



MARCH

# SPIRIT

*A newsletter for faculty and staff*

Volume 4, Issue 7

Send Spirit story ideas to [goodwin@gu.gonzaga.edu](mailto:goodwin@gu.gonzaga.edu)

2003

## Smooth transition made to pooling admission system

**T**his recruiting year Gonzaga converted from a rolling admission system, where application decisions were communicated soon after receipt of each application, to a pooling system where admission decisions are not made or communicated until the total applicant pool is in hand.

The new system, like ones used by most selective universities in the country, allows the admission staff to shape a class according to characteristics important for the Gonzaga community, such as academic achievement, standardized test scores, extracurricular activities and volunteerism, as well as diversity of experiences and background.

The new system didn't seem to discourage prospective students from applying. Admission Dean Phil Ballinger expects to receive a record 3,600 applicants this year. Gonzaga will offer admission to 2,513 of those applicants, with hopes of enrolling a freshman class of 930 students (that 37-percent yield is based upon history).

This year's applicant pool has a combined high school grade point average of 3.58 and an average SAT score of 1,169, up from 3.55 and 1,153 in last year's pool. When final admission decisions are made, the new class will have average numbers much greater than the averages of the entire pool.

In this year's applicant pool, 17.82 percent are of ethnic minority. About 40 percent hail from Washington, followed by 16 percent from California and 9 percent from Oregon. The biggest increase in applicants this year has come from Arizona, Ballinger said. This year's pool shows a 17-percent increase in students interested in pursuing a business major.

In addition to 930 freshmen, the admission office goal is to bring in 140 transfer students.



*If the large tubs of mail that landed on the Admission doorstep Feb. 1 are any indication, Fall 2003 enrollment expectations of 930 freshmen should be met.*

BY THE  
**STAFF**

### Second semester retention high again

**F**all-to-spring retention of freshman was 97 percent, according to Registrar **Jolanta Kozyra**. That figure is extraordinarily high, she said. Overall undergraduate retention from fall to spring was 96 percent.

	Fall 2002	Spring 2003
Total enrollment	5,589	5,385
Undergrad enrollment	3,811	3,665
Freshmen	904	875

### Gender Over the Years

**H**ere is a comparison of undergraduate enrollments by gender over the past 10 years.

Year	% Women	% Men
1992	53.7%	46.3%
1997	55.4%	44.6%
2002	54.5%	45.5%

- Jane Tiedt, community liaison for the nursing department, recently attended a three-day course on end-of-life care in Pasadena, Calif. The program provided training for nurse educators regarding end-of-life care and resources to integrate end-of-life content into their in-service programs and courses. Tiedt was one of 120 competitively selected nurses from across the United States to attend this training program.

- Chemistry Professor David Cleary will host an advanced high school chemistry class from North Central High School this week, performing an experiment the high schoolers could not perform in their own labs. Then the 18 students will have lunch with Admission Dean Phil Ballinger.

- Casey McNellis, a May 2002 MAcc graduate from Helena, Mont., earned the 6th highest score in the state of Washington on the May 2002 CPA examination. This keeps alive a five-year streak of Gonzaga accounting students placing among the top 10 scorers in the state. In 2001, three Gonzaga students also placed in the top 10; in 1998 and 1999, two placed. The achievement is more remarkable considering Gonzaga's accounting seniors and graduate students usually account for less than 3 percent of the more than 1,000 candidates sitting for the exam in the state each year.

- The Gonzaga Staff & Faculty Family Picnic committee is planning the 2003 event, to be scheduled in late-June to mid-July. Last year's first such event in August drew about 300 people. "The planning committee is looking for volunteers from staff and faculty. We would like to incorporate more activities for a wider range of ages," said Marcia Bertholf, Staff Assembly vice president. To submit ideas or volunteer for committee work, contact the [staff-assembly@gonzaga.edu](mailto:staff-assembly@gonzaga.edu); email, Bertholf [bertholf@its.gonzaga.edu](mailto:bertholf@its.gonzaga.edu) or Sandra Boyd [boyd@gonzaga.edu](mailto:boyd@gonzaga.edu).

- Gonzaga has elected six new members to the University's Board of Regents, an advisory board to the trustees and president. They are: Rebecca A. Cates ('82, Seattle), director of international accounting for Expeditors International of Washington; Mary R. Heche, Seattle, parent of a current freshman, former school teacher, avid community volunteer and owner of Woodway Design, Inc.; Lorelei Herres, ('63, Mercer Island), teacher of English as a Second Language for the Literacy Council of Seattle; John R. Madri, ('78, Spokane) president and CEO of Global Credit Union who served two years as president of the Gonzaga Alumni Association and is recipient of the Distinguished Alumni Merit Award in 1997; Richard (Dick) Powers, Jr., ('74, Bethesda, Md.) partner at Dorsey & Whitney LLP in Washington D.C.; and Anthony Bonanzino, ('02 Ph.D.) president and CEO of Hollister-Stier, and a Gonzaga adjunct faculty member.

## Bright, airy fitness center to open March 6; bear Kermit Rudolf's name

During his working days Kermit Rudolf was a regular in Gonzaga's fieldhouse, playing racquetball or walking on the indoor track. Now, his name will always be a fixture at Gonzaga as the new student fitness center will bear Kermit's name: The Kermit Rudolf Fitness Center.

Rudolf, 84 and a 1951 graduate of Gonzaga's law school, served as Gonzaga's corporation counsel from 1970-93 before retiring. And he has long served as a trustee of the Charlotte Y. Martin Foundation, so it is with particular pride that Kermit's name is affixed to a structure within the Charlotte Y. Martin Centre.

The Rudolf Center is scheduled to open March 6. It will feature a new cardiovascular and weights area, a new dance studio, a juice bar and equipment checkout area. The Center will incorporate the fieldhouse and the pool for a total space of 67,000 square feet.

Large windows to the west of the structure will bring natural light into the weights, cardio and pool areas. Large windows and open spaces will bring all of the elements together.

Joan Hatfield, who recently served as fitness manager at the Sammamish Club in Issaquah, has been hired as the director of the Rudolf Fitness Center. New assistant directors are Erika Green, from Big Sky, Mont., and Jose Hernandez, Spokane. The Center is designed to be self-sufficient, meeting operating costs through student, staff and faculty user fees. Undergraduate students will be assessed a user fee each semester, while the university will pick up user fees for faculty and staff. Graduate and law students will be assessed a user's fee on an individual basis.

The official of the Rudolf Fitness Center will be April 10,

with an open house at 4:15 p.m., and the ceremony at 5:15 p.m.



Joan Hatfield  
Center Director



Kermit and Fran Rudolf with Chancellor  
Father Bernard Coughlin, S.J.

## Supervisor training begins in April

The Strategic Leadership Program, developed by the University of Washington, is the first comprehensive training program developed specifically for supervisors and managers in higher education.

Gonzaga will implement the intensive four-day workshop with the first of a series of sessions April 21-24, in which participants will study self-awareness, decision-making and problem-solving, managing conflict, planning effectively and application of policies and procedures within the GU environment.

The program will explore how the influence of Gonzaga's mission emphasizes these key values. Additionally, this program will educate on legal issues managers and supervisors face here.

The program will be offered to about 20 participants each session. Participants will be selected according to a variety of factors. Watch for more information to follow in the coming weeks. Supervisors who would like to be considered for the first session should email Tricia Burns at [burnst@gu.gonzaga.edu](mailto:burnst@gu.gonzaga.edu).

## Six longtime faculty members promoted

President Father Robert Spitzer, S.J., upon the recommendation of Academic Vice President Stephen Freedman and the committee on rank and tenure, approved the following faculty promotions, effective Sept. 1, 2003:

From assistant to associate professor:

Stephanie Plowman, Foley Center; Father Michael Treleaven, S.J., political science.

From associate professor to professor: John Beck, business administration; Tom Jeannot, philosophy; Patrick McCormick, religious studies; William Terpening, business administration.

### FOCUS on... Switchboard Operators GU's link to the outside world, its link to us

#### New Hires:

Susan Bowen, program assistant III, Law School; Gina Mauro, development support specialist, University Relations; Daryl McLeod, custodian, Plant Services; Alessandro Pazzaglia, office manager, Gonzaga-in-Florence; Phillip Taylor, chief broadcast engineer, Communication Arts; Mary Water, library tech III, Foley Library.

#### Goodbyes:

Nicole Allen, program assistant I, Faculty Services; John Graves, HVAC tech II, Plant Services; Judith Holm, custodian, Plant Services.

#### Promotions/New Assignments:

Jeff Amann, from working supervisor in training to working supervisor, Plant Services; Bob Carriker, from professor to Arnold Chair and professor, History; Myrna Carroll, from staff accountant to senior staff accountant, Controller's Office; Keith Gauthier, from working supervisor in training to working supervisor, Plant Services; Eileen Hogan, from staff accountant to senior staff accountant, Controller's Office; Gail Jennings, from program assistant II to program assistant III, Religious Studies; Sophie Johnson, from foreign student advisor to foreign student advisor/graduate administration coordinator, International Student program; Robert Joyce, from computer lab teaching assistant to desktop support specialist, School of Business; Linda Kettleson, from assistant director planned giving to assistant director major gifts, University Relations; Carolyn LAVOR, from administrative secretary I to program assistant III, Law School; Sergey Lyakhov, from custodian in training to custodian I, Plant Services; Alex McCauley, from custodian in training to custodian I, Plant Services; Joe Miller, from staff accountant to staff accountant I, Controller's Office; David Myers, from custodian III to custodian lead, Plant Services; Megan Self, from buyer in training to buyer I, Plant Services; Fr. Anthony Via, S.J., from director to acting dean/director, Gonzaga-in-Florence.

#### Anniversaries:

**30** George Albano, grounds manager, Plant Services  
**20** Sharon Wade, supervisor, Accounts Payable  
**15** Tammy Gifford, custodian IV, Plant Services

#### Cradle Call:

Mikhail Pustovit, custodian, Plant Services, and wife Kozyan Zhanna are the parents of Vanessa Pustovit. Born Dec. 30, she was 9 lbs. 5 ozs. and 21 inches long.

Working the campus switchboard is kind of a cross between Ask Abby, Martha Stewart and the crisis line.

"I had one student call and say he was out of money for the laundromat. He was wondering if he could wash his clothes in the dishwasher," said Lori Leonard, who has been staffing the Gonzaga switchboard for 13 years.

"I had a student who was fixing Thanksgiving dinner and didn't have a plastic bag in which to cook his turkey," said Marlene Cicchetti, who has taken Gonzaga's calls for six years. "He was wondering if he could use a brown paper grocery bag . . . I was ready to call the fire department."

Typically, the calls by day are professional in nature. The swing shift handles a lot of student calls. Typically, on the graveyard shift the callers just want someone to talk to.

"One lady called a couple weeks ago and said she didn't know the name of the lady she needed to talk to, but she began to describe her as 5-foot-2, brown hair . . . we get asked anything and everything, and we try to know as much as we can, but some requests are not reasonable," Cicchetti said.

Mary Ann McDonald, who has worked the board for 20 years, most of those as the swing shift operator, said the best thing about her job "is having students call me years later and remember me, and I remember most of them, for various reasons, mostly good," she chuckled.

Julie Borup has worked here 12 years, the last 4.5 as lead operator. She directs a staff of six full time operators and four student



*Keeping Gonzaga connected with the outside world are operators (standing) Marlene Cicchetti, Lori Leonard, Julie Borup, and (seated) Mary Ann McDonald.*

operators.

"The University operators are a caring, dedicated and resilient group of individuals," Borup said.

In addition to Borup, Leonard, Cicchetti and McDonald, Ryan Navrat and June Vandyke are full-time operators. Matt Hoag, James Cooper-Nurse, Renee Towler and Norma Rickman are part-time student operators.

Gonzaga's switchboard operates 24 hours a day, 365 days a year. In addition to handling the board, operators monitor key authorizations, coordinate assistance for campus emergencies, dispatch security officers, deploy maintenance staff to solve after-hours problems, monitor fire and burglar alarms, and serve as a central drop-off and pick-up area after hours and on the weekend.

### Arena Advisory: All but top sections sold out

Seats in the new Arena continue to sell at a rapid pace, said Associate Athletic Director Mike Hogan. In just three months of sales, more than 2,500 of the Arena's 6,000 seats have been sold as season tickets. The Platinum, Gold, Silver and Bulldog sections are sold out. Seats remain in the Zag (upper) sections.

In addition, 330 individual game tickets will be set aside each night for sales and/or use by Gonzaga's opponents, and 1,500 seats will be set aside nightly for students. For ticket information, contact Hogan at ext. 4211.

A new Web site has gone online to apprise visitors of Arena progress. Find it at [www.Gonzagaarena.com](http://www.Gonzagaarena.com). It shows interior and

exterior renderings of the building, point-of-view renderings from any seating section in the Arena, and offers a 360-degree panoramic view from the floor. It describes the season-ticket program and seating options.

Seat Sections	Total Seats	Seats Sold
Platinum	100	100
Gold	270	270
Silver	500	500
Bulldog	1,450	1,450
Zag	1,850	200
	4,170	2,520

Gonzaga has created a new 60-second television ad that picks up on last year's theme, "We're all part of the same team here."

The new ad features an introduction of a starting lineup, which begins with basketball players Cory Violette and Blake Stepp, a pair of business majors with 3.3 GPAs, but continues with 5-foot-1 sophomore Liezl Alcantara from Seattle with a 3.6 in psychology, 5-10 junior Brendan Palla from Napa, Calif., with a 3.8 in philosophy, and 5-4 sophomore Kathleen Wood from Pueblo, Colo., with a 3.8 in psychology and political science. The cheerleaders and a few Kennel Clubbers are high- and low-fiving the starters as they shoot through the 'starting gate,' and chanting things like "three-point-eight, three-point-eight," and "UN-der RAT-ed." Meanwhile, coach/professor Kevin Bradshaw is making one-liners after each introduction, like "Clutch," "Finisher," and "You'll see her at the next level."

These introductions are shot with spotlights in an otherwise dark room. One might think they were on a basketball court. But as the five

## 'Same team,' new season



Playing key parts in the new Gonzaga television ad are students Kathleen Wood, Cory Violette, Blake Stepp, Aaron Wise, Liezl Alcantara and Brendan Palla, and theater arts Assistant Professor Kevin Bradshaw.

starters break their huddle, the lights come up and it's clear that they are in a classroom, ready to take their seats as Professor Bradshaw begins his lecture. A voice over the Gonzaga logo then says, "We're all part of the same team here."

Last year's 'Kennel Club' ad won national and regional awards. Hopes are that this new ad will grab people's attention, as well.

The idea for the catchy spots came out of student focus groups last year that pinpointed three selling points: academic rigor, family atmosphere and fun. What Gonzaga did NOT want to do was to create an ad like many other colleges with their sweeping aerial shots of a beautiful campus, microscopes, and test tubes. Gonzaga's focus was to capture and hold the attention of 15-to-18 year olds.

"What Gonzaga has created is a spot that distinguishes the university from all the others, and really drives home those three focus points: academic rigor, fun and family atmosphere," said

Director Frank Swoboda ('84) with Corner Booth Productions. "And they do it in a fun way that really holds people's attention."

This ad is scheduled to run throughout the 2003-04 season.

## NCAA Men's Basketball Tournament 2003

First and Second Rounds	Regionals	Final Four
Boston Mar. 21&23	Albany, NY Mar. 28&30	
Tampa Mar. 21&23		
Birmingham Mar. 21&23	San Antonio Mar. 28&30	
Nashville Mar. 21&23		New Orleans Apr. 5&7
Oklahoma City Mar. 20&22	Minneapolis Mar. 27&29	
Indianapolis Mar. 20&22		
Salt Lake City Mar. 20&22	Anaheim Mar. 27&29	
Spokane Mar. 20&22		

## National Invitation Tournament 2003

First Round	- Mar. 18-21 at campus sites
Second Round	- Mar. 24-25 at campus sites
Third Round	- Mar. 26-28 at campus sites
Semifinals	- April 1 at Madison Square Garden
Finals	- April 3 at Madison Square Garden

## Graves growing a winner

When Kelly Graves became women's basketball coach at Gonzaga three seasons back, he knew he had a sizable building project in front of him. The team had not posted a winning season since 1994. Injuries nearly depleted his first-year roster in 2000; on occasions he suited up just six or seven players.

So his first major task was recruiting. He loaded his lineup with a bunch of fresh faces. Those freshmen are now sophomores, and they are showing signs of maturity. Ashley Burke is a 6-foot-1 sophomore from Vancouver, B.C., who leads the team in scoring (13 points per game) and rebounding (6 rebounds per game). Shannon Mathews is a 5-6 sophomore from Riverside, Calif., averaging 12 points and almost 6 assists per game. Raeanna Jewell is a 5-10 sophomore from Veradale, averaging 9 points and 5 rebounds a game. Juliann Laney, who has sat out this season with a torn ACL, will be heavily counted upon next fall, Graves said. Add 6-foot freshmen Ashley Anderson and Anne Bailey to the mix, and it is clear why Graves has a smile on his face. "Anne is

the league's freshman of the year in my mind. And Anderson has the potential to be the best rebounder Gonzaga has ever had."

As of Feb. 26 the Bulldogs were assured of their first winning season in nine years. They were 16-11, 7-5 in WCC games and secure in third place in WCC standings. A third or fourth place finish in league would guarantee the Bulldogs a first-round bye in the league's post-season tournament, March 6-9 in San Diego.

"I don't know if we can win it this year," Graves said. "We're still very young. At times we're really good, but we also have our valleys. As these kids mature more, they're going to get much better. We have some size, quickness and depth that has allowed us to play a defensive style conducive to stopping people. We have the nucleus to battle for the championship next season."

The excitement for Gonzaga basketball is growing, as well. Crowds have averaged almost 1,000 per game, with the crowd for the Jan. 25 Portland game hitting a record 1,900.