

WINTER 2020

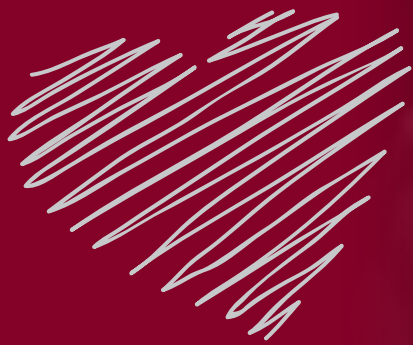
# JESSUP

JOURNAL



A PUBLICATION OF UNIVERSITY ADVANCEMENT

WILLIAM  
**JESSUP**  
UNIVERSITY



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OFFICE OF ADVANCEMENT

## WINTER 2020

In partnership with the Church, the purpose of **William Jessup University** is to educate transformational leaders for the glory of God.

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PRESIDENT'S MESSAGE

2



JESSUP ARTS

4



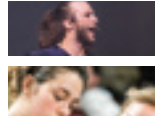
THE IMPORTANCE OF THEATRE & THE ARTS

6



UNLOCKING POTENTIAL

8



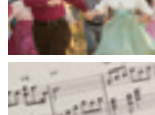
OPENING DOORS

9



AN INTERNSHIP TO REMEMBER:  
AMERICANA THEATRE COMPANY

10



PROFESSIONAL ACTORS MENTOR

12



ON THE FLIP SIDE:  
MUSIC AS CORE CURRICULUM

14



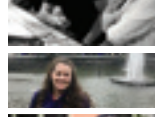
UNIVERSITY CHOIR AND ORCHESTRA

16



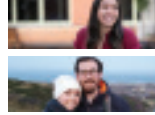
A MUSICAL SISTERHOOD

17



COMMERCIAL MUSIC

18



LIVING OUT HER CALLING

19



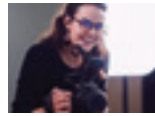
FULFILLING HER PURPOSE

20



LEADING WORSHIP IN SCOTLAND

21



VISUAL AND FINE ARTS

22



POURING HIS HEART INTO FILM

23



A DRAWING WORTH A THOUSAND WORDS

24



DIGITAL COMMUNICATION

26



PATH TO A DIGITAL MARKETING CAREER

28



THE CHURCH ON CYPRESS

29



ALUMNI UPDATES AND HIGHLIGHT

30



PHOTO BY LASZLO BENCZE

# THE ARTS MANIFEST THE BEAUTY OF THE CREATOR

DR. JOHN JACKSON, PRESIDENT

The very first words of Scripture (Genesis 1:1) tell us that God is the Creator. "In the beginning, God created..." The urge to capture some of the beauty of creation is what has launched paintings, photographs, plays, music, musicals, statues, and sculptures since the beginning of time. When we experience beauty, we experience the goodness of God. Artists help express, often through thoughtful and challenging works, the wonder, majesty, and pain of human experience.

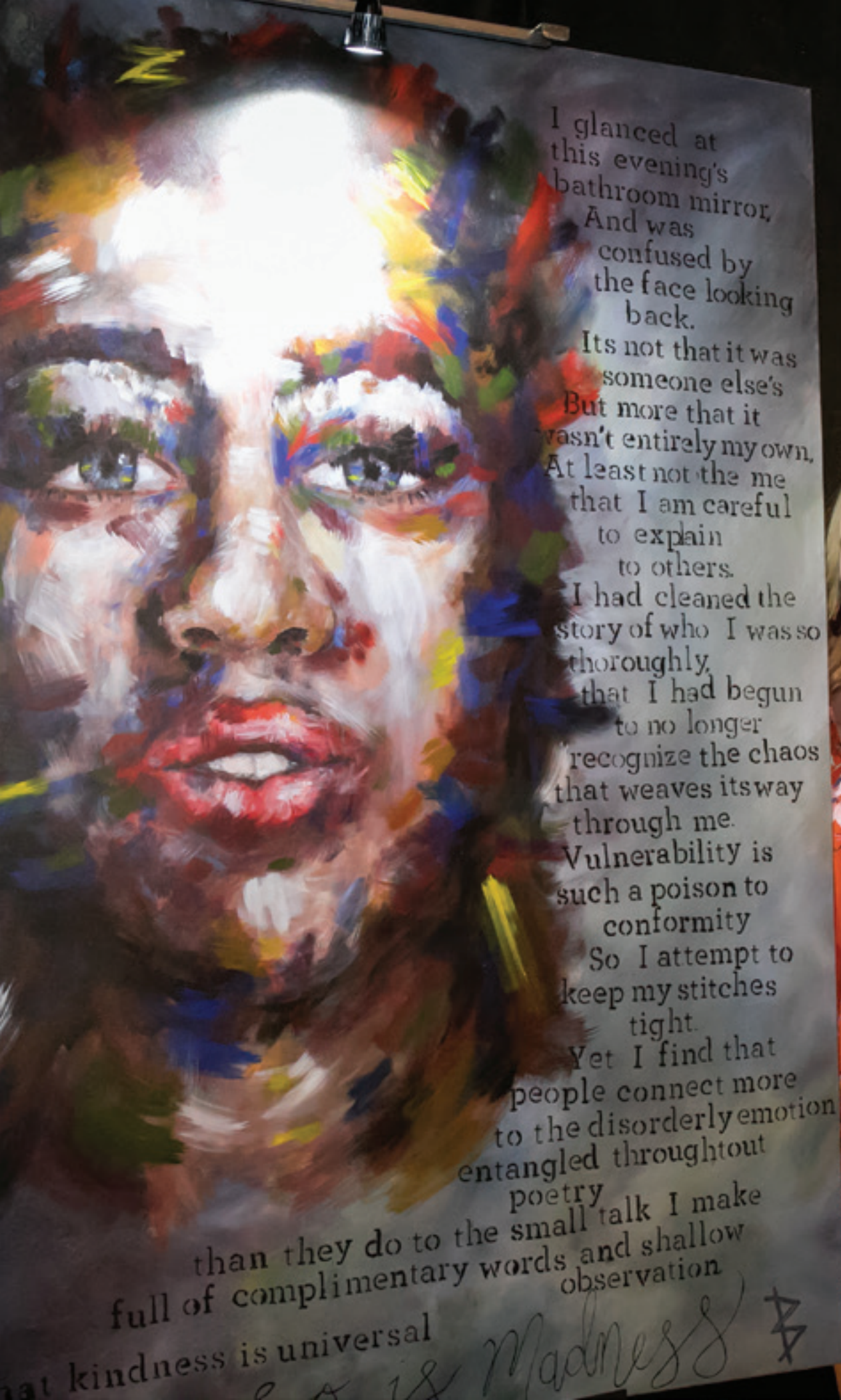
I have to be honest. I grew up with precious little appreciation and understanding of the arts. I was not a music lover as a young person (except for the hymns of my childhood) and didn't place much value on art or dance. All of that changed when I met and fell in love with my wife Pam over 40 years ago. Pam is a lover of music and art, and our children are too! It has become personal; in God's wonderful wisdom and humor I'm surrounded by creative and flourishing artists in my home. In every church or ministry we have been privileged to lead, I have become an enthusiastic supporter of the arts and the power of story, music, image, and beauty to lead us to the Savior.

*"The urge to capture some of the beauty of creation is what has launched paintings, photographs, plays, music, musicals, statues, and sculptures since the beginning of time."*

So, it is without hesitation and with great enthusiasm that I tell you I am a FAN of the arts at Jessup. In these pages you will read about theatre, music, fine and digital arts, and the amazing people who lead, teach, produce, and fan the passions of artists and the arts at our University. The arts touch the soul at the deepest level, often well beyond anything the spoken or written word can evoke. Jessup wholeheartedly embraces the arts and we are launching artists into the world for cultural transformation that brings glory to the name of Christ.

At Jessup, it's our mission statement to "partner with the Church to educate transformational leaders for the glory of God." That mission statement has guided our efforts for many years. Our mission statement describes transforming students then transforming families, churches, organizations, communities, and culture. The arts are alive and well at Jessup. I see the day when world-class and world changing artists are having their spirits, minds, and hearts transformed at Jessup. Today, we see a glimpse of that. In these next few pages, you will see the "first fruits" of that vision. Join me in celebrating the Arts at Jessup!





I glanced at  
this evening's  
bathroom mirror,  
And was  
confused by  
the face looking  
back.

It's not that it was  
someone else's  
But more that it  
wasn't entirely my own.  
At least not the me  
that I am careful  
to explain  
to others.

I had cleaned the  
story of who I was so  
thoroughly,  
that I had begun  
to no longer  
recognize the chaos  
that weaves its way  
through me.

Vulnerability is  
such a poison to  
conformity

So I attempt to  
keep my stitches  
tight.

Yet I find that  
people connect more  
to the disorderly emotion  
entangled throughout  
poetry

than they do to the small talk I make  
full of complimentary words and shallow  
observation

that kindness is universal

is Madness





# JESSUP ARTS

BY: TOM RUSCICA



**Tom Ruscica,**  
Associate Dean, Visual and  
Performing Arts

The arts play an enormous role in society and pop culture today—in movies and television, marketing and graphic design, music and the performing arts, and social media. From ancient times to current day, society is greatly affected by what is happening in the world of art, which is the expression of the human experience. The William Jessup University Visual and Performing Arts division is preparing students to transform culture and the arts through leadership and a Christian perspective.

The goal and mission of Jessup Arts is to provide competitive and Christ-centered education. Students are called to transform culture through music and the arts, and enrich our community through masterful storytelling. Through this mission, Jessup is intentionally infusing the world of arts with students who will go on to affect and lead the future of music, cinema, theatre, fine arts, and design for the glory of God.

Jessup Arts accomplishes this in a number of ways, including competitive curriculum and faculty that have a wide range of professional experience in the industry and a unique offering of experiential learning. In fact, experiential learning within visual and performing arts is a unique distinctive for our Jessup students. Studies

suggest that students who are exposed to real-world examples of experiential learning receive a unique set of benefits, including an increased understanding of how organizations function, increased ability to view career expectations realistically, an expansion of their network of professional contacts, improved ability to take initiative and adapt to change, as well as strengthened leadership and financial management skills.<sup>1</sup>

Jessup Arts experiential learning allows students studying visual arts to spend time preparing for a formal art show each semester, learning valuable skills in event planning, marketing and promotion, preparing art pieces for sale, and working with peers to accomplish a large-scale event. Music students find themselves in the concert hall, recording studio, and on tour buses, learning valuable skills in performance, live-sound production, and recording with industry professionals at Skywalker Sound, located at George Lucas' Skywalker Ranch. Theatre students have unique opportunities to perform mainstage theatre productions, work and network with professional directors, actors, and choreographers, lead student-directed productions, and work on show production, including stage management, box office, marketing, lighting, set, and sound design, and other aspects of



technical production. Digital Communication and Design students gain valuable skills in social media, marketing, writing for media, graphic design, podcast recording, and communication in the digital age.

In order for Jessup Arts to offer a truly unique experience, we must intentionally align ourselves with the mission of the University, which states: "In partnership with the Church, the purpose of William Jessup University exists to equip transformational leaders for the glory of God." With the Jessup mission statement in mind, infusing leadership into the curriculum and providing leadership training for our students becomes a vital part of the Jessup Arts experience. For example, Jessup music students are not only encouraged to practice personal leadership, but fulfill leadership roles within the department while being mentored by faculty. Students take leadership classes to learn how to apply different leadership techniques to the teams they lead in the world of art and music. Classes also have leadership curriculum embedded into the course syllabi to reinforce important applications of leadership. The result is a unique experience of coursework which prepares artists and musicians to not only be competitive and employable, but leaders in their field of music, design, theatre, and fine arts.

Combining the most competitive curriculum taught by faculty who are professionals in their field, with a unique blend of leadership training has resulted in alumni serving as leaders in worship arts at numerous local and national churches. Theatre alumni are working as actors, set designers, filmmakers, and directors in the industry, using their gifts to change world culture for Christ. Numerous students have continued on to graduate school, studying at the University of Southern California, New York University, University of Oregon, and Julliard. Finally, Jessup has alumni working in Hollywood as professional singers, touring with top-name artists, and recording vocals for many of the movies you see in theaters today.

It is not enough to simply say, "Jessup Arts has alumni that are employable and competitive in their field." Rather, Jessup Arts alumni are leaders, going into the professional world as Christian artists pursuing excellence for the glory of God. They are doing what they have been created to do, using the artistic gifts given to them, to glorify God and redeem world culture for Christ.

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# THE IMPORTANCE OF THEATRE & THE ARTS

**BY: DEREK MARTIN**

I have been around artists for well over 20 years but I have never actually known a single starving artist. I think one of the great misnomers about the arts is that an artist cannot make a reasonable living wage. In reality, nothing could be further from the truth. The arts sector is one of the largest and most influential sectors in western culture. Data from the Bureau of Economic Analysis and the National Endowment for the Arts states that in 2016, the arts sector contributed over \$804.2 billion to the United States economy, more than the agriculture, transportation, and warehousing sectors combined.<sup>1</sup>

In addition to this staggering dollar figure, I believe the arts sector also represents one of the most unchurched demographics in our country. The arts in America is a real mission field, an area with the potential for great personal economic success, and a place of significant cultural influence. However, if the church is going to lead culture, it needs cultural leaders in the church. If the church is going to create great art, it needs great artists to live and thrive inside her walls.

At William Jessup University, our theatre program exists to nurture excellent students with a heart for reaching out to other artists and inviting them into a relationship with Christ, the master artist. Jessup Theatre's mission is to produce students who are highly employable theatre artists, Christian leaders, entrepreneurs, and skilled craftsmen who are capable of vast, positive influence in the arts, media, and entertainment industries. Jessup's theatre students are trained to be purpose-driven and to engage all kinds of stories that culture has to offer: the good, the bad, and the ugly. They are then asked to view

them through the lens of the Bible, the story of creation, fall, redemption, and restoration. We have a statement on the nature and purpose of art which provides a theological treatise for all of our class and production work. With this in mind, our training is focused into four areas: excellence, entrepreneurship, purposeful engagement, and discipleship.

We rigorously train students to be truly excellent in craft so they can have an impact in the professional theatre and film industry. If they do not have the skills to get a job in the industry, they will not affect that culture in a significant way.

We encourage our students to be entrepreneurial. One of our mottos is, "If a door doesn't open, build one!" Many of our students have gone on to create theatre productions, perform in plays, and help train organizations that are educating and growing the next generation of artists. This will have a direct positive influence on the future of our American arts culture.

We inspire them to live purposefully. All of our students must create a mission statement for their lives in their senior year based on what they think the Lord is calling them to. Then we challenge them to pursue their mission with everything they have.

We disciple them to be wise as serpents and innocent as doves in their lives and in their chosen field of study. They must understand the art world but not fall prey to the unhealthy worldviews that permeate the arts. Students take two courses on the theology of art to develop their own theological aesthetic and reasons for creating art. These courses also provide them with the



tools to choose the kind of art they will, or won't partake in. More importantly, these courses give graduates the ability to have a philosophical discussion with someone who may not believe in Christ and may wonder why they are making certain choices. We have found that this perspective plants seeds of faith and often opens doors of conversation.

Ultimately, theatre education should be important to Christians for at least three reasons: cultural influence and employability, leading and communicating, and cultural analysis and response. First, theatre training prepares students to be practitioners and patrons of some of the most highly influential art forms in our world. The sheer number of movies, television, and streaming content that comes out each year creates a plethora of jobs for screen actors and technicians. The Broadway play, *Hamilton* is one of the most significant cultural products of the last decade and, arguably in all of theatrical history. Broadway, regional theatre, and Broadway National Tours are all commercially viable, cultural products, providing employment for hundreds of thousands of theatre artists and technicians alike.

Second, it is an excellent area of study for learning how to lead with creativity and communicate effectively and with power. A 2010 IBM Global CEO study asked what the top quality should be in a CEO. Creativity was singled out as number one.<sup>2</sup> There have been many other articles (such as those by Foster<sup>3</sup>, Peterson<sup>4</sup> or Young<sup>5</sup>) suggesting that a degree in artistry, and especially theatre/performing arts, is one of the best degrees a person could have going into big business. The reason is that it strengthens communication skills,

flexibility, creativity, punctuality, and a myriad of other positive attributes.

Third, it is a powerful tool for students to appropriately analyze culture and "the times" and give a powerful, moral, and creative response to them. This is something that all Christians must learn to do if we are serious about having significant cultural impact.

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**Derek Martin**  
Associate Professor of Theatre





# UNLOCKING POTENTIAL

**BY: JENNIFER MARTIN**, Assistant Professor of Theatre

I remember graduating college with the dreaded, “Now what?” question looming over me.

“I feel like I have this God-given calling to be great, but I’m not even good yet,” I confided to my parents, who are ever my champions. I wanted someone to believe in me, help get me where I want to be and not let go.

Full of passion and underdeveloped talent, I stumbled blindly forward, trying to create a path for myself. Thankfully, I found a few mentors along the way. Now, 10 years later, it’s my turn to be that person. As a professor in the theatre department, it is my charge to nurture the whole person, unlock potential, and help activate God-given dreams.

At Jessup Theatre, our primary classroom is a lab, a room with black walls and furniture where we create any world we can imagine. The lab is a playground for aspiring artists where many foundational lessons are learned, where sweat is mingled with laughter, and where students become artists by making-believe. In addition to learning technique and the history of the art form, students are encouraged to have fun and take great risks. Hard at play, students develop courage and resilience, both of which are necessary for a career in the theatre.

Beginning freshman year and ending with their capstone course, each student graduates with a personal mission statement, interview skills, professional headshot, resume and footage, a website, an understanding of their personal brand, target location and budget for their next steps, and no less than 10 workshopped audition pieces. Students are

also encouraged to intern under one of our professional designers for each production. It is not uncommon for a student to graduate having worked under eight different areas of theatre ranging from costumes and marketing to sound design, thereby increasing their employability. The summer of their junior or senior year, students take an outside internship for the purpose of networking and gaining valuable work experience.

We adopt a decidedly “all-in” approach with our students at Jessup Theatre. I have personally answered texts at 2:00 a.m., accompanied students on auditions, coached countless pieces over FaceTime, selected outfits for headshots, connected students to industry professionals, and hired our students at Americana Theatre Company, a professional theatre I co-founded and help run on the East Coast to help them get their start. The other professors and staff are no different; often developing relationships that continue for years after graduation. Our graduates are employed as actors, teachers, directors, choreographers, scenic designers, painters, stage managers, costumers, wardrobe managers, and business owners across the United States. They have a wonderful reputation in the local professional theatre and church community due to their work ethic, talent, and aesthetic.

To enter the profession boldly, well-prepared, and with a spirit of play is our desire for every graduate of the theatre program. Like me, every student will graduate with a “Now what?” question they have to answer. The difference at Jessup is that no student will ever seek an answer to that question alone.





Nick Hancock portrays Long John Silver in Jessup Theatre's rendition of *Treasure Island*.



# OPENING DOORS

Every young person is asked what they want to be when they grow up. In third grade, Jessup student Nick Hancock was asked this question at school. He emphatically told his teacher he wanted to be an actor and musician but his dreams were squelched when she suggested he choose a "real" career.

By the time Hancock was a senior at Freedom Christian School in Fair Oaks, California, his acting dreams were just a memory. He had plans to study criminal justice in New York until his high school provided students with tickets to Jessup Theatre's performance of *The Crucible*.

"When I saw that performance, I was blown out of the water! I was literally sitting on the edge of my seat the whole time and knew I wanted to be a part of Jessup's program," he said. "I saw the show on Saturday and met with Derek Martin that Monday. He encouraged me to audition that night for their next production which was going to be *Oklahoma!*"

As a senior in high school, Hancock was cast in Jessup's rendition of Rodgers & Hammerstein's beloved masterpiece and never thought about pursuing a criminal justice career again. "When I came to rehearsal, it just felt right. I felt this sense of peace and I knew this was where I needed to be," he recalled. "There is no way I would have ended up here of my own volition. I was headed in a completely opposite direction when God shut that door, turned me around, and pushed me through five open doors in a row."

Hancock takes on many leading roles for Jessup Theatre and always performs by the mantra professor Jennifer Martin taught him early on.

"Acting is about living truthfully under imaginary circumstances," he said. "The amount of joy we feel as a cast and the amount of joy we experience from the audience is incredible. It's a feeling unlike any other."

Hancock also performs with the University's Choir and Orchestra (UCO) where he has the opportunity to share his vocal talent. "As an aspiring musical theatre performer, UCO has helped me strengthen and sustain my voice over the past four years." Participation has also given Hancock the chance to challenge his own singing style and be stretched in different ways. He recently recorded *It's Not Over* for the CD the UCO created at Skywalker Sound.

During the past three summers, Hancock has participated in Jessup's theatre program's internship at Americana Theatre in Plymouth, Massachusetts. He served two summers as an intern and one as an employee. During his time in the program, he wrote and directed shows for elementary and high school kids in the region.

"It was great to be able to take what I've learned and impart that to others who are younger than I am," Hancock said. During these summers, Hancock worked with and made connections with actors working everywhere from Broadway World Tours to Broadway's West End in London. He is planning to return again this summer after his graduation in May.

"Just having the opportunity to watch these actors and learn from and be on stage with them has been amazing. My acting at Jessup is different because of the summers I have been able to go to Americana."

One of Hancock's favorite memories came from his Acting I class when he was required to do a scene that largely mirrored painful experiences he lived through.

"I had to stop myself from getting too into the moment," he said. "I almost cried. That was when I realized theatre has the ability to tell such beautiful, healing stories that can be not only healing for the audience but for the actors who are in it. That's when I decided I wanted to do this for life."

# AN INTERNSHIP TO REMEMBER

## AMERICANA THEATRE COMPANY

BY: DEREK MARTIN

Imagine sitting on a bench overlooking a quaint, New England harbor while waiting for the Fourth of July fireworks to begin over Cape Cod Bay. There are a million of your closest friends with strong Boston dialects running up and down Water Street buying balloons and noise makers to celebrate the founding of our country. You are tired from dancing in the Fourth of July Parade this morning. You take a sip of water as the giant booms begin and beautiful chandelier blossom of pyrotechnics cover the sky. As you look around, you find yourself sitting next to a new colleague who just starred in a feature film, a 25-year-plus news anchor for one of the main Boston news channels, a Jefferson Award-winning director who ran the Actors Co-op in Los Angeles, a New York City Broadway casting director for over 10 years who was in the national tour of *Miss Saigon*, and last but certainly not least, three of your best friends from college who get to hob-nob with these professionals. You know that tomorrow you will be in the final dress rehearsal for *Man of La Mancha* and the anticipation of opening night is looming happily on your sleepy eyelids. It has been a great day!

This is a small picture of what it is like to be an intern at the Americana Theatre Company (ATC), a professional regional theatre production company in Plymouth, Massachusetts.



Jessup Theatre students are afforded this unique opportunity that is an excellent "on-ramp" to their professional careers. ATC offers multiple Jessup Theatre majors the opportunity to intern for their summer production season every year. This is an eight-week experience in which students relocate to

Plymouth and spend their time working hands-on with industry experts in a professional theatre environment, creating theatre of the highest caliber.

The ATC is a non-profit, 501(c)(3) tax exempt professional theatre company that was founded in 2004 and began producing theatre in 2010. The company is comprised of working professionals who have either relocated to Massachusetts to help run the company or telecommute from New York, Los Angeles, and many other areas around the country. The motto of ATC is, "stories that entertain, stories that matter."

ATC exists to enliven the cultural

atmosphere of the greater Plymouth County and South Shore of Massachusetts by providing excellent storytelling with gifted actors. The company is focused on ensemble work harkening back to the American resident theatre companies of the early 20th century. In 2015, ATC became a year-round production company and also added an educational entity, Studio Americana, a year-round training program for local youth interested in



theatre. This was also the first year Jessup students had the opportunity to intern with the company.

Students get to work in the areas of performance, stage management, set and costume construction, house management, box office, and producing. In whatever area the student is working, they are led by or work alongside professionals from the performing and technical theatre world and learn a lot about the inner-workings of professional theatre. Students are housed in downtown historic Plymouth and the surrounding area and performances take place a block from Plymouth Harbor, The Mayflower, and Plymouth Rock. As students get to partake in this East Coast theatre experience, they also have the opportunity to take in all the history and natural beauty the area has to offer.

Another benefit for students who intern is the opportunity to gain paid experience teaching children and teens during the Studio Americana summer camps. This experience benefits our students because they are able to go deeper in their theatre practice by teaching while their work experience helps to supplement their financial needs.

Many of our interns have said their summers spent at ATC are some of the best summers of their lives. They are growing artistically, as people, and as business men and women. Jessup students have the ability to graduate with a professional theatre credit on their resume, which is very rare at the undergraduate level since there are very few undergraduate programs that are tied directly to a professional regional theatre. We believe this experience is invaluable to our students and one of the reasons they have such excellent employability upon graduation. If you wish to learn more about the ATC, visit [americanatheatre.org](http://americanatheatre.org) for more information.







# PROFESSIONAL ACTORS MENTOR



A storyteller at heart, actor **Brance Cornelius** brought his expertise to the Jessup stage when he directed last fall's production of ***Seven Brides for Seven Brothers***. Another hit for Jessup Theatre, this large-scale production was unlike any show the growing university had done before.

"I knew this was going to be a big show when I said yes to the project," Cornelius said, "And it was one of the largest shows I've done as a director."

Packed with ongoing set changes, an enormous amount of choreography, detailed costuming and set design, Cornelius spent six weeks on the Jessup campus working with students to deliver an outstanding show.

"One of the biggest challenges was working with a tremendous variety of talent. Some students were great dancers that didn't act or great singers that didn't dance. It boiled down to the dichotomy of

figuring out how to help each actor tell the story in the best possible way," Cornelius said.

From national tours and regional theatre, to Disney theme parks and cruise lines, Cornelius' acting experience runs the gamut with a resume long enough to impress most actors. He's an actor with a schedule that demonstrates his plethora of skills and talent. Always on the go and doing what he loves, the night after the play opened, he headed to Macon, Missouri to begin rehearsals for a show he directed and house managed. When that ended, he moved on to Liberty University to choreograph another show.

Immersing students in a professional acting environment is the heart of the Jessup Theatre experience. It provides an opportunity for students to understand what it's like to work in a professional setting. *Seven Brides for Seven Brothers* was Cornelius' second time working with Jessup's theatre program. His first experience was as a guest director in *Steel Magnolias* in 2015.

Cornelius recognized the importance of portraying a strong mentorship role with students during his Jessup directing debut.

"I remember when I was in college. I was so inspired





by my professors who were acting on stage outside of the collegiate setting because their experience was relevant to me," he recalled. "One of the best things a student can do is ask questions and be prepared to work hard." Cornelius considers himself to be open to the students beyond the directorial position to chat with them about anything. "Students are asking questions about the scene, the blocking, the dialogue, you name it. We talk about it and have some great discussions," Cornelius said.

Giving students the opportunity to work with professional actors also brings a different level of excitement to the process because someone new is working with the students. Although Cornelius has a reputation for working very quickly, he doesn't want students to be intimidated because theatre is a fast-paced business. "Since we spend so much time in rehearsals, we are able to develop a personal relationship and are all on a first name basis. Students tend to bring their best to the stage and it's very rewarding to see them grow so much from the beginning to the end of the production."

Relationships are pivotal to the theatre community because the profession repeatedly exposes performers to the vulnerability of acceptance and criticism.

"Acting can be a brutal profession," Cornelius admitted. "You will hear more 'no's' than any other profession, and you have to develop a tough stance."

One of the benefits of being involved in Christian theatre is the light that working with the body of believers brings. Before rehearsals and productions, students pray and share the common bond they have in Christ with their cast members.

"I like to say that students have their script in one pocket and Jesus in another," Cornelius said. "Some of my closest friends in the business are brothers and sisters in Christ. We share the idea that we know the end result and why we are doing what we do. Without that, this can be a very lonely business."

Christ's light shines in Jessup's theatre and beyond. There is a necessity for Christians to be leaders in culture now more than ever. Cornelius puts it this way, "If we make a choice not to be part of our culture, someone else ends up shaping it for us."

Cornelius continued, "It is so important to tell stories that have redeeming moments. There has to be hope; we live in a world that needs hope. People need to see love and hope so they want to know more or be a part of it."

That hope and love is Jesus, who is always working through the stories of our lives. "I love to tell stories, and when we demonstrate Christ's love and sacrifice, we always bring the story back to Jesus," Cornelius said.

# ON THE FLIP SIDE: MUSIC AS CORE CURRICULUM

BY: LIZ STANLEY



**Liz Stanley, D.M.A.**  
Professor of Music

Allison, a Jessup vocal performance major, checks her posture in the mirror while singing through a French aria, her voice rich but often over-sung. Reaching for the highest note, her voice splinters out of control.

"There's that crackle again!" she exclaims, frustrated. I rise from the piano and the see-saw of vocal instruction continues: we laugh together over that pesky "crackle," work through a few metaphorical images and physiological corrections, sing the passage on her best "ee," and modify the text's vowel production. Finally, Allison is able to perform the passage with consistently beautiful tone. A year later, Allison beams as she performs her demanding senior recital program with facility, balanced technique, and artistry. She is singing well and she knows it. For me, her applied voice instructor for the past four years, it is a moment of deep satisfaction and joy. Each semester, Jessup students across disciplines experience applied lessons, building technical skills, and performing classical and contemporary repertoire with expressive artistry. Applied lessons, however, are not the only courses enriching students across William Jessup University.

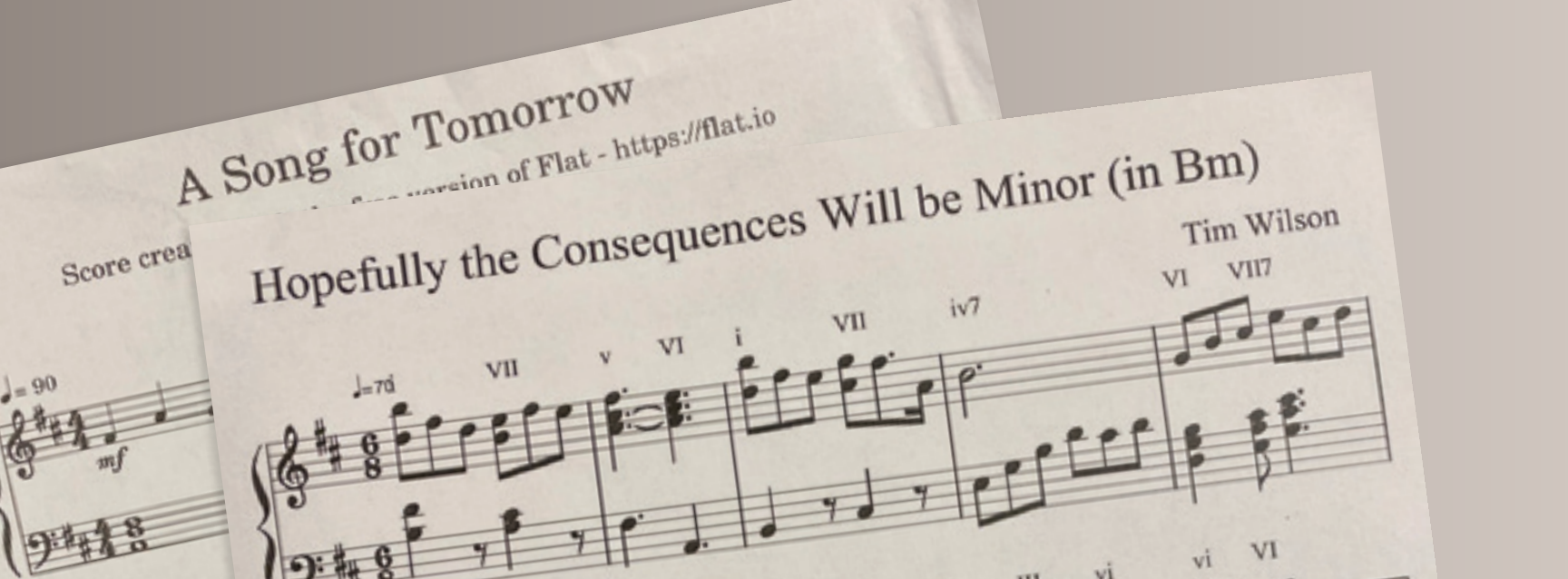
Music has long been part of a liberal arts education as a member of the quadrivium ('the four ways,' i.e., arithmetic, geometry, astronomy, and music). Together, these disciplines imbued students with a knowledge of number and pattern. But why music? Music combines mathematics,

aesthetics, and language. The fundamentals of music theory involve rhythmic sequencing of notes and harmonies based on mathematical principles (thanks to Pythagoras), while experienced music expresses thoughts, imagery, and emotions. Music has the power to move the human heart, mind, body, and spirit in feelings, thought, physical activities, and worship. Music supports life in all its facets: ceremonies, celebrations, and ordinary activities. Although higher education can be pursued entirely without music, at Jessup, students of all disciplines have opportunity to experience music in classes that satisfy our core fine arts requirement. They may register for Music Appreciation or join Jessup music majors in Music Fundamentals, World Music, Western Music to and from 1750, and Masterworks Chorale.

In each of these courses, students encounter both the theoretical and experiential sides of music. Music Fundamentals includes a song composition, where students compose, score, and perform their works for the class. The compositions in fall semester were all beautiful--some simply elegant and symmetrical, others dissonant and complex. Hearing one another's creations and learning about their struggles and triumphs to express themselves musically with correct meter, key, rhythm, melody, and chords gave the students a shared pride and sense of accomplishment.

World Music students experience music of other cultures and explore different





aesthetics of microtonality (India), poly-rhythm (Africa), non or quasi-pulsatile meter (Japan), instrumentation, and vocal timbre. Students gain new respect for musicians of other culture groups as they create and perform on a non-Western instrument. Handcrafting a mbira (thumb piano), didgeridoo, koto, or drum requires mathematics, art design, and numerous trips to the hardware store or outside to fields for supplies. On performance day, students are awed by what they have created and have fun comparing their successes and trials and listening to the sounds of various instrument consorts!

Western Music students listen to and learn about innovations, composers, styles, and genres throughout the history of music. They research a composer from the Western Classical tradition and evaluate the composition style. The students present their findings in a poster session, creating text and graphics that align with current academic research standards, and fielding questions with confidence.

Masterworks Chorale sings music of the classical or art tradition. Students are often amazed at the beauty, intricacy, and challenge of these compositions. Mastering works by Bach, Handel, Haydn, and others increases their vocal performance skill and gives them a great sense of accomplishment (come to our next combined art show—Masterworks Concert—to experience this for yourself.)

As the University continues its commitment to music and the Visual and Performing Arts, William Jessup students from various majors fill our applied and academic course offerings. The students' enthusiasm is an indicator of the value of music in a liberal arts education. It is also a real sign of God's blessing as we strive to help students *sing and make melody with their heart to the Lord* (Ephesians 5:19b).

“Music has the power to move the human heart, mind, body, and spirit in feelings, thought, physical activities, and worship.”

Bottom Left: Masterworks Chorale students

Bottom Right: World Music students demonstrate their musical bows.



# UNIVERSITY CHOIR AND ORCHESTRA

BY: TOM RUSCICA

I have had the privilege to conduct the University Choir and Orchestra (UCO) for 12 years and can honestly say it has been one of the most fulfilling experiences in my professional life. I remember the night before our first rehearsal, I had three key student leaders at our home. I described to them the vision for the group. I remember saying, "I can't do this without you." That moment was the first taste of the UCO community. Now the group is well over 100 students and the fulfillment is not in my own personal success, but in watching our students achieve greatness year after year.

William Jessup University's UCO is a performance group that travels throughout Northern and Central California, records each fall at the renowned Skywalker Ranch, and performs between 25-30 concerts per year. The UCO is built around three core values:

- The Pursuit of Excellence: Everything we rehearse, learn, and perform is to be done with a relentless pursuit of excellence.
- Relevance: The repertoire we perform and how we perform it is to be done in the most forward-thinking way demonstrated in the music industry today.
- Community: UCO is a vibrant community of musicians that support one another through healthy relationships that edify the entire body.

Being a member of UCO offers students a chance to be part of something bigger than themselves. Although the group is auditioned, the performance group is represented

by both experienced vocalists and instrumentalists and entry level students who have just begun their musical journey. Allowing all students to be part of something "big" offers students experiences that a smaller group could not achieve. Through UCO, students have recorded at Skywalker Ranch, performed with four leading men from *Phantom of the Opera*, and had many touring and travel experiences. The notoriety that UCO has achieved has opened up opportunities such as being the featured choir and conductor for ACSI's Musicales, a Christian high school choral festival involving over 350 high school students.

Students engage in many leadership lessons while participating in the performance group. Each year, a team of student leaders are chosen to lead their respective sections: sopranos, altos, tenors, basses, and orchestra. Students are chosen to lead and serve on the merchandise team, which manages our CD and apparel inventory, reorders, marketing, and customer service before and after each performance. All students are taught that the best way to practice leadership within the group is to serve the community.

These components come together to form a unique experience and learning environment for our students, while also ministering to thousands of patrons who attend our concerts. My hope is that the years spent in the UCO are transformative, life-shaping, and become sweet memories our students carry for the rest of their lives.





**BY: LYNSAY JOHNSON**  
Adjunct Professor of Music

# A MUSICAL SISTERHOOD

I am thrilled to be directing the Jessup Concert Choir (JCC), one of the newest performance groups to Jessup Music. As an alumna of WJU, I started my career as a faculty member in 2014 after I completed a Master's Degree in Music and Choral Conducting from Sacramento State University.

Jessup Concert Choir began in 2014 as the University's first women's ensemble and has grown to include a rhythm section in the past four years. The group travels approximately once per month to perform at local churches and events. The group also joins the University Choir and Orchestra at the *Celebrate Christmas* concerts in the fall and *Night of Classics* concerts in the spring, giving the opportunity for these young women to experience both a small group feel where they can be trained and also have the experience of performing upper-level repertoire with full instrumentation.

The goal of JCC is to teach and educate students about proper singing techniques and sight-reading fundamentals to prepare them to be better musicians as they continue their studies in music and performance. Beyond educational objectives, JCC is a group that resembles a sisterhood, where young women come to be educated, but also help one another, pray for each

other, and offer encouragement. Being a performer myself, I have had the opportunity to experience other schools and performance groups and can honestly say there is nothing like JCC and Jessup Music.

The environment of our music family is one I have never seen reciprocated in any other music environment. As an educator, I am constantly challenged and encouraged by these students' faith and the way they walk in integrity and love for one another. In many performance groups outside of Jessup, it is common to find unhealthy competition, jealousy, and entitlement among the musicians. I am honored and privileged to say this has not been the case with JCC. These young women root for one another and genuinely get excited when they see one of their peers succeeding or growing. As their director and teacher, they have greatly affected my life.

I was recently married and honored to have JCC perform at my wedding. It was not a university-sponsored event or mandatory, but every member accepted the invitation to sing and be a part of it. This is the perfect example of the connection between students and professors here at Jessup and how Jessup Music is a special community with people who genuinely love and care for one another.

# COMMERCIAL MUSIC

BY: ALAN KOSHIYAMA

Adjunct Instructor Alan Koshiyama works with Grammy award-winning audio engineer Leslie Ann Jones.

It is a great blessing for me to be a part of Jessup Music and to pass on my experiences working in Hollywood as a film and television music composer (and producer) to future generations of Jessup Music songwriters and musicians. Some of my clients include Disney, ABC, ESPN, TBS, PBS, Hallmark Channel, and Fox News. I believe it is a great privilege to share what I've learned while mentoring my students in their music careers.

Associate Dean of Visual and Performing Arts Tom Ruscica invited me to join his team of educators seven years ago and since then, we've grown our Commercial Music concentration to include classes such as Introduction to Music Technology, Recording and Production I and II, Pop Music Scoring and Arranging, Music Business, and Applied Lessons.

Commercial Music helps strengthen our students' understanding and application of music technology for production, composing, scoring, arranging, and teaching as they prepare for a career in the music industry. Our primary goal for our Commercial Music concentration is to equip students with the knowledge, experience, and portfolio necessary for a sustainable career as music producers and composers.

Technology has democratized music production and to remain competitive in this highly saturated market, our Commercial Music students must become proficient in many disciplines. Today's professional music producers are expected to compose, arrange, score, record, mix,

master, midi sequence, and even write lyrics. They must also learn to network, market, negotiate, license, and publish their creative work. All of this must be built upon a foundation of performance proficiency in their musical instrument and voice. Our students have access to our recording studio, where they learn common practice recording, production, sequencing, mixing, and mastering principles using digital audio workstations such as Pro Tools, Logic, and Digital Performer, as well as technologies from Waves, Izotope, and Native Instruments.

One of the unique experiences we offer our Commercial Music students is an opportunity to participate in recording the William Jessup University Choir and Orchestra at George Lucas' renowned Skywalker Ranch every fall semester. The albums we produce in partnership with Skywalker Sound provide our students with real-world experiences working in a professional Hollywood production sound environment with Grammy award-winning audio engineers.

For my film scoring lessons, I often use clips from movies, television shows, and video games I've worked on as real-world projects my students can score, and showcase as part of their composing portfolios.

My greatest privilege at Jessup Music is to remind my students that what we do is for the glory of God, the master composer of our salvation through Jesus Christ our Lord. May they shine His light for all to see as they forge their own careers in Hollywood and beyond.



# LIVING OUT HER CALLING

If I didn't go to Jessup, I might not be a believer and would probably be stuck in an unsatisfying career. Obviously, I don't really know what would have happened but I do know that it was God's plan for me to go to Jessup.

Without Jessup, I would not be pursuing theatre. When I was looking at schools during my senior year of high school, I decided to be a voice major and hoped I could be a theatre minor. Although I was accepted into other schools, I learned that a theatre minor would not be possible with the demands of a music major's schedule. Because of Jessup's size and willingness to help students use their God-given gifts, they proposed I try a double-major in Voice and Theatre, joining the new Creative Arts program launching that fall.

I agreed and pushed through all four years in both programs. Spending time in both departments allowed me to gain the classical voice training and music knowledge I knew I needed (Vocal Pedagogy was my favorite music class) while helping me realize I belonged in the theatre industry.

When I was 16 years old, I started a theatre program at my old elementary school, Quail Glen in Roseville, California. If I went away to school, the program wouldn't have continued. But I stayed and ran the program for seven years before moving to New York. It is now in its ninth year and run by my family and fellow Quail Glen alumni. Other alumni are now in college pursuing theatre themselves. My program and the tools I acquired at Jessup helped me get connections to bigger directing projects in the area. I've directed about 20 shows so far and directing has stolen my heart.

Without Jessup, I may have walked away from my Christian faith. When I entered Jessup, my faith was real, but it wasn't deep. It was an aspect of my life, a spoke on the wheel. Being at a school where Jesus is at the center of everything helped me to refocus and form my faith in a similar manner. Jesus became a part of everyday conversation, not just in the café, but in my major classes. I had the opportunity to explore how the things I love most are not separate from my relationship with God. Jessup was not an easy personal time for me. It was where I struggled most and where I became an adult. But it was my faith, the people I met, and the things I learned that helped me grow up. I was taught that He is the Creator. In His image I create and pursue excellence in all I do and for His glory.

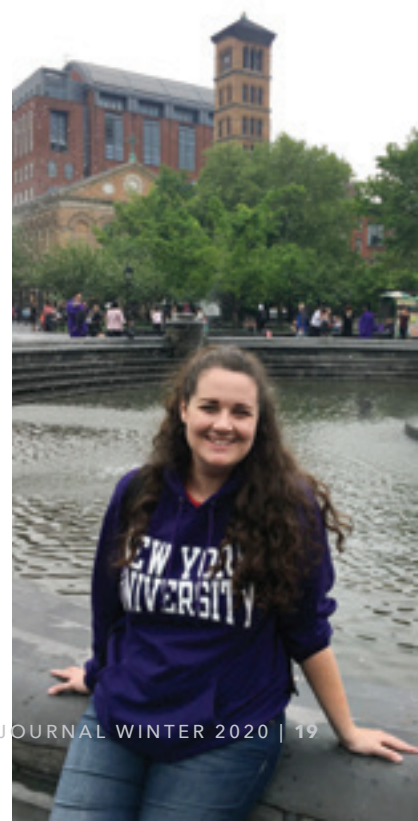
This May, I will graduate again, but this time from New York University with a Master's of Music in Musical Theatre and an Advanced Certificate in Vocal Pedagogy. I'm on a dual degree track in a theatre program for classically trained vocalists, studying pedagogy, and learning about voice science. I am also an adjunct professor teaching voice to undergrads at Tisch and other programs within NYU. I get to live the dream working and studying this gorgeous art form in New York City while worshiping God every step of the way. I've never been this happy.

I am so grateful to Jessup for giving me the tools to get here and grateful to God for gifting me with these two incredible universities. I can't wait to see where God will lead me next!



**BY: AMANDA DUSENBERG**  
Alumna, Music & Theatre, '17

*“Being at a school where Jesus is at the center of everything helped me to refocus and form my faith in a similar manner.”*



# FULFILLING HER PURPOSE

*“I was born with a love for music.”*



Some may consider Asia Jamosmos a child prodigy for writing her first piano composition at a mere five years of age.

“I was born with a love for music,” Jamosmos said. “My mom tells me that I was always singing when I was younger.”

When Jamosmos’s mom was pregnant with her, she regularly placed headphones on her growing belly so her baby could hear Mozart, and played Mozart in the nursery after she was born.

Starting piano lessons at five, she immediately took to learning music and by the time she turned 11, her mom had taught her three guitar chords and Jamosmos naturally picked up the rest. She is also a self-taught drummer and was able to utilize her drumming talents as a member of Jessup’s Concert Choir during her first two years on campus. As a music major, the junior is pursuing a concentration in Music Composition and currently a member of the Chapel Worship Team and part of Crossroads, a small ensemble performance group featuring students with the highest level of musicianship.

Jamosmos has composed about 25 pieces over the years including works that are purely instrumental compositions, songs with lyrics, worship songs, and songs with different ensembles. Last semester, she

composed a piece for Jessup’s Masterworks Chorale that was performed during the fall art show. The piece was entitled *Bowed Down* and reflected the Psalms of David with every movement representing a stage in David’s life. Asia also has an album entitled *I’ll Let Go* available on Apple Music and Spotify and plans to record a new album in 2021, the same year she graduates.

After graduation, she plans to get her Master’s in Business Administration in Jessup’s one-year program to prepare for her dream of opening a recording studio that pairs artists with sponsors who can help them complete their projects.

“All too often artists give up on pursuing their dreams because they may be, for example, a good singer but don’t have any instrumental experience or they may be a composer who can’t sing. I’d like to be able to bring people together in a space where they can work more collaboratively,” Jamosmos said.

Her inspiration for the songs she writes comes from personal experience and from the Lord providing her with direction.

“When I write, I feel that music is my vessel of speaking words that I can’t really say,” she said. “I’ve felt very encouraged here at Jessup. I’ve received a lot of affirmation that this is where God wants me and pursuing music is what He wants me to be doing.”

*“When I write music,  
it becomes my vessel for  
speaking words that I  
can’t really say.”*



# LEADING WORSHIP IN SCOTLAND

BY: JAKE LANGSTAFF

Alumnus, Music, '16



From my very first visit to William Jessup University, I was treated like family. After four of the most formative years of my life, I could truly call it home. Through Jessup, God changed my life, introduced me to my wonderful wife Leah, and prepared me for a career in music.

In 2016, I graduated with a Bachelor of Art in Music (Performance). Shortly after graduating, I became the worship coordinator for City Life Church in midtown Sacramento (a position I discovered through the Jessup Music job board.) This was a part-time position, so I worked early mornings as a merchandiser for Raley's and Bel-Air grocery stores for a few months before enrolling in summer teacher education courses at Sacramento State.

In the fall of 2017, I was blessed with the role of elementary music teacher for Capital Christian School, while continuing in my role at City Life Church. For the next two years, I taught general music classes and a fourth and fifth grade choir for nearly 300 students.

Last year, an unexpected opportunity for cross-cultural ministry arose. Leah and I became missionaries with Converge International Ministries and relocated to Edinburgh, Scotland. I am now serving as worship arts intern for a one-year-old church plant called Hope City and an organization called The Alliance for Transatlantic Theological Training (AT-3).

*“WJU showed me a God worth following across the globe and taught me to love the Church.”*

Why the United Kingdom? By 2020, only 5 percent of the UK population will belong to a church (see AT-3.org). Our mission is to harness the arts for the glory of God and the good of His people in this post-Christian and post-modern context. WJU showed me a God worth following across the globe and taught me to love the Church.

I cannot express how grateful I am for my time at Jessup. My classes gave me the knowledge necessary for a career in music, and my caring professors gave me the confidence to pursue my dreams. The short-term missions trips I participated in during my time at Jessup instilled a love for cross-cultural ministry, and the spiritual formation I experienced prepared me to be a ministry leader. Above all, I am thankful for the lasting relationships I have gained with friends and mentors.

Jessup's community, resources, and high-quality education helped provide me with the tools for everything I have accomplished.

# VISUAL AND FINE ARTS

BY: MARC ROBERTSON



**Marc Robertson,**  
Lead Faculty of Visual and Fine Arts

It has been an exciting academic year for the Visual and Fine Arts department at Jessup. We have record-breaking growth in enrollment resulting in the growth of the department by 30 percent.

At Jessup, we strive to position our Visual and Fine Arts students to meet the needs of the ever-changing art industry. Emerging trends in artistic professions often requires excellence across multiple disciplines. Our students receive a variety of training and experience to bolster their portfolio while expanding their faith and knowledge base.

Each semester, the Visual and Fine Arts department produces a student-led and directed art show. Last fall, there were 65 students who produced works and the show had nearly 800 people attend. I am always pleased to look at our students faces as they are lit up with joy from experiencing the results of their hard work.

Our department also has incredible faculty who believe they are here for the students, not that the students are here for them. They work hard to help students navigate all the obstacles that come their way. Some of our newest faculty include Emily Hill who teaches Art History, Storytelling for Multimedia, Oil Painting, and more. Emily is an alumna and a graduate of our program

who has gone on to earn her Master of Fine Arts and returned to share her expertise with our growing community of art students.

Also new to the department is Tina Linvill. She has taught at Biola University and Azusa Pacific University. Linvill teaches our core fine arts classes and the students have expressed how much they connect with and love learning from her.

As a department, we also work hard to create wonderful experiences that students will treasure for the rest of their lives. This year, the department accompanied our University Choir and Orchestra to Skywalker Ranch to work on video and photo projects. Students had the opportunity to work in the same place that over 500 films and television shows like *Star Wars* have been created.

Art students create work that is breathtaking and inspiring. In fact, my office has every wall covered with beautiful work that the students have given me. They love to make art that I can proudly display so every person that enters my office can be blessed by them. As artists, our students strive to bring beauty into a fallen world and to serve through sacrifice of one's own talents toward the betterment of society and culture.



# POURING HIS HEART INTO FILM



Every family has one. You know, the kid who runs around filming everything from the kitchen sink to their sibling fast asleep with drool dripping down their chin! In the Hedrick family, that boy was Donnie.

"Ever since I was a little kid, I've always been interested in film making. We literally have cabinets full of home videos I've made," Hedrick said, jokingly.

Originally attending Jessup on a golf scholarship, the 23-year old decided to quit the golf team to put all his focus on studying cinematography at Jessup. The decision meant he no longer had funding from his golf scholarship. That's when Visual and Fine Arts Department Chair Marc Robertson stepped in to ensure Hedrick could continue to pursue his passion. "I noticed Donnie wasn't in class and asked his classmates where he was. To my surprise, they told me he was at his dorm packing because he was planning to leave," Robertson said. He went straight from his classroom to Donnie's dorm to help him find a way to stay at Jessup. In the end, Hedrick received a visual arts scholarship that allowed him to continue his education.

"I was blown away that the University invested in me to that degree," Hedrick said. "I never expected that, but God provided just when I needed it most."

As a junior, Hedrick is making his mark in a competitive industry having received the honor of "Best in Show" for the past two semesters at Jessup's student-led art show. His first film to win the award was entitled, *I Think* while his most recent work is *Ahora y Siempre* which means now and forever in Spanish.

"I guess you could say I'm a hopeless romantic and it

shows in my filmmaking," Hedrick said. "I tend to focus on relationships and every film has to do with some form of loss where love is the central idea."

Growing up, he was inspired by Gene Kelly and Fred Astaire's romance movies.

"I used to make my family watch them over and over," he said. His films intentionally depict a specific visual style that relies heavily on the cinematography he uses to tell stories with as little verbal content as possible.

Hedrick considers himself to be most talented as an editor. "It is almost therapeutic for me to sit down and have full control over all of the clips. Editing is where I am most comfortable," he said. Utilizing Adobe Creative Cloud software, Hedrick has come to master editing techniques over the past nine years.

"My professors always encourage me to push myself to constantly improve my skills which is an important part of this business," he said.

Hedrick recently launched a film company called Red Beanie Films. He also provides wedding videography and plans to build that business while he continues his education. After Jessup, Hedrick plans to pursue his master's degree. For now, his next goal is to enter a film in the Sundance or Cannes Film Festival.



Find out more about Hedrick at [RedBeanieFilms.com](http://RedBeanieFilms.com).



# A DRAWING WORTH A THOUSAND WORDS

After her graduation from Whitney High School in Rocklin, California, Katie Hill never saw herself going to college. Instead, she found her place in an art studio doing commissioned work for theme parks. Everything seemed great until she attended worship night at a local church. "During the service, I was prayed for and at that time, I had a powerful vision of myself teaching a classroom of art students," Hill said.

That vision didn't seem too far off course because Hill has always loved art and studied the craft since she was in elementary school. Over the years, her friends repeatedly told her she would make a great art teacher one day which helped confirm her decision to go to college to pursue an art degree. Jessup was the place she decided to make her vision a reality.

"At Jessup, my classes helped me find community," Hill said. "They also helped me to enjoy researching which was something I never expected, as well as fostering a desire to read."

Hill pursued a major in art, as well as minors in Bible and Theology and Psychology to help her gain a better understanding of people and their emotional experiences.

"Art describes a lot about what people are feeling and how they interpret the world," she said. "It has made a tremendous impact on the way I process issues I've encountered in my life."





**Diagnosed with cystic fibrosis at 17, Hill described her favorite drawing titled *Surrender* as a means of expression regarding her personal struggle with the disease.** She has faced a variety of health challenges over the years but continues to shine her light despite the significant obstacles she repeatedly faces.

"Art has helped me to process and deal with the variety of feelings the diagnosis brought but more importantly, it helped me to express my surrender of all things associated with the disease to God. The drawing really is worth a thousand words because it encapsulates the things I just couldn't say at the time," she said.

The style of her artwork leans toward impressionism with simplicity in the details. She values the feeling of a piece more than making it hyper-realistic. "My style can be dynamic due to the different messages I might want to convey. For example, something serious versus whimsical will alter my color choices and brush strokes." In Hill's paintings, she tends to use acrylic paint but also experiments with water-color and added, "I also love drawing with graphite pencils or color pencils."

*Fork in the Road* is a piece she described as "painting with a pun" and enjoys creating pieces



of art that make people laugh. "There is a lot of negativity in our world and it is one of my goals to make someone smile through my artwork," she said.

***Fork in the Road* features a landscape of rolling hills with paths that lead to more forks in the road, suggesting there are always decisions to be made in life.** "When people see the painting, it always tends to make them laugh," she said.

While at Jessup, Katie participated in eight art shows and served as a student worker for the last three semesters. Her duties involved setting up and tearing down the art shows, determining how people move through the art space, selecting music, food and light as well as organizing the art studio and improving various processes. One of the things she enjoyed about the art shows was seeing the attendees' reactions to her artwork. "It is really impactful to see that I have the power to express a message through my artwork," Hill said.

Since her graduation in December 2019, Katie is doing commissioned art work and recently accepted a job to teach art in an after-school program.



**BY: PAUL ROBINS**

Lead Faculty of Digital  
Communication and Design

If you were born before 1980, you grew up in a relatively stable media world. There was television, radio, and newspapers. TV was the new kid on the block, and it had been around since the 1940s. Then, in what seemed like a blink, the Digital Revolution changed the way we live our lives. Last year there were over 2 trillion Google searches—63,000 new searches every second. And the dizzying, accelerating pace of change in our world prompts important questions...

# DIGITAL COMMUNICATION

## What should a university communication studies program look like in 2020?

Today's college students are "Digital Natives." They've grown up with a phone in their pocket that's also a camera, a video game, a TV screen, and a shopping mall. Technology has blurred the lines between the various media and all the ways we consume and produce information. This digital revolution is reflected in a business environment that evolves with blinding speed.

## How does Digital Communication at Jessup prepare students to work in a world like that?

Students in Digital Communication and Design learn to use the tools that reach people today. It's a unique program that partners with two other departments at the University to teach a broad set of skills. The core themes of a traditional communication studies degree are included, and every student in the program takes classes on mass media, professional writing, critical thinking, storytelling, media ethics, and law. In addition, Digital Communication majors take digital design courses from our Visual and Fine Arts Department and marketing courses from our School of Business. In this world where the traditional definition of media no longer fits, William Jessup University crosses the lines between traditional university departments to offer an original, contemporary degree.





### What are the specific areas of concentration that students study?

Students in Digital Communication and Design choose one of three concentrations:

**Media:** Students who choose this concentration will take courses including Social Media Management, Digital Marketing, Research, Writing for Digital Platforms and Journalism for Digital Formats.

**Design:** Courses including Digital Imaging, Video Production and Editing, Motion Graphics, Animation Principles, and Interactive Design are offered for students seeking to gain skills in these arenas.

**Journalism:** This concentration includes one full semester in New York studying journalism at King's College, with internships at New York City news organizations.

### What about the gospel?

The very good news is that this vision for the Digital Communication and Design program at Jessup does much more than produce exceptionally employable graduates. It beautifully reflects and serves the vision for the University overall:

"The William Jessup University vision is that our graduates will be transformed and will help redeem world culture by providing notable servant leadership; by enriching family, church and community life; and by serving with distinction in their chosen career."

Digital Communication majors at Jessup leave the University with the ability to communicate, collaborate, and reach out to a digital world. The same tools that are effective in business can also communicate our transformational hope in Christ to our neighborhoods and, quite literally, around the globe.

Digital Communication and Design is an exciting new program that reinforces our students' Christian worldview while giving them the communication tools of the 21st century. These are tools that are essential for the marketplace and indispensable for those who seek to serve and to lead.



# PATH TO A DIGITAL MARKETING CAREER

We live in an era that regularly bombards us with targeted ads as we scroll through the internet or social media platforms. Have you ever stopped to think about how this process works and the impact clicking for more information may or may not have? For students pursuing careers in digital communication, that process is precisely what they are dissecting to best engage with specific target audiences.

According to McKinley Marketing Partners, digital marketing professionals were the most hired roles among all marketing professionals in 2018, and 59 percent of marketing leaders planned to hire for these roles last year.<sup>1</sup>

Jessup sophomore Jessica Peterson is a digital communication and design major who is already making her mark in this fast-paced emerging field. Rocklin was a stark contrast for the farm girl from Tullake, a small agricultural town on the Oregon-California border. But she's settled in seamlessly, making herself a home in the Jessup community.

"What really drew me to Jessup was the Christian environment and the community of believers that I instantly felt connected with," she said.

As a freshman, Peterson worked with Jessup's Career and Life Planning department to craft her resume and hone her interviewing skills for an internship interview at the digital marketing firm, Tytanium Ideas, an opportunity she secured during one of the University's semi-annual career fairs.

"Walking into the interview, I was well prepared. I wasn't walking in blind," 20-year-old Peterson said.

The career counseling Peterson received as well as the experience she gained from her courses set her apart from other candidates. She had already learned to use video cameras and editing software. She mastered design principles and how to choose effective images in her 2D design course, delivered a marketing campaign pitch for

her final project in a marketing class, completed a summer marketing internship with the Sacramento River Cats, and managed Jessup's visual arts social media platform.

Peterson won over the executive team at Tytanium Ideas and completed her five-month internship last August. During her internship, she wrote advertising content for clients, became HubSpot (a company that provides social media marketing tools) certified, completed Google Ad training, and gained experience creating ads for social platforms. When the internship ended, Peterson was offered a permanent part-time position as a junior inbound marketing consultant. She currently works 16 hours a week while carrying a full load of classes.

Peterson believes Tytanium Ideas is a great fit for her. "I love how they care about their employees and see us as people and team members," she said. Digital communication professionals like Peterson are responsible for everything from creating online brand assets to building an engaged social media audience.

"One of the key things I've learned with social media is that it needs to educate, engage and entertain followers," she said.

Peterson's expertise is in high demand. Her latest project is launching the social media platform for Jessup's Digital Communication and Design Department. Lead faculty Paul Robins is overseeing the project but the undertaking is entirely student-led. A team of six students work as copywriters, photographers, videographers, and graphic designers to support the effort.

"Many students don't know that Jessup has such a great digital communication program," Peterson said. "Our main goal is to build awareness about the program."

To learn more about Jessup's digital communication and design program visit: [jessup.edu/dcd](http://jessup.edu/dcd).

<sup>1</sup>"Marketing Recruiters." McKinley Marketing Partners, [mckinleymarketingpartners.com/](http://mckinleymarketingpartners.com/).





# THE CHURCH ON CYPRESS

BY: JIM JESSUP, DIRECTOR OF CHURCH RELATIONS

*For everything there is a season. A time to be born, a time to die, and a time to “merge”...*

In early 2019, I was contacted by an elder at The Church on Cypress in Carmichael, California, regarding concerns his leadership team had for their church. There was a time when this church ministered to as many as 350 people weekly. Attendance had dropped over the years to about 50-60 consistent, faithful followers of Christ attending each Sunday. But they were tired. These faithful Christians could no longer afford to keep up the facilities and pay a pastor to minister to their community.

As I met with the leadership team, I presented a number of options for their future.

For example, we could send faculty and student preachers (as we had already started doing) and continue to meet each Sunday. But without significant leadership change, it would be unlikely they would see real growth. They knew they couldn't just keep doing what they had always done and expect different results. They also knew this was not good stewardship of all God had given them.

Another option would be to shut things down and restart with a church plant organization, but it would become a totally different church. While they would be invited to attend the new plant, they might not be invited to lead or even to serve in ministries. They knew that many of their friends would scatter to attend other churches and their long-time relationships would be lost. They would be giving away all they had worked so hard for when they built their ministry center, classrooms, and sanctuary, and they could not be certain the new church would be one in which they would even desire to fellowship.

But then God presented another option: merge with another church. A local church, Crossroads Church of Carmichael, heard of their situation and, because of previous joint ministries between the two churches, Crossroads approached them to offer support and guidance during this time of uncertainty.

After several conversations between the two churches, the idea was suggested that Cypress and Crossroads

could join together and have a greater impact for the Kingdom in their community. The idea was presented to both congregations. The Cypress property would be sold to another church. The proceeds of the sale would be given to the missions and ministries they had supported for years and as a large portion to Crossroads to help move their combined ministry forward.

## What has happened since that decision was made in the summer of 2019?

A majority of Cypress members made the move to worship with their brothers and sisters at Crossroads. Everyone is excited for the future. The Cypress family is thankful for Crossroads' warm welcome. The Cypress building was sold, well under market value to honor Kingdom efforts, to a growing Evangelical Russian Church. They are ministering to the needs of the changing neighborhood and they love their new place of ministry!

Dozens of missions and ministries are benefitting from the financial gifts of the Cypress sale. Also, a legacy gift of almost \$100,000 was given to William Jessup University for an endowed scholarship for students seeking to serve the church or parachurch organizations after graduation.

The Church on Cypress affected many lives during its ministry years and now their legacy gift will impact the lives of countless students as “The Church on Cypress Endowed Scholarship.” This scholarship will live on in perpetuity to help train up future generations of Kingdom leadership.

On behalf of Jessup students, I want to thank the people of The Church on Cypress for their courageous decision and wonderful legacy gift which will impact the landscape of eternity.





Roenz ('17) and Kayla (Curtis, '19) Balangue were married in August and reside in Roseville, Calif. Roenz is the youth pastor at Mosaic Christian Church in Rocklin, Calif. and Kayla works at William Jessup University. ▶

No Photo: Susan Delacroix (Peck, '77) resides in Tirana, Albania and is safe after the November 2019 earthquake.

# Alumni UPDATES

Eric Winton ('10) currently resides in Antioch, Calif. where he works at Golden Hills Community Church Christian Counseling Center. He is also working toward obtaining his MFT license and developing a private practice. ▶



Ed Jones ('18) accepted the position of vice president of ministry development for CDF Capital doing lending and investments for churches and Christian ministries. ▶



Cheyenne (Elisio, '13) Green and her husband Andrew, have been married for four years and have a 7 month-old daughter named Luna. ◀

Rebecca (Childs, '11) Stewart received a Master's in Life Coaching in 2018 and married her husband Zachary on March 10, 2019. ▶



Erin Donoho ('17) is currently attending Arcadia University and graduates in May 2020 with a Master's in Creative Writing. ▶



Rebekah (Jackowitz, '15) Schnetz and her husband Alex bought their first house in Greenwood, Calif. ▶



Anthony "Tony" Salvo ('79) went home to be with the Lord December 11, 2019. ◀

Dana Paduraru ('18) and her husband Clement, celebrated the birth of their second child, Caleb on July 21, 2019. ◀

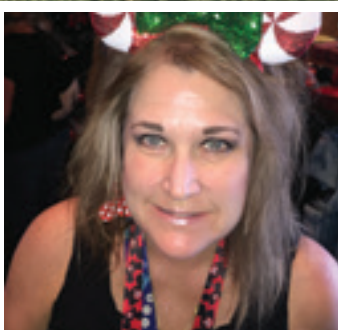


Jason ('15) and Kelsie (Provan, '15) Modar reside in Nacogdoches, Texas. The couple have two daughters, Makari (2) and Emerlee (7 months). Jason began teaching at Regents Academy, a Classical Christian Private School.



▲  
**Elizabeth (Ziegenmeyer, '18) Conley** and her husband Tom were married and reside in Newcastle, Calif.

**Brittany Derby ('17) and Brandon Comarsh** (current student) plan to be married in June 2020.  
▼



▲  
**Lorie McCann ('19)** recently accepted a teaching position at Solano State Prison in Vacaville, Calif.



No Photo: Rich Kirkpatrick ('93) accepted the position of weekend experience director at Friends Church in Yorba Linda, Calif. and is working toward a Master's of Leadership at Jessup.

Lyndsay (Barham, '12) Johnson and her husband Clark were married in November and currently reside in Roseville, Calif. ▶

# Alumni UPDATES

No Photo: Courtney Skinner ('19) is working at the California State Capitol in the Senate Health Committee as a staff member.

No Photo: Jessica Poppleton ('18) moved to Sarasota, Fla. for a new job and life opportunities.



Curtis ('14) and Shannan (Listberger, '14) Jessup welcomed Colton James Jessup into their family in June 2019. ◀

No Photo: Rodney Peterson ('75) resides in Grapevine, Texas where he recently celebrated 40 years of working in response to God's mission call.

Dave (Former Student) and Joyce (Weatherfield, Former Student) Bladorn reside in Chico, Calif. where they celebrated Dave's 90th birthday and are looking forward to becoming great grandparents in April. ▼

Daniel ('10) and Stephanie (Morrow, '12) Nelson welcomed the newest permanent member of their family, Adam in November, 2019. ▼



No Photo: Oliver Black ('12) resides in Longview, Wash. where he and his wife, Celine are expecting their fourth child.

No Photo: Marlene Ellen Day ('95) went home to be with the Lord on January 7, 2020.







# Alumni HIGHLIGHT

## MASON DIAB

Pastoral Ministry, Graduating Class: 2018

The 20-year-old me would be absolutely in awe of where God has brought me in the last three years. By the end of my junior year of college, I felt like I had hit every dead end. I had been pursuing everything I thought I was called to, but felt disillusioned and drained rather than fulfilled and encouraged.

Several weeks of intense prayer and soul-searching led to the development of a quiet, crazy dream—I wanted to work in professional theatre even though it had little to do with my major. I loved watching and participating in shows since my preschool years and it felt like God was pulling me back to that early passion.

It was around that time I met Derek and Jennifer Martin who oversee the theatre program at Jessup. In an incredible example of divine providence, they were looking to hire a student assistant for the program. My job with Jessup Theatre ended up being the perfect starting point for my career in professional theatre, because it allowed me to use the administrative and leadership skills I had learned from my studies as a Youth Ministry major while also giving me a crash course in more theatre specific areas like production management and arts education.

Immediately after graduation, I began a summer internship in the Education and Community Engagement Department at Broadway Sacramento, California's largest nonprofit musical theatre company (also the place where I saw my first professional shows as a child.) It was an intense summer full of learning. I realized just how much my time at Jessup had equipped me for success. Working for Jessup Theatre gave me hands-on experience in nearly every area of professional theatre, and my education helped me develop creative programs and interact with students and volunteer staff in a more personal way.

I recently celebrated my first anniversary as a full-time staff member in the Education and Community Engagement Department, and I am still amazed that God used my final year at Jessup to transform a small desire into reality. I have often said that my biggest desire in life is to create experiences that bring people joy, and theatre is the ultimate place to do so. Our students and audience members may not feel it in the moment, but there is something spiritual about the way theatre challenges us to grow, dream, and love others. If I do my job well, hopefully, they leave our space changed for the better.



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