018 – 2019 >>



1. Bachelor of Science in software engineering
2. Bachelor of Science in computer engineering

2020 >>



1. Bachelor of Arts in operations and supply chain
2. Bachelor of Science and/or Master of Science in data science
3. Bachelor of Science in environmental engineering

WSU Vancouver is also moving ahead with pre-existing plans to offer a Bachelor of Science in math and a Bachelor of Arts in communication.



Join us as we celebrate
INCREDIBLE WOMEN



WASHINGTON STATE
UNIVERSITY
VANCOUVER

Women OF
DISTINCTION

THURSDAY, MARCH 26
at **6 P.M.**

Firstenburg Student Commons
WSU Vancouver campus

Reservations are recommended.
RSVP by March 23 at
vancouver.wsu.edu/distinction



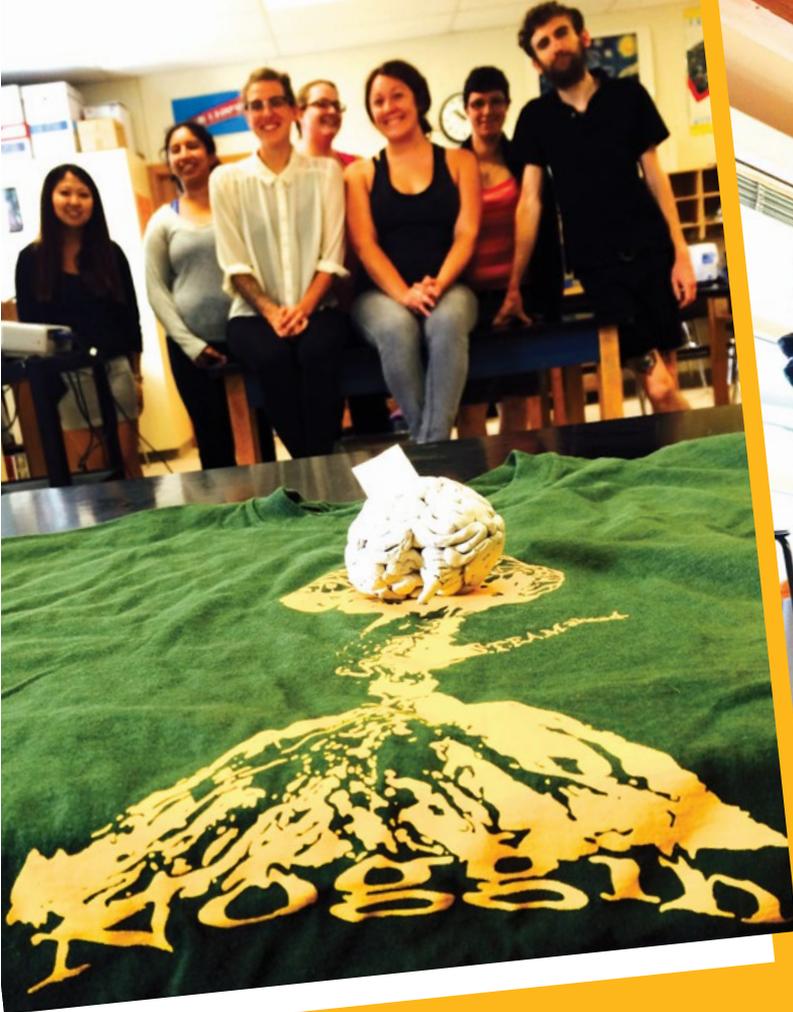
Women of Distinction celebrates Women's History Month
and honors women who inspire, mentor and empower others.
Nominees and recipients of the **Distinguished Woman of the Year** award will be honored.

SPONSORED BY

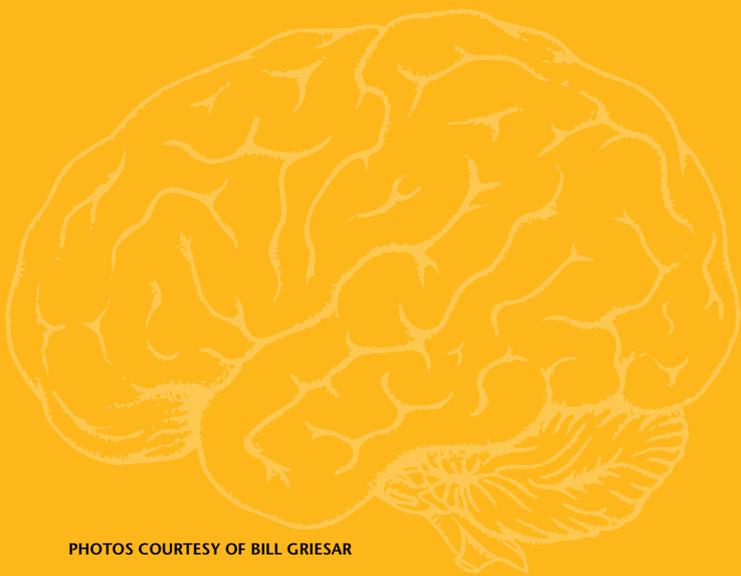


Student Involvement

Unitus
COMMUNITY CREDIT UNION



BRAINS ON TOUR



As longtime adjunct faculty members in the Vancouver/Portland area, Bill Griesar and Jeff Leake knew the importance of outreach. Their livelihoods depended on meeting new people and talking enthusiastically and persuasively about their work.

As it so happens, those are great skills for any college student looking for a job, particularly in the sciences. So when Griesar and Leake founded NW Noggin, and offered students in psychology, neuroscience and art a chance to teach public school students about the brain, they had no shortage of volunteers.

Although it operates on a shoestring, NW Noggin is the ultimate outreach success story—a can't-miss experience for K – 12 students and a great promotion for neuroscience. Nobody wants to skip school the day the brains—yes, real, preserved human brains—are coming.

Griesar, a scientist who teaches at Washington State University Vancouver, and Leake, an artist, along with volunteers, visit schools throughout the area to talk about the brain in terms anybody can understand. They focus on adolescent brain development so the kids in the audience can relate the information to their own immediate experience. They bring donated cadaver brains that students can touch and hold—just the right touch of ickiness to attract adolescent curiosity. >>



Volunteers are undergraduate and graduate students from WSU Vancouver, Portland State University, Oregon Health & Sciences University and the Pacific Northwest College of Art. Griesar had found that students in these programs seldom had occasions to meet each other. Bringing them together not only gives them teaching experience—they design and deliver the programs—but also provides an opportunity to collaborate, as scientists often must in later life.

Most important, though, they learn to talk about their work in plain language. “We’re trying to get university students off the campus and into the world at large,” Griesar said. “If they want to get a job, it’s important for people to see them in their communities. You’ve got to get them comfortable talking to multiple audiences about really extraordinary stuff.”

Their work as future scientists is at stake too. “To get public investment in scientific research, you need to be able to explain what you do,” Griesar said.

SEEING, TOUCHING, LEARNING

On a Wednesday in December, NW Noggin took four brains on tour to Henrietta Lacks Health and Bioscience High School in Vancouver. The entire student body was split into groups for lectures followed by hands-on experience. Each of the 437 students had an opportunity to touch a brain, although not everyone wanted to.

In the lecture room, Griesar and other NW Nogginites talked about neurons and how their connections change over a person’s life. It was an opportunity to discuss a timely topic.

“What is one thing that can damage your neurons?” Griesar asked.

“Drugs,” came a chorus of answers. A student raised his hand to ask about marijuana.

“Some drugs are fine in moderation, when enjoyed as adults,” Griesar said, “but right now you’re experiencing unusually dramatic growth and change in your brain. Some drugs can actually alter the path of that development. Networks of neurons in your frontal lobes—which are absolutely essential for engagement

in social life and activities, sports and friendships and making complex decisions—aren’t fully developed until around age 25.”

Griesar bounced between the lecture room and the lab where the brains were arrayed on a table covered in red paper. NW Noggin volunteers stood behind the table to answer questions and make sure the brains were handled respectfully—with latex gloves.

“They have great questions,” Griesar told a science teacher who was observing. “Like, what does it mean to be brain dead?”

There wasn’t time during this presentation, but with smaller groups, Griesar and Leake often add a visual element. This time, the brains themselves were enough.

“There’s nothing like holding a real brain,” Griesar said, ushering a new group into the lab. “This is you, your hopes and dreams and feelings.”

EMBRACING A MISSION

The seed for NW Noggin was planted in the summer of 2012, when Griesar and Leake enlisted several college students to help with a four-week class on the brain for middle schoolers in northeast Portland. NW Noggin had its official start in 2013 when the organization received a grant from the Association for Psychological Science to expand into more public schools, and received support from the federal GEAR UP program for academically at-risk incoming high school freshmen. That year they served more than 160 students at three Portland Public Schools.

In 2014, 35 undergraduate and graduate students from WSU Vancouver, PSU, OHSU and the Pacific Northwest College of Art worked together to create summer programs for 220 academic-priority middle and high school students at five different Vancouver/Portland area schools.

This year, Griesar received a full-time appointment as an instructor at WSU Vancouver, and Leake is now part-time outreach coordinator at WSU Vancouver. Leake also participates in arts residencies at Caldera Arts, a nonprofit arts program serving academic-priority kids in Oregon,

where NW Noggin has also brought in its program.

NW Noggin has also received support from the College of Arts & Sciences at WSU Vancouver, the Regional Arts & Culture Council in Multnomah County, and the Portland Alcohol Research Center at OHSU. OHSU scientists use NW Noggin for the outreach component many grants require. Institutions like PSU are asking, "How can we help?" NW Noggin continues to add schools to the outreach calendar as funding is available.

Support appears to be growing, along with some national exposure. The volunteers presented their second poster at the Society for Neuroscience conference in Washington, D.C., in 2014. While there, Leake and Griesar enjoyed a cordial meeting with the National Science Foundation.

Less formal support is growing too. Velo Cult, a bike shop/pub/event space in Portland, contributes \$1 for every beer sold at a special event once a month, "Brains, Bikes, Art and Beer." Neuroscience students pair up with artists and musicians to offer unique ways of looking at the brain. For example, in January, WSU Vancouver graduate student Elena Mahrt

and classical guitarist Ryan Walsh from PSU talked about how the brain responds to the complexities of everyday sounds.

Creative media and digital culture students at WSU Vancouver are now helping to keep the program up to date. They are developing an app that will display an image of the brain when a smartphone is pointed at someone's head. The app will respond to voice commands and will show networks of brain areas involved in generating that response.

The outreach volunteers have discovered NW Noggin mostly by word of mouth.

"I heard about the group by taking classes from Bill," said Amanda Yancey, a senior at PSU. "They talk about it in our neuroscience club."

For all the work they put into it, they gain a lot more than money. They meet people with similar interests, develop and present lesson plans and activities, learn the intricacies of federally funded research, and figure out how to explain their work simply and creatively.

"Plus," as one volunteer said, "we all love Bill." ■

Bill Griesar (seated, left) and **Jeff Leake** (standing, left) with some of their NW Noggin volunteers.



MORE SCIENCE OUTREACH

Curious about how the world works and what scientists do? Many WSU Vancouver professors engage in a wide range of outreach events for children and adults, such as visiting K – 12 classrooms and speaking to community groups like Rotary and Lions clubs. Here are a few upcoming public events where you can hear from WSU Vancouver scientists.

MEET A SCIENTIST

Held the second Saturday of each month, 1 – 4 p.m., at the Oregon Museum of Science and Industry in Portland. WSU Vancouver scientists Elena Mahrt, a graduate student in neuroscience, and Steve Solovitz, associate professor of mechanical engineering, will be featured on **April 11**. Both received OMSI Science Communication Fellowships, which train participants to build the skills to communicate with and engage the public. Fellows then appear at three Meet the Scientist events over the next year.

SCIENCE ON TAP

A science lecture series where you can sit back, enjoy a pint and laugh while you learn. WSU Vancouver's Office of Academic Affairs supports the series, and WSU Vancouver neuroscientists, including Christine Portfors, professor, and Allison Coffin, assistant professor, have recently made presentations. Events take place the second Wednesday of most months at the Kiggins Theatre in downtown Vancouver. Next up: **April 15, 7 p.m., "Junk in the Trunk: Recent Controversies in Genomics,"** with Sarah Schaack, assistant professor of biology at Reed College.

RESEARCH SHOWCASE

WSU Vancouver students display and discuss their work at the annual Research Showcase. The 12th annual event will take place **April 16** at Firstenberg Student Commons.



growing a network

with Business Growth MAP Alliance



save the date

Business Growth MAP Alliance Forums are held one Wednesday each month from 8:30 to 10 a.m. in the second floor conference room at **805 Broadway, Vancouver**. Upcoming forums will meet on the following dates:

- March 25
- April 15
- May 20
- June 17
- July 15

To learn more about the Business Growth MAP program, visit business.vancouver.wsu.edu/bgmap.

Teams of students in search of business experience. Small businesses looking to grow. Experienced mentors from the business community. Combine those ingredients and you get the Business Growth Mentor and Analysis Program at Washington State University Vancouver.

Created in 2010, Business Growth MAP is a pro-bono student-led consultancy program offered by the Carson College of Business. Student teams help with needs the businesses have identified, including startup, growth, marketing and accounting. Volunteer mentors meet with the students weekly to keep projects on track.

The program has grown from eight projects in the first year to more than 40 every year for the last two years, said Mistie Josephson, program manager. The program has delivered great results for the students and the businesses alike.

“When we first started MAP, small businesses thought they

were doing us a favor,” said Jane Cote, academic director for the Carson College of Business. “Now we find they want to be involved because it helps them grow.”

TAKING THE NEXT STEP

Business Growth MAP’s goal is to contribute to the economic development of the Southwest Washington/Portland metropolitan area by helping businesses grow. To that end, the program recently expanded with the creation of Business Growth MAP Alliance—monthly public forums that bring together small businesses and entrepreneurs to learn from each other, industry experts and WSU Vancouver faculty. The first program took place in October 2014.

Held one Wednesday each month, the short meetings allow time for networking plus a formal presentation by a local businessperson or faculty member, often on subjects or topics suggested by the small-business audience. Topics to date have included online

marketing, business success secrets and human resources.

At the January 2015 meeting, Tom Thurston, a Portland-based data scientist, talked about factors in predicting business success. His message resonated with Gary Gross, proprietor of Ethereal Meads in Battle Ground, Wash.

“I’m dealing with an industry that’s just really developing,” he told *The Columbian*. The MAP session “really helped to define a strategy.”

CREDC, a nonprofit organization that promotes economic development in Clark County, supports Business Growth MAP Alliance forums.

“The Business Growth MAP Alliance is a valuable addition to the entrepreneurial ecosystem here in Clark County,” said Mike Bomar, CREDC president and a member of the Campus Advisory Council at WSU Vancouver. “It provides a welcome opportunity for entrepreneurs to learn and collaborate and fits directly within the strategic entrepreneurship goals of the CREDC.” ■



PHOTOS COURTESY OF
BARRY AND BONNIE HEWLETT

A GLOBAL VIEW

FOR ANTHROPOLOGISTS LIKE BARRY AND BONNIE HEWLETT, HUMAN NATURE IS THE KEY TO BEHAVIOR AROUND THE WORLD.



Research assistant Aubin (left) with Barry Hewlett (middle).

When he traveled to Uganda in 2000 to help the World Health Organization address an outbreak of Ebola, Barry Hewlett had to ask to be invited.

"I was tired of the way Africans were being represented in the media, and I wanted to draw attention to what anthropologists could contribute. So I decided to try to get involved," he said. "The World Health Organization had never thought of having an anthropologist on board."

What he brought to the WHO team—the anthropologist's ability to understand the spread of the disease and resistance to treatment in terms of human nature and cultural practices—was vital in helping to get it under control. The next time Ebola broke out, in the Congo in 2003, the WHO team called right away. Barry went with his wife, Bonnie, also an anthropologist and a former nurse.

Their role was to learn "where the people are at," Barry said—that is, how do local people view the disease? What do they fear? What do they think of the international teams sent to help control the disease? Have such epidemics happened in the past? What do they think can be done? The objective is to incorporate local knowledge into control efforts and engage the communities as partners in the medical teams' work.



Barry is a professor of anthropology at WSU Vancouver, and Bonnie is an adjunct professor. Although they have not gone to West Africa during the ongoing Ebola crisis that began in 2014, both have been tapped to speak on the subject to journalists, medical professionals and other anthropologists. The WHO epidemic rapid response unit no longer exists, a casualty of severe budget cuts, but the recommendations published in their book, "Ebola, Culture and Politics: The Anthropology of an Emerging Disease" (2007), can be found in most Ebola treatment centers.

Even so, history repeated itself. Initially, many local people refused to cooperate with the medical teams. They saw neighbors isolated for weeks apart from their loved ones. They saw the dead whisked away without allowing for respectful burial and grieving rituals. They saw people who had recovered from the disease, only to be viewed as pariahs. They distrusted the outsiders swooping in and ordering them around. Little surprise that many denied the presence of Ebola and chose not to seek treatment. Although there are many reasons Ebola spread from family to family, town to town, and across porous national borders, local views, behaviors and resistance were big factors.

The disease was rampant in West Africa before more culturally sensitive medical practices were put into place. The problem was not caused by primitive people acting irrationally, as the media often gave the impression. In part, it was a common cross-cultural response to a terrifying puzzle.

"We're all humans. We have particular fears under a particular context," Barry said. "When cases started coming back to the United States, the very same things started to happen."

In their book on Ebola, the Hewletts point out that past outbreaks in western society have

similarly been characterized by lack of respect for mores relating to burial practices, lack of trust in government and public health officials, lack of precise and reliable information, lack of resources to treat sick patients and assigning blame to others.

"Many of these responses and problems associated with the 1918 Spanish flu outbreak are similar to African responses to Ebola outbreaks," they wrote.

COMPLEMENTARY INTERESTS

Barry first visited Africa on his own in 1971, after earning a bachelor's degree at California State University in Chico. "I fell in love with Africa," he said. He returned home, worked long enough to save money and went back. He started conducting field research—again on his own—in 1973, then returned to Chico for a master's degree. By the time he went on for his Ph.D. at the University of California, Santa Barbara, Barry had spent 10 years doing field research and had publications and a grant to his credit.

Two early, long-term work experiences nurtured Barry's anthropological research interests. He coordinated a health program for Head Start in Northern California, where he became interested in the relationship between fathers and children—the subject of his dissertation and first book, "Intimate Fathers"—and he was a lab assistant in surgical pathology at Stanford Hospital, where he acquired some of the basic knowledge that would prove useful to his work as a medical anthropologist. He taught at Southern Oregon University, then at Tulane University, gaining expertise in public health and tropical and parasitic diseases. He also taught abroad at Hawassa and Kyoto universities. He joined WSU in Pullman in 1992 and transferred to WSU Vancouver in 1997.

Bonnie Hewlett also brings medical



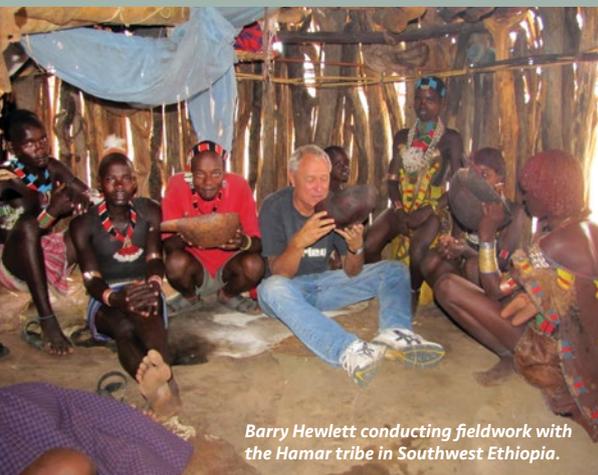
knowledge to their research partnership. A registered nurse, she worked for a decade in neonatal intensive care at Southwest Washington Medical Center before enrolling at WSU Pullman, where, she said, "I fell in love with anthropology." She earned her Ph.D. at WSU in 2004. In addition to medical anthropology, she studies adolescence and has been exploring the lives of women.

Both are widely published and often consulted in the United States and abroad. Barry most recently edited a compilation, "Hunter-Gatherers of the Congo Basin: Cultures, Histories and Biology of African Pygmies" (2014). Bonnie's most recent books are "Adolescent Identity" and "Listen, Here Is a Story: Ethnographic Life Narratives from Aka and Ngandu Women of the Congo Basin" (both 2013). The Hewletts are both currently studying social learning—how children acquire knowledge and skills—in hunter-gatherer societies in Ethiopia and Central Africa.

"What's driven us both is seeing gaps in the literature," Bonnie said. "We look at what's missing. Who's not being listened to?"

One reason their Ebola work was successful, she said, is that they talked to women, who were seldom present at community meetings.

Women are the caretakers, Bonnie said,



Barry Hewlett conducting fieldwork with the Hamar tribe in Southwest Ethiopia.



Bonnie Hewlett, right, with a mother and baby.



WSU research field site.

Locations of the Hewletts' research field sites (1973 – 2015)

Locations affected by Ebola Virus Outbreak (2014)

"yet they were being left out of the education efforts. We made it clear that women need to be part of the education messages; they need to be targeted."

After working for several years in the Congo, the Hewletts received Fulbright scholarships five years ago to extend their studies to Ethiopia. While there, they helped develop memoranda of understanding between WSU and two Ethiopian universities, Hawassa and Arba Minch. They are now helping train Ethiopians in the Ph.D. program to be faculty in anthropology and collaborate with WSU scholars on research.

THE CASE FOR LISTENING

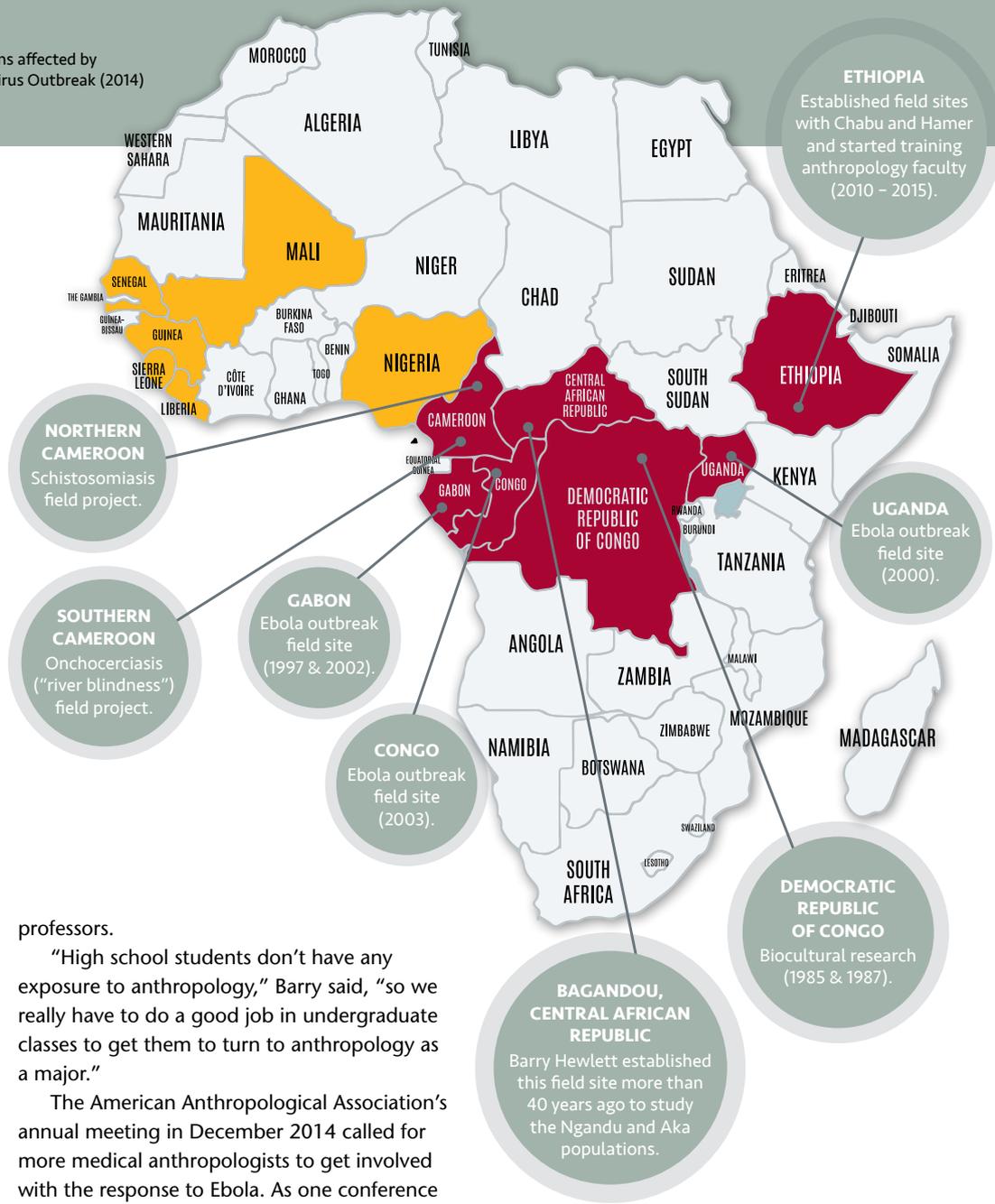
The Hewletts clearly are passionate about their work. Winning trust through patience, modesty and kindness, they learn things others have not.

"I love what I do and feel so lucky to share what I love to do," Barry said. "I love working in the field, and then I get to come back and share it with students."

Although field work has its difficulties—separation from friends and family; unfamiliar foods, bugs and diseases; language barriers—there is a growing role for anthropologists in general and medical anthropologists in particular.

"We've demonstrated we have something to contribute," Barry said.

The demand for anthropologists in international work, including large nonprofits, government and global corporations—puts a weighty responsibility on anthropology



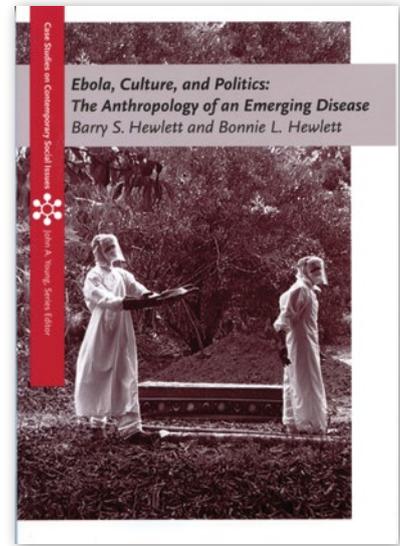
professors.

"High school students don't have any exposure to anthropology," Barry said, "so we really have to do a good job in undergraduate classes to get them to turn to anthropology as a major."

The American Anthropological Association's annual meeting in December 2014 called for more medical anthropologists to get involved with the response to Ebola. As one conference blogger wrote, "If international staff had approached the epidemic from day one with more understanding of cultural, historical and political context, attendees said, local traditions and community leaders could have become assets rather than obstacles in the fight against Ebola."

And that says a lot about the importance of medical anthropology in the world's uncertain future. Consider the potential for viral diseases to spread out of control in other places. Indeed, the U.S. government lists Ebola as a potential biological weapon.

"Ebola is just the tip of the iceberg," Barry said. "What about SARS, bird flu, bioterrorism? You have to engage local people, whether it is in the U.S. or the developing world, to control and contain high-mortality outbreaks." ■



*"I love what I do
and feel so lucky to share
what I love to do ...
I love working in the field,
and then I get to come back
and share it with students."*

—BARRY HEWLETT

THE POWER of GIVING AT HOME



THIS YEAR'S FACULTY AND STAFF GIVING
CAMPAIGN RUNS **MARCH 23 – APRIL 3.**

Washington State University Vancouver's Faculty and Staff Giving Campaign makes a difference in more ways than one. First, of course, are the dollars it brings in. Second, it shows that employees have confidence that WSU Vancouver will put their contributions to good use. This show of confidence impresses community donors and helps bring in other gifts.

The fact that so many employees give to WSU Vancouver was one of the reasons the late Ed Firstenberg became involved with the university. That led to gifts from Ed and Mary to fund the Firstenberg Family Fountain and the Firstenberg Student Commons.

WSU Vancouver has the highest participation in faculty and staff giving of all WSU campuses, consistently receiving an annual contribution from 65 to 70 percent of its employees. The national average for public universities similar to WSU Vancouver is 22 to 23 percent participation. The WSU average is 18 percent (including Vancouver's participation).

The contributions count toward the WSU-wide, all-year Cougar Colleagues campaign, but historically it has worked better for WSU Vancouver to hold a two-week campaign each spring.

CAUSES NEAR AND DEAR

Faculty and staff often designate funds for causes that are near and dear to their hearts. Some donate to a scholarship affiliated with their department. For example, Carson College of Business has a scholarship in honor of a former staff member, Jenell Ashbaugh, who passionately advocated for it and who made sure the College of Business consistently reached 100 percent participation—a tradition her successors have continued.

Others donate to their department's development fund, the Student Emergency Fund, the Diversity Fund or the Child Development Program, to name a few. Noncash donations such as books are also welcome and are counted toward participation.

Miwako Nakamoto, academic coordinator in the Student Resource Center, has donated to the campaign since 2007, designating her donations differently each year. She has given to general scholarships, the Diversity Fund, the Student Emergency Fund and simply "where the need is greatest."

"To me, giving to WSU Vancouver means investing in the current and future generations of students and campus community that have played, and will continue to play, a vital role in economic development in the Portland/Vancouver metro area and beyond," Nakamoto said.

"I've been making contributions for more than 12 years, across a host of particular funds—and every dollar has felt well spent," said Mark Stephan, associate professor in the College of Arts and Sciences.

Nakamoto encourages colleagues to support the campaign. "I truly believe that, when pooled together, any amount of donations, even our pocket change, will support more programs and services and empower individuals in the campus community," she said. "Being able to give back also makes me feel that I am not powerless."

WSU Vancouver faculty and staff will receive details before the campaign begins. For more information, visit admin.vancouver.wsu.edu/fscampaign.



PHOTO: TAYLOR JONES

"The Faculty/Staff Campaign has always felt like a small way I could give back to the university, to recognize those groups and activities that I value, and to celebrate being part of this vibrant community."

—MARK STEPHAN, ASSOCIATE PROFESSOR
IN THE COLLEGE OF ARTS AND SCIENCES



Gay Selby and Al Bauer, retired Washington state legislator, at WSU Vancouver's 25th Anniversary Celebration Dinner last November.

Photo: Laura Evancich

A Historic Career

Gay Selby, program coordinator for the Educational Leadership program, associate clinical professor of education at Washington State University Vancouver and a faculty member in the statewide superintendent certification program, has been a Washington state educator for 50 years. A WSU alumna, she played a major role in the establishment of WSU Vancouver.

Selby was born and raised in a small town in western Montana and earned her bachelor's and master's degrees from Montana State University before becoming part of Washington state history.

WHEN DID YOU ATTEND WASHINGTON STATE UNIVERSITY?

I earned my doctorate in educational leadership from WSU Pullman in 1980. I was the only woman in the program at that time.

WHEN AND WHERE DID YOU START TEACHING?

I started teaching in Washington in the fall of 1964. I spent 10 years in Kennewick, first as a seventh-grade teacher at Highlands Junior High School for six years, then as the athletic director and assistant principal at Kamiakin High School, which was brand-new at the time. According to the Washington Interscholastic Activities Association, I was the first woman athletic director in the state.

WHAT OTHER FIRSTS HAVE YOU SEEN IN YOUR CAREER?

I spent three years (1974 – 1977) as principal at Pullman High School. I was one of just two women high school principals in the state.

In 1977, I joined the Spokane School District

as assistant superintendent for three years. While I was there, the community passed what was then the largest bond issue in the state to build new schools. We built 14 elementary schools and remodeled a high school. Then the administration building burned down, so, while the new one was built, I worked for a year in the basement of Lewis and Clark High School. On top of that, the district had a month-long teachers' strike.

WHAT BROUGHT YOU TO SOUTHWEST WASHINGTON?

I wanted to live on the west side of the state. I am a huge sports fan, especially baseball and football, and I wanted to be closer to the Seattle area. I also enjoy the arts and wanted to be able to attend events in Portland and Seattle. The short distance to the beach was appealing too. Of course, the deciding factor was a career opportunity. I was fortunate to find a job as assistant, and later superintendent of the Kelso School District.





PHOTO: A.J. MEEKER

HOW DID YOU GET INVOLVED WITH THE START OF WSU VANCOUVER?

I was very concerned about access to higher education—especially four-year opportunities—for our students in Kelso. When I heard about the proposal for urban branch campuses of WSU, including one in Southwest Washington, I became active in the effort. I was also president of the Kelso Chamber of Commerce, so I was wearing two hats: as an educator and a community member.

As a result of my activism, I was appointed to the Higher Education Coordinating Board. In fact, I was appointed three times, by three different governors! I served as vice chair for 12 years (1992 – 2004.) During that time, I chaired several search committees, including one that led to recommending Elson S. Floyd as executive director.

HOW ELSE WERE YOU INVOLVED IN THE ORIGINS OF WSU VANCOUVER?

Sam Smith, WSU's president at the time, appointed me to the site selection and recommendation committee. We toured every one of the sites that had been nominated through a proposal process. When we saw and toured the Salmon Creek site, we knew we had found the right location for a new campus.

I taught at WSU Vancouver when classes were in Bauer Hall on the Clark College campus. Bill Fromhold, past Washington state legislator, was superintendent of ESD 112, and we were going to team teach school finance. But something came up with Bill, and he was not able to be my teammate, so I taught the class on my own.

I had many discussions about the campus with Hal Dengerink, WSU Vancouver's first chancellor, and when the Advisory Council was formed, I was the first chair. I was the first recipient of what is now the Chancellor's Award for Service to WSU Vancouver. When I retired as superintendent of schools at Kelso, it seemed the right thing to do to transition to teaching other teacher-leaders at WSU Vancouver.

TELL US ABOUT SOME OF THE OTHER HIGHLIGHTS OF YOUR LIFE.

I have been blessed with a storybook career and life. For example, I was Washington State Superintendent of the Year in 1992, and received a WSU Alumni Achievement Award in 1995. From what I have been told, I was the first woman superintendent of a first-class school district (that's one with more than 2,000 students) in Washington state. And in

1989 I received two First Citizen awards, from Kelso and from Cowlitz County.

I'm also happy to have helped bring highly qualified people to positions around the state. When I directed the Superintendent Search Service for the Washington State School Directors' Association, we completed more than 200 searches for school districts. And I chaired the search committee for the second chancellor of WSU Vancouver—I knew how important it was to find just the right person to succeed our beloved first chancellor.

In 2014, I received one of three H.E.R.O.E.S. (Heart, Excellence, Resiliency, Optimism, Enthusiasm and Soul) Awards from the WSU College of Education. I have been a football season-ticket holder since 1976 (39 years) and a contributor for 36 years to the WSU Foundation—21 as a President's Associate. And just this year, I reached the Heritage Society giving level for cumulative donations to WSU.

WHAT MAKES YOU PROUDEST?

More than 200 alumni from WSU Vancouver's principal program now hold leadership roles in Southwest Washington and elsewhere. That makes it all worthwhile. ■

25



PHOTOS: LAURA EVANCICH AND FLASH PHOTOBOOTH



celebrating 25 years

As a thank-you to the community for its support throughout the university's 25-year history, Washington State University Vancouver hosted a festival last September. The 25th Anniversary Community Celebration on the Quad included food, music, art, historical exhibits, kids' activities and much more. Every department on campus turned out with exhibits designed to educate and entertain. Guest learned about the human brain on one end of campus and flew do-it-yourself helicopters on the other.



OH WHAT A
night

Washington State University Vancouver raised \$135,000 for student scholarships at a 25th Anniversary Celebration Dinner held last November.

Scholarships are WSU Vancouver's top fundraising priority. More than 80 percent of WSU Vancouver students qualify for financial aid, and a scholarship can make the difference between staying in college and earning a degree, or dropping out. The funds raised at the 25th Anniversary Dinner will go toward the Second Chance Scholarship which supports students who are one to three semesters from graduation and have run out of money.

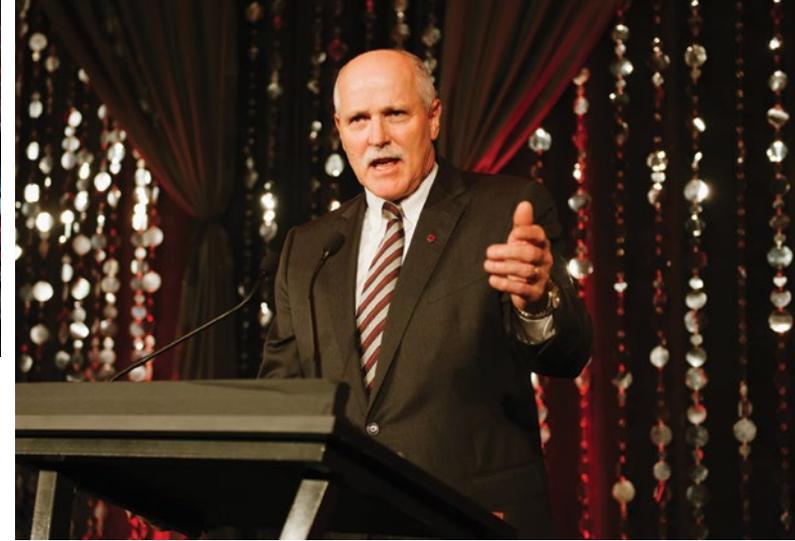
"The paddle raise brought together the strength, compassion and generosity of the 752 guests in the room to support our students," said Jennifer Miltenberger, WSU Vancouver director of development and alumni relations. "Our guests met scholarship recipients for whom the decision to stay in college or drop out because of expenses was very real. There is no better feeling than seeing these students complete their degrees."

CELEBRATE **25**
VANCOUVER

PHOTOS: LAURA EVANCICH, TAYLOR JONES AND A.J. MEEKER

WSU Vancouver Notable Alumni recipients.





*Give to the
SECOND CHANCE
SCHOLARSHIP,
and help make
a dream come true!*

This scholarship helps students who are one to three semesters away from graduation and have exhausted all other financial resources.

To secure a student's future, visit vancouver.wsu.edu and click on "Give to WSU."



BEHIND THE BILLBOARDS



Max Ault

BACHELOR OF ARTS
IN PUBLIC AFFAIRS, 2012

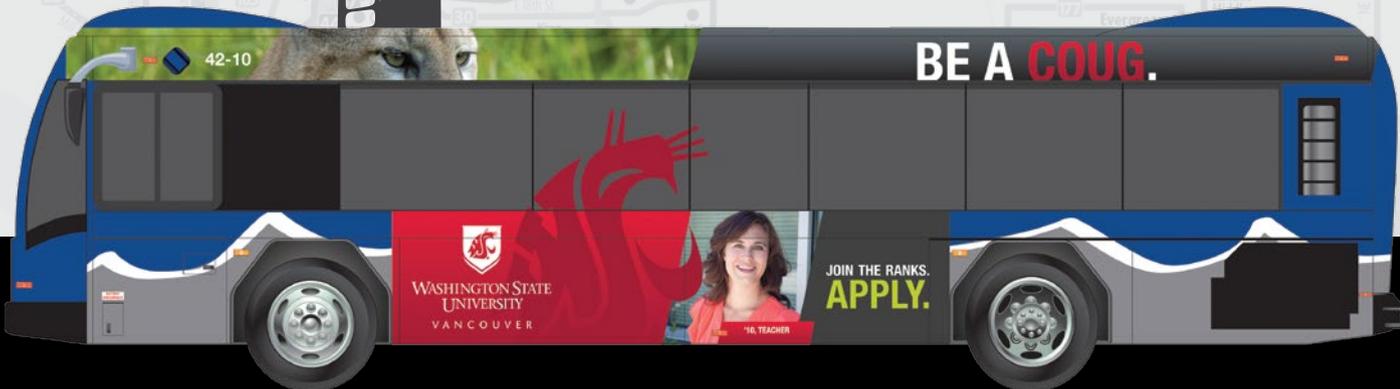
Business Development Manager
Columbia River Economic
Development Council



You've seen them. Maybe you were watching college football or a rerun of the "The Big Bang Theory" and you caught a 30-second commercial. Perhaps you were cruising down Fourth Plain Boulevard and saw a billboard. Then again, you might have passed a C-Tran bus sporting an advertisement.

In celebration of its 25th anniversary, Washington State University Vancouver rolled out an advertising campaign last fall featuring three young, successful alumni who work in our community. These three alumni are representative of the 11,062 WSU Vancouver alumni who are making amazing contributions to their professions and communities, too.

Learn more about the very real people behind the ads.



As a senior in high school preparing to complete applications, Max Ault considered three universities.

"WSU Vancouver was the natural choice for me," said Ault. "The intimacy of the public affairs program and the individual teaching was really what I was looking for. I felt nervous when I looked at big schools with lecture classes of 500 students. If I fell, would there be anyone to catch me?"

Ault said he was assigned a faculty mentor when he arrived on campus, but all of his instructors felt like mentors. "At WSU Vancouver there is time and space to talk to your teachers directly and get feedback," he said.

Today, as business development manager for the Columbia River Economic Development Council, Ault said the focus of public affairs is involved in everything he does. "Building quality of life through public policy and strategic partnerships—it's what I ultimately wanted to do ever since I was a student," he said.

Ault said the reactions to the ad campaign have been flattering to both himself and WSU Vancouver. "One of the coolest aspects about reactions from people in public are the questions around the ad campaign, WSU Vancouver and work. It has been fun sharing my experiences at WSU Vancouver with total strangers," said Ault. ■

PHOTOS: LAURA EVANCICH



Jacob Schmidt

BACHELOR OF ARTS
IN ENGLISH, 2013

Communications Specialist
Visit Vancouver USA

PHOTOS: LAURA EVANCICH

When Jacob Schmidt graduated from WSU Vancouver, he was anxious about finding a job—until he started interviewing.

"A lot of the things employers were looking for were things I found at WSU Vancouver," he said.

Schmidt said the things he did at WSU Vancouver—both in class and through his internship—are applicable to what he does today. He majored in English, minored in communication and took several classes in the Creative Media and Digital Culture program.

As communications specialist, Schmidt is responsible for content development for Visit Vancouver USA's social media accounts, newsletters, annual visitor's magazine and marketing materials.

"WSU Vancouver is not an isolated community—they don't keep students in a bubble," said Schmidt. "Through school I was able to work with businesses and nonprofit organizations in the community. Today, as a working professional, I run into a lot of people I originally connected with through WSU Vancouver."

Schmidt earned an associate's degree from Lower Columbia College and transferred to WSU Vancouver to complete his degree. He said he chose WSU Vancouver because it allowed him to continue his education without making education his entire life. He was able to keep his family, job and community commitments while going to school.

Schmidt's family and friends routinely text him pictures of the buses and billboards they spot in the community. "It's become a game of sorts," he said. ■



Kiersten (Lushenko) Pirkel

BACHELOR OF ARTS IN EDUCATION, 2010

Eighth-Grade Math and History Teacher
Daybreak Middle School

PHOTOS: TAYLOR JONES

Kiersten Pirkel knew she wanted to go to a four-year university. WSU Vancouver allowed her to achieve that goal while maintaining her job. She worked almost full time while earning her bachelor's degree.

Pirkel, an eighth-grade math and history teacher at Daybreak Middle School, said her education prepared her well for her profession. "When I walked into my first classroom, I felt relieved. I knew what to do," she said.

"I really got to know my professors,

and they knew me. They were cheering for us to be successful," said Pirkel. "Five years later I am still in contact with some of my professors. WSU Vancouver has gone above and beyond to help me grow in my profession."

Pirkel said she loves teaching. "I like knowing I make an impact in my community," she said.

For the most part Pirkel's students love seeing her in the ads. But one young man saw the TV ad and told his dad, "I just can't get away from her." ■



Social Justice

In the summer of 2013, Tyler Morgan, a doctoral student in education and an alumnus of Washington State University Vancouver (B.A. '03; M.Ed. '06) took two classes that prompted him to think deeply about the ways people treat each other and the earth. Those classes, Teacher Leadership and Social Justice, and Critical Race Theory, set Morgan to pondering how to use music to express his concerns about social and environmental justice.

He wrote several songs for his rock band, now called For The Trees, including "Freedom Is a Shotgun," which alludes to the fact that many in the civil rights movement were punished for their beliefs, and "Rising Tide," which warns that human beings can't escape what we've done to the earth.

The four-man band, which performs a couple of times a month around Vancouver, recorded its first album in 2014 with Kevin Nettleingham Audio. Morgan writes lyrics and music, sings and plays guitar. Other band members are Joe Boldensmith (drums), Eric Fernandez (bass) and Ray Yurkewycz (lead guitar).

Formed in 2013, the band has always drawn its inspiration from social justice issues. Initially Morgan called the band Elder Crow, after a Native American musician and activist he learned about in a class. His intention was to identify himself with the cause of social justice. "As a white, heterosexual male, over 6 feet tall, I have a lot of privileges," he said, "and I've learned that the best I can do is act as an ally" to people who don't have the same privileges.

But enough people took umbrage at

the appropriation of a Native American name that Morgan recently changed the band's name to For The Trees—an allusion to the need to see the big picture.

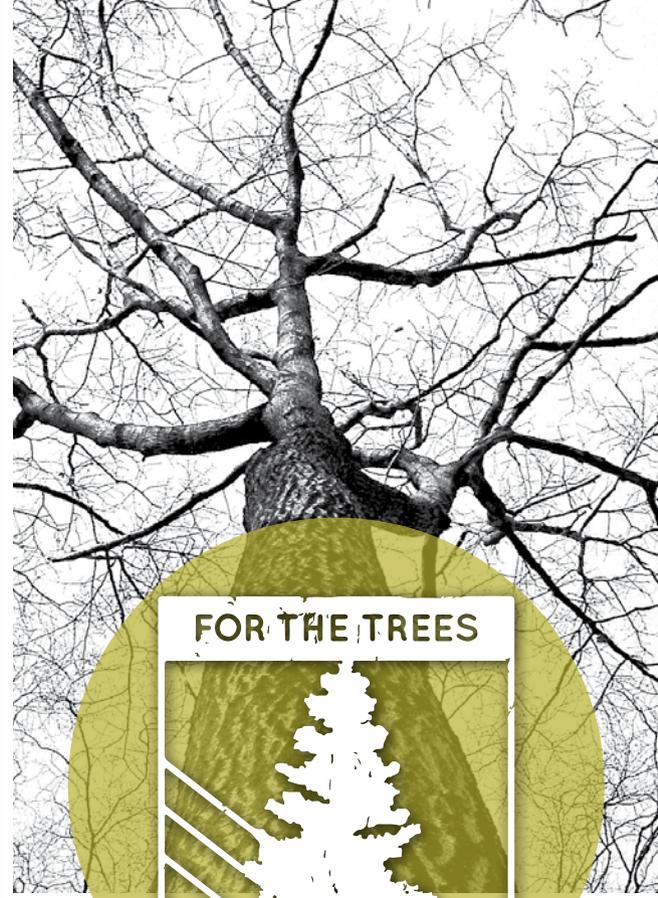
BEYOND THE MUSIC

Although he has been playing for nine years, music is Morgan's passion rather than his livelihood. He has taught history at Camas High School for eight years. He also teaches acoustic guitar in the school, once a week.

Morgan (whose given name is Stewart Tyler Morgan) is surrounded by other Cougars. He got his bachelor's degree at the same commencement ceremony where his mother, Patti Morgan, earned her master's in nursing. His brother, Ross, is a graduate student in education. His wife, Alisa Greenwood, graduated with a bachelor's in fine arts in May 2014 and now works as a freelance artist. Last summer, Morgan and Greenwood were married along the Columbia River, and flew to Spain to hike part of the Camino de Santiago.

Morgan's education has had some unexpected benefits. He said the concepts raised in the social justice class, for example, have made his music more meaningful. He has had to confront his own attitudes toward social justice.

"I think we're living in a time that's in need of a little social change—politically, economically, environmentally, religious, social and intellectual," he said. "I'm not saying the band will do all that, but these are things I keep in mind." And people are listening. ■



Members of For The Trees, from left to right: **Ray Yurkewycz, Tyler Morgan, Joe Boldensmith and Eric Fernandez.**

Photo: Alisa Greenwood



Karissa Kysar at WSU Vancouver's first December graduation reception.

Photo: Laura Evancich

STUDENT TAKES THE LEAD ON FIRST DECEMBER GRADUATION RECEPTION



Karissa Kysar, a junior majoring in hospitality business management, saw a need—a need for a celebration designed to recognize Washington State University Vancouver students who graduate in December. Fall graduates are encouraged to participate in spring commencement ceremonies, but Kysar wanted something immediate to mark the occasion.

Kysar intends to be an event planner one day. She attends school full time and works for WSU Vancouver Dining and Catering Services, and the Red Lion Hotel on the River Jantzen Beach. She pulled together all of her knowledge and skills to make a presentation to WSU Vancouver's administrative leaders advocating for a December graduation reception for graduates, their families and friends.

After receiving approval from administration, Kysar went to student government to seek funding and was granted \$1,500 for her event. She enlisted the help of fellow Hospitality Business Management Student Club members to plan and manage the event. She worked with marketing and communications to create invitations, and worked with development and alumni relations to secure Cougar-themed decorations.

"I want to start by thanking Karissa Kysar for all of the work she put into this event," said Chancellor Mel Netzhammer in his remarks to the graduates and their guests. "Even more, I want to thank her for the initiative she showed in bringing this idea to our administrative team and our student leaders. We talked about doing something to recognize fall graduates a number of times, but it was Karissa's leadership that made this happen now."

This was the first graduation reception planned by students for students, and the results were spectacular. More than 50 graduates and 150 guests came to the reception. Kysar planned presentations, giveaways, goodies and a photo booth for the graduates. Guests mingled, laughed and shared memories. And on the last day of their last finals, the graduates celebrated.

Next December Kysar will be a fall graduate herself. She hopes the December graduation reception will become a tradition. ■

In Memoriam

JAMES JOHNSON
'99 B.A. HUMANITIES

MARALEE RAMBO
'00 B.A. HUMAN DEVELOPMENT

JOSEPH TITUS
STUDENT

NINA WAGER
'06 B.A. HUMAN DEVELOPMENT



PHOTO: LAURA EVANCICH

NOMINATE
*notable
alumni*



SUBMISSIONS ACCEPTED:

March 23 – May 29

Fill out your nomination online at
admin.vancouver.wsu.edu/naa.

DO YOU KNOW ANY
WSU VANCOUVER ALUMNI
LIVING REMARKABLE LIVES?
NOMINATE THEM FOR THE
2015 NOTABLE ALUMNI AWARD.

The WSU Vancouver Notable Alumni Award honors alumni who have made significant contributions to society, and whose accomplishments, affiliations, careers and/or community service reflect WSU Vancouver's legacy of excellence.

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2015.

CLASS OF
2015



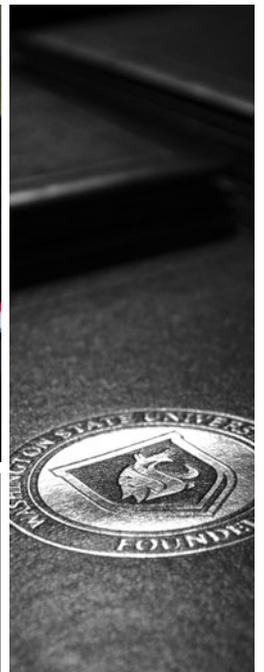
WASHINGTON STATE
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COMMENCEMENT

1 p.m. Saturday, May 9

AMPHITHEATER NORTHWEST | RIDGEFIELD, WA
LEARN MORE AT VANCOUVER.WSU.EDU/COMMENCEMENT



WASHINGTON STATE UNIVERSITY  VANCOUVER

PREVIEW DAY

SATURDAY,
MAY 16
1 P.M.

WSU VANCOUVER CAMPUS

LEARN ABOUT

- Academic programs
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- Campus life
- Paying for college

Find agenda, directions and RSVP today!
vancouver.wsu.edu/preview

Questions? Call **360-546-9779** or email
admissions@vancouver.wsu.edu

CELEBRATE **25**
VANCOUVER 

DISCOVERY

Find a turtle with a wheel for a leg, a habitat that's 1/50th the size of a drop of water, scientific rat-tickling and much more at WSU Discovery.

Follow along at wsudiscovery.tumblr.com

march

- 11** A-Z OF FINANCIAL AID AND SCHOLARSHIPS WORKSHOP
6 p.m.

SCIENCE ON TAP: THIS IS YOUR BRAIN ON (LEGAL) DRUGS: THE NEUROSCIENCE AND ART OF CANNABIS AND ALCOHOL
7 p.m.; Kiggins Theatre, downtown Vancouver
- 16** SPRING BREAK
No classes through March 20
- 24** A-Z OF FINANCIAL AID AND SCHOLARSHIPS WORKSHOP
5:30 p.m.

PROFESSIONAL WRITERS SERIES: KEVIN SAMPSELL, "WRITING ACROSS GENRES"
7 p.m.
- 25** BUSINESS GROWTH MENTOR & ANALYSIS ALLIANCE FORUM
8:30 – 10 a.m.

COVER LETTERS & PROFESSIONAL CORRESPONDENCE WORKSHOP
4 p.m.
- 26** WOMEN OF DISTINCTION
6 p.m.
- 27** RESUMÉ LAB
12 – 1 p.m.

april

- 1** MARQUEE DIVERSITY EVENT: "OUR YOUNG BLACK MEN ARE DYING AND NOBODY SEEMS TO CARE"
Doors open at 6:30 p.m., performance begins at 7 p.m.

MBA STAKEHOLDER SPEAKER SERIES, "DO THE RIGHT THING: COLLABORATING FOR PUBLIC SAFETY"
7 p.m.
- 2** SALMON CREEK JOURNAL 2015 LAUNCH PARTY
11 a.m. – 2 p.m.

LINKEDIN LAB
3 – 4 p.m.
- 4** RUN FOR COUGS 5K
10 a.m., Firstenburg Family Fountain
- 7** PROFESSIONAL WRITERS SERIES: MARTHA GROVER, "THE MODERN MEMOIR"
7 – 9 p.m.
- 8** RESUMÉ LAB
2 – 3 p.m.

- 10** JOB- AND INTERNSHIP-SEEKING STRATEGIES
9 – 10 a.m.
- 15** BUSINESS GROWTH MENTOR & ANALYSIS ALLIANCE FORUM
8:30 – 10 a.m.
- 16** 2015 RESEARCH SHOWCASE
9 a.m. – 4 p.m.

INTERVIEWING SKILLS
3 – 4 p.m.
- 18** COUGS IN THE COMMUNITY
City of Battle Ground Parks Appreciation Day
- 21** JOB- AND INTERNSHIP-SEEKING STRATEGIES
12 – 1 p.m.

PROFESSIONAL WRITERS SERIES: SHAWN LEVY, "LITERATURE AND LEGENDS"
7 – 9 p.m.
- 23** 2015 HEALTH PROFESSIONS GRADUATE SCHOOL FAIR
12 – 3:30 p.m.

NETWORKING 101
4:30 – 5:30 p.m.
- 25** 3RD ANNUAL WSU ALUMNI COUGAR CRAWL
3 – 8 p.m.
- 28** A-Z OF FINANCIAL AID AND SCHOLARSHIPS WORKSHOP
6 p.m.
- 29** INTERVIEWING SKILLS
4 – 5 p.m.

may

- 1** COUGS IN THE COMMUNITY: GOLDEN GRAD MAY DAY FLOWERS
- 9** COMMENCEMENT
1 p.m.; Amphitheater Northwest
- 11** 3-, 6-, 8- AND 12-WEEK SUMMER SESSIONS BEGIN
- 16** PREVIEW DAY
1 p.m.
- 20** BUSINESS GROWTH MENTOR & ANALYSIS ALLIANCE FORUM
8:30 – 10 a.m.
- 25** MEMORIAL DAY—CAMPUS CLOSED



PHOTO: TAYLOR JONES

june

- 8** SECOND 8-WEEK SUMMER SESSION BEGINS
- 13** A-Z OF FINANCIAL AID & SCHOLARSHIPS WORKSHOP
1 p.m.; Vancouver Community Library
- 17** BUSINESS GROWTH MENTOR & ANALYSIS ALLIANCE FORUM
8:30 – 10 a.m.
- 22** SECOND 6-WEEK SUMMER SESSION BEGINS

july

- 17** BUSINESS GROWTH MENTOR & ANALYSIS ALLIANCE FORUM
8:30 – 10 a.m.

august

- 24** FALL SEMESTER BEGINS

september

- 7** LABOR DAY—CAMPUS CLOSED

THINK SUMMER.



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CHOOSE FROM A VARIETY OF COURSES AND DATES:

MAY	JUNE	JULY
MAYMESTER MAY 11 - 29		
6 WEEKS: MAY 11 - JUNE 19	6 WEEKS: JUNE 22 - JULY 31	
	8 WEEKS: JUNE 8 - JULY 31	
		12 WEEKS: MAY 11 - JULY 31

PHOTOS: LAURA EVANCICH



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BE A COUG.

"This is my home away from home. WSU Vancouver has given me and others like me an opportunity to dream big and go far, but it's really more than that. The VanCoug community has given me a chance to live, breathe, thrive, past anything I would have ever hoped for, and that is why I'm proud to be a Coug."

—DAVID CHOI
biology major
2014/15 President, Associated Students of Washington State University Vancouver