Office of Community Outreach
Fiscal Year 2007-2008
Annual Report
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Mission Statement

Texas A&M University-Corpus Christi is devoted to discovering, communicating, and applying knowledge in a complex and changing world. The university identifies, attracts, and graduates students of high potential, especially those from groups who have been historically underrepresented in Texas higher education. Through a commitment to excellence in teaching, research, and service, Texas A&M University-Corpus Christi prepares students for lifelong learning and for responsible participation in the global community.

Office of Community Outreach
Mission Statement

The Office of Community Outreach is dedicated to achieving the Imperatives of Momentum 2015 by building successful community/University partnerships, engaging faculty and students, and providing programs to meet community needs.

Community Outreach serves as the public service arm of the University. Established in 1993, Outreach insures that resources of the University, including facilities, knowledge and expertise, and volunteer hours, are available to meet community needs. All age levels are served through Outreach, and one does not need to be a University student to receive Outreach services. Through creative problem-solving, Outreach staff works with community partners and University faculty, students, and staff to assist the Coastal Bend community with a variety of services including events & conferences, workforce & economic development, continuing education, youth programs, and environmental outreach. Outreach fully supports the University’s commitment to the community established in the Momentum 2015 Strategic Plan.

Outreach is also dedicated to supporting our students at Texas A&M University-Corpus Christi. In addition to providing employment opportunities and sponsoring student organizations, Outreach provides an annual contribution to the University’s scholarship fund. The Office of Community Outreach Scholarship contribution for 2008 was $100,000.

Community Outreach acknowledges Dr. Diana Cardenas’ Technical and Professional Writing students Denise Dominquez, Samantha Howard, and Leah Lopez for producing the original Outreach Annual Report in 2007.
Continuing Education Certificates
  • Carole Peterson

Community Outreach is charged with administering continuing education and professional development programs at Texas A&M University-Corpus Christi. The Director of Workforce Development partners with faculty to ensure compliance with professional continuing education standards and university policies, and issues continuing education units (CEUs) and certificates.

Customized Training Programs
  • Carole Peterson

Community Outreach partners with faculty to develop and deliver customized courses to respond to community training requests. Current projects underway include hands-on, intermediate level computer software workshops and a series of supervisor development seminars.

2007 TSHRAE Annual Conference Workshop
  • Carole Peterson
  • Client: Texas Society for Healthcare Administration and Education
  • Faculty Consultant: Dr. Paul Merritt, College of Liberal Arts

Dr. Paul Merritt, Assistant Professor of Psychology, developed and delivered a Memory Power workshop on building and using the mind’s memory more effectively. Dr. Merritt’s area of research at A&M-Corpus Christi is memory and cognition.

Anger Management Workshop
  • Carole Peterson
  • Client: Naval Station Ingleside Regional Maintenance Center Safety Department
  • Faculty Consultant: Dr. Sam Hill III, College of Liberal Arts

Dr. Sam Hill III, Associate Professor of Psychology, developed and delivered an Anger Management workshop to Navy personnel and Department of Defense civilian employees stationed at Naval Station Ingleside. Dr. Hill provided strategies and tools for dealing with stressful situations and resolving problems constructively.

Continuing Professional Education for CPAs
  • Carole Peterson
  • Client: Texas Society of CPAs

Community Outreach partners with the Texas Society of Certified Professional Accountants (TSCPAs) to deliver continuing education seminars for CPAs seeking to maintain their professional credentials. TSCPA is a nonprofit, voluntary, professional organization committed to serving the public interest with programs that advance the highest standards of ethics and practice within the CPA profession.
Digital Photography Workshops

- Carole Peterson
- Instructor: John C. Watson, MFA

Professional photographer John Watson conducted a series of interactive, hands-on workshops to teach participants basic, intermediate, and advanced digital photography. Topics included digital camera operation, principles of photography, tips and techniques for creating professional-looking photos, and using PhotoShop Elements software to manipulate images.

Online Career Development

- Carole Peterson

Community Outreach now offers a wide range of online, career development courses designed to prepare learners for high-demand occupations in healthcare, business, and computer technology. These non-credit certificate programs are six-month, blended learning courses that include both online and textbook instruction.

Online Personal Enrichment

- Carole Peterson

Hundreds of stimulating online courses are available through Community Outreach’s E-Learning Center. Courses are designed to enrich learners’ intellectual, cultural, and personal lives. Topics range from using the internet and popular software to foreign language and parenting skills.

Pre-Advanced/Advanced Placement Teacher’s Summer Institute

- Crystal Seehorn

Endorsed by the College Board, this five-day continuing education program is designed for teachers in the Coastal Bend area and across the state to acquire new teaching techniques in the classroom to prepare middle and high-school level Advanced Placement students for higher education.

Texas Educator Certification Exams

- Carole Peterson
- Client: Educational Testing Services, Texas Education Agency

Community Outreach partners with Educational Testing Services (ETS) to administer Texas Educator certification examinations for the Texas Education Agency. The exams are designed to ensure that future teachers have the content and professional knowledge necessary for an entry-level position in Texas public schools.
Community Engagement
Organization & Economic Development

Bayfest 2008 Economic Impact Study
• Carole Peterson
• Client: Bayfest, Inc.
• Faculty Consultant: Dr. Jim Lee, College of Business

Dr. Jim Lee, Professor of Economics, conducted a quantitative analysis of the projected economic benefits of Bayfest 2008 on the Corpus Christi metropolitan area using 2005-2007 historical data. Dr. Lee’s research estimated that Bayfest 2008 would generate a total economic impact of $8.87 million from direct, indirect, and induced spending and wages.

Strategic Planning & Leadership
• Carole Peterson
• Client: South Texas Lighthouse for the Blind
• Faculty Consultant: Dr. W. Scott Sherman, College of Business

Dr. W. Scott Sherman, Assistant Professor of Management, facilitated several strategic planning sessions for the executive staff and board of the South Texas Lighthouse for the Blind. The project was a continuation of an ongoing strategic planning and leadership development process. South Texas Lighthouse for the Blind is a nonprofit corporation that works to provide employment and education opportunities for people who are blind or visually impaired.

Strategic Planning Facilitation
• Carole Peterson
• Client: Aransas Pass Chamber of Commerce

Director of Workforce Development, Carole Peterson, facilitated a strategic planning session for the Board of Directors of the Aransas Pass Chamber of Commerce. This was the third in a series of annual planning meetings facilitated by Peterson for the Chamber. The Aransas Pass Chamber of Commerce is working to enhance business, tourism, recreation, and economic development in its community.

City of Corpus Christi Small Business Internship Program
• Jim Needham
• Client: Corpus Christi Business and Job Development Corporation

Jim Needham worked with Career Services at Texas A&M University-Corpus Christi and with partners Del Mar College and WorkSource of the Coastal Bend to develop an internship program for small businesses in Corpus Christi. The Corpus Christi Business and Job Development Corporation provides funding to match employers’ wages for upper level student interns. Employers receive top quality assistance for their businesses, students receive relevant experience at a respectable wage, and the City receives the benefit of new jobs created by growing small businesses. The first phase of this project provided funding for 80 interns from A&M-Corpus Christi.
Community Engagement
Pollution Prevention Partnership

Public Outreach and Education
• Gretchen Arnold
• Sponsors: Texas Commission on Environmental Quality, City of Corpus Christi, Port Industries of Corpus Christi

The public education and outreach program of the Pollution Prevention Partnership provides information to the community about air quality and recommends practices to keep Corpus Christi air within clean standards. Information is presented to the community via Clean Air Fairs where the public can test drive clean vehicles and participate in many other “clean air” activities, teacher workshops that provide materials and supplies for K-12 “clean air” curricula, and community and media briefings and presentations.

AutoCheck
• Ed Eiland
• Sponsor: Texas Commission on Environmental Quality

AutoCheck is a proactive program designed to reduce harmful emissions from vehicles. This is accomplished by holding free screening events throughout the area. Vehicles that are found to be polluting are given a free repair voucher. Gas caps are checked for leaks and tire pressures checked and adjusted. Through these events this program educates the community about the emissions health of their vehicle and encourages the public to properly maintain their vehicles.

Transportation Planning and Programming
• Gretchen Arnold
• Sponsors: Texas Commission on Environmental Quality, Metropolitan Planning Organization
• Community Partners: City of Corpus Christi, Metropolitan Planning Organization, Texas Department of Transportation

Transportation planning and programming includes providing resource tools and programs that may reduce emissions associated with transportation. Programs include the development of a bicycle/pedestrian transportation plan, clean commute public transportation plans, and the development of a web-based transportation corridor planning site.
Clean School Bus Program
- Gretchen Arnold
- Sponsor: U S Environmental Protection Agency

The Clean School Bus program includes retrofitting area school buses with pollution prevention equipment. The installation of the equipment will reduce the emissions from each bus by approximately 20% for particulate matter, 40% for hydrocarbons, and 30% for carbon monoxide.

Respiratory Health
- Gretchen Arnold
- Sponsors: United States Environmental Protection Agency, Driscoll Children’s Hospital
- Faculty Partners: Mary Jane Hamilton, RN, Dr. Ric Ricard
- Community Partner: Driscoll Children’s Hospital

Respiratory health research compared days when Corpus Christi experienced elevated levels of ozone to pediatric respiratory admissions at Driscoll Children’s Hospital. Public announcements are provided on days when ozone levels are expected to be high for respiratory sensitive members of the community such as asthmatic children and the elderly.
Youth Programs

Elite Islander Dual Credit Program
- **Joe Miller**
- **Community Partners:** Flour Bluff, West Oso, Tuloso-Midway, Calallen, Gregory-Portland, and Corpus Christi Independent School Districts.

This program delivers dual credit courses to area high school students on the Texas A&M University-Corpus Christi campus. The inaugural class of Elite Islander students began attending classes in the 2008 fall semester.

CHRISTUS Spohn T.E.C.H. Camp
- **Carole Peterson**
- **Sponsor:** CHRISTUS Spohn Health System
- **University Partners:** College of Nursing and Health Science, College of Science and Technology Clinical Laboratory Science Program, and College of Science and Engineering Technology Program.

Community Outreach helped high school students participating in CHRISTUS Spohn’s T.E.C.H. Camp explore Texas A&M University-Corpus Christi’s healthcare and technology programs. T.E.C.H. stands for Teens Exploring Careers in Healthcare. The program was open to children of CHRISTUS Spohn employees. During their visit to A&M-Corpus Christi, the students practiced drawing blood from high-tech patient simulation mannequins at the College of Nursing. The students used test tubes and microscopes to solve healthcare mysteries in the Clinical Laboratory Science lab. And, they learned about innovative ways to use electricity, mechanics, and hydraulics in the Engineering Technology lab.

Summer Nutrition Program
- **Joe Miller**
- **Sponsor:** Texas Department of Agriculture
- **University Partner:** Kinesiology Department

Community Outreach operated this program which supplies free meals to 100 underprivileged summer campers for three weeks while they attend camp on the Corpus Christi campus.

Summer Camps
- **Joe Miller**
- **University Partners:** Faculty and staff from a variety of academic colleges.

Community Outreach assisted with the coordination of 27 summer youth camps, which is the highest number of camps held on the campus of Texas A&M University-Corpus Christi.
Gulf Coast Environmental Education Program

- Jim Needham, Joe Miller
- Sponsor: Region VI United States Environmental Protection Agency
- Community Partner: Texas Parks & Wildlife
- University Partners: Jay Tarkington - Center for Coastal Studies

This summer program provides young people with the opportunity to learn to kayak in order to explore the coastal environment. This series of one week camps include activities such as kayak training, environmental education, and wetland exploration. Visits and tours included educational facilities such as the Coastal Conservation Association/Texas Parks & Wildlife Redfish Hatchery, the Texas A&M University-Corpus Christi Talley Island Education Center, Texas State Aquarium and others. The Environmental Protection Agency requested permission to use the project’s final report in future training programs.

4th Annual Heart Gallery of South Texas

- Carole Peterson
- Client: Texas Department of Family and Protective Services – Child Protective Services
- University Partners: Barbra Riley, (Art Department), Diana Cardenas and Charles Etheridge (English Department) in the College of Liberal Arts; Roberto Garcia (Garcia Arts & Education Center) in the College of Education
- Student Photographers: Millie Harrison and Kristi Beach

Texas A&M University-Corpus Christi photography and technical writing students worked together to create a traveling photo exhibit of local foster children hoping to find permanent, loving families. The Heart Gallery is an annual community engagement project led by the College of Liberal Arts to raise awareness of Child Protective Service’s foster adoption program. The exhibit features children who are harder to place due to their age, usually 9 years and above, or because they are in a sibling group. More than 30 of the children included in the Heart Gallery have been placed in adoptive homes since the project began in 2005.

MathCounts 2008

- Jim Needham, Joe Miller, Crystal Seehorn
- Sponsors: Citgo Refining, Flint Hills Resources, Valero Refining, HDR Shiner Moseley, and Texas Society of Professional Engineers

MathCounts is a middle school math program developed by the National Association of Professional Engineers. Community Outreach sponsored the annual MathCounts Regional Competition where teams from 15 schools across the region competed for a chance to advance to the State Competition. Over 100 middle school students participated in the competition.
111th Annual Meeting of the Texas Academy of Science
  • Crystal Seehorn
  • University Client: College of Science and Technology

A three-day meeting of the faculty and student members of the Texas Academy of Science. The meeting hosted over 525 attendees on the university campus.

Boy Scouts of America Troop 56 Swim Test Training
  • Crystal Seehorn
  • Community Client: Boy Scouts of America Troop 56

Buccaneer Classic Music Festival
  • Crystal Seehorn
  • Community Client: American Classic Music Festivals

This annual music festival allows middle and high school students in band, orchestra, and choir an opportunity to participate in a competition with students across Texas on the A&M-Corpus Christi campus.

Camp Sandcastle
  • Crystal Seehorn
  • Community Client: American Diabetes Association

A summer program that is hosted by the American Diabetes Association and provides 40 Coastal Bend youth with an opportunity to participate in a week long program designed with their special needs in mind.

Career & Technical Education Leadership Academy
  • Crystal Seehorn
  • University Client: College of Education, Texas Education Agency

Career & Technical Education Recruitment and Retention Conference
  • Crystal Seehorn
  • University Clients: College of Education, Texas Education Agency

Corpus Christi Rural Transit Authority Board of Directors Planning Session
  • Crystal Seehorn
  • Community Client: Corpus Christi Rural Transit Authority

Doraine Wealth Management Client Appreciation
  • Crystal Seehorn
  • Community Client: Doraine Wealth Management Group, Inc.
Herff Jones Yearbook Workshop
  • Crystal Seehorn
  • Community Client: Herff Jones

A one-day workshop for high-school level yearbook and journalism staff with focused training in photography, feature writing, and Adobe InDesign.

The People’s Law School
  • Crystal Seehorn
  • University Clients: College of Business, Phi Alpha Delta, University of Houston

A free, one-day program designed to make the law “user-friendly” to the general public. Classes include wills, family and consumer law, landlord/tenant law, and credit and debt collection.

STARRS Junior Triathlon Training
  • Crystal Seehorn
  • Community Client: South Texas Area Runners Riders and Swimmers

A six-week triathlon preparation program for youth designed to train for the STARRS Annual Triathlon.

Surveying II: The Advanced Short Course
  • Crystal Seehorn
  • University Client: College of Science & Technology, Geographic Information Science

This summer program is hosted by the department of Geographic Information Science provides surveyors from across the state with a five-day continuing professional education opportunity. It takes place on the A&M-Corpus Christi campus.

Veterans Civic Council
  • Crystal Seehorn
  • Community Client: Veterans Civic Council

The annual meeting of Veteran’s Civic Council members of Texas to discuss changes and updates to veteran affairs issues and school certification.

When Hollywood Comes to Town
  • Crystal Seehorn
  • Community Client: Texas Film Commission

A one-day economic development workshop designed to teach visitors and convention bureau planners topics such as how film locations are chosen, working with the Texas Film Commission and film location scouts, what to include in local filming guidelines, and other information for cities and towns across Texas to be film-friendly.
Awards

2007 Coastal Bend Bays Foundation Conservation & Environmental Stewardship Award
Received by Jim Needham

United States Environmental Protection Agency Blue Sky Award
Received by Pollution Prevention Partnership
Community Outreach Staff

Jim Needham

Dr. Jim Needham is the Dean of Community Outreach. He operates as a connection between the University and the Coastal Bend community. Before coming to Corpus Christi, Jim acquired his degrees at Texas A&M University including a Doctorate of Philosophy in Architecture. Jim has been awarded multiple grants to aid in his work with the community. He serves on the boards of several community organizations and chairs the Flint Hills Resources Community Action Council and State Employee Charitable Campaign - Coastal Bend Region.

Gretchen Arnold

Gretchen Arnold is the Director of the Pollution Prevention Partnership. She develops and delivers environmental programs provided through the Pollution Prevention Partnership and obtains all funding required for delivering the programs. The Pollution Prevention Partnership was recently announced as a Blue Sky award recipient by the U.S. Environmental Protection Agency. Her education includes a Bachelor’s and Master’s Degree in Business Administration from Texas A&M University-Corpus Christi. She has several years experience with environmental and regulatory programs developed in Corpus Christi.

Ed Eiland

Ed Eiland is the Program Coordinator for the Pollution Prevention Partnership AutoCheck program. AutoCheck serves Nueces and San Patricio counties and endeavors to reduce vehicle emissions by identifying and repairing vehicles with high emissions. Ed is working towards a Bachelor of Arts in Electrical Engineering Technology (Control Systems) at Texas A&M University-Corpus Christi. Ed is retired from the U.S. Navy where he served on numerous FBM Submarines as a Missile Technician.

Deanne (Dee Dee) Hubenak

Dee Dee joined the office of Community Outreach in March of 2008. She is responsible for the office accounts and purchases, and assists and supports the dean and directors with their grants, events, programs, conferences, and camps. Dee Dee has worked in a variety of industries as an internal auditor and accountant. Prior to her appointment with Community Outreach, she worked at the Texas A&M University-Corpus Christi Bookstore for almost six years as a Retail Accountant. Dee Dee graduated with a Bachelor of Business Administration - Accounting degree from Texas A&I University in Kingsville. She is a member of the Institute of Internal Auditors.
Joe Miller

Joe Miller is the Director of Education & Youth Issues for the Outreach Program. He is responsible for developing and implementing a variety of initiatives designed to improve the lives of young people in the Corpus Christi community. Joe designs and implements programs for at-risk youth, coordinates all of the summer camps at the University and oversees the University Dual Credit Program. Joe earned his Bachelor of Arts degree in Psychology from Southwest Texas State University in San Marcos, and is currently a student in the Master of Public Administration program at Texas A&M University-Corpus Christi.

Carole Peterson

Carole Peterson is Director of Workforce and Economic Development. She plans, manages, and delivers programs to enhance the Coastal Bend’s workforce and economy. She collaborates with A&M-Corpus Christi faculty to develop training programs, conduct economic research, and provide management consulting services. She has 20 years of business and economic development experience. Carole graduated Summa Cum Laude with a Bachelors of Arts degree in English and Spanish from Texas Lutheran University and earned her Master of Business Administration degree from Texas A&M University-Corpus Christi.

Crystal Seehorn

Crystal Seehorn is the Events and Conferences Manager. She plans, manages, and executes mission-advancing ancillary and institutional events utilizing University and community resources and services. The services she provides help programs to be created in the Coastal Bend to benefit youth and professionals in the community. The office of Events and Conferences offers a one-stop shop for event planning, facility reservations, conference registration, and a broad array of customized event services. Crystal connects her clients to the resources needed for successful events on campus and in the community. She has a Bachelor of Arts degree in Spanish from Texas A&M University-Corpus Christi.
Memberships

American Society for Training and Development (ASTD) – Corpus Christi Chapter
Association of Collegiate Conference and Events Directors
Board of Certified Safety Professionals
Boy Scouts of America
City of Corpus Christi Small Business Advisory Committee
City of Corpus Christi Unified Development Code Advisory Committee
City of Corpus Christi Watershore and Beach Advisory Committee
Coastal Bend Asthma Coalition
Coastal Bend Bays & Estuaries Program Water & Sediment Quality Advisory Committee
Coastal Bend Bays & Estuaries Program Human Uses Advisory Committee
Coastal Bend Bays Foundation
Coastal Bend Nature Tourism Initiative Advisory Committee
Coastal Bend Ozone Task Force/Air Quality Committee
Corpus Christi Chamber of Commerce Infrastructure Committee
Corpus Christi Community Advisory Council
Corpus Christi Human Resources Management Association
Corpus Christi Oil and Gas Advisory Committee
Coastal Bend Center for Independent Living
Drive Clean Across Texas Advisory Committee
Education Workforce Issues Managers Group
Environmental Protection Agency Blue Skyways Coalition
Flint Hill Resources Community Action Council
Go-Center Advisory Board
Local Emergency Planning Committee
Long Term Health Group
Moody T-STEM Academy Advisory Board
Nueces County Community Action Planning Team
Nueces County Parks Board
Regional Transportation Authority Alternative Fuel Advisory Committee
Selective Service System Board
State Employee Charitable Campaign
State of Texas Bicycle Advisory Committee
Surfrider Foundation-Coastal Bend Chapter
Texas Association of Partners in Education
Texas Association of Pupil Transporters
Texas Commission on Environmental Quality Clean Air Public Round Table
Texas Coastal Bend Regional Tourism Council
Texas State Museum of Asian Cultures Board of Directors
World Affairs Council of the Coastal Bend
Youth Continuum of Care Coalition