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James Bowles couldn’t stay away from PCC — first as a student, now as an administrator.

Community Education has offered everything from cooking to belly dancing over the years.
A DECADE OF FIRSTS

A small vocational and adult education program through Portland Public Schools grows into a community college

1960s

The Birth of the School

In 1961, the Vocational and Adult Education Division of Portland Public Schools officially changes its name to Portland Community College and a community college is born. Voters approve PCC's first bond measure in 1963, which leads to the remodeling of the Failing and Shattuck schools. In 1965, PCC receives its charter and Dr. Amo DeBernardis becomes its founding president. In that same year, the Sylvania Campus is approved for construction.

Breaking New Ground

Thanks to the bond, PCC introduces 28 transfer courses into the curriculum at Shattuck School. Vocational-technical classes are held at Failing. In 1966, PCC begins its first accreditation process and splits academics into five divisions. In 1968, PCC opens the Sylvania Campus. Not long after, voters approve PCC’s first tax base of $4.1 million that, along with state support and tuition, provides funds to operate and maintain the new facilities.

A Strong Foundation

The governing body of PCC at the time is the College Advisory Council and soon is replaced by the Portland Community College Board. In 1969, the Ross Island Center (the old Failing School) and the Stadium Center (formerly the Multnomah College Tech Center) are purchased by PCC. The Stadium Center is PCC’s first location in downtown Portland. Later that year, PCC officially separates from Portland Public Schools to become its own organization.

Elsewhere in the world:

1963 Martin Luther King Jr. delivers his “I Have a Dream” speech.

1967 The first successful human heart transplant is performed.

1969 Neil Armstrong becomes the first human to walk on the moon.

Dr. Amo DeBernardis was the driving force behind Portland Community College.

PCC’s vocational-technical and apprenticeship courses were originally held at Failing School.

Support services such as counseling have always been an integral part of the college.
A DECADE OF BUILDING

New facilities, programs and locations help serve a growing student enrollment, laying a solid foundation of services

1970s

1970s

National Attention

In 1970, the nursing program gains nationwide accreditation, as does the college as a whole on a conditional basis, and the former Cascade College becomes PCC’s second campus — the Cascade Center. In 1971, PCC closes its Shattuck School location after media, library and cafeteria facilities open at Sylvania. That year, the name of the college’s service area officially changes from the Metropolitan Area Education District to the Portland Community College District.

Planning for the Future

In 1972, the college dedicates the health and communications buildings, completing the third phase of Sylvania’s construction. In 1973, PCC completes its payment to Portland Public Schools and becomes the sole owner of the Sylvania Campus. Meanwhile, construction plans for the initial phase of the Rock Creek Campus start in 1974. A year after Rock Creek plans are settled, PCC becomes fully accredited through the Northwest Association of Schools and Colleges.

Growth and Expansion

In 1975, the new Cascade Campus gets its first building — Terrell Hall. In 1976, the first phase of the Rock Creek construction is completed, including facilities for vocational and college transfer programs. A year later the second phase of Rock Creek is finished and, in 1978, PCC purchases a large industrial building on Southeast 82nd Avenue, which would become the old Southeast Center. With the foundation for the college now set, founder Amo DeBernardis retires in 1979.

Elsewhere in the world:
The first Earth Day is celebrated in the United States.

Elsewhere in the world:
Richard Nixon resigns as President of the United States.

Elsewhere in the world:
The Portland Trailblazers win the NBA Championship.

1970

1974

1977
As founders retire, new leaders come in to steer PCC to national prominence as the service population continues to grow

PCC Gets Organized

The second president of PCC, John Anthony, starts his tenure in 1980 as the college works to meet the needs of a growing service population. As the college gets bigger, it reorganizes in 1981 to manage the expanding campus system. Four campus deans and three central services vice presidents are named. Phase three of the Rock Creek Campus construction finishes with brand new health, physical education and recreation buildings to service Washington County. In 1982, the PCC Foundation forms.

A National Role Model

In 1983, the college is picked as one of four colleges nationwide to initiate an adult literacy model program. In 1984, PCC sells its downtown location, the Stadium Center. President John Anthony resigns in 1985 to become the founding president of Collin County Community College in Plano, Texas. Jim Van Dyke takes over as interim president. Cascade’s science building is completed and is named after Northeast Portland community leader John Jackson.

Changes and Celebrations

In 1986, Daniel Moriarty is named PCC’s third president and presides over expanded programs serving five counties. That same year, the last original member of the first board, Howard Cherry, retires. The college also celebrates its 25th anniversary. PCC hosts the first Art Beat Festival, a district-wide celebration of the arts, in 1987. In 1989, Vice President of Administrative Services Roy Lindsay retires. He had worked closely with all of PCC’s presidents since the college’s inception.


1985 Elsewhere in the world: Microsoft releases the Windows operating system.

1989 Elsewhere in the world: The Berlin Wall dividing East and West Germany is torn down.
A DECADE OF NEW

PCC starts popular arts and cultural festivals, expands buildings, improves technology and enters a bold new world called the Internet

A New World (Wide Web)

In 1996, new facilities at Cascade and Rock Creek campuses are completed, as well as workforce training centers in central Portland and Beaverton. That same year, PCC enters the World Wide Web by delivering information at its new website www.pcc.edu. In 1997, the Rock Creek Campus cheers its brand new 17,000-square-foot aviation hangar, and PCC’s debate team earns a number one ranking in the nation for two- and four-year colleges.

Enrollment on the Rise

In 1998, PCC opens another workforce training center in Northeast Portland and the college announces its first distance learning partnership with local universities. Demolition of crumbling Cascade Hall, built in 1946 for the old Cascade College, begins. In 1999, PCC’s new class registration system goes online at the college website. The college breaks its single-term enrollment record with more than 42,000 students enrolling fall term.

Place to Learn and Grow

In 1990, a small group of faculty and staff at the Cascade Campus decide to put on a film festival dedicated to Africa: The Cascade Festival of African Films. In 1992, enrollment growth of 25 percent since 1986 leads voters to approve a $61.4 million bond measure to expand facilities at all campuses and repair existing buildings. The library and performing arts center open on the Sylvania Campus in 1994 — they are the first of new facilities completed as a result of the bond.

Fall 2011 PCC Communities
2000s

A DECADE OF GROWTH

Area voters pass two of the biggest bond measures in Oregon’s history to help PCC respond to double-digit enrollment increases

Bond Measure Passes

In 2000, voters approve a $144 million bond measure for new construction and building upgrades to address the 50 percent enrollment growth since 1986. The same year, PCC signs dual enrollment agreements with local universities. In 2001, Dan Moriarty retires and Jess Carreon is named PCC’s fourth president. After two years, Carreon resigns and Jerry Berger is selected as interim president. Expansion and design plans are set for all three campuses, including the future Southeast Center.

Places to Gather

Sylvania’s totem pole is carved and erected by famous Canadian First Nations carver Richard Hunt in 2001. In January 2004, the Southeast Center opens with fireworks at a new location on Southeast 82nd Avenue. Preston Pulliams is selected as the fifth permanent president of PCC. Five new buildings open to students in the fall at Cascade, Sylvania and Rock Creek campuses. In 2005, PCC dedicates the Daniel F. Moriarty Arts and Humanities Building at the Cascade Campus.

PCC Goes Green

In 2007, the college joins a national climate initiative to reduce carbon emissions. In 2008, voters say “yes” to PCC’s $374 million bond measure to add classrooms, update technology and increase capacity of workforce training programs. PCC joins forces with local manufacturers to establish a welding program at Swan Island. In 2009, the new Willow Creek Center starts up as one of the most sustainable educational buildings in Oregon, earning the LEED platinum designation.

Elsewhere in the world:

2001 Apple Inc. introduces the iPod portable music device.

2005 Hurricane Katrina devastates the Gulf Coast.

2008 The U.S. elects the first African-American president.
PCC’s longstanding connection with Portland and the surrounding metropolitan area started five decades ago when founding president Amo DeBernardis came up with an audacious plan for a higher education institution.

His bold vision to make education accessible carries on today as students of all ages, ethnicities and backgrounds are given opportunities to expand their minds, broaden their skill sets and prepare for the workforce — all while they improve their lives and their families’ lives.

So when it came time to decide how to properly honor PCC on its golden anniversary, there was universal agreement that the college should remember the many individual instances in which students have transformed their lives, thanks to a PCC education. Since the college opened its doors in 1961, more than 1.3 million students — the size of the populations of Multnomah and Washington counties combined — have enrolled in classes.

To jump-start the upcoming year of celebrations and observances, the college recently launched a new logo and tagline:

**50 | Portland Community College**

**OPPORTUNITY — THEN. NOW. ALWAYS.**

"Over the past year, we’ve spent a lot of time gathering feedback from faculty, staff, retirees, students and alums on what PCC means to them and what PCC has contributed to the community," said Kristin Watkins, Associate Vice President of College Advancement. “And one theme resounded throughout all of their comments: opportunity is what PCC has been about for the last 50 years.”

Opportunity is PCC’s foundation and that will never change, said District College President Preston Pulliams.

“It’s our connection to the community and our mission of providing services and meeting the needs of our students that we will honor this year,” Pulliams said.

Last fall, the college began collecting celebration ideas at campuses, community events and online. A committee developed these ideas to find the best ways to put the theme into action, and now the college is ready to unveil how it plans to honor the accomplishments of the last five decades.

PCC faculty and staff will kick off the 50th anniversary at In-Service Day on Monday, Sept. 19, the district-wide meeting that opens the fall semester each year. At that time Wes Moore, author of the New York Times best-selling book “The Other Wes Moore,” will speak about community service.

The anniversary observance continues with excitement later in the fall with public gatherings at the Sylvania, Cascade and Rock Creek campuses and the Southeast Center to honor alumni, students, community members and supporters for their dedication to the college. A giant public kickoff celebration for the community will take place at noon on Friday, Oct. 7 at Pioneer Courthouse Square.

Later in the year there will be other signature events — all with the 50th anniversary influence — such as theater productions, art presentations, historical exhibits, student projects and a gala event.

In addition, a cornerstone for the anniversary is community service as the college pledges to donate 50,000 hours of volunteerism to nonprofit organizations. To read more about how community service plays a role in the anniversary, see the story on page 65.

The theme of opportunity will shape the look and feel for the anniversary and will resonate in all the activities, Watkins added.

“As we get going for the 50th, stay tuned for all the exciting announcements of things to come,” Watkins said. “This is a wonderful milestone in PCC’s history.”

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**CELEBRATE WITH PCC!**

Join us at the kickoff on Friday, Oct. 7 and at other 50th anniversary events throughout the year. Check www.pcc.edu/50th for updates.
PCC supporters will be out in force this coming year as they work in schools, collect nonperishable food, clean children’s books and improve local parks.

All of this volunteerism is to honor PCC’s 50th anniversary.

Over the last year, as dozens and dozens of ideas rolled in on how best to recognize this major milestone, one theme was constant: community service.

Oregonians know how to work hard and give time to organizations that help keep their cities safe and clean. So it’s only fitting for a college that serves the local community in an educational capacity to observe its anniversary by giving back to community groups that helped shape PCC into what it is today.

“Deciding to focus on community service and service-learning more broadly during the 50th year is a fulfillment of our mission,” said Sarah Tillery, hired last year as PCC’s Service-Learning Program coordinator just in time for the anniversary. “Our hope is that by focusing efforts on community service, we’re able to raise the level of awareness about the needs in our community and work to meet some of those needs.

“I also hope that we, as a college, are able to be good stewards in our local communities and build new and stronger partnerships with area nonprofits so that the efforts this year can be sustained moving forward.”

Just about everyone affiliated with the college will be talking about service and donating their time this coming year. And the college hopes its supporters will do more than simply listen. The college wants its supporters to act.
50,000 hours of service during one academic year

The college has set an ambitious goal for the academic year. Between student groups on campus, service-learning for credit and non-credit classes, and volunteering from the college’s supporters during PCC’s monthly community service days, at least 50,000 hours will be spent working with local nonprofit groups that need time from talented individuals.

“We intend to track and collect all the hours of service and volunteer work that PCC contributes through its Service-Learning Program. In addition, we hope to collect the individual hours of service that so many members of our PCC community contribute as part of their own personal ethic,” Tillery said. “It will be a stretch to hit 50,000 hours, but we’re hopeful that our PCC community can come together to challenge each other and ourselves to make our goal.”

The kickoff for the 50,000-hour community service challenge is at In-Service for faculty and staff on Monday, Sept. 19. During that day college personnel will have the opportunity to take part in a community service project for the Children’s Book Bank.

One of PCC’s strengths as a college is the Service-Learning Program. Service-learning opportunities in the classroom have been offered since 1994, just as the movement to expose college students to service was marching through Oregon. Because service and civic engagement have long been part of Portland’s makeup it’s natural that PCC students rank volunteerism as a high priority and they take their service seriously.

PCC students share their talents

PCC makes an impact locally by assisting culturally diverse populations such as those focused on immigrants, refugees, seasonal workers and people experiencing homelessness; cleaning up beaches or roadsides and removing hazardous materials from illegal dump sites; preserving and restoring the natural environments at campuses and centers; tutoring at nearby elementary schools; helping students who are learning English as a second language; supporting homeless veterans; establishing community gardens; assisting with a Spanish-language program to promote AIDS and HIV information; and collecting food for residents in need.

Between Sylvania, Rock Creek and Cascade campuses and the Southeast Center, students and faculty serve dozens of organizations each year. This year’s challenge promises to encourage even more involvement.

“By June 2012 I hope that the Portland community and our nonprofit partners feel more connected to and supported by PCC and I hope that those of us who work at and attend PCC know better the broad range of civic engagement and how to tap into it,” Tillery added.

PCC works closely with many local nonprofits on a variety of projects and will continue to do so during the coming year. Those groups include Children’s Book Bank, Portland Public Schools, Oregon Food Bank, Neighborhood House, Friends of Tryon Creek State Park, and Friends of Mount Tabor Park.

The 50,000-hour challenge is a huge undertaking, but students and staff agree: there is no better way to say thank you.

**Keep up on opportunities to serve your community by visiting www.pcc.edu/servicelearning**

**WHAT CAN YOU DO?**

Here’s what PCC is hoping its supporters will do to meet the challenge.

Visit the Service-Learning website at www.pcc.edu/servicelearning to find out about the many local nonprofits in need of help — everything from groups dedicated to education, eradicating homelessness, sustainability and environmental protection. Each month during the coming academic year the college will sponsor a large service project at an organization’s site. Participants must register on the Service-Learning website and everyone who attends and works on the project will help PCC get closer to its 50,000-hour goal. The first service project day is Saturday, Oct. 15, at Mount Tabor Park. The college and its supporters will work with Friends of Mount Tabor Park on an invasive species removal project.

Also at the website is an easy, do-it-yourself system to report community service hours. The college would love to hear stories about your volunteer experience.

Finally, keep tabs on how quickly the college community is moving toward its goal by regularly visiting the website. Hopefully the challenge will motivate PCC supporters to continue volunteering and maybe even encourage more individuals to perform service.
This fall, don’t be surprised if you start seeing diamonds.

You may notice them placed in shop windows, hugging the sides of buses, adhered to car bumpers or emblazoned on the front of T-shirts. After you’ve seen the diamond messenger bags, you may even be tempted to grab one for yourself. That’s exactly what PCC is hoping for as part of the PCC Diamond Pride Project.

Launched in honor of the college’s 50th anniversary, the project provides a grassroots way for students and community members alike to show that they believe in the community-based mission of the college.

“I have come to consider PCC as sort of a second home, as I’m sure many others have,” said graphic design student Nicole Worthington. “Wearing a symbol is a great way of showing school pride, and the diamond can be quite versatile. I would love to have a Graphic Design Program PCC diamond T-shirt!”

During the planning process for the 50th anniversary, PCC faculty and staff members on the planning committee realized that the college had a rare opportunity to do something truly special with the well-established diamond symbol.

“The diamond has been a part of the PCC logo for almost 20 years,” said PCC Marketing Manager Russell Banks. “It stands for what PCC is all about — opportunity, community and the transformative power of education.”

Traditionally, the diamond is associated with the words “Portland Community College” in the college logo, but for the 50th anniversary, PCC is releasing the diamond and giving everyone the chance to find a version of the diamond that best suits them.

As part of this effort, the PCC Graphic Design Program and the marketing office worked together to create an internship program. Design students spent the summer creating diamond stickers, T-shirts, flags, water bottles and, of course, the messenger bags.

50th Anniversary Coordinator Katherine McDonald believes that the PCC Diamond Pride Project reflects the spirit of the college. “By giving people a chance to make the diamond their own, we’re celebrating the 50th in a way that honors the diversity of the college,” she said.

Also hitting bookstore shelves? Fun items that play off well-known expressions, such as “Shine on you crazy diamond” T-shirts and “A diamond is forever” bumper stickers.

As one of the students chosen for the diamond design project, Nicole Worthington couldn’t be happier. “I am thrilled about this,” Worthington said. “I’m excited to work on materials that will inspire school pride and enthusiasm within PCC. This year is going to be a big one and it is a great time to rekindle the connection between PCC and its students.”

Student-created diamond designs will be unveiled at the college this fall, and as the year of celebration gets under way, the whole community will be shining with PCC diamonds.

“It’s going to be a diamond extravaganza,” said McDonald, smiling. “Our goal is to see every man, woman and child in our community flaunting their PCC pride.”

To learn how you can get a piece of the diamond pride, visit www.pcc.edu/50th

WHERE CAN I GET ONE?
PCC diamond decals and spirit wear will be available throughout the year at campus bookstores and at 50th anniversary events. Show your diamond pride!
Fresh out of high school and driving a snazzy 1951 Chevy coupe, James Bowles was set. His job as a custodian paid well and with income and wheels there was little more he needed.

His mother, however, had other ideas. That fall of 1964 she asked her son about his future. She didn’t exactly let him finish before telling him to get to PCC.

So started Bowles’ on-again, off-again relationship with PCC. He arrived at the Shattuck Building — where tuition for 12 credits was a mere $55. In 1966 he was drafted into the Army and sent to Thailand. Two years later he was back home and back at PCC.

His final stop at PCC came in the late 1990s after a long career in the juvenile corrections system and the Oregon Youth Authority. This time he returned as an instructor in what’s now called the Margaret Carter Skill Center.

Today he’s director of the center (named after the former PCC counselor and faculty member and longtime, now-retired state lawmaker) which provides students, including unemployed or underemployed individuals, with affordable training to help them find and keep living-wage jobs. This fall, the Technology Education Building — where the skill center is housed — will be renamed in Carter’s honor.

Q. When you first arrived at PCC what did you think?
A. I spent a lot of time watching others and tried to model my behavior as they did because I didn’t have a clue about where I was headed.

Q. Where did you hang out when not in class?
A. The student commons was the most popular place because we gathered there to play a card game called Hearts. The other popular spot was the Cheerful Tortoise restaurant, a block from the Shattuck Building.

Q. You returned to PCC in 1998, this time as an employee. What’s the best part of your job as the skill center director?
A. I see students much like I remember myself being during those early days at PCC: unsure of themselves and no clue of what they want to become. I tell them, no matter what their circumstances, they are in the “right place.” They tend to do better when they are assured that the center is a safe place for them. Every year, students stop by to inform us that they are graduating. It’s so gratifying because they were not part of the traditional targeted population but they became what many educators call a “persister” and they kept going until they made it. They refuse to give up and they do what no one believed was achievable by them: They graduate from college. I was one of those students.

Q. How do students at the skill center inspire you?
A. I know what they can do when they learn to believe in themselves. When they have that epiphany, they start teaching others and goal setting for themselves and they will not stop.

Q. Any advice for today’s college students?
A. First, spend some time thinking about what you want out of this educational experience and invest the time to research whether it really fits who/what you want to become. Second, make the commitment to yourself that you will finish no matter how long it takes. Third, enlist the support of your family and support network. Fourth, avoid excessive debt. Work part time to help with your tuition cost. Fifth, remember that persistence is the key to success and it is okay to have short celebrations at the completion of each milestone.

Calling All Alums!
We want you to help us celebrate PCC’s 50th. Come to the kickoff event on Friday, Oct. 7 and stop by the alumni table or email jennifer.sonntag@pcc.edu.
Jim O’Brien and Dick Young chuckle as they reminisce about the early years, way back in the 1960s, when Community Education classes were picking up steam and students were crowding the hallways trying to enroll in their favorite subjects.

Belly dancing was a definite hit (“We couldn’t offer enough classes and women were lined up for a mile,” said Young) as was a moonwalking class after superstar Michael Jackson introduced his trademark dance moves. Photography was another draw, much as it is today. Language classes were always full and it was hard to find empty space in anything related to travel, dance, music or fitness.

“If you pick up a Community Education schedule today it is almost the same as it was 50 years ago,” said Young, who retired in 1993 as a division dean after nearly 30 years with the college.

While PCC founding President Amo DeBernardis and his team were focused on credit classes, Young and O’Brien were part of a group charged with rolling out Community Education courses that seemed to immediately find fans.

Originally PCC took over Community Education programs already in place at local school districts such as Forest Grove, Beaverton and Portland. Once acquiring those, PCC quickly grew the offerings.

Those good old days were prosperous, O’Brien and Young say, when the economy was in decent shape and many people were clamoring for reasonably priced classes.

“Community Education offered a lot and came along at the right time,” said O’Brien, who retired as a dean of instruction in 1995 after 31 years of service to PCC. “There was no Internet … so these classes filled a void for people who wanted to do something.”

Back in the 1960s and 70s, Community Education departments were forming across the nation. Equal rights issues were front and center and taking college classes was one way people felt empowered. More women were working outside of the home and enjoyed the opportunities to consider a new career or find a hobby.

Today PCC Community Education is one of the largest of its kind in the country, teaching about 30,000 students every year. More than 1,200 courses are offered each term at nearly 100 locations across the district. PCC has also cultivated more than 80 local partnerships with businesses, community centers, schools and libraries.

Community Education prides itself with staying on top of the latest trends. That strategy dates back to the beginning as O’Brien and Young kept their ears to the ground as they developed classes.

“We were providing services and working for a forward-thinking institution,” Young said. “It was just plain fun because we worked with good people and we were getting things done.”

Looking for an interesting class to take this fall? Check out the Community Education schedule starting on page 9.
You’re Invited!

PCC’s 50th Anniversary Kickoff Party

October 7, 2011
Pioneer Courthouse Square
At noon

Don’t miss PCC’s official public kickoff of the anniversary – celebrating 50 years of opportunity!
Make YOU the project!

If you can dream it, Community Education’s hundreds of classes can help you achieve it. Go online to www.pcc.edu/community and get started on your own Project:YOU this fall.