

INSIDE AUA

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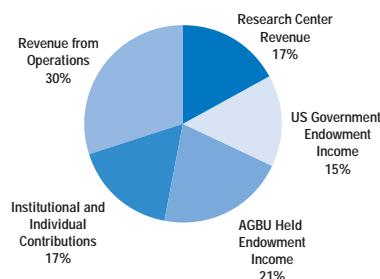
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SUMMER 2003

RUNNING AN EFFICIENT OPERATION

The new millennium is not what was expected to be. Global economic down turn. September 11. War. With all this, returns on university endowments are reaching all time lows. Corporations and philanthropic organizations have less to give. And an overall difficult fundraising environment exists. So how does AUA survive with its \$3.1 million operating budget for 2003?

Generosity. The Armenian General Benevolent Union (AGBU), a founding member of AUA, continues to provide major support to AUA, forming 21% of the University's revenue base, while generous individual and institutional contributions amount to 17%. Furthermore, the US Government's Congressional allocation of a \$9.58 million endowment in 1999, provides stability to the budget, with interest income contributing 15% of revenue.



Prudence. Over the last two years budget cuts at a rate of 15%-25% have been enforced. Students, faculty and staff have made great sacrifices such as volunteering to receive delayed salary payments and tolerating tuition increases.

Innovation. AUA has begun to raise funds to implement a Student Loan Program, the first of its kind in Armenia, whereby students can borrow up to the full amount of the tuition fees in order to finance their education. With subsidies from AUA, students until now only had to pay approximately \$1000 a year, only 1/6 of the actual \$6000/year tuition. However, economic conditions have compelled AUA in 2003 to substantially increase its tuition revenue, making this loan program an absolute necessity.

Quality. The AUA leadership has placed priority on the high quality of its educational programs and achievements. New projects or programs are initiated only when they are fiscally sustainable.

SEEKING AN MBA—COME TO AUA

In an era marked with profound changes both in Armenia and in the global marketplace, the ability to adapt to rapid shifts in technology and communications and to manage an ever-changing business environment requires new skills and new attitudes. "My MBA degree from AUA opened wide horizons for my professional development. It gave me the confidence to pursue my career in multinational companies as Johnson &

Johnson and Coca-Cola, where I have been managing the country marketing operations, seeking new products launch opportunities, advertising, etc.," said Karine Sarkissian (MBA '93), Armenia Operations Marketing Manager for Coca-Cola Armenia, Georgia, Eurasia and Middle East Division.

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PRESIDENT'S MESSAGE

In difficult times I have always found it useful to have a historical perspective. Armenia provides such a perspective at every turn of the road or with every look at the horizon. For a bold venture like the American University of Armenia, it is important to appreciate the historical significance of what has already been achieved and the immensity of the challenges ahead.

Today, Armenia is endowed with an institution that within a decade has made a major impact in developing the leadership of the various economic and social sectors of the country, has assured the future survival of the classical Armenian literature from the V to the XVII centuries through its digital library, and is ready to assume many developmental challenges to come.

The AUA is able to achieve primarily through the constant support of its sponsors, the AGBU, the University of California, and the governments of the United States and Armenia. The AUA is also blessed with the support of many individuals some of whom are listed in this issue of the Newsletter. The difficult economic environment of the past two years has also affected the AUA financially. However, it has been the explicit decision of the institution's leadership that the quality of our academic programs will not be compromised even at the cost of important personal sacrifices.

We look for a future where the AUA is extending its impact way beyond Yerevan, into every township and region of Armenia. The future of this institution is one of a regional and international university where active linkages are also pursued between the emerging leadership of Armenia and the Diaspora.

In achieving such a vision of excellence, AUA needs all the support and encouragement it can get.

Haroutune K. Armenian

FACULTY NEWS

After having served as President of Middle Georgia College, Lamar University at Orange, and Belmont Technical College, St. Clairsville, Ohio, **Dr. Steve Maradian** was asked to assist AUA in a number of capacities towards further development of the University.

Dr. Maradian brings a global perspective to the challenges that AUA faces in its pursuit of accreditation, and his experience as Director of Federal Relations, the University System of Georgia, is expected to be a great asset.

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Matthew Karanian was appointed Director of the Legal Research Center and joins AUA's Law Department as a full-time faculty member. Professor Karanian practiced as a trial lawyer in Connecticut for ten years, and recently served as a research attorney at the Institute for the Study of International Migration in Washington DC. Karanian earned his J.D. at the McGeorge School of Law, University of the Pacific, and holds an LL.M. degree from Georgetown University in International Law.

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Dr. Purusottam Sen was appointed Associate Dean of the School of Business and Management at AUA in January 2003. Dr. Sen has more than 22 years of professional experience in the corporate sector, consulting, and academia, and has taught for over 10 years at the Indian Institute of Management, Calcutta, one of the top ranked business schools in Asia-Pacific. He succeeds Dr. Judy Newton who provided 4 years of dedicated service as Associate Dean.

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A NEW BEGINNING FOR A NEW GENERATION

Founding member of AUA and President Emeritus, **Dr. Mihran Agbabian**, took his volume of recollections on AUA's establishment and development on the road with readings and book signing ceremonies in New York, Boston, Glendale, and San Francisco. From his first chapter, *The Challenges Ahead*, Agbabian leads the reader through the triumphs and obstacles of grafting an American educational model in Armenia.



CELEBRATION OF LIFE



Concurrent with UCLA memorial services, on June 4, 2003 AUA held its own service

celebrating Dr. Russell Campbell's life and contributions to the field of English language learning and teaching. **Dr. Russell Campbell**, Dean of AUA's English Programs, passed away on March 30, 2003 following a short battle with a recurrence of cancer. As Founding Dean, Campbell was instrumental in testing AUA's first applicants, developing the Certificate Program in Teaching English as a Foreign Language (TEFL), and later designing the Master's program in TEFL. "Russ was a great leader in managing and projecting the intellectual challenges in Armenia. He had tremendous stature in AUA's excellence and in preparing students for their careers and professional growth," said AUA President, Dr. Haroutune Armenian. "His influence and presence will be sorely missed."

CONDOLENCES Our deepest condolences to the family and friends of alumna **Gayane Arzumtsyan (MBA '00)**, on her unexpected death on April 8, 2003.

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The School of Business and Management inculcates the principles of entrepreneurship, finance, accounting and marketing to its students. "AUA's MBA program gives an opportunity to get the most current education in one of the most profitable areas—business," said Mikayel Halebyan, first year MBA student, "and I am happy that I can pursue this degree without leaving my homeland."

"Our department continues to enroll some 40 students each year, the highest among all

the AUA departments. This interest is based on the success of about 400 of our graduates who have gone on to occupy key positions in organizations such as HSBC Bank, the Central Bank of Armenia, Amyot LLC, Coca Cola, KPMG, UN, World Bank, and many others," stated Associate Dean and Professor, Dr. Purusottam Sen. "We have a plan to recruit students from the Armenian Diaspora and other students from the region by emphasizing the world class standards of the program."

PARTNERSHIPS, PARTNERSHIPS, PARTNERSHIPS



As member of the Association of American International Colleges and Universities, **President Haroutune Armenian** participated in the annual meeting held in Sofia, Bulgaria in March 2003. While in Sofia he also spoke at AGBU's regional meeting, emphasizing AGBU's critical support of AUA, the values of an American education, and encouraged Armenian-Bulgarian students to study at AUA. (photo: President Armenian with **Sonia Avakian Bedrossian**, AGBU Chair, Bulgaria)



“**E**mpowered Women” is the project name for the partnership between **AUA Extension Programs** and the **Armenian International Women’s Association (AIWA)**, which sponsored jointly the Women’s Entrepreneurship Program, providing course work and training to 18 women to develop small and medium sized businesses. **Gayane Poghosyan**, age 26 and mother of 3, won the \$1000 first place prize for her visionary business plan, “Nine Months,” maternity clothes and accessories company. “The course gave me confidence and a clear vision to turn my idea into the business I am running now,” said Poghosyan.

The program was conceived by **Thelma Tajirian**, Vice-President and Program Manager at Wells Fargo Bank in San Francisco. After a successful pilot project, the curriculum was translated to Armenian, and expanded to Gyumri. “I would like to thank AUA Dean of Extension, Atken Armenian, for believing in

the importance of this project. The program could not have succeeded without AUA’s support, as AUA provided the compass and the road map to navigate through Armenia,” said Tajirian.



“**I**f there is one word that accurately describes what libraries need in order to provide innovative services in a highly technological environment, that word is partnership” says **Bella Avakian**, Director of the **AUA Papazian Library**. “For example, a formal agreement with **Florida Atlantic University (FAU)** allows us to provide full-text delivery and dial-up access to large information databases which we otherwise could not afford.”

The Library supplements its collection through resource sharing and interlibrary lending with libraries in Armenia such as the National Library, the Library of the Academy of Sciences, USIS at the US Embassy and UN Department of Public Information, and World Bank.

In September 2002, the Papazian Library served as a model during a regional workshop sponsored by the American Library Association, **Fostering Civil Society: Improving Access to Information in Academic Libraries in the South Caucasus**. As a member of the Armenian Library Association, the Papazian librarians participate in the professional development of other local librarians, teaching courses that provide new cataloging and classification standards in electronic formats, as well as techniques in information retrieval.



AUA’s **Engineering Research Center (ERC)** is at the forefront of applying innovative alternative sources of energy among the countries of the former Soviet Union. Scientists in Portugal, Germany, Russia and Armenia collaborated to complete a three year solar energy project called **DESODEC**, funded by **INCO Copernicus** of the European Union and **Mr. Sarkis Acopian**, to provide a solar based heating and cooling system for AUA’s **Small Auditorium** using new solar technology. Through a generous contribution from the **Turpanjian Family Foundation**, work has just begun on design and installation of a solar photovoltaic system, utilizing new ‘know-how’ in the solar energy field.

ERC is also working with two local companies successfully operating in alternative energy, **SolarEn** and **H₂ ECoNomy**. “These collaborative projects are attractive because AUA students have the opportunity to complete internships in **H₂ ECoNomy**, the only company in Armenia which researches, develops, manufactures and assembles **PEM Fuel Cells**” said **Artak Hambaryan**, Associate Director of the College of Engineering. AUA graduate,



From Left: **Akhsar Pinov** (President, Intersolar Center, Russia), **Joao Farinha Mendes** (Principal Investigator, DER/INETI, Portugal), **Artak Hambarian** (AUA ERC Director), **Anahit Ordian** (AUA Director of Administration), **Tim Selke** (ISE Fraunhofer, Germany), **Victor Afyan** (President, Contact-A, Armenia).

Mardit Matian commented that he became more familiar with fuel cell technology, team work and preparing a business plan during his internship at **H₂ ECoNomy**. “Most important, I learned how to translate knowledge from my AUA education into practice,” said Matian.



U.S. Congressman Frank Pallone, on the rooftop of AUA, impressed by ERC’s solar energy project

PUBLIC HEALTH COURSE GOES ONLINE

AUA's Center for Health Services Research and Development (CHSR) delivered a free web-based distance learning public health course in Armenian, Russian, and English, targeting health professionals throughout the region. "The 'Basics of Health Planning' course was funded by the Open Society Institute, and designed to present the fundamental concepts, principles and methods of health planning" said CHSR Project Manager, **Tsovinar Harutyunyan**.

Participants learned about setting objectives, monitoring performance, budgeting, and health personnel management, while the course raised public interest in distance learning and training in the field of public health. "The large number of registered students and good completion rates exceeded all of our expectations, indicating a high demand for such courses in Armenia," continued Harutyunyan.



CHSR team members top left to right: Marine Stepanyan, Aram Ghazanchyan, Bottom left to right: Zaruhi Mkrtchyan, Tsovinar Harutyunyan, Naira Karakhanyan

Project results were presented by the E-learning project team in Debrecen, Hungary, at the Second E-learning Institute Meeting with the US Centers for Disease Control and Prevention, Public Health Training Network.

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