LEADERS IN TECHNOLOGY
GRAHAM WESTON AND THE 80/20 FOUNDATION COMMIT TO UTSA INNOVATIONS IN CLOUD COMPUTING
INVESTING IN BIG DATA
With generous backing, UTSA launches its new Open Cloud Institute.

IN THIS ISSUE

6 Building a Legacy
UTSA counseling center gets continued backing of founder’s family.

12 Doubling Down
Matching contribution programs can multiply donations.

14 It All Adds Up
A crowdfunding program turns small contributions into big gains.

16 A High-Tech Pact
Microsoft and UTSA partner to create an energy efficient data center.

17 Incentive in All Aspects
UTSA’s first Kudla endowed fellow is motivated by her donors.

2 FROM THE PRESIDENT Ricardo Romo talks about investments in Tier One goals
3 IN BRIEF UTSA in the news
5 BY THE NUMBERS Meeting the goal of $175 million
18 GIVING SCENE Snapshots of just some of the people helping to propel UTSA to Tier One
20 GIVING THOUGHT Vice President for External Relations: UTSA’s historical events

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CONTACT US: Office of the Vice President for External Relations
One UTSA Circle • San Antonio, TX 78249 • (210) 458-4131 • giving@utsa.edu
Dear Friends,

One of the most significant initiatives the university has ever undertaken on our journey to be a Tier One institution is now under way. UTSA is investing $40 million in institutional resources to strengthen our commitment to research by bringing 60 new top-tier scholars to the university over the next four years.

The GoldStar Initiative, as it is known, will recruit experts in key fields aligned with university and regional economic strengths: advanced materials, open cloud computing, cybersecurity, big data, biomedicine and sustainable communities, among other areas.

If San Antonio is to remain a leader in a global economy, it must have the high caliber of research that we conduct at UTSA. Our researchers will make new discoveries, teach new knowledge and address some of the world’s most pressing issues. Through the GoldStar Initiative, we plan to significantly increase our annual research expenditures from $50 million to $75 million over the next five years; soon afterward, reaching $100 million, which is a critical threshold for Tier One designation.

Of course, the generosity of the San Antonio community makes a difference by supporting the ongoing work of these researchers, especially in establishing endowed positions, such as faculty chairs, as well as fellowship opportunities to attract the graduate students who will be the workhorses of important research. We cannot achieve Tier One without the support of our community.

This issue of Giving highlights the 80/20 Foundation and its investment in UTSA. The organization is a wonderful example of the kind of “philanthropy in action” needed to augment the GoldStar Initiative because it has already invested in both professors and graduate students. As a result, we are the academic leader in cloud computing education. By investing in UTSA, you too help quicken the pace of discovery, create new opportunities for our students and keep San Antonio at the forefront of innovation.

This year has started with the promise of significant advancement and opportunities for the university because we have your support. Thank you for believing in the vision of a brighter tomorrow at UTSA.

¡Mil gracias!

Ricardo Romo
President
IN BRIEF

ALVAREZES HONORED WITH HALL RENAMING

Standing inside a UTSA residence hall on the first day of spring, Carlos Alvarez and wife Malú gathered with students, faculty and staff. The timing of the event was fortuitous, since everyone was there to celebrate a new chapter in honor of the couple’s dedication to the university—the renaming of the building from the San Saba Hall to the Carlos and Malú Alvarez Hall.

“I would like to say ‘Mi casa es su casa,’” Carlos Alvarez told the crowd, which broke into applause. “We are certainly going to tell a lot of people about the successes the university is having. Thank you for this great honor.”

The hall houses 618 students in a suite-style layout. Residents have access to a conference room, computer lab, study lounges, laundry facilities and a community kitchen. It is notable for housing academically focused learning communities, including the Honors College and Top Scholars, Terry Scholars and Facilitated Acceptance to Medical Education programs.

The Alvarez family has donated more than $4.3 million in gifts to UTSA through personal donations and support from their foundations and companies.

They are the donors of the Carlos and Malú Alvarez Endowment for Student Success, the Alvarez Graduate Research Education Excellence Fund and the Alvarez Challenge Match for Graduate Student Excellence fund. Alvarez donations have also been leveraged to generate millions in additional gifts and state matching funds.

Carlos Alvarez, a native of Mexico, arrived in the U.S. in 1986 to become the founder, president and chief executive officer of the Gambrinus Co. Best known as the owner and brewer of Shiner Beers, the company also owns the BridgePort Brewery in Portland, Ore., and the Trumer Brewery in Berkeley, Calif.

PRESIDENTIAL SCHOLARS GET NEW FUNDING

Top students who need help funding their education have more help available because of a $100,000 gift from Betty Murray Halff.

The Betty Murray Halff Distinguished Presidential Scholarship endowment will provide approximately $4,500 per year in financial support for students in the UTSA Distinguished Presidential Scholars program. Increasing merit-based scholarships to help recruit high-achieving students will ensure UTSA remains competitive.

Halff, a UTSA alumna and the university’s first director of development, has been a longtime supporter. In 2002 she and husband Howard established the Betty Murray Halff Endowed Scholarship for the UTSA Ambassadors.

Malú and Carlos Alvarez at the residence hall named in their honor.

Betty Murray Halff
IN BRIEF

A GIFT FOR A CURE
SEMMES BOOST FUNDING TO SUPPORT ALZHEIMER’S RESEARCH

An anonymous donor has made $2 million in gifts to benefit Peter T. Flawn scholarships for honors students and a graduate research fellowship. Both support UTSA’s Tier One aspirations.

From 1973 to 1977, Flawn was UTSA’s second president. During that time, the university opened its Main Campus, held its first commencement ceremony and achieved full accreditation for its graduate programs by the Southern Association of Colleges and Schools. Flawn went on to be president of UT Austin.

IN BRIEF

GOLDSTAR INITIATIVE
UTSA ADVANCING RESEARCH WITH MORE FACULTY, GRADUATE PROGRAMS

As part of a four-year, $40 million plan, UTSA will recruit 60 new top-tier scholars to advance the university’s research capabilities. News of this GoldStar Initiative, as it is known, came during President Ricardo Romo’s State of the University address in the fall.

In its first year the initiative will recruit experts in advanced materials, open cloud computing and cybersecurity, big data, biomedicine and social and educational transformation as well as sustainable communities.

“I consider this period of hiring growth to be one of the most crucial in our history,” Romo says. “If San Antonio is to remain a leader in a global economy, it must have the high caliber of research that we conduct at UTSA.”

The university will initially rely on institutional resources to support the hiring of new researchers, 15 each year over four years. It also will pursue recruitment funding from the UT System Science and Technology Acquisition and Retention Program. New gifts from donors will directly support the work.

As part of the GoldStar Initiative, the university intends to increase its annual research expenditures from the current level of approximately $50 million to $75 million in the next five years, then soon after to $100 million—a Tier One threshold for research spending.

As additional researchers come to UTSA, the university will recruit more graduate students to assist them. The university will expand both its master’s and doctoral programs over the next three years, with a goal of increasing the number of master’s students to 4,500 from 3,300 and the number of Ph.D. students to 900 from the current 750. UTSA also will develop at least six new doctoral programs over the same period.

SUPPORTING TIER ONE
GIFT WILL FUND SCHOLARSHIPS AND RESEARCH FELLOWSHIPS

Patricia and Tom Semmes are longtime supporters of neuroscience research at UTSA.
BY THE NUMBERS

DONORS ARE ADVANCING UTSA TOWARD ITS CAPITAL CAMPAIGN GOAL

As of Spring 2015 the WE ARE UTSA CAPITAL CAMPAIGN reached...

- $162 million
- 92% of the $175 million goal
- 88% of the way through the campaign

In fiscal year 2014, there were...

- 15,124 gifts processed
- Totaling $24.3 million
  (That’s $66,575 a day)

CAPITAL CAMPAIGN benefits...

- 180+ New scholarships
- 113 New endowments
- 60 Endowed scholarships
- 29 Endowed faculty positions
- 7 Endowed funds that support 26 graduate fellowships
- 17 Program endowments
Perla Sarabia and her family still honor the legacy of her late husband, Fermin, for whom the Sarabia Family Counseling Center is named.
Continuing Mission
Sarabia family helps fund endowment to support efforts at UTSA counseling center

BY MICHELLE MONDO

A stately portrait of Fermin Sarabia hangs on a wall inside the UTSA Sarabia Family Counseling Center, located in the downtown campus’s Durango Building. The image is there to remind the faculty, staff and graduate students about their mission and purpose—to meet the needs of the people who go to them for help.

Throughout his life, accomplished psychiatrist Fermin would tell his wife, Perla, that he wanted to leave San Antonio better than when he first arrived in the late 1960s. "That was his own mission that he had in his heart," she says. "I do feel he accomplished that."

In the years since Fermin’s death in 2010 at the age of 78, his family and friends have continued working toward that mission, contributing annually to the counseling center that Sarabia helped create. So far, they have donated nearly $75,000 and hope to reach a $100,000 endowment.

"Even when we get to $100,000, if God still gives me health and a good head on my shoulders, I will continue raising money for the endowment," Perla says.

The center first opened in 2007 in the Guadalupe Community Center on San Antonio’s west side. It grew from a collaborative effort among Fermin, a professor at the University of Texas Health Science Center at San Antonio; the UTSA College of Education and Human Development’s counseling department; and the Stardust Club, a nonprofit dedicated to education and philanthropy. The center was later moved to its current location and named the Community Family Life Center. The name was recently changed to officially include Sarabia’s as a way to honor his legacy and memorialize the collaboration that continues today.

Al Cervera, past president and member of the Stardust Club, says the center is a legacy not just for Fermin but for the entire community. Cervera says the outreach by UTSA graduate students, especially with local school counselors, has helped ease at least some of the strain on a burdened mental health system. That’s just one of the reasons, he adds, that the Stardust Club holds an annual Mardi Gras Gala fundraiser for the center.

COEHD students and faculty provide counseling services free of charge. Master’s and doctoral students fulfill their required practicum training while providing a much-needed service to families. This past fiscal year, 269 clients attended nearly 2,000 appointments at the center, according to Catherine Somody, the center’s director. They also served 31 groups in the juvenile justice system, including 1,348 teens and parents.

The center’s neurofeedback training program is the only one of its kind in the nation, accredited by both the Council for Accreditation of Counseling and Related Educational Programs and the Biofeedback Certification International Alliance, according to Somody.

"The center provides an excellent opportunity for UTSA counseling students to work with children and families under the supervision of full-time, professionally accredited counseling faculty and center staff," says COEHD’s dean, Betty Merchant. "The Sarabia Center is a compassionate response to the systemic and financial constraints of both schools and families, providing excellent services to families at no cost. In doing so, the Sarabia Center epitomizes the core beliefs and values of the COEHD."

Center director Somody says the gifts to the center help cover costs for a variety of resources, like new equipment or even printed forms that need to be filled out by clients. "We always need new books and materials to stay current with developments in counseling," she explains, "and we constantly need to expand our playroom and other creative materials to engage our youngest clients."

There is currently a waiting list for services because the demand greatly outweighs the six counseling rooms available, Somody says. The “ultimate dream,” she adds, would be to move to a small but more accessible building near the campus that offers more counseling space.

Both Cuban-born, Fermin and Perla arrived in the United States prior to the Bay of Pigs Invasion and moved to the Alamo City following his psychiatric residency in Norman, Okla. They chose San Antonio, Perla Sarabia says, because her husband had heard about the need for Spanish-speaking psychiatrists here. His first job was at the San Antonio State Hospital. When he opened his private practice he treated some families at no charge.

“We are very grateful for the first UTSA doctoral students that opened up the clinic with him,” Perla says. “Thanks to the Stardust Club and UTSA, we have as a group started to make a difference. And that’s all that we can hope.”
Super Computing

A KICKOFF DONATION FROM THE 80/20 FOUNDATION ENABLES UTSA TO LAUNCH ITS OPEN CLOUD INSTITUTE

I believe that academia is just at the beginning of the cloud revolution. We’re going to see amazing innovation that is created from it. We can’t even imagine what those innovations will be. But I think academia needs its own cloud computing model,” says Graham Weston, founder and chairman of Rackspace and the philanthropic 80/20 Foundation.

And with that type of innovation in mind, The University of Texas at San Antonio announced in February the creation of its Open Cloud Institute, an initiative to develop degree programs in cloud computing and big data and to foster collaboration with industry—positioning UTSA and San Antonio as world leaders in open cloud technology.

Through the 80/20 Foundation and other industry supporters, the Open Cloud Institute will launch with initial gifts and in-kind investments of $9 million. Weston’s 80/20 Foundation has committed $4.8 million to support four endowed professorships, up to two faculty research positions, 10 graduate student endowments and research funding.

Additionally, UTSA has received in-kind donations from industry leaders, such as Rackspace, AMD, Intel, Mellanox Technologies and Seagate, as well as support from the Open Compute Project and the OpenStack Foundation. The investment reaffirms the industry’s belief that UTSA is the nation’s academic leader in open cloud computing education and research.
“One of the most important things that academia needs is [to answer] ‘How do we take this idea of the cloud and bring it to the actual researcher, the person in a lab, the person who has an idea they want to test?’ That’s a big gap,” Weston says. “The actual ability to put their project onto a cloud computing platform—this has not been built. This is what the Open Cloud Institute will do. It will study how OpenStack can be applied to these challenges but especially it will be the bridge—I believe the world authority—for academic researchers to actually use the cloud for their research.”

UTSA is already recognized as the top university in the country for cybersecurity education, with education and research programs that span its College of Business, College of Engineering and College of Sciences. The Open Cloud Institute further distinguishes UTSA as a top-tier research institution. “By recruiting the nation’s most sought-after scholars, UTSA has developed tremendous expertise in cloud, cyber, computing and analytics. The Open Cloud Institute further builds on that strength,” says Ricardo Romo, UTSA’s president. “With the support of our industry partners, UTSA students and researchers now have unparalleled opportunities to collaborate on projects that will lead to new innovations in this dynamic field.”

Weston adds: “UTSA is emerging as a global leader in academic research built upon open technologies. The Open Cloud Institute will enhance UTSA’s capabilities, while boosting the supply of cloud engineers that all of our businesses need in order to power the technology companies of the future.”

The Open Cloud Institute will actively engage with industry partners, such as Rackspace, to facilitate technology transfer and provide a platform for industry projects in next-generation cloud technology.

“I believe that academia is just at the beginning of the cloud revolution. We’re going to see amazing innovation that is created [by UTSA’s new Open Cloud Institute].”
WHAT’S IT ALL ABOUT?
Can’t quite figure out “the cloud” or “OpenStack”? Graham Weston explains it in his own words

About four years ago Rackspace and NASA combined the technologies that we built and the technologies that they built, and we put them together and created a nonprofit foundation called OpenStack. The OpenStack Foundation is the repository and the owner of all the intellectual property we had made to that date and NASA had made to that date. Together, they create a stack—or multiple layers of cloud technology—that work together to create a cloud.

If you don’t already know how the cloud is affecting your life, let me tell you. Last night I ordered pizza for my kids from Domino’s. I used an app on my phone. I didn’t use the Web, and I didn’t call them. Sixty percent of Domino’s orders for pizza now come through an app. That means that Domino’s had better be good at building apps. They’d better be good at hooking all the computer systems into their stores. The cloud is actually changing the way pizzas are done. That’s the way the cloud is changing the world.

I can even make my house hotter or colder—right from my phone—by using an app by a company called Nest, another cloud technology. Pretty soon, when I get within 10 miles of my house, my air conditioner is going to automatically come on. These types of innovations in the private sector have just begun. There is so much that is going to come in the next 10 years. Things that are going to change our lives, make our lives better.

But what’s happening in academia? Really, I don’t think it’s even started. During a visit a few years ago to UTSA I visited one of the labs and found out that often you have to stand in line for weeks, even months, to have access to the supercomputer up in Austin. Why do you have to stand in line? It’s because the technology behind that supercomputer in Austin is very, very, very expensive. The way to make supercomputing available to us all is by bringing the cost down. That is what needs to happen in academic research. That is what is going to be used to map the brain on this campus. That is what’s going to be used in engineering on this campus. It’s cloud computing. Because cloud computing is a completely different level of cost than we’ve previously seen. It is cheaper because it does two things: It uses very, very inexpensive computers—as cheap as can be made—but then we harness the power of thousands of those computers working together with OpenStack software.

There is data that is so heavy that it can’t be moved from place to place. A genome is about a terabyte of data. We can’t move terabytes around. This data needs to be housed on computers that you own, in your location. And OpenStack is the way that will happen. We are at an ignition point—the very beginning of the cloud revolution in academia and the cloud revolution for academic research. This is a really important thing, and it’s happening at UTSA.

(As addressed to a UTSA audience gathered on February 26.)
Derek Trimm ’13 was in employee orientation for his new job with ExxonMobil subsidiary XTO Energy Inc. when he heard about the company’s matching gift program. His charitable donations, he learned, could be matched by his new employer up to three times the amount he gave. “Immediately,” he says, “I thought of giving back to UTSA.”

Trimm graduated from UTSA in 2013 with a double major in finance and in real estate finance and development. He made his first donation to the university within four months of being hired and has turned $350 into $1,400, thanks to the ExxonMobil matching gift program. “Everybody can do their part,” he says. “You give what you can give, and cumulatively all the alumni can pull together and really create opportunities.”

Matching contribution programs can be hidden gems for people who want to get the most for their money, experts say. But at times they are so hidden that donors don’t know they are available. The General Electric Foundation is believed to have created the first corporate matching contribution program in 1954. Now more than half of Fortune 500 companies have one, while 80 percent of Fortune 100 companies do, according to HEPdata, a company that helps nonprofits navigate the world of matching corporate gifts.

“Don’t leave money on the table,” says Joan Graham, director of client relations at HEPdata. “It’s amazing how much a contribution can grow as a matching gift, and there are a lot of people who are unaware of these programs. When I first work with clients I tell them they have to embrace matching gifts and educate people.”

That is exactly why the university decided to more actively pursue matching gifts. By setting up a program that creates awareness and campaigns to get the matches, UTSA gift services saw an 18 percent increase in contribution matches in the first year. Now heading into its third, each year since has maintained a 20 percent increase.

For the university, partnering with the companies was easy because the entities want to show their employees that there is interest in what they value. For employees, knowing an employer will show the same support to their alma mater makes giving even better.

The UTSA program consists of three parts. The first is keeping a database of companies that match donations to support higher education. Second, the operations and gift services team identify gifts already given that could potentially be matched and then contact the donors about pursuing a match. Finally, the program oversees the operations side of the matching gift process. This includes tracking, for example, which companies match gifts to athletics programs and which companies match volunteer hours.

Trimm says he gave back to UTSA because he wanted to help provide opportunities for students like him. Although he got a big boost from scholarships, he worked in the restaurant industry to help pay for his education. When he first arrived at UTSA he thought he would eventually transfer to UT Austin. He decided against it because he appreciated the attention of UTSA staff and faculty, who he says care about students. “You aren’t just a number,” he says.

He joined the Student Government Association and in his senior year was SGA president as well as Mr. UTSA. “I was fortunate to receive several scholarships because people who were in the position I’m in now donated to provide those opportunities. UTSA gave me so much that my gift feels less like an obligation and more like a privilege.”

Doubling Down

Matching contribution programs help turn donations into even bigger bucks

BY MICHELLE MONDO

Derek Trimm ’13 was able to triple his alumni donation to UTSA by making wise use of his employer’s matching gift program.
Community Effort

UTSA's Crowdfunding Website Enables Small Donations to Add Up for Big Impact

By Michelle Mondo

This year when UTSA Cheer competes for the National Cheerleaders Association title in Daytona Beach, the squad will take the stage with brand new uniforms paid for by fans and supporters.

"I'll be honest," says Reggie Morlen, one of the squad's five captains. "We've tried fundraising in the past and maybe got a couple thousand dollars, if that. I was really surprised to see how well we did."

Through the university's newest fundraising platform, Launch UTSA (https://fund.utsa.edu), approximately 200 donors gave the cheerleaders a total of $14,030, surpassing the squad's original goal of $12,000. Donors also got the chance to vote on which new uniforms the squad would wear.

For the squad, the uniforms aren't just a wardrobe upgrade but a necessity, captain Cy Fondal says. In the past there have been too many teammates and not enough complete outfits. "It's mainly during football games and basketball games when people are piecing together uniforms by borrowing from each other."

Launch UTSA kicked off in 2014 to raise funds for research, service learning, study abroad and other projects using the popular method of crowdfunding, the process of collecting small donations from a wide audience. So far, nearly $70,000 has been raised for 20 projects.

Megan Miller, the annual giving coordinator with UTSA's development office, says the site allows for friends, parents and other supporters to give to specific projects that interest them. "When students and faculty are passionate about a project, the first people who will support it are their own social networks," Miller says. "So we encourage students to reach out via email, phone or social media to let their networks know and ask them to further share."

Launch UTSA campaigns will support projects at all levels—from a few hundred dollars to $10,000, Miller says, although all have exceeded funding goals so far. Each project will have a page to outline specific funding needs and how to donate. Supporters will receive email updates about a campaign's progress and the outcome of the project.

"I think one of the key components of this is that eventually it will build—and continue to develop—our culture of philanthropy among the UTSA community, including among the students," Miller says. "These are exciting projects. Launch UTSA helps them visually see the impact that their dollars make."

One of the first projects funded was for social work students who wanted to provide experiences to build self-confidence and self-esteem of formerly homeless women transitioning from the wellness program at Haven for Hope. From there, the projects have included sending engineering students to the national steel bridge competition and raising scholarship money by Mr. and Ms. UTSA candidates.

UTSA student group Volunteer Organization Involving Community Education and Services funded its first alternative winter break using the site.

"The idea of an alternative winter break was new, and money isn't just going to come out of the air because I say I want to do an extra break," says Amber Calvert, VOICES vice president.

Calvert says when Miller approached VOICES about the launch of the crowdfunding platform the group decided it would be worth the try. Calvert wanted to focus on helping those who serve the disabled community, and VOICES was able to raise enough money to volunteer at Isaiah's Place, a nonprofit in Whitney, Texas.

Isaiah's Place is an educational summer-camp–style retreat for deaf children, Calvert says. With the more than $2,000 raised, VOICES helped the staff of Isaiah's Place reorganize the library and do minor repairs and cosmetic fixes as well as take care of the horses, freeing the staff up to attend to other duties.

Calvert says the benefit wasn't just in funding the project: "Launch UTSA allows students to connect with alumni and other parts of the campus. It lets people who were part of the university at one point in time stay involved."
With the goal of developing technologies to make computer data centers more energy efficient and economically viable, UTSA and Microsoft Corp. have begun a three-year research agreement. Microsoft has also made a $1 million gift to support university research and technology programs.

“Our objective is to bring together technology, economics and commercialization to create an intelligent energy system,” says C. Mauli Agrawal, UTSA vice president for research. “We want to identify economically viable technologies that will reduce the environmental footprint of data centers.”

The multidisciplinary research will focus on expanding business opportunities for new distributed energy technology that reduces energy consumption and emissions, improves reliability and contributes to sustainable energy.

Microsoft is investing $250 million in a new 256,000-square-foot data center next door to its existing 427,000-square-foot facility in San Antonio. To have more control over the needed energy supply for the data center, the tech giant is working to address not only how electricity is used and distributed inside data centers but also how consumption of electricity affects the broader grid.

Working with UTSA on energy solutions will enable the company to expand its commitment to optimizing for efficiency inside the facility as well as its global data center portfolio. Additional benefits will be realized in integrating and investing in driving greater sustainability and scalable efficiencies in the broader energy supply chain.

“Distributed generation represents a major shift in the energy sector that will dramatically change how data centers operate,” Brian Janous, director of energy strategy at Microsoft, told attendees gathered for the announcement of the agreement in 2014. “The leadership of the Texas Sustainable Energy Research Institute at UTSA and the city of San Antonio were instrumental in bringing this research to a community like San Antonio.”

Most data centers, by design, consume vast amounts of energy in order to adequately cool and maintain the computer servers they house. As companies’ needs for data centers continue to rise, this research agreement between UTSA and Microsoft is a step toward finding sustainable solutions to enhance the overall performance of these facilities and reduce energy consumption and carbon emissions.

“Data center power use is already at 2% to 3% of total U.S. power consumption, and the growth curve is exponential,” says Dwain Rogers, transportation and policy research director at the Texas Sustainable Energy Research Institute, which will be overseeing much of the research on the project. “Microsoft knows it’s going to have to build a lot of data centers. It knows data centers cost quite a lot of money. And it knows that the average data center is increasing in size. You put all of that together, and it means you have an enormous power bill. And you have an increasing environmental footprint. For both of those reasons, Microsoft is very interested in creating their data center of the future.”

Established in 2010 at UTSA, the Texas Sustainable Energy Research Institute serves as a catalyst for coalescing the many energy research and education projects under way at the university. Specializing in the areas of energy, water and sustainability, the institute maintains strong partnerships with San Antonio public utility CPS Energy, the National Renewable Energy Laboratory, private energy companies and other universities and nonprofits.

“Research partnerships like this are a game changer for UTSA and San Antonio,” UTSA President Ricardo Romo says. “They enable UTSA to conduct innovative research in sustainable energy while positioning the city on the global business stage.”
Michele Maasberg had two passions growing up: computers and flying. She satisfied her love of aviation by serving as a helicopter pilot for the U.S. Navy. And she is realizing her other dream by studying cybersecurity through the Nancy and Frank Kudla Endowed Fellowship in Information Assurance and Security.

The Kudla program is a prestigious and competitive graduate fellowship program established through the generosity of UTSA alumni Frank Kudla and Nancy Kudla. Their $500,000 gift supports graduate student research and education in cybersecurity.

Maasberg, the inaugural recipient of this fellowship, is a doctoral student in information technology. During her military career she graduated from the Naval Academy in Annapolis, Md., and flew antisubmarine warfare and combat search-and-rescue missions overseas before retiring as a lieutenant commander in 2006.

As a civilian, Maasberg explored her love of technology working on global health record systems with both the U.S. Navy and U.S. Army in Virginia. Even after earning numerous certifications, Maasberg wanted to formalize her education in a top-ranked cybersecurity program.

"I researched the best programs and selected UTSA," says Maasberg, who earned her M.B.A. in information assurance from UTSA in 2013. "UTSA has a good reputation in cybersecurity."

Gaining technical experience in her graduate classes, Maasberg says she enjoyed the hands-on work. "I learned the formal process for how incident responses should be handled when investigating a virtual machine compromised with a variety of malware," she says. "I realized I wanted to continue my education and pursue a Ph.D."

As a doctoral student, Maasberg is conducting research with faculty members Nicole Beebe and Darrell Carpenter on insider threat. She has had a paper published in the *Journal of Information Privacy and Security* and attended the Hawaii International Conference on Sciences in January, where she presented her paper "The Dark Side of the Insider."

"I'm looking at the correlation between addiction theory and insider threat," Maasberg says. "Studying the risks of insider threat using this behavioral model is unusual." An insider threat is danger posed by trusted members of an organization.

"Obtaining a Ph.D. is a full-time job," Maasberg says, "but throughout my studies I've been motivated by my fellowship. I've worked hard this past year on my research so that my donors can see the progress that I'm making in the world of cybersecurity. Their support of my education makes me want to achieve more."
\textbf{WASHINGTON, D.C TRIP}\n\textbf{(TOP)} Former White House CIO
Steven VanRoekel, UTSA
President Ricardo Romo, Professor
Harriet Romo, Mexican Ambassador
Eduardo Medina-Mora Icaza, State
Department official Caroline J. Croft,
UTSA Research VP C. Mauli Agrawal
\textbf{(UPPER RIGHT)} Robert McKinley, Karen
and John Engates, Ricardo and
Harriet Romo, Steven VanRoekel,
Mauli and Sue Agrawal

\textbf{ACADEMIC EXCELLENCE COUNCIL DINNER}\n\textbf{(TOP LEFT)} Pat Frost, Harriett Romo, UTSA Ph. D. student Michele
Maasberg MS '13, Kimberly West
\textbf{(INSET)} UTSA Sciences Dean George Perry, keynote speaker
\textbf{(TOP RIGHT)} Ricardo Romo, UTSA Physics and Astronomy Chair
Miguel Jose Yacaman, John Alexander
\textbf{(BOTTOM)} Speaker Pat Semmes and Harriett Romo

\textbf{ALUMNI GALA 2014}\n\textbf{(RIGHT)} Award recipient Winell Herron MBA '00,
H-E-B group VP, with husband Doug
\textbf{(BELOW LEFT)} Award recipient John Engates '94, Rack-
space CTO
\textbf{(BELOW RIGHT)} David Hough, SGA VP Christian
Kenney, Alumni Association President Susan Hough
MBA '91, Ms. UTSA Rebecca Smith '14, Harriet and
Ricardo Romo, SGA President Zack Dunn
\textbf{(BOTTOM)} San Antonio Hispanic Chamber of Commerce
gift presented by SAHCC CEO Ramiro Cavasos and past
Chair Patricia Pliego Stout

\textbf{FROST LECTURE SERIES}\n\textbf{(LEFT)} Keynote speaker Patrick T. Mulva
MBA '75, retired ExxonMobil VP.
\textbf{(ABOVE)} Frost Bank SVP Phil Rosenfeld,
UTSA Provost John Frederick, SGA Presi-
dent Zack Dunn, UTSA External Relations
VP Marjie French, Mulva, UTSA Business
Dean Gerry Sanders
SAN ANTONIO RIVER PARADE
(TOP LEFT) Laura and Sam Dawson, CEO of Pape-Dawson Engineers
(TOP CENTER) Linda, Amy and former San Antonio Mayor Phil Hardberger
(TOP RIGHT) Richard Xavier King, former UTSA professor Bertha Perez, UTSA COEHD Dean Betty Merchant, Tony Era MBA ’93, Brian Wiatrek ’95
(BOTTOM LEFT) Cori Yates and JP Morgan Chase’s Steven Yates with family

FOOTBALL 2014
(TOP) JP Morgan Chase gift presentation
(ABOVE LEFT) Steven and Lauren Walthour MPA ’97
(ABOVE RIGHT) Ernest ’98 and Aimee Bromley

PRESIDENT’S ASSOCIATES JAZZ RECEPTION
(TOP) Rob Killen ’97
(CENTER LEFT) Sue Ann Pemberton-Haugh, UTSA Architecture Dean John Murphy and Dale and Bonnie Davis
(CENTER RIGHT) Alice and Bill Hoover
(BOTTOM LEFT) Guests tour San Antonio’s Historic Edward Steves Homestead
(BOTTOM RIGHT) A jazz ensemble entertains at the Steves Homestead event

HOLIDAYS WITH THE ROMOS
(ABOVE) Charlie Gonzales, Yvonne Katz MA ’74, and UTSA Community Services VP Jude Valdez
(RIGHT) Kathy and Horace Acocik
(BOTTOM) Edith McAllister with Ricardo Romo

CLUB GIRAUD HOLIDAY PARTY
UTSA football head coach Larry Coker, Dianna Coker, and Republic National Distributing’s Alan Dreeben
I have been at UTSA since 2008. In those seven short years, I have been witness to several of the most historic events in the life of this university.

First was the launch of UTSA football in 2011. What a great day that was to see more than 56,000 Roadrunner supporters in the Alamodome! The university will never be the same.

The second was the launch of the very first capital campaign in 2012. The campaign quickly exceeded its initial goal and has now raised $162 million. It will conclude later this year.

And the third was the February 2015 announcement of the new Open Cloud Institute. With the opening of this institute, UTSA solidifies its position as the university for cloud computing research and education. While UTSA faculty and students impact research and innovation in a variety of fields every day, never before has UTSA been on the academic forefront of an entire industry. As I sat at the ceremony announcing the launch of the institute, you could feel the electricity, knowing what a difference this new endeavor will make.

What is most exciting to me, of course, is that, unequivocally, it was gifts to the university that made it all possible. The Open Cloud Institute launched with initial gifts and in-kind investments of $9 million. The 80/20 Foundation committed $4.8 million of that total to support four endowed professorships, two faculty research positions, and 10 graduate student endowments.

Additionally, UTSA has received in-kind donations from industry leaders, such as Rackspace, AMD, Intel, Mellanox Technologies and Seagate Technology. The investments affirm that UTSA is the nation’s academic leader in open cloud computing education and research.

Thanks to the support of our partners, UTSA students and researchers now have unparalleled opportunities to collaborate on projects that will lead to new innovations in this dynamic field. We are the leaders in educating the cloud computing professionals of tomorrow.

Some could argue that a research institute is not as exciting as football. But I believe the impact is certainly equal because it also ensures that the university will never be the same.
DID YOU KNOW?

A UTSA SCHOLARSHIP CAN PROVIDE CLEAN WATER TO VILLAGERS AND SOLVE OUR CITY’S WATER ISSUES.

YOUR GIFTS TO THE UTSA ANNUAL FUND MAKE A DIFFERENCE.

TO LEARN MORE WATCH THE VIDEO AT:
giving.utsa.edu/meetandrea
MAKING A GIFT IS EASIER THAN YOU THINK

ERIN ALEXANDER ’98 & ’01, a licensed family counselor from San Antonio, is having a great impact on the university by making UTSA the beneficiary of two life insurance policies.

TO LEARN MORE ABOUT GIFT PLANNING, VISIT OUR WEBSITE
utsa.edu/giftplan