



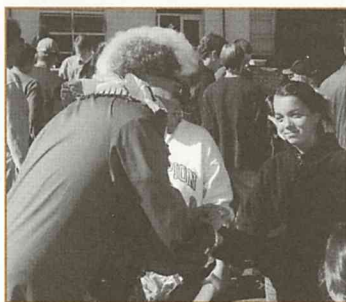
# CAMPUS CONNECTION

NOVEMBER 2001

VOLUME 3 • NUMBER 3

## KELP KRAZE IS ALMOST HERE!

Kelp Kraze, CSUMB's own street fair, is set to happen along Sixth Avenue on November 10. Enjoy ethnic food, great music and fill your day with



Everyone enjoyed last year's Kelp Kraze

"krazed" activities. Everyone is invited. There will be activities that appeal to every age

group—even a clown for the children.

"This is our third annual Kelp Kraze," said Michelle Young, advancement relations coordinator. "It combines an On-Campus Admissions Day for prospective students and a huge street party for current students



Climbing the 'rock' is a big attraction at Kelp Kraze

and everyone else." The event is equally exciting for students, alumni, faculty, staff and people from the surrounding communities.

CONTINUED ON PAGE 8

## BIG HAPPENINGS AT KAZU



CSUMB now has its own program in the KAZU line-up.

KAZU programming currently includes a

community news show and interviews with local leaders. After KAZU was purchased by the CSUMB Foundation last year, the *Studio*

CSU show was developed. It has since taped interviews with Amalia Mesa-Bains, Leon Panetta and the organizers of an art therapy breast cancer project. The Panetta interview, which aired on October 16, discussed the Panetta Institute's intern program and the Fort Ord conversion.

"We will broadcast live from the KAZU studio in November," said Steven Levinson, fulltime Teledramatic Arts and Technology (TAT)

lecturer. "We are also looking to possibly provide a live variety show from the university in the future.

"Live interviews are a great way

to let CSUMB and our surrounding communities hear information that's not necessarily available elsewhere in the media," explained



Steven Levinson leads his student crew

Levinson. "Campus events will be presented, as well as community



Patricia Poston, CSUMB student at KAZU

events, on KAZU's programming. Like the university, we have

a focus on the community."

He stressed the cross-disciplinary aspects of the station's plans. Many different university entities

CONTINUED ON PAGE 5

## CSUMB APPROVED FOR SINGLE SUBJECT CREDENTIAL PROGRAM

CSUMB's innovative *Single Subject CLAD/BCLAD Program* was recently approved by the California Commission on Teacher Credentialing. It is designed for people wishing to teach grades 6 through 12. CSUMB will offer credentials in English, math, science, social studies and foreign languages. Before this approval, the university only offered multiple subject credentials—intended for grades K through 8.

This program is specifically designed to prepare teachers to work with linguistically and culturally diverse student populations in local schools.

The program was developed by the Center for Collaborative Education and Professional Studies. Dr. Dorothy Lloyd is Dean of the center.

"The program," said Dr. Beverly Carter, coordinator of the Single Subject Program, "meets a critical and increasing need for fully certified middle school and high school teachers in the Tri-County area."

For more information, contact Beverly Carter at 582-5024. ❖

## KUDOS FOR CSUMB DINING SERVICES

CSUMB Dining Services has been awarded the 2001 *Outstanding Employer Award* by the Monterey County Committee for the Employment of People with Disabilities.

Congressman Sam Farr also presented CSUMB Dining Services with a *Certificate of Special Congressional Recognition* for outstanding service to the community.

"We received the award due to our record in employing people with disabilities," said Ray Lee, general manager of CSUMB Dining Services. "People with disabilities start working with the aid of a coach and continue in their jobs until they can work independently. It's a win-win situation for everyone."

## 'THE ONE STOP SHOP' AND YOU

The newly opened Campus Service Center, known as The One Stop Shop, is located in Building 47. It offers a wide range of faculty and staff services, as well as student services. Here are some of the services most commonly used by employees:

### Cashiering Activities

- Check disbursement
- Cash advances for travel
- Fee waivers for staff and faculty
- Departmental deposits
- Petty cash disbursement
- Otter Bucks activities
- Facilities services

### Admissions and Records Services

- Add/Drop registration forms
- Schedule inquiries for classes
- Student grade inquiries for faculty

### Parking, building access and security

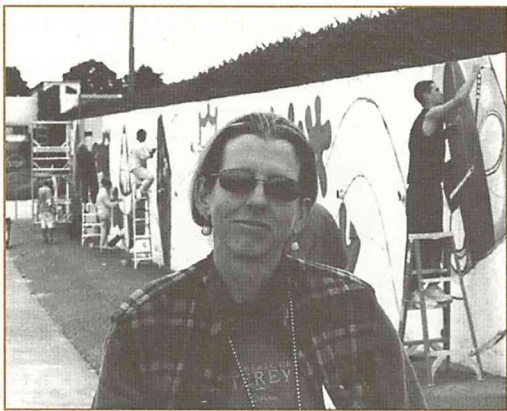
- Parking permit issuance
- Shuttle pass issuance
- Key issuance (no residence keys)
- Key return
- New or changed Otter Card access
- Otter Card issuance
- Otter Card replacement
- Security alarm code issuance

### Human Resources and Payroll

- Faculty and staff payroll disbursement
- Benefit elections and changes
- Address and name changes
- Changes to payroll withholdings
- Recruitment status check
- Employment inquiry
- Employment application
- Direct deposit

## A MURAL WITH A MISSION

Most of us have noticed the flurry of activity on Third Street, across from the Visual and Public Arts complex, where VPA students are currently painting a mural on the concrete retaining wall. The design now taking shape represents a project which began in the

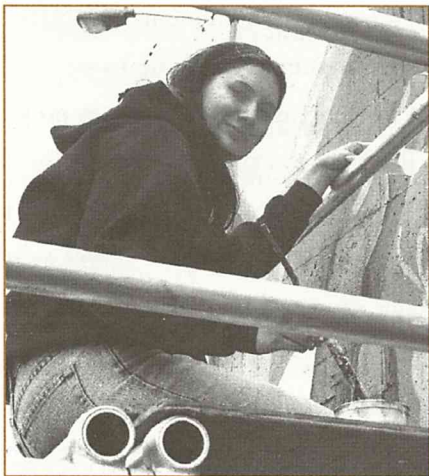


*Johanna Poethig working with her students*

spring of 2000. Entitled "Signs and Symbols," it is a reinterpretation of the historic military signage seen around campus, integrated with excerpts from the CSUMB Vision Statement.

"From the day I arrived here, I thought that this wall could one day be home to a unique mural," said Johanna Poethig, VPA professor. "I felt it would be meaningful to

visually depict the transformation of the property's military past to a place of peace and education.



*Anna Perez-Rick, VPA student and mural painter*

But in doing so, I also recognized the challenge of designing such a mural in a sensitive manner."

"During the design phase, we would review and discard idea after idea," said Valerie Gaino, assistant to Poethig.

"It was a long time until the design was finalized."

"We have matched up the mural's design elements to tie into

our Vision Statement," said Poethig. "Hopefully this work will inspire the creation of more pieces throughout the campus.

"The mural reminds us of our values and hopes as individuals and as members of the CSUMB community. As world events take shape," continued Poethig, "the designs for our painting will reflect those changes. Now, more than ever, the mural is a visual statement of peace, education and positive change." The students hope to finish their inspiring project by the end of spring 2002. ❖

## THE VOICE OF ASRH

Athletic, Sports Recreation & Health (ASRH) welcomes Sarah Bernson to its staff. She joined CSUMB in August as the coordinator of sports information and recreational programs. Bernson also serves as the women's new assistant volleyball coach.

"I enjoy working with all sports and athletic endeavors," said



*Sarah Bernson is proud of her volleyball team*

Bernson. "This means promoting a positive image of the athletic department throughout our area and to other university communities."

Her primary responsibility is to coordinate events with NAIA, the Cal-Pac Conference, and other universities. "We want to encourage people in the surrounding communities to participate in CSUMB's activities," she explained, "whether they are a fan of athletic events or wish to participate in recreational programs."

Her other tasks include recording and reporting statistical data for all collegiate events and maintaining the athletic website, along with assisting in marketing special events and athletic programs. Bernson also finds time to teach a volleyball course and assist in setting the direction of collegiate athletic programs at CSUMB.

Bernson comes to CSUMB from St. Mary's College in Moraga, where she competed on the NCAA Division Volleyball Team and received a B.A. in English. ❖

## NEW FACULTY AND STAFF

### ■ Michelle Riel, M.F.A.

Assistant Professor Michelle Riel has joined Teledramatic Arts and Technology. She will teach TAT 320, *Intro to New Media* and CST's *Integrated Multimedia*. Riel has most recently worked in commercial media design and

Internet art. She has an M.F.A.

*"I look forward to engaging students in creating work that integrates performance and technology . . ."*

*— Michelle Riel*

from UC San Diego in Theater Set Design. "With a background in theatre and new media," said Riel, "I look forward to engaging students in creating work that integrates performance and technology across TAT's five disciplines."

### ■ Gilbert Neri, M.A.

In joining CSUMB, Gilbert Neri was struck by the power of our Vision Statement, as well as Visual and Public Art's socially conscious approach to art making. Neri is our new assistant professor of replicative media and theory in VPA. He received his undergraduate degree from UC San Diego and his M.A.

from UC Santa Barbara. "I have never seen or experienced

*"I have never seen or experienced an approach to learning . . . as is going on here."*

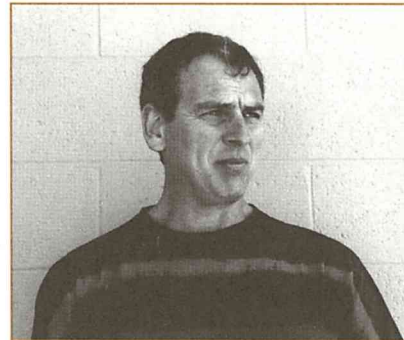
*— Gilbert Neri*

an approach to learning and creative thought as is going on here at CSUMB," said Neri. "I really could not have imagined a more generous and amazing group of artists to work alongside."

### ■ Jerry DeLeon

Jerry DeLeon is our new career development coordinator for Student Activities. DeLeon joined CSUMB in May of this year. His varied assignments include job fairs,

student employment, workshops, job placement and listings, and resume critiques. He also coordinates internships for students. Before joining CSUMB, DeLeon was



*Jerry DeLeon has joined Student Activities*

director of the Counseling & Career Center at Adams State College in Alamosa, Colorado.

"I'm excited about the new campus," said DeLeon, "and the growth that accompa-

nies it. I wouldn't be here if CSUMB didn't have the Vision Statement it has."

### ■ Dr. Kenneth Howe

Kenneth Howe, Ph.D. recently joined CSUMB as the director of writing. Dr. Howe will facilitate all levels of writing across the curriculum. This includes Graduate Writing Assessment Requirements (GWAR), conducting workshops and seminars, and one-to-one individualized instruction for individuals who wish to improve their writing skills. Howe is also coordinator for the English and Learning Center at the Monterey Peninsula College Evening Division. In addition, he serves as adjunct professor of education and linguistics at Chapman University's Monterey campus. Howe received a Ph.D. in education and linguistics and an M.A. in educational research from Stanford University. He also has an M.A. in linguistics from UC Berkeley. Dr. Howe received a post-doctoral degree in counseling and human services from UC Santa Cruz. ❖

*Nicole Mendoza and Elizabeth Abrens contributed to this report.*

## ENVIRONMENTAL SYMPOSIUM

On November 14, a symposium has been scheduled to provide information and obtain feedback from the public on vegetation clearance plans at Fort Ord. It will be held at the Monterey Conference Center from 1:00 p.m. to 5:00 p.m. The public is invited to the meeting.

To register for the symposium, and for detailed information concerning all aspects of the Fort Ord environmental cleanup, visit [www.fortordcleanup.com](http://www.fortordcleanup.com). ❖

## SHARPEN YOUR MIND TO LEARN BETTER

Each of us eventually has more difficulty retaining information. Here are some tips to help you stay on top of the knowledge game and keep learning as you age:

❑ **Visualize.** Mentally rehearse an event, conversation or activity before it happens. This visualization helps eliminate the stress you may feel over the unknown. Plus, when you are more relaxed, you are better able to learn.

❑ **Take a break and exercise.** If you are trying to remember information you're reading, take frequent breaks. Engage in vigorous exercise.

❑ **Focus on concentrating.** Distractions are the bane of any learning attempt. If you are attending a seminar or training session, sit near the instructor and maintain eye contact with him or her. Try not to fidget; simply relax into the session and let your focused attention do the job.

❑ **Say it out loud.** Read aloud the material you're trying to learn and repeat out loud the facts you want to retain. This way, both your eyes and your ears take in information.

❑ **Tame frustration.** If you are getting frustrated over material you're trying to learn, remind yourself that getting upset will only hamper your ability to retain information. If you have to, step back and take a long break.

— adapted from *Brain Fitness*, by Dr. Robert Goldman  
(Doubleday)

## K A Z U (CONTINUED FROM PAGE 1)

are showcased. Levinson, who has taught a number of classes and lectured extensively, will also be doing a workshop with an ESSP class later this semester.

"What's really great about this project is that it increases student skills," he explained. "This project is outcome-based. It's not just talk, but actually getting out and accomplishing things. It has a lot of potential to be a strong collaborative model." ❖

## KAZU PROGRAMMING GUIDE

Each of the following programs airs on 90.3 FM from 2:30 p.m. to 3:00 p.m. on the dates indicated.

- Nov 6 "La Tortuga Project." Describes the SBS Institute's research on the effects of globalization on a Mexican village.
- Nov 13 TAT theater/video production of "Map of the World." Discussion of theater piece incorporating video projection/multi-media techniques.
- Nov 20 Dr. Peter Smith discusses the state of CSUMB and its relationship to our local communities.
- Nov 27 Dr. Ruben Mendoza discusses the San Juan Bautista Mission project and the Inmate Program.

## EVENT COMING UP?

Whenever there's an upcoming event you feel would be of interest to faculty and staff, please fill in the *Event Publicity & News Intake Form* on FirstClass. Send it to Holly White at least four weeks before the event. Whether it's a conference, new program, human interest story or athletic event, we welcome the opportunity to print it in this newsletter.

## CERTIFICATE PROGRAM FOR ADMINISTRATIVE PROFESSIONALS

Human Resources Development and Equal Employment Opportunity (HRDEEO) now offers a certificate program specifically designed for CSUMB's administrative support professionals. The *Administrative Professionals Certificate Program* offers learning experiences for administrative support personnel interested in building a solid professional career at CSUMB. Employees can either pursue a certificate program or take selected courses "a la carte."

Attendees will gain increased confidence and ability to provide quality administrative services and effectively respond to the needs of faculty, staff and students. With a repertoire of tools and strategies available to solve problems creatively, participants will develop positive working relationships, build a satisfying career and thrive during periods of change.

A combination of two- to four-hour workshops and full day seminars is offered.

For a complete list of courses, or to register online, visit [CSUMB.EDU/faculty\\_staff/development](http://CSUMB.EDU/faculty_staff/development).

## PUT E-LEARNING ON YOUR DESKTOP

The CSU system is introducing an exciting e-learning technology for managers, institute directors and supervisors. "Playback Media is one of the most innovative e-learning systems available," said Lynne Hellmer, senior director, Systemwide Professional Development for the CSU system. "I'm excited to introduce it to the California State University campuses."

Here are a few reasons to participate in these programs:

- ❑ **Relevant.** More than 80 programs are available, ranging from communication and management to change and diversity.
- ❑ **Engaging.** The video medium is very creative, using pop-up quizzes, word slides, sound clips and transcripts to reinforce learning points.

- ❑ **Credible.** Leading experts developed the content.
- ❑ **Comprehensive.** The formats give you a choice about how you learn.

Additional information will be available shortly on the CSUMB Professional Development website. ❖

## LIFE AFTER CSUMB

The goal of every university faculty and staff member is the same: to graduate people who find success in fulfilling, productive lives. One such venture involving CSUMB alumni is "JustEnough." The company is three years old.

Luke Archer (Class of '99) joined forces with a friend, Chris McKay, to conceive a business which would "not only teach a skill, but market a product having a positive impact on today's youth and their passion to learn." The resulting



*Clockwise from left, Luke Archer, Rob DiCuccio, Tim Rodgers, Ryan Slack and Wendy Boddy*

product, a CD-ROM, teaches skills related to music vocals. It's available locally at Borders. Their URL is [JustEnough.net](http://JustEnough.net).

To further develop the product, Archer and McKay retained alum Rob DiCuccio (TMAC Class of '01) as a consultant. Ryan Slack (also Class of '01), soon joined up, assisting with product programming and design. Tim Rodgers (Class of '99) works with marketing and Wendy Boddy (Class of '01) manages the office.

According to Rodgers, "To spark life-building skills and instill confidence in our youth. This is what has brought us all here." ❖

## EMPLOYMENT MILESTONES!

Between February 1 and October 31, 2001 the following employees passed their probationary period:

Lina Richburg-Alonzo, Administrative Support Assistant II—DLEE  
Berj Amir, Student Services Professional II—Financial Aid  
Norma Armendariz, Administrative Support Assistant II—MSSS  
Richard Arredondo, Warehouse Worker—FS&O  
Ron Bedry, Confidential Office Support—Academic Personnel  
Stan Bouyea, Facilities Maintenance Mechanic—FS&O  
Tony Cabeca, Facilities Maintenance Mechanic—FS&O  
Jacqueline Cain, Administrative Analyst/Specialist—IDEA Lab  
Cathy Castillo, Administrative Support Assistant II—ICST  
Judy Cortes, Administrative Analyst/Specialist—Institute for Field Based Learning  
Steven DeClue, Parking Officer—UPD  
Patricia Duran, Administrative Analyst/Specialist—ESSP  
Christina Garcia, Student Services Professional I—SOAR  
Eric Garcia, Police Officer—UPD  
Brandy Germain, Administrative Support Assistant II—Foundation  
Vicky Gomez, Administrative Support Coordinator—VPA  
Jenni Hayden, Administrative Support Assistant II—A&R  
Kurt Henne, Equipment Technician III, Electronic—ATMS  
Sheila Hernandez, Evaluator II—A&R  
Gus Leonard, Information Technology Consultant—WLC  
Amy Marbach, Information Technology Consultant—TSS  
Mary Masters, Administrative Analyst/Specialist—AIR  
Pamela Peck, Administrative Support Coordinator—UA  
Andrea Phelps, Administrative Support Assistant II—SOAR  
Barbara Richardson, Administrative Support Coordinator—APLS  
Mike Sargent, Accountant I—AF  
Lark Simmons, Media Production Specialist I—ATMS  
Lisa Stone, Administrative Support Assistant II—CP&D  
Christin Strang-Lopez, Administrative Analyst/Specialist—SOAR  
Judith Swartz, Evaluator I—A&R  
Bill Tisdell, Storekeeper I—FS&O  
Paul Tomasi, Police Officer—UPD  
Barbara Vella, Administrative Analyst/Specialist—STIR

*Special thanks to Human Resources for the above information.*

## NEW EMPLOYEES

The following employees were hired during September:

Abe Abrams, Institutional Research Analyst—IAR  
Terry Ashley, Payroll Technician—HRDEEO  
John Beccaria, Lead Construction Manager/Project Manager—D&C  
David Finkelstein, Database Administrator—ISNS  
Hilario Garcia, Retention Advisor—Academic Advising  
Amy Gons, Circulation Assistant II—Library  
Nicole Mendoza, Administrative Support Assistant II—CSC  
Ray Shaffer, Payroll Technician—HRDEEO  
Linda Smith, House Services Coordinator—World Theater  
Michelle Young, Advancement Relations Coordinator—UA

## PROMOTIONS AND TRANSFERS

Jennifer Hayden to Administrative Support Coordinator for AIR  
Craig Vershaw to Online Database Programmer for ISNS

## OUR CAMPUS ON THE MOVE

Human Resources Development and Equal Employment Opportunity (HRDEEO) moved to Building 23 on First Street during October. Their services include payroll, academic and staff personnel, recruitment, benefits and EEO.

During early October, the Office of Admissions & Records (A&R), along with the Financial Aid Office (FAO), moved to Building 47.

The first floor of Building 47 is the new home of the Office for Student Disability Resources (SDR). Student Outreach and Recruitment (SOAR) has also moved to Building 47.

## PROSOURCE OPPORTUNITY

A ProSource presentation is scheduled for November 8 from 12:00 p.m. to 1:00 p.m. It is entitled *Recruiting and Retaining the Best I: Right from the Start—Managing the Recruitment Process*. All management personnel are invited to attend. You may register online at [CSUMB.EDU/faculty\\_staff/development](http://CSUMB.EDU/faculty_staff/development). ❖

"It's an exciting day because people feel they are a part of CSUMB," explained Young. "Students, alumni, the community—everyone's there at one time."



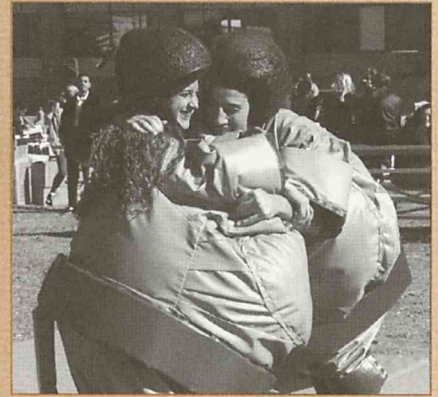
Arts and crafts for everyone

"The food and entertainment for visitors and the campus community are always great," said Amy Lauder, events assistant. "It's wonderful to showcase our university to students and the community."

A fascinating tour, "The Hidden Secrets of Fort Ord," is being sponsored by the Fort Ord Alumni Association. It's the first time a complete tour of Fort Ord's off-limits

area has been offered. It has been scheduled on the same day as Kelp Kraze.

"We'll see many places never before opened to the public," said Lauder. "They include the Army's 'Impossible City,' East Garrison, stockade, beach bunkers and Stilwell Hall." There's no charge for the tour.



Sumo wrestling is fun!

Admission and parking for Kelp Kraze are also free. Mark your calendar for November 10. The Fort Ord tours run from 9:00 a.m. to 11:30 a.m. Kelp Kraze events start at 11:30 a.m. and continue until 2:30 p.m.

*Campus Connection* is published by CSUMB University Advancement every month during the academic year. Please use the *Event Publicity & News Intake Form* available under Conferences/University Advancement on FirstClass to submit news ideas or stories. Send the form to [don\\_porter@csumb.edu](mailto:don_porter@csumb.edu). Items are published on a space-available basis and subject to editing. Content in this newsletter is based on information available at press time. Submit *Event Publicity & News Intake Form* by email, by fax at 831/582-4117 or by disk/paper to University Advancement, Building 86A. Phone: 831/582-3302.

NEWS ABOUT CSUMB'S STAFF & FACULTY  
**CAMPUS CONNECTION**  
VOLUME 3 • NUMBER 3  
NOVEMBER 2001

**INSIDE...**

- ★ KAZU EXPANDS PROGRAMMING
- ★ CAMPUS SERVICE CENTER DETAILS
- ★ EMPLOYMENT MILESTONES
- ★ NEW EMPLOYEE PROFILES
- ★ E-LEARNING PROGRAMS COMING
- ★ ALUMNI SUCCESS STORY
- ★ KELP KRAZE IS ALMOST HERE!

**DELIVERY PREFERENCE**

If you wish to access this newsletter on the Internet rather than in paper form, please send an email expressing this preference to [don\\_porter@csumb.edu](mailto:don_porter@csumb.edu). You may also check the box below and return this page to Don Porter, Building 86A, 100 Campus Center, Seaside, CA 93955-8001. You may view *Campus Connection* on the Web at [CSUMB.EDU/news](http://CSUMB.EDU/news).

I do not wish to receive a hard copy of future issues of *Campus Connection*.

**Watkins, Steve**  
Library Learning Complex  
Bldg 12