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Editor: Steve Harmon (‘91)
Art Director: Ana P. Ciamonti (‘00)
Contributing Photographers: Ana Ciamonti, Catarina Colunga, Noe Cuellar, Eduardo X. Garcia (‘02), Steve Harmon, Marceala Moran, Eugene Ruiz
Contributing Writers: Melissa Barrientos-Whitfield, Steve Harmon, Dr. Ray Keck III

CHANGE OF ADDRESS ONLY:
Please send to
Office for Institutional Advancement
5201 University Boulevard
Laredo, Texas 78041-1900
Telephone: 956.326.2175
Facsimile: 956.326.2174
E-mail: prism@tamiu.edu
If you receive duplicate copies, kindly send both mailing labels to the above address.

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Office of Public Relations, Marketing and Information Services
5201 University Boulevard
Laredo, Texas 78041-1900
Telephone: 956.326.2180
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E-mail: prism@tamiu.edu

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MISSION: Prism is published twice a year for Texas A&M International University friends. By highlighting the University’s life and that of its programs, faculty, students and alumni, Prism reflects the diverse educational excellence of Texas’ fastest growing University.

Texas A&M International University is committed to the preparation of students for leadership roles in their chosen profession and in an increasingly complex and culturally diverse state, national and global society.
President’s Thoughts
On Higher Education in the 21st Century: What Constitutes an Educated Person?

Planning with a Purpose:
TAMIU Professor Leads Joint Effort for Hazard Planning

The Wall
Defining The Power of Giving

Column: from the capitol
Dewhurst appoints Judith Zaffirini to Chair subcommittee for Funding Capital Construction

AutMus Festival
A look back at our first festival

Who’s that guy?
Our new TAMIU bus
On Higher Education in the 21st Century:

Recently, I was called upon to reflect upon the purpose of higher education in the twenty-first century. But as I quickly discovered, the subject, one upon which we daily pronounce, may be the most complex... as often and well witnessed by our champion, Senator Judith Zaffirini.

As Senator Zaffirini, an expert communicator, has noted, higher education is replete with imprecision, confusion, and jargon... our worst enemies. As Mr. Bush knew and Mr. Kerry seemed to miss, in our society, nuance is muddle. Our language and our thinking must be sharpened.

First, and among those challenges which we identify and understand, perhaps none has gained more attention than the ascendancy of the corporate model. Presidents are CEOs, faculty free agents, students consumers, and the market drives all. The corporate model has much to teach higher education, and we are listening, intently.

Second, we all recognize that technology must inform and support all our efforts in the academy. We as teachers have yet to bring the marvels of technology into close alignment with pedagogy, but this is universally acknowledged to be important.

Third, yes, the world is flat, meaning imminent, and in this flat world, we must be proficient in more than one language. Europeans have been living this mandate for at least a millennium. We have much ground left to cover.

Fourth, and related to the first two, our students need a global experience as a part of their education. Technology helps provide a real-time experience of international exchange in our classrooms.

Fifth, our attainments as a nation in the teaching and learning of math and science are dismal. Data from every side shows this without question. The problem can only be addressed by looking first at teaching and learning in the first twelve years of education, and how these curricula and those outcomes fail to prepare students for further study. These issues are extremely important and will be truly frightening should they not be recognized and addressed.

Finally, there are the anecdotal cases, the caricature of higher education we occasionally hear from the business sector. “You produce English majors who can’t do anything.” This simply isn’t true. Our students increasingly want a course of study that prepares them for a career, with courses and disciplines combined in interesting new ways: health care and business, athletic management and business, public administration and education, business and law.

In sum, we can quickly identify six areas of universal concern and universal discussion: pervasive corporate language and thinking in our colleges and universities, technology, proficiency in another language, international experience, improved outcomes in math and science learning, and skills necessary for real-world work.

Higher education carries a dual purpose, a bifurcated mission to frame a student’s study. We may state it in various ways, but put simply, we say that our job is to prepare students for a productive career and to prepare students for “life.” This is not a false distinction. But the objective sense of the first and the subjective dimensions of the second, suggest a dichotomy we cannot easily resolve. Accountability, that most powerful of all words today, both frames our thinking and ensures our failure if we seek a clear and un-nuanced answer. Accountability asks: “What do you want students to learn?” “What are the outcomes you seek?” We are told: “Don’t tell me your students learn...show me, objectively, and comparatively between those learning more and those learning less.”

What Constitutes an Educated Person?

“Higher education is the expansion of a student’s powers of sympathetic imagination through appreciation of views, moods, dispositions, and experiences other than his or her own.”

Dr. Ray Keck III
Our second experience of accountability leads us to the questions of life itself. Have I done this right? Was it worth it? Am I happy? Were my choices wise? What helped me most in my life, career, relationships and dreams? Where do we find answers that provide guidance, comfort, joy? This is an intensely private accountability, and the stakes far higher.

Nathaniel Hawthorne’s *The Scarlet Letter*, a favored piece of high school literature, offers an excellent example of how contrary forms of assessment complicate our grasp and articulation of education.

On the first assessment, the objective, students can be tested for knowledge of content and compose essays to engage the themes the work explores. But the second assessment is far deeper. How can we determine if, later in life when confronted with harsh hypocrisy or cowardice, a memory of Arthur Dimmesdale might lead to a course of action... or that a future deep, inner strength might spring from an interior recollection of Hester Prynne?

If we could demonstrate that memory of *The Scarlet Letter* provides courage or strength, we would have powerful evidence that literature has a serious role in answering our deepest needs. Could we ever show that Hawthorne, Shakespeare, Emily Dickinson or any other writer plays a significant role in altering and improving lives? Or can some outcomes simply not be precisely assessed?

Dispositions of the mind and heart notoriously resist attempts to calibrate and quantify. Most students, reflecting upon teachers they most remember, choose a high school English teacher. This is not surprising, for in that teacher's class, questions of life, love, suffering and integrity inevitably emerge under literature’s study.

So, what constitutes an educated person? Let us consider several practical guidelines:

1. Defining the purpose of education is like defining the purpose of a meeting. Consider “back-timing.” One begins by determining where one wants to be at the end, then backs up, activating strategies to reach the desired end.

2. Outcomes and strategies must cohere, in a curriculum determined by the endpoint: university study. Elementary schools do not guide formation of high school curricula; high schools do not lead universities. We must constantly design by moving from end backwards. This is especially important for math and science teaching and learning.

3. Every lesson a student encounters between pre-kindergarten and high school must inculcate outcomes of clear reading, writing, and speaking, and the ability to develop and support an idea with evidence.

The implications of the above are wide. So wide, in fact, that we cannot insist upon a choice, a preference for training in either arts or humanities, or training for professions. We must have both. Happily the concept of CORE knowledge and curriculum retains both ends. And only what used to be proudly called a “liberal education” can resolve the dichotomy of career or life, because it accommodates seemingly antithetical ends.

In *The New York Review of Books*, Andrew Delbanco quotes Anthony Kronman, former Yale Law School, as defining the goal of a liberal education as “expansion of a student's powers of sympathetic imagination through appreciation of views, moods, dispositions, and experiences other than his or her own.”

Sympathetic imagination. Here, “sympathetic” does not refer to a disposition of pity, but rather understanding. Understanding requires knowledge, study, tolerance.

Having reflected for some months on these inspiring words, I now offer them to you as the best guide to our work in higher education. Can you think of any outcome, objective or subjective, practical or affective, that a “sympathetic imagination,” properly cultivated, would not nurture and embrace, endure and replace?

Dr. Ray M. Keck III, President

*Taken from remarks delivered at the Texas Higher Education Coordinating Board’s Higher Education Forum I, February 23, 2006*

Where in the U

What is it?

The cooling towers at Texas A&M International University are part of a process that regulates the temperature and humidity inside the University buildings while keeping TAMU environmentally friendly.

What are cooling towers?

The cooling towers or evaporative towers as they are also known, cool hot water produced in the process to chill water needed for air conditioning and heating.

How does it work?

As the HVAC system chillers work very hard to produce very cold water, the machines generate heat. That heat goes into the water and the steam it produces goes up the tower and then drops like rain through ceramic tiles as the heat dissipates.

What happens to the water?

The water is recycled in the cooling process and goes back to the HVAC system. The water then goes into the system that loops around campus that controls the temperature in the buildings.

Why not just use a regular AC unit?

This is more economical than regular units because individual units would use more electricity than one centralized big chiller. It only takes two chillers to cool or heat the University.

Read more about energy savings on page 18.
How many times did your parents urge you to have a plan? Fast forward a few years to your life today, benefited and ruled by the power of plans—they’re everywhere. For one Texas A&M International University faculty researcher, planning has profound implications.

Dr. Kenneth Tobin, TAMU assistant professor of geology and GIS and director of its Center for Earth and Environmental Studies, is directing a grant provided by the Federal Emergency Management Agency (FEMA) Hazard Mitigation Grant Program. It will develop a comprehensive, multi-jurisdictional regional hazard mitigation plan for jurisdictions in ten Rio Grande border region counties. It’s called “Cover the Texas-Mexico Border.”

The three-year, $391,481 grant, which began in January 2006, includes as participating counties Starr, Jim Hogg, Webb, Duval, Brooks, McMullen, Terrell, Pecos, Reeves and Kenedy. They represent a combined population of 305,212.

Dr. Tobin said hazard mitigation planning for the ten is a challenge.

“Hazard mitigation planning is a unique challenge for these counties. The vast majority of communities in the region are small and without a budget for the kind of planning required to meet the increasingly stringent federal disaster prevention standards. The area’s population is growing at a rapid rate and expected to increase by about 26 percent between 2000 and 2010,” Tobin explained.

Joining Tobin for the project are Laurel Lacy and colleagues from H2O Partners, Inc. in Austin, Texas and Tyrus Fain and Len Materman from the Rio Grande Institute.

Fain, president of the Rio Grande Institute, said the Rio Grande region is at a growing risk of disaster.

“This Rio Grande region is at high and growing risk of disaster—both natural and man-made—and from events on both sides of the U.S.-Mexico border. Together, the counties received a total of eight Presidential Disaster Declarations from 1989 to 2003,” Fain said.

“Cover the Texas-Mexico Border” is intended as a disaster prevention blueprint for the future for participating jurisdictions and targets actions that can be taken to make the ten-county region more disaster-resistant by reducing or eliminating the risks of loss of life and property damage from disasters. When confronted by natural or man-caused disasters, communities that have well-developed mitigation programs will sustain fewer losses and recover more quickly.

Tobin said the timing of the Grant couldn’t be more appropriate.

“The problem of protecting lives and property along the Rio Grande has become ever more critical as weather patterns change ...

Dr. Kenneth Tobin
Imagine a seamless education where high school and University work side by side, each helping the other to provide a rich learning experience for those distanced by barriers, real or imposed.

Does this sound like a Utopian fantasy? Hardly. It’s a new destiny borne from an innovative partnership between Laredo Independent School District and Texas A&M International University which will result in the new Early College High School at TAMU.

The goal is to provide access to a college education to high-potential students whose access may be limited by low socio-economic status, low expectations/self esteem, lack of information or family support or residency in an economically depressed area.

The University’s College of Education helped develop the initiative with LISD which will target the development of a new 400-student high school on TAMU’s campus. The revolutionary idea will be the only high school of its kind in Texas and students will actually live on campus during their junior and senior years while earning dozens of University semester credit hours by the time they complete their high school experience.

The effort will be funded through state monies and philanthropic support, including a five-year grant from the Bill and Melinda Gates Foundation and donations from Austin’s Dell Foundation.

Dr. Humberto González, dean of TAMU’s College of Education, said the partnership has the potential to recast thousands of futures.

“There’s really nothing quite like it. It will afford the University an opportunity to truly intervene and help these students to accomplish their potential for excellence, changing their lives and those of their families. For us, it’s a remarkable opportunity to provide a truly nurturing experience that targets helping these students to fully actualize. Perhaps most intriguing is that it’s a historic opportunity to completely redefine what a high school is and what it can be,” he explained.

Dr. Daniel García, LISD superintendent, said the District and its Board look forward to an exciting program with generational student benefit.

“The whole idea of our students having a ready connection to the University campus, an enhanced curriculum and a broad range of services and facilities … all committed to the students’ success … inspires us all. This will profoundly change high school education and we are honored to be on the cutting-edge of this change,” García said.

Recruiting for students to begin the historic undertaking is underway and the first 100 freshmen are scheduled to be accepted this Fall. For the next three years, 100 new students will be accepted each year until the School reaches its 400-member capacity in its fourth year. During their freshmen and sophomore years, students will be taught by master teachers in a day campus held at TAMU. When they advance to junior and senior-level classes, students will be in residence at TAMU student housing and taught by University faculty in college courses and classes specially designed for them.

The Early College High School concept will soon blossom across the state in 12 distinct campuses, but the TAMU campus will be the only one to offer the residential dimension.

For additional information, contact the College of Education at 956.326.2420, e-mail hgonzalez@tamu.edu or visit http://www.laredoisd.org/echs/default.asp
The Walls traditionally divide unsympathetic interests. But some walls actually define and celebrate shared values, bringing diverse interests together.

The new Donor Wall in the TAMIU Student Center lobby. Saluting the spirit of local philanthropy, the Wall was dedicated this past November. Its intent is to remind all of the generosity that has benefited Laredo’s University for over 35 years.

TAMIU vice president for institutional advancement Candy Hein said the Wall celebrates giving and what giving accomplishes.

"With the Wall, we are privileged to celebrate the $50 million in remarkable support that 85 individual members and corporations of our Heritage Society have donated in gifts of $25,000 or more. These major gifts of $25,000 or more average $2 million per year in gifts to the University, its programs and its students. We also benefit from the generosity of contributions to the Annual Fund Campaign, with participation by community members, alumni and TAMIU faculty and staff," she explained.

The Wall's dedication came during National Philanthropy Week which salutes the power of generosity.

As support for the University grows, so will the Donor Wall.

For additional information, contact Hein at 956.326.2175, e-mail chein@tamiu.edu, visit offices located in the Sue and Radcliffe Killam Library, room 261 or click on tamiu.edu/adminis/vpia.
Lamar Bruni Vergara was born in Laredo in 1910 to Annie Reiser Bruni and Louis H. Bruni. Raised and educated here, she loved her city and its people and had a lifelong interest in the community’s welfare. Over the years, she dedicated many unselfish hours to the Catholic Church and other social service organizations. Upon her death in 1989, a Trust was established to ensure that her mission of community care would continue by stipulation that the majority of her wealth be shared with charities here.

The legacy of Lamar Bruni Vergara lives on through the Trust’s continuous support of religious, health, and educational initiatives in the community.

That legacy is especially apparent on the TAMIU campus with the Lamar Bruni Vergara Memorial Garden, Lamar Bruni Vergara Science Center and Planetarium and the Trust’s support of various program and scholarship initiatives for the University and its students.

Dr. Francisco M. Canseco practiced medicine in Laredo for over 56 years, quietly building a legacy of caring and compassion for his beloved patients and community. A learned scholar, he attended Notre Dame, Rice University, Stanford University Medical School and Washington University Medical School in St. Louis, Mo. He and his wife Consuelo Sada of Monterrey were visionary supporters of higher education for all and keen to advance medical services through education. Upon his death, the family’s generosity lead to the establishment of the Dr. F. M. Canseco School of Nursing and Dr. F. M. Canseco Hall. The couple had eight children: Consuelo, Francisco, Guillermo (deceased), Patricia, Cecilia, Carlos, Margarita and Jorge.

Radcliffe and Sue Killam’s names are synonymous with support of higher education in South Texas and beyond. Their generous gift of 300 acres of prime northeast Laredo land provided a home for the long-cherished dream of a campus for Texas A&M International University.

Originally from Grove, Okla., Radcliffe Killam followed his legendary independent wildcatter father, O. W. Killam into the oil and gas business, expanding to ranching, residential and commercial real estate development, banking and financial investments.

Sue Spivey Killam, a native of Bonham, Texas, has been a full partner in her husband’s business and philanthropic initiatives. She has served numerous educational, social and civic boards and helped start United Day School. She also remains an ardent supporter of her alma mater, The University of Texas at Austin.

The Killam’s adult children, Treya Killam-Wilber (deceased), Adrian Kathleen Killam, David Winfield Killam and Tracey Leigh Killam-DiLeo, follow their parent’s exemplary service to their respective communities.

From a business start up in a telephone booth in Laredo to a corporation with terminals across the United States, Anthony and Georgia Pellegrino were a leading force in public transportation for over 50 years. Their privately held Transportation Services, Inc. of Detroit, Mich., continues to lead the industry in innovative business practices, including philanthropic initiatives. Anthony Pellegrino drew on a lifetime of work experience including being a coal miner and a long haul truck driver in starting his company in 1979. A native of Harmorville, Pa., he is a World War II veteran. The couple has seven children. The Pellegrino’s gift continues to support business education and research at TAMIU.
A legacy of teaching and scholarship will live on at Texas A&M International University thanks to the vision of Dr. Edmund Ludwig King — teacher, scholar, translator of Spanish literature who died peacefully at home in Laredo on Dec. 25, 2005.

Along with his wife, the late Willard King, the couple donated their extensive library to TAMU. The King Collection includes over 5000 books on Spanish and Spanish American literature, including many items no longer in print.

Dr. King, who relocated to Laredo after his beloved wife’s death in 2005, was an international authority on all matters related to Miró’s life and literary remains. As a child in Austin, he had a natural facility for music and a great gift for language. He chose Spanish as his primary field of study and in 1936 finished his Ph.D. in Spanish literature at the University of Texas at Austin.

He joined the Princeton University faculty in 1946, and was one of several young, energetic scholars and students of Spanish drawn to Princeton by the charismatic Americo Castro.

His studies of Miró and his editions of Miró’s works have become both the starting point and the final authority for Miró scholars throughout the world. At the time of his death, King was preparing for publication his translations into English of Miró’s two greatest novels, Our Father Saint Daniel and The Leper Bishop.

In 1951, he married Willard Fahrenkamp, whose career in Spanish letters led her to publish important studies of Golden Age Spanish literature. During the 1960s and ’70s, Edmund and Willard King, respectively, presided over the Romance languages department at Princeton and the Spanish department at Bryn Mawr College.

From their home in Princeton and their classrooms in this country and in Spain, the Kings educating and socialized an entire generation of young scholars, inspiring them twin devotions to Spanish culture and to clear and beautiful language.

After retirement in 1982, the Kings lived several years in Spain, where they each served as resident director for the International Institute in Madrid and continued their research and writing. Following the death of his wife, King left his home of 55 years, located on the Princeton University campus, to live in Laredo.

The couple had no children, but are survived by several generations of noted Hispanics who were students, including Alban K. Forcione, James E. Maraniss, Enman Fox, Luis Fernández Cifuentes, Gordon McNeer, Lane Kaufmann and Ray Keck. He is also survived by his caregivers of recent years, especially R. William Potter, Elizabeth Piccard and Rodolfo Orozco in Princeton and Patricia and Ray Keck, whose family he joined here.

Later this Spring, the University will dedicate the King Collection in a special reception at the Sue and Radcliffe Killam Library.

For additional information, contact the University’s Office of Public Relations, Marketing and Information Services at 956.326.2180, e-mail prmis@tamiu.edu or visit tamiu.edu
LNB-BBVA Group Donates $1 Million Gift

Javier Ayuso Canales, head of Communications with BBVA; Dr. Ray Keck, president of Texas A&M International University; Ricardo Guajardo Touche, chairman of the board for BBVA-USA Holding Company and former president and CEO of Bancomer; José María García Meyer-Dohner, president and CEO of BBVA-USA; Dr. Judith Zaffirini, Senator; Dr. Dan Jones, TAMU provost; Francisco González Rodríguez, chairman and CEO of BBVA; Gary G. Jacobs, LNB Chairman; Dr. Jackie So, dean of College of Business Administration; Manuel Sánchez Rodríguez, president and CEO of LNB and José García, TAMU vice president for Finance and Administration.

In a historic move from an old friend and new Laredo corporate citizen, Laredo National Bank-BBVA Group presented Texas A&M International University with an Endowed Professorship in International Finance for the College of Business Administration.

The $1 million donation was presented in ceremonies held at the University’s Student Center on Friday, April 7, 2006.

Dr. Ray Keck, TAMU president, said the gift accelerates the College’s reputation as a business school of choice.

“Gifts of this magnitude change a University’s program and give us an added measure of academic strength,” Dr. Keck said, “We are especially honored to receive this gift from Dr. Jacky Yuk-Chow So said Friday’s gift contributes to the College’s aggressive growth plans.

“Thanks to the support of LNB-BBVA Group, we will be able to use this endowment to create new opportunities for our students that few universities can provide. This is truly a blessing,” Dr. So explained.

While relatively new to Laredo, BBVA Group is a large, multinational financial services group, with a leading position in the Spanish market and a strong franchise in Latin America. BBVA provides a diversified range of products and services to over 35 million customers in more than 32 countries through its network of 7,410 branches. The Group’s assets as of year-end 2005 were approximately US $462 billion.

His Eminence Cardinal-Archbishop of Honduras, Oscar Andrés Rodríguez Maradiaga, provided the opening remarks for the 11th Annual Conference, “Global Trade and Investment Challenges for Western Hemispheric Development,” hosted by TAMU’s College of Business Administration, Center for the Study of Western Hemispheric Trade in conjunction with the Monterrey Institute of Technology and The Graduate School of Business Administration and Leadership. Cardinal-Archbishop Rodríguez’ comments were titled “The Other Side of Globalization,” and looked at the human impact of embracing globalization. His remarks are archived on the University’s Web site.

NationalThinker

Dr. Juan Hernández, one of the nation’s leading thinkers on immigration reform, visited TAMU in April to meet with students and hold a public lecture. Dr. Hernández, the first US-born Cabinet member for Mexican President Vicente Fox, is the author of the new book, The New American Pioneers: Why Are We Afraid of Mexican Immigrants? (Pnuema Life Publishing). The Fort Worth native is a frequent commentator on national newscasts.
Thanks to an innovative series of programs and partnerships, Texas A&M International University students and graduates are making their way from the classroom to the emergency room and all aspects of medical, dental and veterinary practice.

The programs, including the Partnership for Primary Care (PPC), Early Medical School Acceptance Program (EMSAP) and Dental Early Admission Program (DEAP), help to identify students early in their undergraduate program and nurture their passage on to professional schools where they may become future doctors, dentists or veterinarians.

TAMIU provost and vice president for academic affairs, Dr. Dan Jones, said the programs and partnerships help the University to continue to deliver its mission of increased access to higher education here.

“These are fantastic, highly competitive programs and partnerships that go to the core of what this University is all about: access. With these programs, students can actually be readied for and accepted into a medical program in advance. To know your future is secured enables the student to concentrate on their program fully and prepare themselves for the opportunity that is reserved for them. We greatly appreciate the futures that partnerships with institutions like the University of Texas Health Science Center at San Antonio and Galveston, the UT-Dental School and the Texas A&M University Health Science Center are making possible for TAMIU graduates and, by extension, our community,” he said.

Accessing the Future
Partnerships Bring Students to Medical, Dental Schools
Dr. Mario García-Ríos, TAMIU associate professor, department of biology and chemistry, and advisor to many of the students, said he finds the partnerships have fueled students’ personal drive and commitment to working in the medical/dental/veterinary professions.

“They fully realize that they have been given a remarkable advantage and each is savoring the opportunity to return their commitment to their community at the completion of their education. Their education is an investment in the medical future of this community and we at the University are honored to help them to attain their future and a brighter future for our community,” Dr. García-Ríos said.

One of the programs, the Early Medical School Admission Program, has been offered at TAMIU since 1999. Participants generally attend TAMIU during the academic year and spend four summers of specialized training at medical schools. After graduating from TAMIU, they move on to a pre-accepted program at the respective medical school.

To date, six TAMIU students have completed medical or dental school since the programs’ inception.

Sadly, recent announcement of federal cuts to these programs indicate that these programs will probably no longer be available to future TAMIU students, Garcia Ríos noted.

“It’s a national cutback to all of these programs. It’s a confusing turn of events, because on the one hand we’re told there’s a shortage of doctors, that there are hundreds of medically underserved communities, including our own...and yet the programs that have been successful in beginning to address these needs are targeted for termination. It would be terribly unfortunate if these programs were to be ended,” Dr. Garcia-Ríos said.

For additional information on these programs, contact Garcia-Ríos at mgarcia@tamiu.edu
“Y ou’re going to love this,” Lieutenant Governor David Dewhurst told me just before appointing me Chair of his newly created Subcommittee on Capital Funding for Higher Education. Predictably, I enthusiastically accepted his charge, which is to “study capital funding for institutions of higher education, including tuition revenue bonds (TRBs), the Permanent University Fund (PUF) and Higher Education Fund (HEF) funding issues; review the state’s current process of authorizing tuition revenue bonds; and make recommendations to streamline and objectify the process to ensure the authorizations of tuition revenue bonds meet the state’s goals for higher education.”

The only committee created by Governor Dewhurst during the legislative interim at hand, it reflects not only his support for higher education, but also his commitment to capital construction using TRBs.

This is a wonderful opportunity to make a difference for higher education by developing a system that is as fair as it is appropriate, as comprehensive as it is targeted. What’s more, it affords us a new forum through which to address the many issues that are related to construction needs, including enrollment growth, space shortage, safety issues and “Closing the Gaps.” Our perspective will be statewide, overlooking no one, and our review will include all institutions that have construction needs.

What does this appointment mean for our University? It means that we will continue to be at the table in ensuring that our voices are heard and our needs considered. Since 1987 when I assumed duties as State Senator for District 21, our strong team of elected, civic and educational leaders has garnered significantly increased funding for Texas A&M International University (TAMIU). Thanks largely to champions including Governor Dewhurst and former Lieutenant Governor Bob Bullock, in fewer than 20 years we have secured $402 million in total funding through 2007, including $156 million in TRBs, which are used to finance construction of new facilities.

Without TRBs, our campus could not have been developed, and the programs they house could not have been established or allowed to grow. Specifically, this funding method has provided $16.8 million for the Sue and Radcliffe Killam library; $21.5 million for the Center for the Fine and Performing Arts; $7.9 million for the Western Hemispheric Trade Center; and $22.6 million for the Lamar Bruni Vergara Science Center.

Our quest has not been easy. After key leaders froze TRBs temporarily, Governor Dewhurst stepped in and ordered their release. This meant $12.6 million for TAMIU and enabled us to break ground for the Science Center. His leadership made the difference.

To meet our challenge of “Closing the Gaps,” a goal defined by the Texas Higher Education Coordinating Board and embraced by the Texas Legislature, our priority request for TRBs is $25 million for a Student Success Building. This would provide for the integration of students, faculty, academic support, technology and student services in a convenient setting that facilitates interaction and engagement.

Serving in the Texas Senate is an opportunity to continue to make a difference for the families of our district and of our great state. I welcome the challenge, particularly while working with students and educators such as President Ray Keck and our colleagues from the Texas A&M University System. Together, we can build a first-class University that fosters excellence in scholarship and leadership. My prayer is that the Lord will bless us in our efforts and inspire us to excel.

Judith Zaffirini, Ph.D.
Longtime TAMIU professor Dr. Stanley Green was awarded a Fulbright Scholar Grant to research “Reflections of the Texas Revolution on Northeast México” at the College of Tamaulipas in Victoria, México.

Dr. Green is one of approximately 850 U.S. faculty and professionals who will travel abroad to some 150 countries through the Fulbright Scholar Program according to the United States Department of State and the J. William Fulbright Scholarship.

“The Fulbright Award is one of the oldest and most respected means our government has of recognizing and supporting scholarship with a global vision. Dr. Green’s participation in this prestigious program is an honor for him, for the University, and for our region. We look forward to hearing of his experiences and reading of his findings,” said Dr. Ray Keck, TAMIU president.

Green said the grant will defray costs involved in his research that takes him to many small towns and hamlets in Northern México where he talks to local historians and archivists to learn about Texas history as seen from the Mexican point of view.

Green joined the University faculty at the then-Texas A&M University at Laredo in 1970. He holds his Ph.D. in History from Texas Christian University. His MA, also in History, was earned at TCU, while his BA in History was received from the University of Texas. A prolific writer and researcher, he was a founding member and first president of the Webb County Heritage Foundation.

The Fulbright Program, America’s flagship international educational exchange activity, is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs. Over its 60 years of existence, thousands of U.S. faculty and professionals have studied, taught or done research abroad, and thousands of their counterparts from other countries have engaged in similar activities in the U.S.

"Reflections of the Texas Revolution on Northeast México"

Other TAMIU Fulbright Scholars:

Dr. Susan Berdahl, TAMIU associate professor of music, participated in the Fulbright Senior Specialists Program in Honduras, where she helped to organize the “Encuentro de Flauta Traversa "Susan Berdahl," so named for her previous work in the country.

Dr. José Roberto Juárez, retired TAMIU professor of history, received a Woodrow Wilson and Fulbright Fellowship which permitted historical research in U.S. and México archives. He recently organized the border history conference “Laredo: 250 Years of History” at TAMIU.

Dr. Norma Cantú, former TAMIU professor of English and author of the award-winning book “Canicula: Snapshots of a Childhood en la Frontera,” was a Fulbright Research Fellow to Spain twice. She is now on the faculty at the University of Texas at San Antonio.

Dr. Manuel Ceballos, a researcher at El Colegio de la Frontera Norte in Nuevo Laredo, taught Mexican history while at TAMIU as a Fulbright Scholar from 1990 to 1991.
University Enrollment
Up for Spring 2006

Official enrollment figures reported to the Texas Higher Education Coordinating Board for the Spring Semester 2006 at Texas A&M International University show a 4.23% increase in enrollment and a 7.77% increase in semester credit hours (SCH).

Total combined undergraduate and graduate enrollment is 4,380, up from last Spring’s 4,202. SCH is 43,985, up from last Spring’s 40,810.

Dr. Ray Keck, TAMIU president, said that the increases are especially impressive as they are occurring in the Spring semester and a funding year. Traditionally, enrollment and SCH growth is seen in Fall semesters.

TAMIU Gets SACS Reaffirmation

Texas A&M International University got some of its best news this past December: the University received notice of reaffirmation of accreditation by the Commission on Colleges Southern Association of Colleges and Schools (CCSACS).

The Commission reaffirmed TAMIU’s accreditation along with its Ph.D. program in International Business. The University’s bid for reaffirmation takes place every 10 years after an exhaustive self-study process that impacts all levels of the University community.

Dr. Ray Keck, TAMIU president, said the reaffirmation is critical to the University, its programs and its students.

“This has been a Herculean undertaking, as well it should be, for achieving reaffirmation signals the quality, excellence and accountability of all our programs and services. Our self-study is reviewed by a panel of our peers, each keenly dedicated to insuring that our programs and services perform at a level of quality and devotion that merits the reaffirmation,” Dr. Keck said.

Keck noted that the accomplishment clearly rests on the collective shoulders of the entire University community.

“I am deeply impressed by the effort brought forth by our entire University community: faculty and staff. We are all much blessed by their service. Their sacrifice has insured that this University can continue to fulfill its mission and inspire future generations of students, staff and faculty,” he said.

Wells Fargo Gift Helps
Ph.D. Students Bank on Success

Students in Texas A&M International University’s Ph.D. program in International Business will benefit from a $25,000 gift provided to the program by Wells Fargo Bank.

Alejandro Cabezut, president of Laredo’s Wells Fargo Bank, presented the gift at a special reception held at the Wells Fargo downtown offices in February.

An additional evening highlight was the presentation by Wells Fargo Senior Economist Dr. Eugenio J. Aleman, a renowned researcher who focuses on Latin American economies, specifically Mexico, Brazil and Argentina. Dr. Aleman offered his insights on border economies engaged in trade with Mexico.

The Wells Fargo partnership was secured with the assistance of the Office for Institutional Advancement.

For additional information on the Wells Fargo Bank gift, please contact Program Director Dr. Tagi Segagi-nejad at 956.326.2514.

Additional program information is available at http://www.tamiu.edu/coba/phd/index.shtml

Wells Fargo Banks on TAMIU

Joining in the announcement of a $25,000 gift to the TAMIU Ph.D. Program are, left to right: Annie Jackson, Wells Fargo relationship manager for the Texas A&M University System; Alejandro Cabezut, president of Laredo’s branch of Wells Fargo; Candy Hein, TAMIU vice president for institutional advancement; Dr. Ray Keck, TAMIU president; Dr. Dan Jones, TAMIU provost and vice president for academic affairs; Dr. Tagi Sagafi-nejad, TAMIU Ph.D. program director, and Dr. Jacky Yuk-Chow So, dean of the TAMIU College of Business Administration.
The Ph.D. program in International Business Administration received a boost recently when three of its students received first and third place in the business category of the Third Annual Texas A&M University System Pathways Student Research Symposium held at Texas A&M University – Kingsville last November.

First-year Ph.D. student Paul Komiak placed first in the business disciplines with his paper, “Expert Witnesses in the Post-Enron World,” in which he evaluated the perceived effect of post-Enron changes in the application of accounting and auditing skills to legal proceedings.

“The motivation for my paper came from my professional experience working in litigation support. What I experienced as a professional was not what the industry publications, practitioner journals or business journals, were saying. So I decided to conduct a study based on social science research methods,” explained Komiak.

The multi-disciplinary symposium is part of Texas A&M University System Pathways to the Doctorate Program. The Program is dedicated to increasing the number, quality and diversity of master’s and doctoral graduates across all disciplines. It creates pathways for System students to pursue graduate education, cultivates opportunities for innovative research collaborations and is also dedicated to producing new faculty to help close the gaps in higher education in Texas.

Michael Imhof and Prasad Vemala placed third in the business category with their paper, “The Economist Intelligence Units Quality of Life Index: Does it really measure social well being?”

“The goal of the paper is to examine the Economic Intelligence Unit’s (EIU) Quality of Life (QOL) index and compare it with the more robust measures of QOL,” said Vemala, first-year Ph.D. student.

His co-author, Michael Imhof added, “We found that the EIU QOL Index correlates highly with the other three, ‘more rigorous’ indexes. The end result is that politicians and others wanting to draw inferences about the quality of life in a particular country can use the QOL Index as a reference for country rankings and have faith that it actually reflects a country’s level of social wellbeing.”

The duo also recently learned that the Academy of International Businesses accepted their paper for the 2006 Annual Meeting in Beijing, China in June.

“This is one of the signs of the continuing maturity of TAMU and an indicator of how far we have come in such a short time. The Program is only its second year and here we were, competing with more established programs and the students shined,” said Professor Tagi Sagafi-nejad, Radcliffe Killam Distinguished Professor of International Business and Ph.D. program director.

“The Ph.D. program is like a rising tide that lifts all the boats. It has an impact far greater than the number of students would indicate. We have 13 students, but their impact is great. Their accomplishments make us all very proud,” added Dr. Sagafi-nejad.

For more information, please contact Sagafi-nejad at Texas A&M International University, College of Business Administration, 5201 University Boulevard, Laredo, Texas 78041; phone 956.326.2512; e-mail ib-PhD@tamiu.edu or visit www.tamiu.edu/coba/phd

“TAMIU has Podcast

Question: What brings TAMIU to your desktop, into your ears and possibly into your car?

Answer: Podcasting with “TAMIU Podcasts.”

Podcasting is free audio programming that listeners download onto an iPod or other MP3 player from a designated Internet site or by using an application such as Apple’s iTunes. The files are stored on the player for the individual’s listening at any time. Information about the file and links to the programming source are embedded and available by Internet. Players can be portable, such as Apple’s iPod and can even be linked to car stereo systems.

TAMIU’s service, dubbed “TAMIU Podcasts” is part of an initiative that offers other news about TAMIU, known as “TAMIU News,” and campus life on a regular basis, said Steve Harmon, TAMIU director of Public Relations, Marketing and Information Services. The initiative has been dubbed “TAMIU Podcasts.” More information is available by visiting tamiu.edu/podcast.

“We’re a University committed to technology and its ability to bridge time and distance. Podcasting, while relatively new, is fast becoming a medium of choice worldwide. We’re blessed to be able to provide this new service and look forward to opportunities to develop additional programming for iTAMIU in the near future. Having a potential worldwide audience for our efforts is especially encouraging,” Harmon explained.

Leading the podcasting effort were Mario Peña, University director of Web services, and Daniel Martinez, assistant director of Web services.

Among features on iTAMIU are performances by the TAMU Symphonic Band and the Laredo Philharmonic Orchestra. In addition, a weekly news podcast launched in January.

For information on University podcasting, call the Office of Public Relations, Marketing and Information Services at 956.326.2180, visit offices in the Killam Library 268 or e-mail prmis@tamiu.edu
OME PEOPLE SWEAT THE DETAILS. THEY'RE INTRIGUED BY THE GRAY AREAS SO MUCH THAT THEY CAN FIND SOMETHING COLORFUL IN ALL THAT GRAY.

RICHARD 'ENTRY EXPLAINED. "BUT NOW WE'RE LOOKING AT WAYS OF REDUCING OUR CONSUMPTION FURTHER." AMONG SOME OF THE INNOVATIONS ARE THE UNIVERSITY'S AWARENESS CAMPAIGN FOR THE ENTIRE UNIVERSITY COMMUNITY, TIMED CONTROLLERS THAT MONITOR AND ADJUST FOR HIGH-ENERGY USE, LIGHTING SYSTEMS THAT WORK WITH THE CAMPUS-WIDE ENERGY MANAGEMENT SYSTEM, AND A TIMED SHUTDOWN OF UNIVERSITY COMPUTERS AFTER WORKING HOURS. BUT THE SAVINGS STRATEGY ISN'T JUST LIMITED TO OBVIOUS ENERGY USAGES.

"NO, THIS IS AN EXTENSIVE LOOK AT ALL OUR ENERGY USES, SO WE'LL ALSO BE INCORPORATING A FUEL MANAGEMENT PLAN FOR UNIVERSITY VEHICLES, A PREVENTIVE MAINTENANCE PROGRAM AND AN EDUCATION PROGRAM," GENTRY SAID.

IT'S GENTRY'S HOPE THAT THE UNIVERSITY'S EFFORTS WILL SOON BECOME AN EXAMPLE OF BEST PRACTICES THAT OTHERS CAN MODEL.

"WE HAVE AN INCREDIBLE FACILITY HERE. NOW WE CAN SHOW HOW WE'VE MAXIMIZED THE STATE AND COMMUNITY'S INVESTMENT IN US," HE CONCLUDED.

WITH THE NEW PLAN, SOME FORMERLY GRAY AREAS OF TAMU ENERGY CONSUMPTION ARE BOUND TO DARKEN INTO AN IMPRESSIVE BOTTOM LINE, REFLECTING VALUABLE SAVINGS.

Rodolfo Zúñiga, a.k.a. Rudy

Degree: BAS, Communications (2005)

Working: He's a Specialist with Adult Protective Services, part of the Texas Department of Family and Protective Services. "My job has nothing to do with my degree, but I find great pleasure in helping my community in any way that I can as a social worker," he explains.

Big News: He's still single.

Fun times: Rudy is a member of TAMU's co-ed fraternity, Alpha Psi Lambda. He still enjoys taking part in fraternity events and is always willing to help out his brothers and sisters when needed.

How Does He Feel About Being on the Bus?
"You cannot imagine how many references have been made about me being like Carrie Bradshaw from HBO's "Sex and the City" ... whatever that means. I'm flattered and proud to represent a University which has embodied an increasingly diverse student body for over 35 years."

Interesting Tidbit: After a globe-trotting tour with the US Navy, Rudy became the first Student Intern in the University's Office of Public Relations, Marketing and Information Services. His duties consisted of producing press releases, media advisories, feature stories, including some in the Prism Magazine, photos, and updating the TAMU calendar. And yes, he's still missed.
Don’t miss out on coolest music experience in South Texas — AutMus Fest. on Oct. 7, 2006. Adults can enjoy music from jazz, to funk to rock, the kiddoes can enjoy the games, and the whole family can enjoy the food. Proceeds from this event go to student scholarships.

For more information, call Patty McBain at 956.326.2171.

Dr. Kathleen Pletsch de García has helped to lead an impressive proposal for the establishment of Casa Ortiz on Zaragoza Street as a downtown international cultural center to be developed by TAMIU with the Webb County Heritage Foundation.

Three TAMIU students have been selected to present their papers this Spring at The National Undergraduate Literature Conference at Weber State University in Ogden, Utah. They are: Carina González: a biology major, and Laredo native; Oscar Widesales, a Communications major, originally from Nuevo Laredo, México and Cristina Hernández, an honors student and Business Administration major.

Kudos are going to TAMIU’s Laura Rea, director of Purchasing, and Elizabeth N. Martínez, associate vice president for administration, who helped TAMIU to achieve the distinction of having the highest percentage of sales to Historically Underutilized Businesses (HUBs) in Texas.

Edmundo Orozco, Montserrat Orozco, Rodrigo Coutino, Oswaldo Sánchez, Gracen Gabala, Inmaculada Guerrero Arenas, and Roberto Lara were chosen to represent TAMIU at the Harvard World Model United Nations Program in Beijing from March 27 – 31.
1. Joseph Michael Dickerson ’98, Perla Nieto ’01, Rene Arriaga, and Martha González ’05 enjoy a quiet moment at the pre-AutMus party at Lago del Río. These individuals were very instrumental in organizing the first annual music festival at TAMIU.

2. From left to right, Jesús Amezcu ’90,’94, ’01, Laredo Independent School District Chief Financial Officer, served as a mentor to Cristina Arriaga (senior, communications), and Esmeralda López (freshman, communications) during National Mentoring month. This outreach campaign serves as a resource program for TAMIU’s current students.

3. David E. Vermilyea, Patrick Wong, Jennifer T. Wong, Larry Low and Leo Rodríguez enjoy the camaraderie at the Mid Autumn Fall Festival held at TAMIU for the Asian community.

4. The D. D. Hachar Charitable Trust committee met with TAMIU Honor students to present the $400,000 gift for the scholarship program. Present were Eddie Whitworth, Pete Arguindegui, student Ariel Ali Saucedo, Joe C. Martin, Ill, student Stacey J. Trujillo, and Luis Lidsky, (back row) Honors Program Director Dr. Carlos Cuéllar, Renato Zapata, Jr. and Abe Wilson.

5. The Bella Benavides family was present at the Donor Wall unveiling held on Philanthropy Day in November. Luis and Amanda Lozano join their grandchildren and Bettina and Luis Muñoz for the festivities.

6. Falcon International Bank employees and members of the Hugo A. Gutierrez, Sr. family met with President Ray Keck to present a check to TAMIU for the Hugo A. Gutierrez, Sr. Scholarship. From left to right, Nicholas Van Steenberg, Jorge F. González ’87, Sabas Zapata, President Ray Keck, Hugo A. Gutierrez, Sr., Adolfo Gutierrez and his wife, Mary A. Gutierrez ’78, their daughter Katie, and Anna Valdez.
1. During the 35th Anniversary Reunion, the College of Education recognized former students with the Billy F. Cowart Award: Virginia “Cookie” Muller ’76, Esther Buckley ’75, Rosa O. Lozano ’82, and Yolanda Rodríguez ’76, ’85. Dr. Billy F. Cowart was the guest of honor.

2. Proceeds from the AutMus Fest were presented to Alumni Relations director Patty McBain ’01, ’05; present were Alumni Association vice president Orlando Navarro ’94; secretary Raquel Juárez ’00, president Henry Flores ’72, ’77, and AutMus chair Mike Cortez ’82.

3. Celebrating the success of the alumni phonathon are students Robert Costilla, Daniella M. Arce, Taryn Shehab, Adriana Rodriguez, Natalia Arandia, and Clarissa Moreno.

4. Dr. Jacky Yuk-Chow So, TAMIU’s dean of the College of Business Administration; and Virginia Vincent (l), program manager, welcome International Bank of Commerce Executive Vice President Gerald Schwebel ’74, and First Vice President Rosanne Palacios to discuss IBC’s sponsorship of the IBC Center for the Study of Western Hemispheric Trade Center Keynote Speaker Series.

5. TAMIU recently announced its naming of a computer lab in the Lamar Bruni Vergara Science Center for Josephine P. and Fernando Zúñiga, Jr. Seated, left to right: Luisa Lamar Martínez, Josephine P. Zúñiga, Fernando F. Zúñiga, Jr., Annie Z Dodier. Standing: Ray Martínez, Fernando F. Zúñiga III, Maya Guerra-Zúñiga, Dr. Ray Keck, Roberta Kahn-Zúñiga, Federico Zúñiga and David Dodier.
May

2, Tuesday — The Laredo Philharmonic Orchestra presents “Rising Stars” with special guest musician Marc Yu at 11 a.m. in the Laredo Civic Center Auditorium. This event is open to the public. Tickets are $5. For more information, contact Brendan Townsend, LPO director at 956.326.3039

2, Tuesday — The Rio Bravo Association Annual Meeting and Conference will be held at TAMIU. The Rio Bravo Association consists of scholars from Texas and the four northeastern Mexican states of Tamaulipas, Nuevo León, Coahuila, and Chihuahua interested in Rio Grande borderland issues. Scholars include, but are not limited to those from fields such as anthropology, economics, education, history, geography, political science, language, literature, sociology, engineering, architecture and urban design. For more information e-mail riobravo@tamiu.edu

13, Saturday — Spring Commencement at TAMIU is at 8 p.m. on the University Green. For more information, please contact the TAMIU Office of the Registrar at 956.326.2250 or visit offices in the Sue and Radcliffe Killam Library, room 16 or online at http://www.tamiu.edu/affairs/registrar/

26, Friday — TAMIU will celebrate its employees with its yearly Staff Enrichment Day on Friday, May 26 from 8 a.m. to 5 p.m. While University offices will remain open, staff will be greatly reduced, as all full-time employees are encouraged to participate. For more information, please contact the Office of Human Resources at 956.326.2365.

29, Monday — All TAMIU offices will be closed on Monday, May 29 in a state-authorized observance of Memorial Day. The Sue and Radcliffe Killam Library will also be closed. In case of an emergency, please contact University Police at 326.2100.

June

5, Monday — First day of classes for Summer Session I and Summer Long Session. For more information on Summer 2006 classes, please contact the Registrar’s Office at 956.326.2255, visit offices in the Sue and Radcliffe Killam Library, room 16, or visit tamiu.edu/affairs/registrar

September

7, Thursday — Reception and art exhibit opening by San Antonio native Vincent Valdez at the Center for the Fine and Performing Arts Gallery. Exhibit will be on display through Nov. 16. This event is free and open to the public. For more information, please contact Alma Haertlein at 956.326.3041.

20, Wednesday — The 2006-2007 A.R. Sánchez Distinguished Lecture Series kicks off with Robert Rivard, executive vice president and editor for the San Antonio Express-News and author of Trail of Feathers: Searching for Philip True. For additional information, please contact the Office of the Dean of the College of Arts and Sciences at 956.326.2460.

For more events on campus, please visit http://www.tamiu.edu/calendar/month.php

Texas A&M International University
Office of Institutional Advancement
5201 University Boulevard
Laredo, Texas 78041-1900