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## Proposed Mission Statement Presented to Campus Community

This past Monday at a well-attended reception held at the University Center, CSUMB's 27-member Strategic Planning Team, lead by Provost **DIANE CORDERO DE NORIEGA**, presented a proposed Mission Statement to the campus community.

The team, which is made up of a diverse cross-section of the campus community and includes students, faculty, and staff, has met many times over the past several months in order to develop the proposed Mission Statement.

Unlike CSUMB's Vision Statement, which specifically identifies the many underlying "values" of the university and is several

paragraphs long, the university's mission statement is supposed to be a short synopsis of those core values. According to the committee's charge "The Mission Statement should provide a concise description of CSUMB's purpose by answering three critical questions: 1) Who do we serve? 2) What are our aims or purposes? and 3) What are our

defining characteristics?"

In describing the proposed Mission Statement Cordero de Noriega explained to the audience that it has to be "a living, breathing plan; not something that gets written once and put on the shelf."

The Strategic Planning Committee encourages comments and suggestions regarding the proposed Mission Statement. Their Website, which includes a list of committee members, meeting minutes, a planning overview, calendar of strategic planning events, and the text of the proposed mission statement can be found at: [www.monterey.edu/strategicplanning/](http://www.monterey.edu/strategicplanning/). The site

also has a comments form that can be returned back to the committee.

The proposed Mission Statement is as follows:

**"PREPARING LEADERS FOR A COLLABORATIVE MULTICULTURAL SOCIETY"**

**WHO WE SERVE:**

As a public university in California in the 21st century, CSUMB serves the multicultural communities of the Salinas Valley and Monterey Bay region, and the state of California. We are partic-

ularly committed to those who have been historically underrepresented in higher education: students of color, low-income and working class students, children of farm workers, inner-city and rural youth, first-generation college students, re-entry students, and students with disabilities.

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*CSUMB Provost Diane Cordero de Noriega spoke this past Monday at the presentation of the Proposed Mission Statement*

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**WHAT WE DO:**

Multiculturalism is the lens through which we see teaching, learning, and practice. A multicultural education brings into focus students' diverse assets and their capacities for leadership. CSUMB prepares students to be responsible visionary leaders of California's new multicultural majority.

**HOW AND WHY WE DO IT:**

Leadership for addressing historic inequities requires collaboration and inclusiveness. It calls for ethical practice, moral imagination, and cross-cultural competence. Leadership for institution-building requires interdisciplinary problem-solving, socially-responsible use of technology, and a commitment to communicate clearly, and the ability to transform personal, professional, and public life. The learning environment at CSUMB fosters such leadership and the necessary collaboration to build socially just, creative, and sustainable communities.



## Staff/Faculty Profile: Meet Cynthia D'Vincent

**CYNTHIA D'VINCENT** is not the type of person to take a break. Since 1974 she has worked as a biologist, photographer, public speaker, author, sailor, owner and operator of two research vessels—the 93' Varua and the 126' Acania—and founder and President of The Intersea Foundation, which conducts trips throughout Alaska studying marine mammals. To top it off she has also raised two remarkable children. One of which is Storm, a 16 year old musician who has already played with the likes of Otis Rush and B.B. King, and 14-year-old Eve, who has just authored a nationally distributed article for Scholastic Books.

In 1997 she decided to "settled down" to her home in Carmel and within a short time she was hired as CSUMB's Marine Operations Coordinator, in charge of designing and implementing the university's boating program.

However, D'Vincent's ideas of settling

down aren't the same as most people's ideas. "What I would like to bring to this campus is a wonderful sailing program where every student on campus that wants to learn how to sail and access this beautiful marine sanctuary can," says D'Vincent. "I want to have a really good rental program where people from the community who want to come down and rent our boats can. And to have our rental program be so productive and successful that we're able to get more boats and develop new programs and grow. I'd also like to develop an aquatic center so we have a building right on the water that will house our surfing and kayaking and sailing and diving programs. And I'd like to see



*Marine Operations Coordinator Captain Cynthia D'Vincent*

CSUMB be the premiere SCUBA diving school on the West Coast. There's no reason we shouldn't be. We are poised for that."

D'Vincent is currently developing CSUMB's boating and sailing programs. This past semester the university, with the instruction of **BOB FURNEY** and **SCOTT JOHNSON**, offered an introductory and advanced sailing class—Sailing I and II— and next semester the department will offer a new class that combines sailing and navigation.

"I want to bring my love of the sea to CSUMB's students and develop programs where they can have access to the ocean and do some interesting things," D'Vincent explains.

D'Vincent's love for the sea took on

epic proportions after she graduated from the University of California, San Diego and then spent a year sailing across the South Pacific. There she discovered that whalers were still killing humpback whales near the Tongan Islands and she became interested in studying small populations of whales and finding out if these populations could withstand the taking of even a few members.

After returning to the States, she took a job with the National Oceanic and Atmospheric Administration's Marine Mammal Division in Seattle and spent the next ten years conducting various research projects that studied marine mammal populations.

In 1981 she was sent on a project to Alaska to look at the feeding behavior of humpback whales as it relates to vessel traffic around their feeding grounds and she's been going back to visit the same pod of whales ever since. This summer she's taking a "vacation" from CSUMB and is leading three sold-out sailing trips in Alaska to visit her humpback whale pod.



## CSUMB Faculty Apply for Large Grants

As CSUMB continues to grow, so too are the number of faculty and staff applying for external grants, according to **CINDY LOPEZ**, Director of Research, Grants and Contracts.

Recently, members of CSUMB's staff and faculty, along with help from the Research, Grants and Contracts department, applied for two federal program grants from the U.S. Department of Education (USDE), which could give the university a financial boost of more than \$4 million over 5 years.

**JOSE MARTINEZ-SALDANA**, Director of the Student Success Center, and **RAY GONZALES**, Director of the Academic Skills Achievement Program (ASAP), applied for a grant from USDE's Developing Hispanic Serving Institutions Program. Martinez-Saldana and Martinez hope to find money in order to  
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# NEWSBRIEFS

## Hackbert Shares Secrets of E-Commerce Success

**PETER H. HACKBERT**, Professor, Institute for Management and International Entrepreneurship at CSUMB presented a paper on "Lesson Learned: Teaching E-Commerce within an Undergraduate Entrepreneurship Program," a report on the success of the undergraduate program at CSUMB to start ".com" companies, at the International Academy of Business Disciplines 12th Annual Meeting, which was held March 30 - April 2, 2000 in Las Vegas, Nevada.

This past fall semester, six student "e-commerce" enterprises were developed and launched within the Institute's E-Commerce class. "Our initial hopes were modest," says Hackbert. "We hoped to help undergraduate students see the career potentials, come to terms with the skill set requirements, and then to craft experiential learning partnerships with start-ups, and emerging information technology enterprises. The results have helped us transform our undergraduate learners."

The CSUMB business program has expanded its reputation and is in the early stages of setting up a research institute, undergraduate course-work concentration, adult learner certification program and in the next two years, a master's degree in electronic commerce or technology management.

## New Shuttle Vehicles in Use

According to **SGT. JAY TAGGART** from CSUMB's Police Department, beginning Monday, March 27, the Campus Shuttle Service began use of a new shuttle vehicle. The Dodge van is quieter, safer and more economical to

operate than the old shuttle vehicles. In the next few weeks TAPS expects delivery of a second Dodge van at which time the old shuttle vehicles will be retired.

## Diversity Workshop on Race and Ethnicity Announced

Roberto Almanzan, a counselor and consultant in cross-cultural communication, will facilitate a video presentation and workshop for faculty, staff and administrators on diversity. This ninety-minute film, entitled "The Color of Fear," was made over a three-day period and depicts interactive dialogue between eight men of Asian, European, African, and Latino descent. The dialogue reveals how racism has affected each participant: the pain and anguish they have endured, the fears they carry and the defense mechanism they have used to survive.

The workshop is sponsored by the Office of Equal Employment Opportunity and is scheduled for Friday, May 12, 2000 from 8:30am to 12:30pm at the University Center. To register please go to [www.monterey.edu/faculty\\_staff](http://www.monterey.edu/faculty_staff). Please call ext. 4338 if you have any questions or if you have any accommodation requests.

## Monterey Bay Chapter of CFA to Meet

California Faculty Association (CFA) will be holding a meeting on campus to kick off their Reopener 2000 campaign. The meeting will be held April 10th from 12 until 2pm at the Meeting House and all members are invited to

attend and participate. Susan Meisenhelder, CFA's statewide president, and Mark Sekelick, the chapter president of the Maritime Academy and member of the CFA contract bargaining team, will be in attendance.

For more information please contact **JIM MAY** at 582-3516.

## Confidential Address Program

Recently, the Secretary of State's Office implemented the (CalCAP) as a result of requirements in Senate Bill 489 (Chapter 1005, Statutes of 1998). CalCAP is a no cost mail forwarding service designed to provide address protection for victims of domestic violence. For information regarding CalCAP, you may contact the Secretary of State's Office at (916) 653-1769 or access their website at <http://www.ss.ca.gov/>.

## Big Sur Marathon Volunteers Needed

Volunteers are needed to run the water station for the Big Sur Marathon at Garrapata State Beach (Mile 17.3 in the race). The race is April 30, 2000 and volunteers will meet behind the Barnyard in Carmel at 5:30am. For more information contact **STEVE ZMAK** over FirstClass or at 384-5677.

## Graduation Orders

Orders are now being accepted for cap, gown, and tassel rentals for faculty participating in CSUMB's spring graduation ceremony. All order must be placed by Friday, April 14, 2000. You can order your regalia at Grad Fest on April 11 or 12 from 10:00am to 3:00pm at the University Center. For more information please contact **LINDA CULLENS** in the Bookstore at 883-1062.



## APRIL 7

**WHAT:** First Annual Spring World Arts Festival, Caitlin Manning Film: "Seeing Haiti Through Lafanmi Selavi"

**WHEN:** 8:00pm

**WHERE:** World Theater

**COST:** This event is FREE and open to the public.

The final day of the First Annual Spring World Arts Festival will feature a beautiful documentary entitled, "Seeing Haiti Through Lafanmi Selavi." CSUMB faculty member Caitlin Manning is responsible for the documentary's cinematography and co-direction. This documentary shows Haiti and its people living in a culture of resistance, dignity, and hope—a perspective rarely explored by the media. As five children tell of their former lives on the streets, a powerful narrative emerges of their personal voyages from the streets to the Lafanmi Selavi (the family is life) Center. **FOR MORE INFORMATION:** Please call 582-4580

## APRIL 8

**WHAT:** "Time to Care"- Chapter Alumni Reunion of Education

**WHEN:** 11:30am- 3:00pm

**WHERE:** University Center

This is a reunion of all the teachers who have graduated from CSUMB and Teacher Ed students who are going to be graduating May 2000.

**FOR MORE INFORMATION:** Dr. Conni Blackwell at 582-3301

## APRIL 9

**WHAT:** Pre-Easter Concert "The New Millennium" featuring Sister Deola

**WHEN:** 3:00pm

**WHERE:** Music Hall, Bldg 30

**COST:** Free

This is a Gospel Choir Extravaganza with performances by Christian Memorial God's Choir, under the direction of Torian Walker, Emmanuel Church Youth Choir, and CSUMB Gospel Choir, under the direction of Paulette Gissendanner

**FOR MORE INFORMATION:** Please contact 582-3009

## APRIL 10

**WHAT:** Harmful Ingredients in Everyday Products

**WHEN:** 10:00am-12:00pm

**WHERE:** Building 30 Room 100

Dr. Westaway's lecture will address environmental dangers in everyday life, the harmful ingredients that are in products, how to deal with and avoid them. Dr. Westaway will explain how to avoid placing toxins, both in and on the body, how to maximize the individual's potential to live a healthy life, and avoid many diseases that are common today. **FOR MORE INFORMATION:** Please Contact Leonard Han at 582-4707

## APRIL 15

**WHAT:** Basura Vista

**WHEN:** 1 pm-5 pm

**WHERE:** Frederick Park Housing (the park behind Fredericksburg)

Basura Vista is an annual tradition put on by the Frederick Park Resident Advisors for the community. It will take place in the park above the soccer field in Frederick Park II. The event will feature lunch, music, entertainment, and a community fair. Staff and faculty are encouraged to attend. **FOR MORE INFORMATION:** For more information please contact Amy Lauder at 582-3955

## APRIL 15

**WHAT:** National Volunteer Week

**WHEN:** April 15 through April 21

**WHERE:** Various locations

As part of National Volunteer Week local community organizations are requesting assistance with spring cleaning and various community events. Please take a few hours out of your week and help out our neighboring cities. Organizations requesting help include Seaside City Parks and Library, Point Lobos State Park, the City of Monterey, Marina State Parks, Monterey History and Art Association, Josephine Kernes Memorial Pool, Downtown Carmel, and the Alliance on Aging.

**FOR MORE INFORMATION:** Please contact Catrina Flores over FirstClass.

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create a peer and faculty mentoring program on campus, as well as enhance and expand CSUMB's ASAP program.

Also, **CARLOS GONZALES**, Director of Migrant Student Support Services, applied for a grant through USDE's College Assistance Migrant Program, which provides supportive academic and social services to help migrant students successfully complete their first year of college. For students who require it, the program continues to provide financial assistance throughout their college education. And the program conducts follow-up studies, which follows each student's progress until graduation.

According to Lopez, recent grant proposals show an increasing trend by faculty and staff in applying for and receiving money from external sources in order to run CSUMB's unique programs. "We've got amazing faculty and staff on this campus who work very hard and are very dedicated to their programs and who understand they are not going to realize their goals with just state money," says Lopez. "So they know that if they want to enhance programs and educational learning experiences for their students they will need to go after external funding."

So far this fiscal year CSUMB has brought in \$3.8 million in new money from external grants, which adds to the university's total of \$6.5 million in external grants that are currently active. "That's a lot of money for an institution as young as we are," explains Lopez, "and most of that credit goes to our hard-working faculty."

CSUMB's programs that are currently funded through external grants include **RIKK KVITEK'S** GIS mapping of the California Continental Shelf, funded by the California Department of Fish and Game; **DONALDO URIOSTE** and **YOSHIKO SAITO-ABBOTT'S** Monterey Bay Foreign Language Project, funded by CA Assembly Bill 1734; **SUSAN ALEXANDER'S** Cooperative research in Earth Systems Science, Technology and Applications Project, funded by NASA; **JOSE MARTINEZ-SALDAÑA'S** Educational Talent Search Program, funded by the USDE; **MARK O'SHEA** and **CATHERINE LOPEZ'S** Las Alianzas program, funded by the USDE; and **JOHN ITTELSON'S**

Preparing Tomorrow's Teachers to use Technology Program, funded by the USDE.

Lopez encourages CSUMB's faculty and staff, who want to apply for grants, to set up a meeting with her office. "If a faculty member wants to start a program but doesn't know what money is out there, they should definitely come meet with us," says Lopez. "We've got a system where they could put in their profile--things that they are interested in--and e-mails will be automatically sent to them as funding alerts come up."



## Special Highlight: University Fellows

Recently, CSUMB announced its Distinguished Fellows for the year 2000. CSUMB Fellows are people from the community who have made a major civic contribution to the surrounding area and have excelled in their professions. This year's Fellows are: David L. Gill, a third generation farmer; José G. Ortiz, an artisan, artist, and muralist; Alfred P. Glover, owner of Glover Enterprises and Glover Rockwell Construction; Terry Espinoza-Baumgart, coordinator of School Linked Health and Social Services, Alisal School District; Edward J. Valeau, president of Hartnell Community College; Belle Yang, Author; Captain Gordon Nakagawa, retired from the US Navy; Dan Albert, Mayor of Monterey; Mary Yoklavich, Research Fishery Biologist; and Jim Tunney, NFL referee and author.

On May 4, 2000 CSUMB's Third Annual Celebration of Community will honor this year's fellows. The Black-tie-optional reception will take place in the University Center beginning at 6pm. Tickets for the event are \$150 per person and include wine, hors d'oeuvres, gourmet dinner, Spanish guitar, and a special Fandango program. All proceeds will benefit CSUMB's Local Area Scholarship Opportunity program.

Also the new Fellows Guides was distributed to the campus community this past month. The Fellows Guide allows professors and event organizers to arrange for a CSUMB Fellow to talk on a wide variety of topics to their class or at

an event. Fellows who have agreed to speak in CSUMB classes and events include: Ted J. Balestreri, Managing General Partner of the Cannery Row Company; Peter Cutino, retired educator and coach; Lupe Garcia, PeaceBuilders Community Coordinator; Robert G. Gard Jr., Military Advisor and President Emeritus of the Monterey Institute of International Studies; Jim Gattis, Commercial Property Investor; Ron Johnson, Director of the Boys and Girls Club of the Monterey Peninsula; Clayton C. Larson, President of First National Bank of Central California; Brenda Laurel, Design Research Associate; Marcia McNutt, President and CEO of the Monterey Bay Aquarium Research Institute; Mike Marotta Sr., businessman and community leader; William O. Meléndez, retired educator; Basil E. Mills, President of Mills Inc.; Leon Panetta, Director of the Leon and Sylvia Panetta Institute for Public Policy; Marian Penn, Coordinator for External Relations of the Service Learning Institute; Helen Rucker, retired teacher; Alan Silvestri, composer; Lydia Villarreal, Monterey County Deputy District Attorney; Myles Williams, Owner of the Carmel Inn for Seniors, Post Ranch Inn, and Cousteau Fiji Island Resort; and David T. Yamada, Political Science Professor of Monterey Peninsula College and the Monterey Institute of International Studies.

For information about scheduling a CSUMB Fellow please call Lin Blaskovich at 582-4141. For more information about Celebration of Community please call 582-3908.



## Director of IMIE Hired

**DR. COLLEEN MULLERY** has accepted the position of Director for CSUMB's Institute for Management and International Entrepreneurship.

Dr. Mullery is currently the Chair of the School of Business and Economics, CSU Humboldt. She brings expertise in the areas of Business Administration and Management; and values that support the University's Vision. She has a strong background and expertise in business

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degree programs as well as teaching at the undergraduate and graduate level.

Dr. Mullery will join CSUMB this summer on a part time basis and full time in the Fall.



## NMS Hires Equipment Coordinator

**KURT HENNE** was just hired to the position of Equipment Coordinator at New Media Services. Henne's primary responsibility is oversight of CSUMB's 19 technology-enhanced ("smart") classrooms and development of new advanced technology teaching facilities. He is also available to help campus offices with media technology purchases. Henne has been filling most of the functions of the position on a temporary basis since last summer. His office is temporarily located within NMS's Engineering work spaces in Bldg. 27 (TAT) and his phone number is 582-4150.



## NMS Chief Engineer Hired

CSUMB recently hired **MIKE CORGAN** as Chief Engineer of New

Media Services. Corgan comes from Cal Poly Pomona where he was Chief Engineer for the last four years. He will be responsible for technical support of all audio and video production and videoconferencing facilities on campus and will be a key player in the development of distributed learning delivery systems. His office is in the TAT facility in Building 27 and his phone number is 582-3315. He can also be found on FirstClass.



## Additional New Faces/Employees on the Move

### NEW EMPLOYEES:

**GUS LEONARD**, Language Lab Coordinator, World Languages & Cultures

**BARBARA VELLA**, Administrative Analyst/Specialist, STIR

**TRICIA HIGGINS**, Conference & Events Coordinator, Conference & Event Services

**FRANK DEGNAN**, Diving Safety Officer, Athletics, Sports Recreation & Health

**SALINA DIORIO**, Accreditation Project Analyst, Academic Affairs

**MARIAELENA TANTALO**, Student

Support Services Retention Advisor, Student Affairs

### RECENT PROMOTIONS:

**BARBARA RICHARDSON**, to Administrative Support Coordinator I, Academic Affairs

**RON BEDRY**, Academic Personnel Assistant, Academic Personnel

**BROOK KRUSE**, Evaluator Trainee, Admissions & Records

**MARTHA CRANDALL**, Faculty Recruitment Coordinator, Academic Personnel



## Looking for Faculty/Staff Kudos

CampUs Connection will be starting a section of faculty and staff kudos. This is the perfect place to recognize members of the CSUMB community who receive awards, create new and exciting programs, present papers at conferences, give speeches, and are all-around contributors to the CSUMB name. Please send faculty and staff kudos to Robert Mazurek over FirstClass or by phone at 582-3302.



# 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](mailto: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.

Publisher ■ University Advancement

Writer ■ Robert Mazurek

Editors ■ Robert Mazurek  
Holly White

Please direct comments about this newsletter to Robert Mazurek:

■ Phone: 582-3302

■ [robert\\_mazurek@monterey.edu](mailto:robert_mazurek@monterey.edu)

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