Effective January 1, 2016 Jackie Cruz was promoted to Vice President of Advancement and Development. The decision was unanimously voted in at the December 8, 2015 Board of Trustees meeting. Ms. Cruz’s promotion from Executive Director to Vice President of Development and Advancement is in recognition of her outstanding leadership for the Hartnell College Foundation and her outstanding contributions to innovation through her work in college advancement. She has emerged as one of the finest leaders in these areas and is known throughout the state for her creativity, collaboration, and achievements. "It is an honor and a tremendous responsibility to be named VP of Advancement and Development. I look forward to working with the community and the Hartnell Family to bring hope and opportunity to the youth and adults of the Salinas Valley. We can do this through educational innovation and authentic partnerships," stated Cruz. Under Cruz’s leadership, the Hartnell College Foundation has been recognized as Top 5 in California and Top 25 in the Country for Community Colleges of similar size. In addition, she is proud of launching the Salinas Valley Health Professions Pathways Partnership, launched two capital campaigns, one for the arts and one for athletics, has expanded the Agriculture Institute and worked to increase support for innovation through agriculture and STEM, plus she brings federal and state grants to the Salinas Valley.

Jackie Cruz began her career in the non-profit sector at United Way Monterey County. She joined Hartnell College January 2009 as Director of Development and moved up to Executive Director of Advancement and of the Hartnell College Foundation December 2011. She has connected philanthropists, foundations, and industry with the opportunity to create viable pathways for students leading them to self-sufficiency and healthy lives. Cruz was born in Watsonville and raised in Salinas where she has lived all her life. She serves on the Board of Directors for the YMCA Salinas, Sun Street Centers, Youth Orchestra Salinas, Salinas City Elementary School District Foundation and the California International Airshow. She volunteers for The California Endowment Building Healthy Communities. The Salinas Valley Chamber of Commerce named her the 2009 Citizen of the Year making her the youngest recipient of this award.
She received an A.A. degree from Hartnell College and a Bachelor’s degree in Organizational Leadership & Administration from Chapman University. She is currently pursuing a Master’s Degree in Business Administration at Brandman University.
She demonstrates in her work and her relationships that she is committed to student success, student equity, and strengthening communities. I am honored to have her as a colleague. Congratulations!

2. ESMERALDA MONTENEGRO HAS NEW TITLE

At the December 8, 2015 Board of Trustees meeting, Esmeralda Montenegro Owen was promoted to Director of Communications, Marketing, and Public Relations. The change reflects her work in branding, marketing, advertising, government, public, and community relations. During her time with Hartnell, she has elevated the visibility, public awareness of programs, the image of the District, increased media coverage, designed award winning collateral, and rebranded the college to a consistent and viable look, feel, and message.
She has created collateral (Report to the Community, Fast Facts) for the college that did not exist before and thoughtful marketing campaigns that show a side of Hartnell the community did not know – the heart of Hartnell.
“Esmeralda’s work has made a tremendous difference at Hartnell College. She has exceeded all of our expectations for that position and has increased our visibility dramatically since her arrival in 2013,” commented Jackie Cruz, Vice President of Advancement and Development. “She is upmost professional, she is highly respected and admired by her colleagues in the field of communications, public relations, marketing and branding, and by students, parents, staff, and faculty at the college. She brings excellence and passion to every project she leads. We are proud to have her on our leadership team.”
Previously to joining Hartnell College, Montenegro-Owen was the Curator of Marketing and Community Engagement for the National Steinbeck Center and adjunct professor of Broadcast Journalism at Gavilan College. She brings a vast media relations experience for her work with Univisión 67 in Monterey as Lead News Anchor and Producer, where she earned various community recognitions, including an Emmy nomination for investigative reporting. The California Teachers’ Association acknowledged her dedication to issues in education presenting two Certificates of Merit and the John Swett Award for excellence in education coverage in the State of California.
She has worked with the Girl Scouts of California’s Central Coast and the GEAR UP Program at UC Santa Cruz; in these organizations, Esmeralda created workshops, programs, and opportunities for young girls and adults.
“Education has always been important to me personally and it brings me great satisfaction to be in an educational institution that values ‘students first.’ My love and passion for students and staff at Hartnell College are the ingredients that fuel me on a daily basis to continually revitalize marketing campaigns and disseminate important information to keep us ‘on the map’ in a positive and encouraging light,” said Esmeralda.
Montenegro Owen is co-Chair of the community group Juntos Podemos and Board Member of Unspoken Works in Gilroy. She is a John Steinbeck enthusiast and promotes the arts via her
involvement with *Noche Bohemia* in Salinas and other organizations. She graduated with a dual degree in Broadcast Journalism and Spanish from the University of Southern California (USC), and a Master of Public Administration from Notre Dame de Namur University (NDNU).

### 3. THEATER STUDENTS OFF TO HAWAII, NEED YOUR HELP

The Hartnell theater program is receiving much deserved recognition through the Kennedy Center American College Theater Festival (KCACTF) and they are off to Oahu, Hawaii next month to present. A scene from the recent production of "The Birds" was selected as one of 10; there were a total of 75 productions considered. Hartnell student actors: Jacob Horn, Jose Navarrete, and Daisy Barajas were chosen along with Gabriel Alvizo and Norma Delgado who were selected for directing and design. The opportunity to attend the KCACTF in February of 2016 is an outstanding prospect for our students to advance from regional to national recognition. The students need the assistance of the Hartnell community to fund their registration, travel, and other expenses. A GoFundMe has been set up for donations to help meet this goal and can be found at [https://www.gofundme.com/TheBirds](https://www.gofundme.com/TheBirds). Thank you for your support!

### 4. ECE STUDENTS AND FAMILY ATTEND CONFERENCE IN A CRUISE

Early Childhood Education students just returned from attending an inspirational conference on a cruise! The topic at the conference was *Being Heroes in the Lives of Young Children* delivered by guest speaker, Dr. Roberto Dansie, who touched on using the letters of the word “HEROES” to emphasize the following principles:

- **H** stands for holistic approach of mind, body, emotion, and soul. Teaching requires these to educate the whole child of social, emotional, physical, and intellectual domains.
- **E** stands for education of children with diverse learning styles
- **R** is for relationships. Teachers must develop warm, positive relationships with children and their families. Dr. Dansie reminded the group that relationships are the basis for children’s development and success.
- **O** stands for organization. Teachers must organize and plan learning environments and activities for optimum learning.
- **E** stands for energy. Energy comes from a person’s passion working with children.
- **S** represents the synergy of individuals committed in making a difference in the lives of young children. There is power in a collective of ECE educators making a difference.
At the end of the conference, students reflected on how they can be an effective hero in the lives of children and how they can support each other as educators of young children and families. Everyone returned to Salinas rested and energized to work with children and to start the 2016 spring semester.

5. MATH ACADEMY IS ON FOR WINTER BREAK 2016

During the first week back from break, we have the pleasure of seeing student activity thanks to the over 200 students attending Math Academy. These students are eager to learn methods and strategies that take away the anxiety that may be associated to learning this subject effectively. Program Director, Ken Rand says that for the first time ever the Hartnell Math Academy has reached full capacity and had to turn away students! The 225 Students enrolled in the program gain new knowledge and a better grasp of concepts all while having fun and making connections with professors and peers. The Math Academy covers classes in Pre-Algebra, Elementary Algebra, Intermediate Algebra, Statistics, Pre-Calculus, and Calculus. This is a two week program offered before the start of each semester.

6. EXTRAORDINARY RUNNER RACHEL SHIMABUKURO TO METRO STATE

Rachel Shimabukuro (San Benito HS) epitomizes the good community colleges provide to their students. She walked away from competitive running for three years after graduating high school only to, by chance, meet a former high school teammate on the Hartnell College campus. The timing was just right for a return to the sport and her competitive spirit was had grown even stronger in her absences from the sport. Once she regained her form she became one of the best runners in, not just Northern California, but also the state. Rachel helped both the women's cross country and track & field teams gain back to back Coast Conference championships.
in 2014 and 2015. She was part of a perfect scoring team at the cross country championship placing 3rd and 2nd individually each year. At the Northern California Regional Championship, she moved up from 6th to 5th in 2014 and 2015. It was in the big arena at the CCCAA Championship Rachel shined brightest placing 22nd as a frosh and earning All American honors as a sophomore in 13th overall at 18:43. She helped guide the Lady Panthers to back to back regional team titles and a 4th place team finish at state in 2014. She took the team to a whole new level as a sophomore pushing them upwards to a historic 2nd place at state, a feat never accomplished in school history. Rachel's home course Toro Park personal best (18:56) is the 3rd best in school history and her Woodward Park best is 2nd all time. On the track, she was conference runner up in 1,500 meters and a regional finalist in both the 1,500 and 5,000, scoring points in both to earn a 3rd place team trophy as a frosh. Her last track season was filled with more individual accomplishments as she became the conference steeplechase champion and regional runner up by 0.02! Again on the biggest stage, the CCCAA State Track & Field Championship, Rachel brought her best earning 4th place All American honors in the 3k steeplechase recording a time of 11:28 during the season; ultimately she earned the #2 spot in all time school history. Her name is all over the record books demonstrating her diverse ability and talents. A history major with a 3.4 GPA she will take her enviable talents to NCAA D2 Metropolitan State University in Denver, Colorado this spring.

7. TRUSTEES MEET ON TUESDAY FOR REGULAR MEETING

The Hartnell CCD Governing Board will hold a regular meeting on January 12, 2016, 5:00 p.m., at the Main Campus, 411 Central Avenue, Salinas, Building B, Room 208. The Governing Board will open session at 5:00 p.m. and move to Closed Session. The public session will reconvene at 5:30 p.m. If needed, the Governing Board will continue Closed Session at the end of the meeting. The meeting agenda and materials are available online. For access, members of the public should follow the link below, and click the option, "Enter Public Site" -

https://www.boarddocs.com/ca/hccd/Board.nsf

If you have any questions, please contact the Office of the Superintendent/President at 831-755-6900.

8. PRESIDENT TO APPEAR IN A SPECIAL PLAY!

I have the pleasure to once again do a ‘cameo’ in this year’s Mystery Play by the Friends of the Monterey Symphony. All the details are below. Be sure to attend and have a good time and a good laugh! - Will
9. UPCOMING EVENTS

Employees for Student Success Leadership Kickoff Breakfast for Management
Tuesday, January 12, 2016
8:00 a.m.-9:00 a.m. at Steinbeck Hall
Help launch this year’s campaign!

Fifth Annual Student Success Conference (Flex days)
Tuesday, January 19, 2016 and Wednesday January 20, 2016
Spring 2016 Semester is here!  
CLASSES START JANUARY 21!

Future Farmers of America Field Day  
Saturday, January 30, 2016  
8:00 a.m. - 2:00 p.m. at the Alisal Campus  
Competitions in vegetable judging, floriculture, farm power (i.e. tractor driving), and ag welding.

Attesti and Galli Concert  
Friday, February 19, 2016  
Mainstage – FREE concert for all!

Salinas Valley Ag Tech Summit  
March 30, 2016  
8:30 a.m. - 5:00 p.m. at the Alisal Campus

Ag Institute Open House  
April 23, 2016  
10:00 a.m. - 2:00 p.m.  
Alisal Campus

Party in the Library – Technicolor Dreams  
May 7, 2016  
www.hartnell.edu/party

10. IN THE NEWS

Cruz Gives Hartnell Heart, Soul  

Living Both Sides of Foster Care  

Hartnell women’s basketball – great news!  

Shimabukuro to attend Metro State  

Trustee Salazar Jr. in the news  

10-4 Salinas Cop Wraps Up 30 Year Career  

Seaside High Strives to Make Students Computer Whizzes  
http://www.montereycountyweekly.com/news/local_news/seaside-high-strives-to-make-students-computer-whizzes/article_97a422a4-af34-11e5-a64a-ff295f5a6e74.html
Intermezzo: A Not So Quiet New Year

College Roundup
http://news.hjnews.com/logan_hj/college-roundup-falk-will-attempt-to-lead-wsu-to-bowl/article_c8b4f96a-08e7-5ec3-9e55-778080222fb3.html

Salinas Politics are Local and Personal
http://www.montereycountyweekly.com/news/cover/in-salinas-all-politics-are-local-and-personal/article_dd3adbfc-b4d2-11e5-83d4-03c812334ada.html

Waiting list for nursing programs
http://www.mercurynews.com/health/ci_29346034/waiting-list-cabrillo-colleges-nursing-program-more-than

Reedley College Men’s Hoops Battles Back for Victory
http://www.reedleyexponent.com/articles/2016/01/06/sports/doc568d50597e84224853659.txt

Another Receiver Target for the Buffaloes
https://colorado.rivals.com/content.asp?CID=1839744