



HOPE, STRENGTH & JOY

It's the Stuff that
Rebecca Villicaña and
Fellow Wish-Granters
Are Made of

In fables and folklore, wishes are made by dropping a coin in a well, rubbing a magic lamp, or finding the end of the rainbow.

In the world in which we live, wishes are granted by Rebecca Villicaña and her team of wish granters at the Make-A-Wish Foundation of Arizona.

Homegrown in Phoenix, Make-A-Wish has been granting wishes to children with life-threatening medical conditions since 1980. On May 21, 2005, the foundation celebrated its 25th year — and its 2,500 wish granted — at the Wish Ball, which raised \$310,000 for the organization.

Since Rebecca became CEO and president in 2000, the organization has grown substantially at an average rate of about 18%. Describing Make-A-Wish as a “business with a heart,” Rebecca attributes the company’s growth to the goodwill it has created in the community. “We really touch the children and the families we serve. They see the immediate results of what we do and want to contribute.”

Unlike many non-profits, the volunteers at Make-A-Wish are the ones who actually carry out the wish granting. “Our volunteers feel very connected to Make-A-Wish as they are a vital

part of our organization and contribute toward our growth. Since they work directly with the children to grant their wishes, they know they can’t drop the ball.”

As CEO and president of Make-A-Wish, Rebecca oversees every aspect of the foundation’s operations; she is accountable to a sizable board of directors. As a wish granter, the same as her volunteers, Rebecca is accountable to the child whose wish she must carry out. There can be no “do-overs” in wish-granting, since a child only gets one wish, says Rebecca. Volunteers must coordinate so that wishes are executed perfectly.

This dual role of executive and volunteer enables her to “look at the organization’s decisions from different lenses.” Rebecca’s natural disposition to doing well in business fused with her desire to help others makes her a perfect fit for the post.

While studying business at University of Phoenix, Rebecca, a 1987 graduate, benefited tremendously from working with other like-minded professionals. She says, “For many of us, the issues we were grappling with at work were the same as the issues we were studying in class.” This immediacy allowed her to

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Wishes

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apply what she learned in the classroom to her position at the city of Phoenix.

Later on, she continued to apply this knowledge as a consultant advising businesses and non-profits and then as an executive director for the National Conference for Community and Justice before coming to Make-A-Wish. She has effectively led the foundation through a reorganization that merged the Central & Southern Arizona chapter with the Northern Arizona chapter. Today, Rebecca oversees one large state chapter with offices in Phoenix, Tucson, and Prescott.

In her time at Make-A-Wish, Rebecca has seen the granting of all types of wishes from the popular, “I want to see Mickey Mouse”; to the peculiar, “I want to tour a pickle factory”; to the transformative, “I want to be Spider-Man.”

Rebecca and her team made this boy’s one-of-a-kind wish a reality and converted the frail-looking child into his favorite superhero. Fitted in the red and blue costume, Spidey interrupted a bank robbery in progress, rescued his mom who was tied up in a restaurant freezer, and saved Arizona State University’s mascot, Sparky, from being captured by the Green Goblin during a football halftime performance.

“This was certainly one of the more elaborate wishes,” says Rebecca, who smiles reflecting on the number of people — local police officers, TV news broadcasters, bank tellers, restaurant workers, and ASU event coordinators — who came together to fulfill this wish.

Cheered on by thousands at the football stadium and the recently-rescued Sparky, for that day, the boy wasn’t a child afflicted by sickle cell anemia, he truly was Spider-Man. From the expression on his face, no one could convince him otherwise.

Years in the Making University Officials & Community Anticipate Program Start Date

Drum roll, spotlight, blaring trumpets, choir of angels; this announcement deserves as much fanfare as one can imagine.

For the first time ever, University of Phoenix will be offering the long-awaited Bachelor of Science in Education/Elementary Education program later this year. Though program start dates and other detailed information is unavailable at this time, we can announce with confidence that the university expects this program offering to be well-received by the education community. Campus officials are continuing to work with the Department of Education to secure details.

Specific information regarding the Bachelor of Science in Education/Elementary Education program will be announced in the next *Upgrades*.

University of Phoenix Nursing Honor Society Inducts 966 Members

On June 4, 2005, Omicron Delta, the University of Phoenix chapter of Sigma Theta Tau International Honor Society of Nursing, inducted 966 new members. Forty-six Phoenix Campus students were inducted, with 27 inductees and their guests attending the ceremony.

Sigma Theta Tau works to develop and connect nursing scholars to improve health care. The group promotes nursing excellence through its research initiatives, leadership, and publications.

To join Sigma Theta Tau, students must demonstrate excellence in scholarship and show leadership skills. Undergraduate students must have a minimum grade point average of 3.0, be in the top third of their class, and have completed at least one-half of the nursing curriculum. Graduate students must have a minimum grade point average of 3.5 and have completed one-half of the nursing curriculum.

University of Phoenix Omicron Delta chapter currently has 3,170 members worldwide. The chapter was chartered in 1996 and has grown to be one of the largest chapters in the organization.

Keeping in COMPLIANCE

University of Phoenix, Phoenix Campus, has taken the necessary steps to ensure it complies with new Payment Card Industry Standards. In following these guidelines, the university will continue to be able to accept credit cards while protecting the credit card information of our students.



Teaching a Natural Fit for Seasoned Businessman



Entrepreneurial opportunities have never seemed to pass by **Eddie Oakes**. Growing up in dairy farm region outside Buffalo, New York, Eddie turned farm work into an enterprise by outsourcing himself as a hired work-hand. Ever since then his get-up-and-go attitude has propelled him to the top of a variety of management positions.

Today, this baby boomer's brio and need for the new has launched him to the front of the class as an educator.

Eddie says: "I had unofficially retired from my stressful job in health care and

had taken work as a grocery store greeter. I was chatting with a customer about career options when she asked me if I had ever considered teaching. That was the 'ah-ha' moment, and the rest is history."

Though he has not been a formal educator, Eddie has served in a trainer capacity while in the military. As a business leader, Eddie often found himself training others; he describes himself as a natural leader who truly enjoys working with people. "I like people until they give me a reason not to like them. I treat people with respect, the way I want to be treated. This approach has always worked for me," says Eddie.

For the past two years, Eddie has been working as a substitute teacher at Walker Butte K-8 school in Florence. Because of his background, Eddie's suited to step in and serve a variety of roles at the school from math to phys. ed. teacher. He's fond of the students and finds it is easy to build rapport with them and gain their trust.

Nonetheless, Eddie admits that starting a second career at retirement age poses its challenges. He credits University of Phoenix for enabling him to make this transition knowing first-hand how traditional universities cannot accommodate the busy schedules of working adults. "The program is tough but it's worth it," says Eddie, who arrives to each class an hour early to prepare. "The program wouldn't have its value if it were 'easy'; I wouldn't want it any other way."

Eddie, who holds a dual bachelor's degree from University of Phoenix, has a few more courses to complete before he starts student teaching. He looks forward to coaching students on the ins and outs of business. More than that, he seeks to instill the value of higher education in his students. Eddie says, "Our youth don't recognize that without a basic education, they limit their chances for success. I'm here because I want to share my experience with the leaders of tomorrow and I'm grateful at age 55 to be able to do that."

It's Education with Compassion New Certificate to Launch at Phoenix Campus

University of Phoenix, Phoenix Campus, is proud to offer a brand new certificate program designed for today's nurses who want to teach. The Nursing Health Care Education certificate gives students the educational competencies they need to share their skills and knowledge with other nurses.

This innovative certificate program covers teaching strategies, curriculum development, and assessment as they apply to the health care profession. This twelve-credit program gives students the tools — and techniques — they need to share their passion of nursing with others. Simply stated, the Nursing Health Care Education certificate is designed to give students the edge they need to crossover from nursing to education.

To learn more about this new certificate program, call **480-557-2000**. Classes are scheduled to start this fall.

Education is the ability to listen to almost anything without losing your temper or your self-confidence.

—Robert Frost—



\$16,000 in Scholarships Recently Awarded

In conjunction with the National Latino Peace Officers Association (NLPOA), University of Phoenix created scholarship opportunities for three new Phoenix Campus students. One student received the top award valued at \$8,000 and two students received scholarships valued at \$4,000 each. Awards will be given out over the course of two years.

To qualify, applicants had to be of Hispanic heritage, demonstrate financial need, reside within Maricopa County, and be 25 years of age. Founded in 1972, the NLPOA is the largest Latino law enforcement organization in the U.S. It comprises members of chiefs of police, sheriffs, police officers, and parole agents employed at the local, state, and federal levels. The NLPOA provides its members with training, promotional development, and mentoring opportunities.

Pomp & Circumstance

The Phoenix Campus fall commencement ceremony will take place October 15, 2005, at the Glendale Arena in Glendale. Hundreds of University of Phoenix graduates and their guests will fill the arena for this remarkable occasion. Outstanding students and faculty will be recognized during the ceremonies. The campus wishes to honor four Outstanding Student Achievement awards, two from the undergraduate and graduate programs. These students must have a 3.9 grade point average, demonstrate leadership qualities in both the classroom and the workplace, and be active in the community. On behalf of the Phoenix Campus, congratulations graduates!

In the Community

Lions and Tigers and Otters, Oh-my!

Animals from the Phoenix Zoo will get some extra special care this year thanks to the Phoenix Campus. The campus has become a zoo sponsor, or Special Parent Of The Zoo (SPOTZ), by adopting a pair of spotted-neck otters and a Sumatran tiger. For one year, the Phoenix Campus will provide the funds necessary to feed and care for these animals.

The Phoenix Zoo is one of the largest non-profit zoos in the country, relying exclusively on patrons, members, and donors to provide revenue to support the animals in its care. By supporting the Phoenix Zoo, the Phoenix Campus employees are supporting one of Arizona's most important cultural, educational, and environmental institutions.

Knocking Down Pins for a Cause

On August 6, 2005, a dozen Phoenix Campus employees and their friends spent the day making sure the third annual Bowl-a-Rama for Animal Rescue went smoothly by operating the check-in stations, overseeing raffles and silent auctions, and assisting bowlers to their lanes. Bowl-a-Rama raised funds for Pets 911 Auxiliary and its partners.

Mesa Campus Expands, Gilbert Campus Closes its Doors

After an extensive analysis, the Phoenix Campus has consolidated operations by closing the Gilbert Campus, located at 2160 S. Power Road, and transferring the Gilbert students to the Mesa Campus, located at 1620 S. Stapley Drive.

To accommodate the additional students, the campus has acquired additional space for seven classrooms and two study group rooms on the second floor of the existing building. This classroom construction was completed August 2005.

University of Phoenix leases space rather than buys buildings, which allows it to respond to changing market needs. Campus officials took precautions to make this transition seamless for affected students and faculty.

A love affair with knowledge will never end in heartbreak.

—Michael Garrett Marino—

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