



# ALUMNI NEWSLETTER

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ALUM SURVEY

## HURRAY! THE NEW ALUMNI WEBSITE IS LAUNCHED!

Your Alumni Association has launched a dynamic new website, [csumbalumni.org](http://csumbalumni.org). The association, together with



*The uniquefocus team that makes the alumni site happen. From left are Patrick Rayne, Dana Lookadoo-Ilari ('99), Justin Azevedo, Robert Lewis Jordan ('00, TMAC) and Molly McGee.*

"When we start work on the next phase of the site's development, we'll put in an online directory of alums and a secure ordering function so members can buy association merchandise directly through the site."

She continued, "The focus of the alumni site is information design; that is, to clearly and logically communicate the association's message over the Web." As CEO, Lookadoo-Ilari runs the company with her business partner, Patrick Rayne, president and chief technology officer. Molly McGee, a University of Iowa grad, serves as project manager. Other team members include current CSUMB student Justin Azevedo, programmer, and CSUMB alum Robert Lewis Jordan ('00), who serves as creative director. "CSUMB taught me the hands-on, project-oriented approach that's proved so successful in our business," said Lookadoo-Ilari. Lookadoo-Ilari also taught several semesters of basic Web design at CSUMB.

Members of the campus community who spent many hours working on the website include Andrew Porter, Steve Zmak and Sean Madden from University Advancement; Greg Pool from Technology Support Services; and Troy Challenger ('97), alumni board member, from Academic Technology & Media Services. ♦

CSUMB University Advancement, worked collaboratively with uniquefocus, inc., a Monterey-based Web development firm, to construct the new website.

"This project is a key component of the association's ongoing efforts to provide more resources for CSUMB alumni," said Lin Blaskovich, director of the Alumni Association.

A major goal of the association's board of directors is to make the site "sticky" — that is, to periodically add new information which will bring users back on a regular basis. "To motivate users to return, we're using polls, calendars and coming events to make the site dynamic," said Dana Lookadoo-Ilari ('99), uniquefocus CEO.



The CSUMB Alumni Association cordially invites you to attend a Hi!5 event on May 4 . . . a celebration of five years of graduating classes. Don't miss this opportunity to visit with faculty, staff and alumni from the classes of '97, '98, '99, '00 and '01 and watch the Alumni of the Year Awards presentation.

*(Continued on page 3)*



## COUNT 'EM — EIGHT NEW MINORS!

Eight new minors have been approved by the CSU System. They include:

- Earth Systems Science & Policy
- Health and Wellness
- Human Movement: Adapted Physical Activity
- Japanese Language and Culture
- Music
- Outdoor Education
- Spanish Language and Culture
- Sports Management

"I would like to extend my gratitude to the faculty who developed these programs," said Provost Diane Cordero de Noriega. "Thanks to the Academic Senate and the Undergraduate Studies Committee for their collaboration, as we continue to grow in service to students." ❖

## NEW SPECIAL EDUCATION CREDENTIAL APPROVED

CSUMB's newly approved special education program will help alleviate the severe shortage of qualified special education teachers in the region.

The California Commission on Teacher Credentialing recently approved CSUMB's request to offer the Level II Mild/Moderate Education Specialist Credential. This approval means that the 50 students who started taking classes in the fall and spring of 2001-02 can complete their Preliminary Level I credential and continue studying at CSUMB. Level II coursework will apply to a new master's degree in education with an emphasis in special education. The program will be offered at CSUMB next fall.

"This may be the first time that an Education Specialist Credential Level II Program has been approved during its first round of reviews by the commission," said Dr. Dorothy Lloyd, dean, Center for Collaborative Education and Professional Studies. "With Levels I and II in place, students can receive a preliminary credential. Upon completing Level II, they need only 12 or so units to complete an M.A. in special education."

The classes will be offered on a full- or part-time basis, as well as evenings and weekends, in order to accommodate working students. The Level II coursework is expected to take students about one calendar year to complete. Dr. Lou Denti coordinates the program. For more information, call Jacqueline Means at 831-582-4612. ❖

## CSUMB ALUM DAY IN SACRAMENTO

Each year, the CSU sponsors Legislative Day in Sacramento to promote the legislative agenda of the California State University system. It's also a time to spotlight the needs and accomplishments of individual campuses, including CSUMB, and thank our legislators for their support.

From CSUMB, President Peter Smith led a delegation of alumni, campus leaders and community supporters to the state capitol. An awards ceremony at the convention center honored the CSU Legislators of the Year.

During the afternoon, our CSUMB alums visited our legislators, including Assemblyman Fred Keeley, Assemblyman Simón Salinas and State Senator Bruce McPherson. The meetings were an important part of promoting CSUMB and helped the legislators appreciate the challenges and opportunities facing our campus.

Tessie Brodrick ('97), represented the CSUMB Alumni Association. One of the founding members of the association, she is its current president. Tessie's daughter attends CSU Fresno.

Representing the community was Julie Uretsky ('99, CHS). Julie works for the City of Pacific Grove. You may read about her in the "Where Are They Now?" column on the opposite page. ❖



*Pictured in the California Assembly Chamber on Legislative Day are, from left, alumna Tessie Brodrick, ('97), Cindy Lopez, CSUMB director of grants and contracts, Assembly Member Fred Keeley, 27th Assembly District, Dr. Peter Smith, CSUMB president, Bill Trumbo, CSUMB director of ASRH, and alumna Julie Uretsky ('99).*

## OTTER FODDER

Marty Beck ('98, CLAD Credential) is a teacher with the Monterey Unified School District.

Chuck Boogay ('98, CLAD Credential) is teaching 3rd grade at Santa Rita School.

Maria Cordova ('99, Social and Behavioral Sciences major) works for Hope Rehabilitation Services.

Heidi de Bellis ('97, CLAD Credential) is currently a stay-at-home mom and a private tutor.

Michelle Kuennen-Apperson ('99, Liberal Studies/Credential) is a 5th grade teacher at Creekside Elementary in Salinas.



## NATIONAL SURVEY ASKS STUDENTS ABOUT LIKES, DISLIKES

Students aren't the only ones who receive report cards. CSUMB has received its own report card — from the *National Survey of Student Engagement: The College Student Report*. Everyone calls it the "NSSE." The survey is unique in that it provides a measure of what America's university students believe about the quality of their higher education experience, rather than relying strictly on statistical measures. Students are asked how they interact with faculty and peers, how they spend their free time, and what they've gained from their college experiences.

The survey compares 470 universities and colleges around the country. Results are based on comments from 155,000 freshmen and seniors in five key areas.

CSUMB was ranked in the top one percent by seniors surveyed in "Active and Collaborative Learning." The university ranked in the top 10 percent with seniors in "Enriching Educational Experiences." CSUMB was ranked in the top 20 percent of participating universities by seniors in "Student Interaction with Faculty." We also ranked in the top 20 percent with seniors in "Level of Academic Challenge" and in the top 40 percent in the "Supportive Campus Environment" category. ♦

## STUDENT SUCCESS AUCTION WAS A ROUSING ACHIEVEMENT!

Going . . . going . . . gone! Sold for \$1,025. A quilt donated by the CSUMB Piecemakers club drew one of the higher bids at the Hearts in Hawaii auction held on February 14 to benefit the Student Success Scholarship Fund. Alumni board members Tessie Brodrick ('97) and Priscilla Angulo ('00) are involved with Piecemakers and were responsible for getting the quilt donated to the auction. Other board members and alumni who solicited items for the auction were Sky Rappoport ('97), Nicole Mendoza ('00) and Mayra Llamas ('00). Those items donated by alumni netted the Alumni Scholarship Fund \$2,040. ♦

### Hi15 Celebration (continued from page 1)

**When:** Saturday, May 4, 2002 from 6:30 P.M. to 10:00 P.M. with awards ceremony at 8:00 P.M.

**Where:** The newly renovated BBC (Black Box Cabaret), Building 81. Free campus parking

**Program:** Alumni of the Year Awards presentations to:

Kathryn Angarano (Class of '98)

Kristian Crump (Class of '99)

**Cost:** \$20 per person/\$35 per couple

**What's included:** International food stations, no-host bar, door prizes and entertainment

For more information, call 831-582-3595 or email alum@csumb.edu

## WHERE ARE THEY NOW? JULIE URETSKY ('99)

Pacific Grove, "America's Last Hometown," is fortunate to employ the skills, tenacity and personality of CSUMB alumna Julie Uretsky, an associate planner in the housing division. "Julie has acted virtually as a one-person department, coordinating all aspects of the city's very successful housing programs," said Dennis Boehlje, community development director for the city.

Julie earned an A.A. in liberal studies from MPC, squeezing in one class at a time from 1978 to 1993, while successfully balancing her roles of mother, homemaker and student. When CSUMB opened its doors, Julie wasted no time enrolling as a CHHS major. She performed 400 hours of internship with the city's Community Development Department.

Hired initially as a part-time research assistant, Julie later became a full-time housing program assistant. Last November, she was promoted to her current position.

"My Capstone project was to find a way to fund the housing rehab loan program," said Julie. The process involved obtaining a grant to fund a housing conditions survey, conducting the housing conditions research,



and applying for a half-million dollar state grant to fund the city's Housing Rehabilitation Loan Program.

The program provides low interest loans for limited income residents.

"I was required to understand complex government processes," said Julie. "I maintained a system to survey the city's housing, organized the survey, collected data and analyzed it in a meaningful way."

Julie Uretsky on the job in Pacific Grove's new city hall building on Forest Avenue.

The city's senior citizen population (more than 29 per-

cent of whom are age 65+, according to a 1990 census) benefits most from this program. Julie has been the primary staff contact for senior citizens in need of affordable housing. She's been in charge of making the rental assistance program happen. The only program of its type in the state, it now assists 17 households.

"I learned skills (at CSUMB) that I would not have gotten on the job. Plus having the degree gave me confidence that I achieved something of real importance."

Julie is married to Tom, a Pacific Grove police sergeant, and has three children. Her oldest now attends Sonoma State.

For her efforts, Julie was recently recognized by the City of Pacific Grove as Employee of the Quarter. ♦



## OTTER TIDBITS

### ALUMNI SURVEY RESULTS ARE IN

The results of the CSUMB Alumni Survey have been tabulated by the Office of Institutional Assessment and Research (IAR). The purpose of conducting the survey was to help develop an overall portrait of CSUMB graduates. It was based on the philosophy that many of the outcomes of a college education aren't apparent until some time after graduation. Out of 1,155 surveys mailed, 199 were completed by alums and returned. Here are the highlights:

- 71% stated CSUMB was their first choice for a college.
- 55% stated that location was their primary reason for choosing CSUMB.
- 72% would choose CSUMB again if they had to choose a college.
- 76% would choose the same major again.
- 88% said a college education improved their life.
- 58% said they have continued their education in graduate work or some continuing education course.
- 69% are working full- or part-time.
- 11% are currently in graduate school.
- The majority of employed respondents are working in education.
- 71% said CSUMB prepared them well for their present occupation.

The tabulation revealed that the highest ranked response for the question *How much did your education at CSUMB contribute to your personal growth?* was "understanding different philosophies and cultures," followed by "planning and carrying out projects" and "working cooperatively in a group." ❖

### NEW ASSOCIATION BENEFITS

We've teamed up with Liberty Mutual to offer their Group Savings Plus plan for savings on car and home insurance premiums. Phone 800-524-9400 to find out how much you can save.

Choose Avis when you need to rent a car and you'll get a discount. When making a reservation, mention that you're eligible for Avis Worldwide Discount Number T858500.

These new benefits are available to all alumni and are brought to you by your Alumni Association. With your savings on these programs, why not join the association today? ❖

Cover: Top photo is reproduced from home page of CSUMB Alumni Association website.

Check it out now at . . .  
[csumbalumni.org](http://csumbalumni.org)



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### MARK THE DATE

#### Wednesday, April 24

Lula Washington Dance Theater —  
powerful portraits of the African  
American experience  
8:00 P.M.  
World Theater  
General public \$20;  
Alumni members \$15

#### Saturday, April 27

4th Annual Heritage Music Festival —  
guest Bill Berry and the LA Band,  
featuring a tribute to Duke Ellington  
6:00 P.M.  
World Theater  
General public \$25  
Alumni members \$15

All dates and artists are subject to change.

#### Saturday, May 4

Hi's Celebration —  
celebrating 5 years of graduating  
classes (See article on page one.)  
6:30 P.M.  
BBC (Black Box Cabaret)  
Per person \$20;  
Per couple \$35

#### Wednesday, May 8

Lila Downs — featuring her distinctive  
style of indigenous Mexican folk music  
and American jazz  
8:00 P.M.  
World Theater  
General public \$20;  
Alumni members \$15

#### Saturday, May 25

Sixth Annual Commencement Ceremony  
10:00 A.M.  
Freeman Stadium

### JOIN THE ASSOCIATION! HERE'S WHY:

- Use the CSUMB Library, plus libraries at other CSUs.
- Get reduced prices at the CSUMB bookstore.
- Enjoy Outdoor Recreation Center rentals, trips and classes.
- Get discount tickets for selected World Theater events.
- Membership discounts at the Otter Sports Center.
- A CSUMB.EDU email address and access to FirstClass.

Membership form is available on [csumbalumni.org](http://csumbalumni.org)