

CAMPUS CONNECTION

News About US—CSUMB's Staff & Faculty

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Brenda Laurel Picked as Commencement Speaker

Dr. Brenda Laurel, who is a pioneer in the computer games industry and founder of the company Purple Moon, has been picked as the keynote speaker for CSUMB's spring commencement ceremony.

During Laurel's 20 years span in research and product development she has worked with many of the most innovative and influential interactive and new media industry leaders, including Atari, Apple Computers, LucasArts Entertainment, and Paramount New Media.

Laurel says she is thrilled to get the chance to speak at CSUMB's Commencement. "I'm very proud to be associated with CSUMB-- I'm proud of the diversity, idealism, and commitment of both students and faculty."

Laurel has published extensively on topics including interactive fiction, computer games, autonomous agents, virtual reality, and political and artistic issues in interactive media. She is editor of the book, *The Art of Human-Computer Interface Design*, and author of *Computers as Theatre* and a collection of essays entitled *Severed Heads*.

But, according to Laurel, starting

Purple Moon has been her biggest accomplishment. Purple Moon was created as a new form of entertainment-friendship adventures for girls-- that, she says, gets to the heart of what girls love most: relationships, friendships, richly developed characters, and relevant story lines.

"I think we did socially positive work and changed some things in popular culture," says Laurel. "Artists often participate in their own marginalization by rejecting popular culture, but I feel that

socially motivated people have a duty to engage. After all, someone shapes the media and content that influence millions of people. It might as well be us."

When Laurel graduated from college she never thought that she would make a career out of working with computers. "I moved in a very different direction than I had expected," she explains. "I intended to be an actor and director, but ended up designing and producing computer games and trying to invent

new media. New technologies created new opportunities for art, expression, and self-exploration and I had to become very flexible very quickly. I also had to take responsibility for continuing my education in areas that I had never formally studied - technology and business - in order to participate in the shaping of new media."

Laurel looks forward to sharing these and many more experiences with CSUMB's students at the Fourth Annual Commencement on May 20, 2000.



Technology Innovator Dr. Brenda Laurel



Staff/Faculty Profile: Chris Hasegawa

When Chris Hasegawa first arrived on campus, from CSU Sacramento, becoming Director of CSUMB's Institute of Earth Systems Science and Policy (ESSP) was far from his thoughts. In fact, Hasegawa, who arrived at CSUMB just before the doors opened in 1995, was hired as the Coordinator for the Field-Based Teacher Education Program. But his roles quickly shifted and in 1997 he was appointed Director of the Institute for Communications Science and Technology, followed last spring by his selection as ESSP Director.

However, Hasegawa views change as just another exciting turn in the road and change has marked his education and career from early on. Hasegawa started his undergraduate education, at Reedley

Community College in Reedley, California, as a music major. "The reason I left music as a career was because when we started to get good we began to play in bars," he says, "and I'm allergic to cigarette smoke, so I couldn't play. When you're a jazz saxophone player and can't play in bars, that's kind of the end of your career."

Soon after quitting his jazz band, Hasegawa changed his major to science, transferred to UC Davis, and earned a Bachelor's in biochemistry. After graduation he left California to work at the National Institute of Health (NIH) in Maryland. At the NIH he worked in a lab that studied the effect of illegal drugs on the brain cells of mice, but the job

soon became "depressing." "It's was really fascinating work, but I just got sick of killing mice," he explains.

A short time later Hasegawa made it back to California and received a teaching credential along with a Master's in Education from UC Davis. He taught for a while at a junior high school before leaving for the University of Oregon where he received his PhD. While in Oregon he specialized in science education, in particular, how to explain complex information to children.

"I'm one of these guys that it doesn't matter what I am doing, I'm fully focused on it. And when I decide to change my mind I make a complete jump into something else," he says.

Hasegawa received his first university appointment at CSU Sacramento, as an Assistant Professor in their Teacher Education department, before moving to CSUMB.

Though Hasegawa directs CSUMB's ESSP program, he hasn't strayed very far

from teacher education. "My interests are still teaching science at the elementary and high school level," he says.

Currently Hasegawa and CSUMB Professor Henrik Kibak, are developing what they call "the elephant seal project," which is an online look at the elephant seals off of Año Nuevo. "We hope to develop a resource

for teachers that will facilitate learning about science and research," he explains. "Students don't have to go to Año Nuevo to learn about elephant seals, they can go to this Website and learn about science as it happens. It's a way for us to start bringing real science into the classroom."



ESSP Director Dr. Chris Hasegawa

Las Alianzas Encourages Future Teachers

The Spanish term Las Alianzas translates into "the alliances" in English and Catherine Lopez and Mark O'Shea are using this phrase as the name of their new program for a good reason—they hope to build unique alliances with the future teachers of the Salinas Valley.

Las Alianzas is a grow-your-own-teacher program, which was started by O'Shea, CSUMB's Director of Field Based Teacher Education, and is Federally funded by the Department of Education. It provides \$1,500 scholarships for local high school and community college students, who want to pursue a career teaching in their local community, to come to CSUMB. "We want to get students in the Salinas and Pajaro School Districts to come to CSUMB or a local community college and engage in teacher preparation programs and go back and teach in the schools where they came from," says Catherine Lopez, the new Program Director for Las Alianzas. "We're working with 11 different high schools from King City to Watsonville and we're working with 3 community colleges: Hartnell, Cabrillo, and Monterey Peninsula College."

O'Shea says the idea for Las Alianzas stemmed from the fact that a large percentage of the teachers in the Salinas Valley are not from the local community, don't reflect the ethnic background of the students they teach, and only stay a few years before moving out of the area. Furthermore, a high percentage of these teachers are on "emergency" credentials, which allows them to teach without going through a formal state-certified credential program.

"There are a lot of teachers in this area that don't bare a resemblance or background to the children they are teaching," says O'Shea. "They don't have the cultural heritage, they don't have the language heritage, and they don't have the familiarity of family backgrounds and family needs. So the communications is not as facile as it would be if they did. To that end we're trying to find young folks who are interested in becoming teachers who are reflective of

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NEWS BRIEFS

World Theatre Hosts Play About Holocaust

I Never Saw Another Butterfly, a play about the horrors of hatred and the hope that prevails in the midst of atrocities, will be performed at the World Theatre.

From 1942-1945 over 15,000 Jewish children passed through the Jewish concentration camp of Terezin, only about a hundred were still alive when it was liberated at the end of World War II. This play tells their story.

This dramatic production, which is free and open to the public, will be performed on Thursday, March 30 @8pm; Friday, March 31 @ 10am and 8pm; Saturday, April 1 @ 8pm; and Sunday, April 2 @ 2pm. The Jewish Club, Theater Now, and the Student Workgroup sponsor this event.

For further information, please contact Diane Wigley via FirstClass or at ext. 3544.

CO-Ed Intramurals to Begin

CSUMB will begin Co-Ed intramurals on April 3, 2000. Tournaments will be held on the following days in the following sports: Mondays from 8-10pm, indoor soccer; Wednesdays from 8-10pm, basketball; Fridays from 5-7pm, Volleyball. Team entry packets are now available at the Wellness Activity Center and all team entry forms are due by March 27, at 10:30pm. Intramurals are only open to CSUMB Students, faculty, and staff. For more information please contact Nicole Mendoza on FirstClass.

Student Voice Election Results

Recently, the Student Voice held their elections for the year 2000 and 430 students voted, which was the largest turnout in CSUMB history. The winners

are as follows: President, Jason A. Sanchez; Chair, Kevin Miller; Financial Director, Farah Hussain; Judicial Director, Tamara Murphy; Public Relations Director, Gerardo Salinas; Academic Senator, Mathew Fiori; Events Senator, Cenani Pirani; Environmental and Campus Planning Senator, Claire Porter; Residential Life Senator, Rebecca Rosenthal; Multi-Cultural Senator, Ethan H. Brown; and Technology Senator, Hossein Koch.

CSU's Academic Senate Passes New Resolutions

At CSU's Academic Senate meeting, held March 9-10, 2000, resolutions were approved concerning Community Service and Service Learning issues. Following are the new resolutions:

"RESOLVED: That the Academic Senate of the California State University, having requested and received thoughtful input from each of the local campuses and their faculties indicating strong support for an ethic of volunteerism and for community service and service learning programs, affirm our support for both these programs; and be it further

"RESOLVED: That the Academic Senate CSU urge the Chancellor and the Board of Trustees to work with the Governor and the Legislature to provide the CSU local campuses and their faculties with the infrastructure support required to provide opportunities for all CSU students who so desire to engage in a broad spectrum of meaningful service activities within their communities.

"RATIONALE: The Academic Senate of the California State University recognizes that a plethora of community service and service learning opportunities exists in the CSU and commends them to the attention of the Governor.

"Additionally, the Academic Senate CSU recognizes that CSU faculty, programs and campuses have responded effectively to the call for community

service and service learning programs in their local regions.

"Furthermore, the Academic Senate CSU recognizes that authority, responsibility and accountability for community service and service learning programs properly resides with local campuses and their faculties.

"And finally, because a strong correlation exists between the quality of community service and service learning programs and the sufficiency and stability of funding needed to sustain them, the Governor, Legislature, Board of Trustees, and Chancellor need to commit to providing the resources required to insure local program excellence."

BBC Update

CSUMB's President Peter Smith, after consultation with the Cabinet, has approved the following charge to the Black Box Cabaret Planning Group (BBCPG):

"The BBCPG is dedicated to preserving the current building that houses the Black Box Cabaret, and keeping the Black Box Cabaret (herein referred to as the BBC) fully operational. The Planning Group is further charged with the task of finding alternatives to closing the BBC; and, if all possibilities have been exhausted, replacing the BBC with an equally culturally enhanced venue, which is eminently available to students for creative expression.

"The Planning Group will complete the above criteria before the end of the semester. By the deadline, the Planning Group will present to RHA, ICC, and Student Voice a resolution based upon the findings of the group. The Planning Group will also hold a town hall forum with the CSUMB community to discuss the Planning Group's goals and recommendations before the said date.

"The BBC Coalition, a student group independent of the Planning Group, will also hold weekly public discussions and meetings pertaining to the BBC in order to keep the students, faculty, and staff of CSUMB continuously informed and as involved as possible."

CALENDAR

MARCH 27

WHAT: Fourth Annual Social Justice Colloquium: WOMEN'S LIVES IN THE GLOBAL ECONOMY
WHEN AND WHERE: Black Box Cabaret, 9:30-11:30 am (student reception)
University Center, 7-8:30 pm (colloquium)
Reception and Refreshments, 8:30-9:00 pm
This year's event is on the theme, "Women's Lives in the Global Economy." Guests will include a local activist on women's issues in the Salinas Valley and two scholars whose work focuses on the impacts of the global economy on women in Asia. The three panelists will specifically address connections between the global economy, science, environmental problems, and working women's health and family concerns, and suggest practical ways that people can take action to improve the conditions of working women whose lives are impacted by global economic forces beyond their control.
FOR MORE INFORMATION: Please contact Dr. Gerald Shenk at 582-3882

MARCH 28

WHAT: African American Studies Search: Open Research Presentations to Campus Community
WHEN: 10-11:30 am
WHERE: University Center, 114
Dr. Robert Hinton, Visiting Associate Professor of American Studies and Director of African American Studies, University of Wyoming. Topic: Bahia and the Academic Tourist.
FOR MORE INFORMATION: Please call 3889

MARCH 27

WHAT: Accounts Payable Workshop
WHEN: TBA
WHERE: TBA
FOR MORE INFORMATION: Please contact HR at 582-3389 or http://www.monterey.edu/faculty_staff/development/

MARCH 29

WHAT: African American Studies Search: Open Research Presentations to Campus Community
WHEN: 10am until 12pm
WHERE: Building 2 Conference Room
Dr. Chrisman has a Ph.D. in English from the University of Michigan. His topic is: Robert Hayden and the Epic of the Diaspora.
FOR MORE INFORMATION: Please call ext. 3889

MARCH 29

WHAT: Academic Assembly Meeting
WHEN: 12:15-1:50 p.m.
WHERE: The Meeting House
Agenda: Constitution and Bylaws-Continued deliberation of the revised Constitution and Bylaws in preparation for a vote of ratification.
FOR MORE INFORMATION: please contact Hedy Wainscoat at 582-4403

MARCH 31

WHAT: The Digital Schoolhouse
WHEN: 9:00am-noon
WHERE: Building 18, 106
FOR MORE INFORMATION: Please contact HR at 582-3389 or www.monterey.edu/faculty_staff/development/

APRIL 1-2

WHAT: Student Resident Advisor Selection Weekend (Group and Individual Interviews)
FOR MORE INFORMATION: please call 582-3378

APRIL 4

WHAT: African American Studies Search: Open Research Presentations to Campus Community
WHEN: noon until 2pm
WHERE: Building 2 Conference Room
Dr. Ralph Watkins, Professor in the Africana and Latino Studies/History Department and former Chair of Black and Hispanic Studies, at the State University of New York at Oneonta. His topic is: The Harlem Renaissance: Voices Beyond the Dark Tower.

APRIL 7

WHAT: 2000/2001 General Fund Budget Request Division Presentations
WHEN: 8:30am-5:00pm
WHERE: University Center, Rooms 114-116
The purpose of this presentation is to provide an opportunity for the campus community to hear an overview of each division's preliminary budget plan. The presentations will be videotaped and will be available on the web.
FOR MORE INFORMATION: Please contact Dolores Sherry, Budget manager at 582-3698

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the cultural, bilingual, Mexican-American community of the Valley and Peninsula."

How do you encourage these people to become teachers? O'Shea believes that starting future teacher clubs in high schools and community colleges is the key. As part of the program Lopez is working with high schools and community colleges to start clubs designed to prepare kids to enroll in a curriculum that best prepares them for teaching.

"Part of the answer to the shortage of qualified teachers in California is to include that broad net of community college involvement in the entry to the teacher preparation pathway," explains O'Shea. "So we are asking community colleges to set up future teacher clubs and have them offer an introductory course in education. And we're asking the community colleges to tie service learning and practical training to the school that sent them, as part of the student's training. So the youngster out of Gonzales High School who said 'I want to be an elementary school teacher' and whom we provided a scholarship to goes to a community college or CSUMB, enters introductory education and gains experience by going right back to doing observation and service practice in the elementary schools of Gonzales. If we want them to return back there as a teacher then let's have them return back there during their education as a habit of mind and as a habit of experience."



CSUMB Foundation: Structure and Function

Unraveling the closely-knit role that the CSUMB Foundation plays with regards to CSUMB can be a little confusing. Though each entity has its own legal structure, budget, and employees, they share many things--the most noticeable being the President of both groups: Dr. Peter Smith.

Similar to other CSU schools, the CSUMB Foundation, which is a nonprof-

it 501(c)(3) public benefit corporation and a recognized auxiliary organization of CSU, was started as a way to receive money, in the form of grants, donations, and commercial revenues, and channel it into the university's educational priorities. Unlike money that comes directly from the State, which has a whole grocery list of restrictions attached (one of which is the inability to carry forward funds indefinitely), university foundations have better control over the use of the money they receive.

CSU has a unique system by which it provides certain ancillary services to its campuses. Auxiliary organizations are legally separate, yet operationally integrated entities, and operate in association with campuses or the Chancellor's office. They are chartered solely for the purpose of performing functions that will contribute to the educational mission of the university. Altogether, the CSU system has 78 recognized auxiliary organizations.

"Auxiliary organizations were created to provide the fiscal means and the management procedures necessary to carry on those business and instructional support functions not normally furnished by the state budget," says Pamela Lynch, Interim Director of the CSUMB Foundation.

In accordance with its bylaws, the CSUMB Foundation is governed by an 8-member Board of Directors that includes CSUMB's President, Provost, Vice President for Administration and Finance, Vice President for Student Affairs, Vice President for University Advancement, a faculty member, a student, and a community member. The Foundation's current Board members are Smith, Diane Cordero de Noriega, Barbara Lawson, Bert Rivas, John McCutcheon, faculty member Sandy Hale, and new members Gerardo Salinas and Lucy Pizarro. Salinas, who is a sophomore at CSUMB, also serves as President of Student Voice and is a member of the CSUMB Provost search committee. Pizarro is a Salinas businesswoman who is active in community political affairs, local charities, and Hispanic economic development efforts and is the owner of Chapala Restaurant in Salinas.

"The Foundation oversees a number of operations on campus," explains Lynch. "We handle the university's

grants and contracts, fund raising activities, the staff and faculty rental housing program, student housing, and we oversee all of CSUMB's contracted commercial services, which include the Dining Commons, the Bookstore, and the vending machines."

Foundation operations and services are integral to campus life and provide an important source of net revenue to the university's budget. Currently, the Foundation provides \$2.5 million to support the campus budget. Additionally, direct Foundation support is provided for a number of university programs and activities, including financing the renovation of a new wet lab and the new classroom facility, recreational field maintenance, campus event services, and community outreach activities. The Foundation also provides support for student grants and loans, such as housing grants and emergency loans, and for scholarships, such as those funded from the proceeds of the annual President's Invitational Golf Tournament.

Foundation Board meetings are regularly held on the third Thursday of each month at 8:30am in the Building 1 conference room and are open to the CSUMB community. However, due to a conflict with Commencement Week, the May Board meeting has been moved up to Thursday, May 11, same time and place. *(Editor's Note: this is the second in a series of three articles describing the function and structure of three important groups on campus: the Cabinet, the CSUMB Foundation, and the Faculty Senate.)*



CSUMB Hires Director of Academic Personnel

Academic Affairs recently announced that Donna Lewis has accepted the position of Director of Academic Personnel. Donna was selected out of the large pool of applicants, which resulted from a nation-wide search.

Donna Lewis comes to CSUMB with an excellent preparation and background. She completed her Juris Doctorate at the University of West Los
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Angeles, School of Law, and a Bachelor of Science Degree in Business Information Systems at UCLA.

Lewis will arrive on campus on March 21, and will be here Monday, Tuesday and Wednesday each week through the end of June. She will join CSUMB full-time on July 3, 2000.



Provost Hired

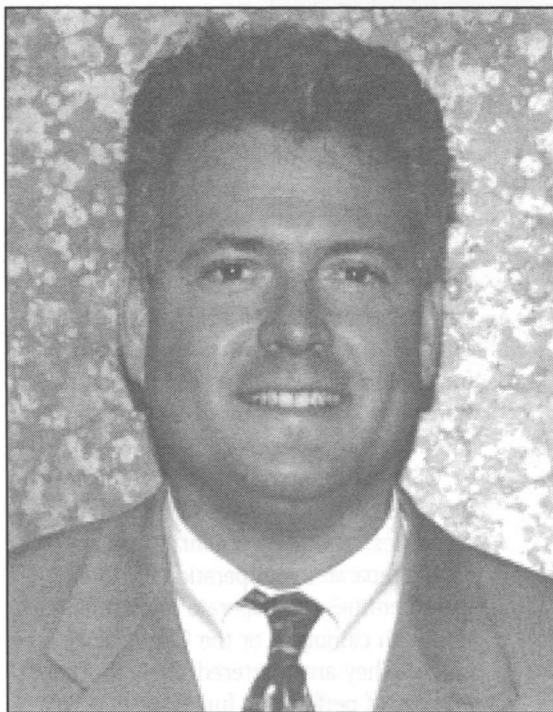
At press time it was learned that Dr. Diane Cordero de Noriega has been hired as CSUMB's new Provost and Vice President of Academic Affairs. Dr. Noriega has been serving in an interim role for that position since August 30, 1999.

"Diane Cordero de Noriega brings a sunny disposition, a sense of humor, a collective instinct, a commitment to change, CSU-sophistication, and managerial toughness to this new challenge," said CSUMB President Peter Smith.



Vice-President Hired for University Advancement

CSUMB's president Dr. Peter Smith recently announced the hire of Scott Warrington as the Vice President for



New V.P. for University Advancement Scott Warrington

University Advancement. Warrington has been at Fresno State since 1994, first as the Assistant Vice President for University Development, and for the last two years as the Associate Vice President for University Advancement.

He has a wealth of experience and expertise in fundraising and is committed to advancing the development as well as marketing goals of CSUMB. Warrington personally raised the third largest gift in CSU Fresno's history. A friend of the University who was a previous non-donor contributed a \$3.1 million estate gift.

Prior to his work at CSU Fresno, Warrington was a development director at Pennsylvania State University, University Park, Pennsylvania. While at Penn State, Scott planned, established and implemented a comprehensive five-year fundraising plan following the completion of the highly successful Campaign for Penn State, a six-year, \$360 million fundraising drive.

Warrington will be leading efforts at CSUMB in planning capital campaigns for major new facilities, support for academic programs, endowments for academic chairs, and funds for a wide variety of programs such as cultural activities. CSUMB's fundraising goal of \$1.5 million this fiscal year has already been exceeded with over \$3 million raised. CSUMB joins the fundraising efforts of the other CSU campuses which last year raised more \$232.5 million in voluntary giving, cumulatively. Donations to the CSU have more than doubled since 1992.

Smith said, "Scott has a proven track record as a leader in university fundraising. He will be playing a critical role in the development of our young campus."

"During [Warrington's] tenure, Fresno State's fundraising has doubled, earning the university a CASE Circle of Excellence Award for Fundraising Improvement in 1999," said Dr. Peter Smits, Vice President for University Advancement at CSU Fresno. "While we will miss him greatly, we all wish him every success." continued Dr. Smits.



CAMPUS CONNECTION

To Submit Material

CampUs Connection is published biweekly every other Thursday of the academic year. Campus news may be submitted by e-mail to robert_mazurek@monterey.edu, may be faxed to 582-4117, or may be delivered on hard disk or paper to University Advancement, Building 86A. Items will be published on a space available basis and are subject to editing. Writing should be in news style, short and direct. For inquiries call 582-3302.

Delivery Preference

If you would prefer to access this newsletter electronically and not to receive it as hard copy, please send email expressing that preference or check here then cutout and return this box to: Robert Mazurek, Building 86A.

I do not wish to receive hard copy of future issues of CampUs Connection.

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