

Education

Multnomah ESD Academic All-Stars: 1998 Finalists Named

They range from an accomplished computer scientist at Gresham High School, to a dancer extraordinary at Jefferson High School, to a Grant High School student fluent in three languages. They have studied in Europe, sung in our nation's capital and performed right here in the City of Roses.

They dispel every negative notion society holds about today's youth and the ability of public schools to produce world class scholars. These students demonstrate values and work habits that firm hope for the future. Amidst the long shadows cast by our best achieving high school students, they stand tallest. **They are the 1998 Multnomah County Academic All-Stars.**

On April 28, 1998, Multnomah Education Service District and the MESD Foundation will honor them at the 15th Annual Academic All-Stars Banquet at the Sheraton Portland Airport Hotel. At the banquet,

the MESD Foundation will also distribute \$30,000 in scholarship funds contributed by local individuals, businesses and foundations. Grand Sponsors include Digital Vision, Inc., Rose E. Tucker Charitable Trust, Holzman Foundation and Oregon Health Sciences University. Other major gifts were received from PGE/Enron Foundation, Weston Pontiac/Buick/GMC, the Kapteyn family, Jackson Foundation, Fred Meyer, Inc., George Azumano, Wayne Hamersly, and PCC Structurals.

Academic All-Star candidates compete at the school level in one of nine categories. Beginning with 142 students, the field has narrowed to 72 students reaching the County finals.

The finalists have survived a portfolio review and interviews at the school level, and a county-wide review by a panel of distinguished judges. Sixteen public high schools are represented.

Portland State University Wins Regional Advertising Contest:

"Now on to the Nationals; Let's Bring Home the Big One"

After eight years of participation, Portland State University has won the District XI National Student Advertising Competition (NSAC) sponsored by the American Advertising Federation and this year's client-Hallmark. PSU goes on to the National Finals in Minneapolis June 17-20 to compete against 14 other regional winners.

"Winning this has changed my life," says Mike Lakey, a member of PSU's 11-person team. "We went into this experience determined to do the best work we could. Winning proved that the effort you put into things pays off. And, when you came together and accomplish something like this, it's sweet!"

The competition, which took place April 17 Billings, Montana, involved nine schools from the Pacific Northwest, including the University of Oregon, which took second place, and the University of Idaho, which took third. The student "agencies" were to create a total marketing campaign for Hallmark, including ads for print and broadcast media, sales promotions and public relations. Teams were judged on their 40-page plans book and their 20-minute presentation.

PSU won the highest marks in both categories; but more important was the rapport which surfaced between them, as the agency, and the client judges, says Patti Cody, KVO Advertising, competition coordinator for this district. "In the judging, as in any real life situation where an agency is trying to woo new business, there is a subjective component. How well will you



PSU NSAC team (left to right from the top): Jenna Gambaro (top), Bassem Kudsi (glasses), Patrick Rossetti, Rebecca McClary, Jason Grosz, Corey Stafford, John Heady, Kim MonBarren, Sean Shepard, Marc Goldberg, Mike Lakey, Roshan Bellavara.

work together?" says Cody PSU also won, she says, because the judges felt they best answered the assignment, and because the team's presentation was casual and very personable, a style

considered particularly effective and suitable for Hallmark.

The student competition was created to mirror the real-life process of a marketing campaign as closely as possible,

says Cody. Students must analyze a problem and solve it. They do research; they must be creative. They select media and they target audiences

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New Transfer Scholarships For Community College Scholars

Governor Kitzhaber told 34 excited community college scholars that 13 independent and seven public universities will provide them with transfer scholarships to help them complete their baccalaureate degrees at Oregon's four year institutions.

The transfer scholarships range from \$1,000 to \$1,500 per year and will be provided to the community

college scholars who transfer to the participating four year institutions.

"We hope by providing the transfer scholarships we will encourage these students to consider continuing their educational journeys at Oregon's Independent colleges and universities," says Gary Andeen, Executive director of the Oregon Independent Colleges Association.

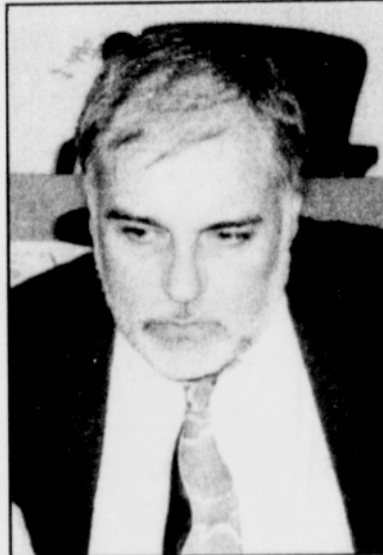
Community college students typically fair very well after transferring to four year institutions. According to research from the Oregon University System, community college transfer students have the same grade point average and graduate at the same rate as students who started at the public universities.

Star Speaker On Juvenile Violence At PCC

We got an all-access pass to the youth violence underworld through the eyes of a man who has seen its devastating effects firsthand.

Steve Nawojczyk, a highly visible figure in the juvenile violence prevention arena, was the keynote speaker in Juvenile Violence: Symptoms and solutions at Portland Community College's Central Portland Workforce Training Center on April 24 from 9 a.m. to 3 p.m.

Nawojczyk's eye-opening presentation is designed to make communities aware of the dynamics of the gang culture and motivate them to become proactive rather than reactive in developing and implementing programs to manage juvenile violence in their area. He states, "Violence and gang culture cross all social and economic boundaries." He also claims, "Since the 1950's, each generation of Americans has been more violent than the last." His solution is intervention and prevention. "Adults must quit trying to



Steve Nawojczyk

finger the blame and try some different, non-traditional solutions to the problem."

As a twenty-year veteran death scene investigator, Nawojczyk has witnessed firsthand the telling effects of youth violence.

By developing the trust of many gang members through communication and perseverance, he has become one of the

nation's leading authorities on gang culture and psychology. Nawojczyk's work with gangs and juvenile violence has been featured on HBO in the America Undercover series, Gang War: Bangin' in Little Rock.

He discussed the history and identification of gang sets, gang recruiting practices, had signs, graffiti interpretation and some non-traditional solutions to violence.

Also highlighted during the seminar was the "Save Our Youth" program, featuring a panel of local experts who present the local gang and juvenile violence climate.

Representatives from the following agencies were on the panel: Portland Police Bureau Gang Enforcement Team, Portland Public Schools Police, House of Umoja, the City of Gresham Police Department, Youth Gangs Outreach and the Multnomah County Juvenile Community justice Gang Resource intervention Team (GRIT).



Happy Birthday
* Jessica Huff *
Your Family Loves You
Very Much!

Spring Career Fest!

Wednesday, May 6, 1998
Cascade Campus
11a.m. - 6p.m.

☀ Come to the Portland Community College Career and Job Information Fair and visit with over 100 employers.

☀ There will be live entertainment, keynote speakers, employer presentations and job opportunities!

☀ This event is **FREE** and will take place outside on the Borthwick Mall area.

**Bring Your Resumes!
SEE YOU THERE!**

**PCC Community College
Cascade Campus
705 N. Killingsworth**

Here are a few of the employers who will be there!

- Bi-Mart Corp , City of Portland - Bureau of Environmental Science,
- Doubletree Hotels, Liberty Northwest Companies, Tektronix, United Parcel Service (UPS), Fred Meyer, Kaiser Permanente, Legacy Health Systems, Oregon Lottery, Portland General Electric, Safeway, Inc.