

# **PenguinsGive a success**

Clark College supporters stepped up to the plate and hit a homerun during this year's PenguinsGive, Clark College Foundation's annual 24-hour fundraising event on April 25.

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## **PenguinsGive**

Join the Clark College Foundation for PenguinsGive, our exhilarating 24-hour annual fundraising event on Thursday, April 25—which just so happens to be World Penguin Day!

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## **Career Connections**

More than 50 Clark students met face-to-face with alumni mentors and other professionals to find out more about their prospective careers.

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## **Clark College Foundation**

Clark College students, staff, and supporters gathered with Clark College Foundation for a reception to recognize scholarship recipients and generous donors.

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# **April 20 is PenguinsGive and Sakura Festival**

PenguinsGive, Clark College's 24-hour fundraising event, is Thursday, April 20. In celebration of Clark College celebrating its 90th anniversary this year, all Clark College and Clark College Foundation employees and retirees are challenged to "Give \$90." Join the members of the 0 Squad, your employee giving committee and give \$90 to support Clark students.

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## **An investment in students' financial futures**



Judy Starr, director of Corporate and Foundation Relations at Clark College Foundation, center, receives a check from David Reiter, senior vice president and private client manager for Bank of America, and Jessica Hewitt, vice president of Enterprise Business & Community Engagement for Bank of America.

The Bank of America Charitable Foundation recently awarded Clark College a \$20,000 grant to support a full-time financial literacy coach at Clark College. The coach works directly with students to help them stabilize their finances and increase the likelihood of students meeting their economic, educational, and career goals.

The grant, delivered to Clark College Foundation, provides ongoing support within Clark College's Career Services

department for students. Assuring that a full-time financial coach remains on staff allows the college to continue providing workshops, classroom presentations, and individual sessions focusing on how to budget, balance a checkbook, set long-term financial goals, and understand credit cards, credit scores and loan repayments.

“The full-time coach has been highly valuable for our students,” said Lisa Gibert, president and CEO of Clark College Foundation. “The coach assisted 64 students in one-on-one sessions over a seven-month period, held 27 different budgeting workshops for scores of other students and conducted specialty workshops for the Veterans Resource Center and the Pathways Center.”

Jamie Madison was one of those students. She was ready to graduate from Clark’s nursing program in 2015 when unforeseen circumstances led her to withdraw. When she was contemplating a return, she was unsure if she had the resources to do so. She met with Clark’s financial literacy coach, Craig Ebersole, who helped her outline her personal finances and discover ways to limit her spending and create a budget.

“I am now confident with my finances and proactively use the resources I have learned about,” said Madison, who returned to Clark to finish her degree. “These resources help me through college and prepare me for my career after graduation.”

Approximately 54 percent of Clark students come from families living below the poverty level, and 60 percent are unemployed or receive public assistance. Moreover, nearly three-quarters of Clark students are the first generation in their families to attend college.

“Bank of America understands that financial fluency and empowerment are key drivers for future financial mobility and success,” said David K. Reiter, senior vice president at U.S. Trust Bank of America Private Wealth Management in Vancouver.

“That is why we are proud to support Clark College Foundation on this important decision to retain a financial coach. When individuals feel financially secure and are able to achieve their financial goals, communities are made stronger and we all benefit.”

A budgeting course delivered by the financial literacy coach was added to the College 101: College Essentials course last year. All students working toward an Associate of Arts degree are required to complete the course, which introduces students to campus resources, such as campus navigation, technology, tutoring support, and financial aid.

*Text and photo provided by the Clark College Foundation.*

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## New culinary center gets name



The Tod and Maxine McClaskey Culinary Institute will improve students' access to food on campus and provide a state-of-the-art training center for the culinary arts.

Clark College President Robert K. Knight announced that the Tod and Maxine McClaskey Family Foundation made a \$4 million gift to the college's culinary program that will transform the learning process for students, as well as the community's on-campus dining experience.

During a celebration for donors on Wednesday evening at Royal Oaks Country Club in Vancouver, Knight revealed that the college's new dining and teaching facility, which will undergo remodeling, will be known as the Tod and Maxine McClaskey Culinary Institute at Clark College. It will showcase Clark's Cuisine and Professional Baking and Pastry Arts programs.

The lead gift from the Tod and Maxine McClaskey Family Foundation simultaneously changes the face of the college's culinary building, while dramatically enhancing the student learning experience.



The Tod & Maxine McClaskey Culinary Institute will boast an artisanal bakery, barista station, and comfortable seating.

A redesign of the building includes a glass façade, outdoor dining space, contemporary restaurant, diverse food choices and an open food court layout. A revamped academic curriculum aligns with industry standards and prepares the college to be accredited by the American Culinary Federation. This top-priority project also addresses the nutritional needs of the

college community and supports student retention by providing access to food service on campus.

Knight extolled Tod and Maxine McClaskey's contribution to the business community during Savoring Excellence, Clark College Foundation's annual celebratory dinner.

"This gift will positively affect every student at Clark College whether they just stop by the Tod and Maxine McClaskey Culinary Institute for a healthy option on the way to class or graduate from the Tod and Maxine McClaskey Culinary Institute ready to go to work for one of the many great culinary options in the region," said Knight.

Tod McClaskey was one of the founders of the Red Lion Hotel Vancouver at the Quay, a popular hotel and restaurant enterprise that began in Vancouver.

Lisa Gibert, president/CEO of Clark College Foundation spoke about the McClaskeys' passionate vision and values for the hospitality business and how naming the institute after them is a perfect fit to honor their memory.

"Tod believed in first-class service and an excellent dining experience. The Red Lion was also the launching pad for hundreds of careers in the hospitality business for this region and beyond. That light of excellence for the McClaskeys will now shine for generations," said Gibert.

The McClaskey family expressed excitement about being an integral part of the college's future.

"Clark's new culinary program fits our family's ideals for excellent food preparation and management, as well as collaborating with other state educational organizations. We are thrilled to be a part of this innovative project," said Jillian Hagstrom, granddaughter of Tod and Maxine McClaskey.



Slated to open midway through 2017, the Tod and Maxine McClaskey Culinary Institute will improve students' access to food on campus.

Clark College has educational partnerships with the Clark County Skills Center and Washington State University Vancouver that consolidates the steps toward achieving a college degree.

The new facility is expected to be under construction for several months with portions of it opening in spring 2017. There will a food court with several kiosks offering cooked-to-order items, soups, sandwiches, salads, and food-sensitive choices from a variety of global cuisines. A full-service bakery will serve artisanal desserts, breads and espresso. And Clark's popular restaurant will return, modeled after modern, open-kitchen dining establishments. All services will be open to Clark's community as well as the general public.

Clark College Foundation is accepting donations for the culinary project, which is expected to cost \$10.5 million. For more information, contact Joel B. Munson, vice president of development at (360) 992-2428.

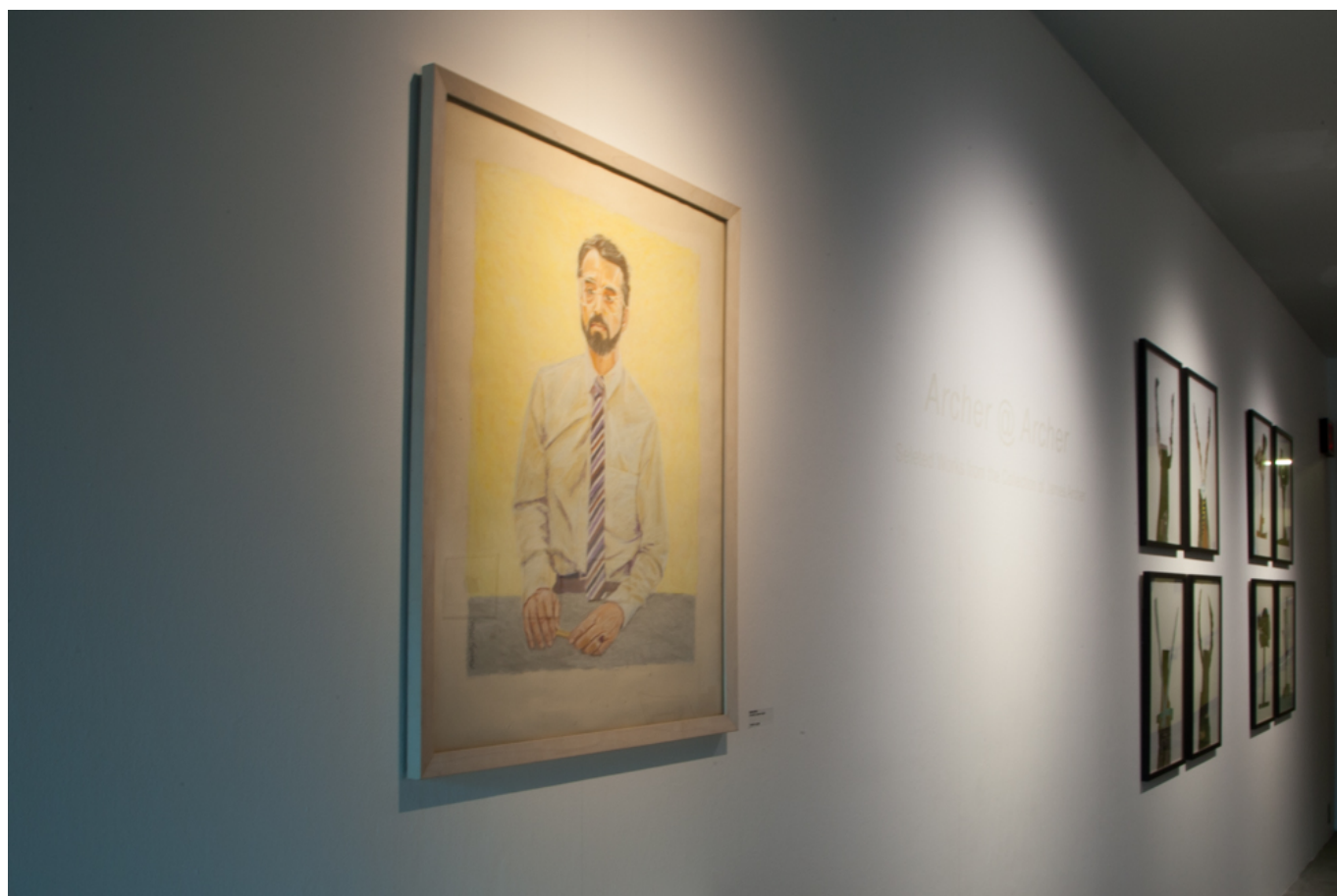
Clark College Foundation is a nonprofit organization serving as the fundraising partner of Clark College in support of student learning. Nationally recognized for excellence in fundraising and communications, we are the 2015 gold winner for our campaign fundraising communications by the Council for Advancement and Support of Education in District VIII. We are



also the recipient of the 2015 Educational Fundraising Award in overall performance and overall improvement from national CASE, based in Washington, D.C.

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## Archer @ Archer



As retired Clark College art professor James Archer stood in the gallery named after him and gazed at the works hanging on the walls, his expression was slightly wistful. Archer was attending the reception for “Archer @ Archer,” an exhibit of selections from Archer’s private art collection, which he is donating to the college where he taught for 23 years.

“It’s pretty overwhelming,” he said, standing between two colorful abstract prints of his own and a row of prints made

by a former student who is now an art professor himself. “Many of these works were done by young people whom I mentored over the years. Most of them, I never was able to frame, so this is my first time seeing them framed and hung as a collection. It’s a very emotional experience for me.”



Carson Legree, left, with Jim Archer at the opening on January 12.

The college has received many donations of art through the Clark College Foundation over the years, but this donation is unusual both because of its size and its historical significance. Archer is donating 129 works total, about 40 of which are on display at the gallery. These works include drawings, paintings, prints, and collage, many of them by Clark instructors or students. Not only do they form an impressive collection of regional art, but they also represent the artistic vision of Archer Gallery’s founding director.

Archer originally became curator of the gallery in 1982, when it was still located within the Clark College Bookstore and was called the Index Gallery. Successful in attracting well-known Northwest artists, the Index Gallery became known as one of the region’s top alternative venues for contemporary artists. In 1995, the gallery—which by then had been relocated to a larger space within Gaiser—was renamed in Archer’s honor. It moved to its current location in the lower level of the Penguin Union Building in 2005.

“This donation is significant because it has a lot of regional pieces, many with a strong Clark connection,” said Clark art professor and current Archery Gallery curator Senseney Stokes. “There are works here from [retired art professor and former Archer Galley curator] Carson Legree, from Jim himself, from [retired art professor] Jim Baker. But even beyond these connections, some of the work here is so strong, so beautiful. Jim collected some really great stuff, and we’re lucky to have it in our campus collection.”



Professors bring art students to the Archer Gallery regularly as part of their instruction.

Clark’s Art Committee will be deciding where to place pieces from the collection after the show ends February 20. Members of the college community are invited to provide the committee with feedback on placement of particular objects.

Asked why he chose to donate his collection to Clark, Archer explained that he was downsizing to a smaller home and that Clark seemed the natural place to donate these works. “I’m an alumnus of this college, I worked here,” he said. “I’m happy that they won’t just be put in a closet here. People will see them, and react to them, for a long time to come.”

Photos of the exhibit can be viewed on our Flickr site.

*Photos Clark College/Jenny Shadley*

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# A smart investment



Clark College student Cindy Nguyen hopes to become an ultrasound technician.

“I’ve always wanted to go to college,” says Clark student Cindy Nguyen. Even so—and despite her excellent grades—Nguyen acknowledges that college has its challenges.

“When you come to college, you need to learn to study more efficiently than you did in high school,” says the 19-year-old. “And there’s the money thing: tuition, and then textbooks are really expensive, like \$200 a quarter.”

Like almost three-quarters of Clark’s student body, Nguyen is a first-generation college student. Her mother, a nail technician, and her father, who installs hardwood flooring,

never had the chance to attend college in their native Vietnam. Paying for college for their children (Nguyen's older sister, who also attended Clark, is now a social worker, and her younger sister is still in middle school) is a financial challenge for them—but one they have decided is worth the sacrifice.

“They're really supportive,” says Nguyen. “They're willing to do anything for me to pursue my education, because they never had that opportunity.”

Being able to attend Clark has helped significantly in reducing the cost of college for the Nguyen family, who have lived in Vancouver since the 1990s. Nguyen is able to save on housing by staying with her parents while completing her prerequisites at Clark before transferring to a farther-away institution to complete her degree in ultrasound technology. Furthermore, she has received support from scholarships made possible by generous donors to the Clark College Foundation.

“That's been really helpful,” she says. “It's relieved the financial burden. Without the scholarships, I would have to get a job to support myself in college. This way, I can just concentrate on my studies. I'm so focused on what I'm doing.”

Every year, Clark College Foundation supports the college's students with tens of thousands of dollars in scholarships, many of which are funded by Clark alumni who remember being struggling students themselves.

Nguyen says having total strangers investing in her education gives her a sense of responsibility to make that investment worthwhile. “It's really motivating,” she says. “Their way of helping me has allowed me to enable myself, achieve an education, and hopefully support other people one day. I see myself working at a hospital and helping people as an ultrasound technician. That's my dream. So what I'm learning right now, I'm going to give back to them—and I'm going to

help support my parents, too.”

*Photo: Clark College/Jenny Shadley*

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## A part of the family



Professor Veronica Brock

“This is where I grew up,” says Professor Veronica Brock from her office in O’Connell Sports Complex on Clark’s main campus. “My dad was a professor here, teaching physics and astronomy. I was a student here. I grew up with ‘Penguin blood,’ as we like to say.”

Brock, who recently marked 20 years of teaching at Clark, didn't intend to follow in her father's footsteps. After graduating from East Stroudsburg University in Pennsylvania with a Master of Science degree in cardiac rehabilitation and primary prevention, she remained on the East Coast working in cardiac rehabilitation. But gradually she began to realize that she didn't love the clinical aspects of her work as much as she did teaching patients about their health.

"I've always just followed my heart when it came to career and jobs," Brock says. "Every job I got, I'd say, 'Oh, I like this aspect of the job—let's do more of that.' When I worked in cardiac rehab, I realized my favorite part of my job was the educational element."

Brock began teaching health and physical education, and when she decided to move back to the Pacific Northwest, taking a position at Clark seemed like a natural fit. "It was a good match for my heart, with this job's teaching and learning focus," she says. "And I love the idea that, as an open enrollment institution, we provide an opportunity to everybody. That's such a cool idea: If you want an education, you can get an education."

Brock—who teaches health, physical education, fitness trainer, and health and physical education classes—says she loves seeing the changes her students make as they learn to develop new approaches toward their own health.

"In our curriculum, we don't just want students to change their behavior during the class," she says. "We want to teach lasting change, and that requires motivation. Motivation is two things: importance and confidence. You have to be able to define why it's important for you to be doing this, and you have to be able to believe you can do it. If you don't have motivation, you're probably not going to stick with any exercise or health practice long-term."

Brock's certainly shown long-term motivation to make Clark a stronger institution. She has invested much of herself into Clark—professionally, personally, and financially. She has served on numerous committees, including the Healthy Penguin Nation Committee to promote employee health, and is a regular donor to the Clark College Foundation.

Brock says she began donating to the Foundation when her two children, now teenagers, were enrolled in the college's Child & Family Studies program as preschoolers, making her family third-generation Penguins.

"My kids are the amazing people they are today because of that program," she says. "So that really prompted me to give—I could see the program needed support."

Since then, Brock has donated regularly to the Foundation, which supports capital improvements to the college as well as scholarships and programs to promote academic excellence.

"I like putting my money toward solving problems," Brock says. "Education is a solution; if you educate the world, the world can change. It's a very direct way to say, 'I believe in what I'm doing and I believe in our students.'"

*Read Veronica Brock's Top 10 Tips for a Healthy Lifestyle.*

*Photos: Clark College/Jenny Shadley*