



# CAMPUS CONNECTION

DECEMBER 2001

VOLUME 3 • NUMBER 4

## READY2NET WINS!

CSUMB received two awards at the Annual TeleCon Conference & Expo in Anaheim during October. The awards recognize the best products, applications and services for collaboration, conferencing and e-learning.

In the category of content delivery via streaming media, the President's 2001 Symposium Series *Ready2Net* won first place. CSUMB also received a second place award for innovative use of videoconfer-



A Ready2Net panel at a videoconferencing session

encing technology. The conference is the leading exposition covering all aspects of content collaboration.

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## MEDIA FOCUS ON CECILIA O'LEARY

As CSUMB's resident resource on the history of patriotism and the American flag, Dr. Cecilia O'Leary has garnered a great deal of media attention recently. She is the author of *To Die For: The Paradox of American Patriotism*, published by Princeton University Press.

O'Leary, an HCOM professor, recently commented on the media's coverage of her book.

"I did not anticipate the massive media interest in understanding patriotism," said O'Leary. "I think the country was taken aback by the incredible hunger for symbols that emerged after the tragedy of September 11." She pointed out that people wanted to communicate a deeper sense of national belonging and the flag became the most important symbol.

"During the flush years of an exuberant dot.com economy," she continued, "being an American meant



Cecilia O'Leary during an interview on KAZU

little more than the freedom to consume or visit Disneyland. Now, symbols and rituals of patriotism are omnipresent." O'Leary stressed that the critical question is whether the new patriotism will guarantee or limit the rights of citizenship.

"Within four days after the September 11 tragedy, reporters began calling," she said. "The interest in my book has intensified greatly."

Reporters have been most interested in how different generations, dating back to the Civil War, have defined patriotic traditions. Also of

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## HANDLING YOUR MAIL SAFELY

CSUMB has not received any suspicious mail. To maintain vigilance over the mail system, however, the CSUMB mailroom staff is adhering to strict U.S. Postal Service (USPS) guidelines. Mail being delivered to Schoonover and Frederick Park is not routed through the CSUMB mailroom. Residents of those areas may find these guidelines especially helpful. Be watchful if your mail is:

- Unexpected or from someone you don't know
- Addressed to someone no longer at your address
- Handwritten and with no return address or bearing an address you can't confirm as legitimate
- Lopsided or lumpy in appearance
- Sealed with excessive amounts of tape
- Marked with restrictive endorsements such as "personal" or "confidential"
- Carrying excessive postage

The U. S. Postal Service offers this advice if you suspect a piece of mail is contaminated:

- Don't handle it.
- Don't shake, bump or sniff it.
- Put the item in a plastic bag.
- Wash your hands thoroughly with soap and water.
- Notify local law enforcement authorities. Call the University Police Department at 582-3391. After 5:00 p.m. on weekends, call 655-0268 (TDD Line 882-4576).

FedEx recommends that you also look for:

- Unusual odors
- Stains—wet spots, frost or leaks
- Hot or cold packages (may indicate a chemical reaction)
- Noises like ticking, metal rattling, sloshing or broken glass

The U.S. Postal Service has stopped accepting mail (except bar-coded and permit mail) without return addresses. Remember to include a return address on all your mail.

"Ready2Net represents the best of our campus capabilities," said Arlene Krebs, director of the Technology Department, "such as artistic creativity, our technical infrastructure and outreach to the academic community.

"Through the use of a fiber network, live satellite broadcasting and simultaneous Web casting, CSUMB achieved recognition for the extraordinary teamwork which has made *Ready2Net* available free to anyone, anywhere."

Krebs pointed out that the broadcasts have received delivery on every single satellite platform possible. The programming was provided free to millions of people.

"The State of Missouri, for instance, videotaped the satellite broadcast and redistributed it to all K-12 schools in their state."

The first of another series of broadcasts is scheduled for January 15, 2002 from Honolulu. It is being produced in collaboration with the Pacific Telecommunications Council Conference, in partnership with PBS station KHET-TV and the University of Hawaii. ❖

## WASC APPROVES MSMIT

WASC has approved CSUMB's proposal to offer an M.S. in Management and Information Technology (MSMIT). The curriculum emphasizes the role of technology in global business and integrates disciplines associated with business administration and information technology.

The program administrators are Eric Tao, director of the Institute for Communications Science and Technology (ICST) and Colleen Mullery, director of the Institute for Management and International Entrepreneurship (IMIE).

"MSMIT was designed in direct response to industry's demand for individuals skilled in both the technical and management functions of organizations," said Mullery. "This program," Tao added, "is a blend of business and technology with a global perspective."

The program is geared for people who have a college degree and have been in the work force for at least two years, or college seniors excelling in their studies. ❖



## EDUCATIONAL TALENT SEARCH GIVES KIDS A HELPING HAND

"The greatest deterrent to a student going to college is the parent's economic status," noted Tony Anderson. As assistant director of the Educational Talent Search (ETS) program, he has helped high school students overcome this and other barriers since 1991.

It was the mid 1960s when the federal government first set about encouraging increased college enrollment, especially for those whose parents never

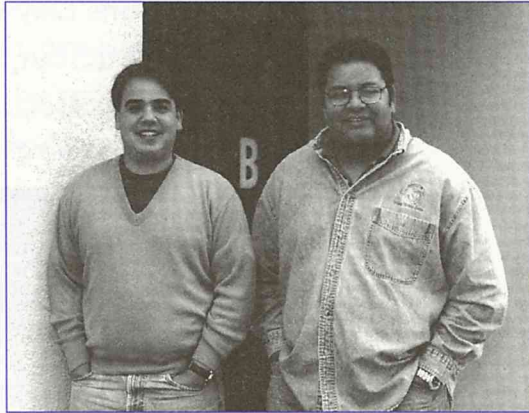
had the opportunity to attend college. The result was the ETS program. It helps students from disadvantaged backgrounds who possess the potential to succeed in higher education. ETS offers a wide range of free aid and counseling to students, encouraging them to graduate from high school and continue on to a postsecondary school of their choice.

"Initially, we started talent search in the Tri-County area by speaking to high school students and their parents about such issues as financial aid," said Anderson. "Nowadays, we also do a lot of work advising kids about what courses they need to take to attend a certain college.

"At least a fourth of the graduating high school students we work with later enroll at CSUMB."

"What we offer are mostly one-on-one advising services in the schools," said Sam Pacheco, coordinator, Educational Talent Search. "We make a connection with school principals each year to ensure that an effective partnership exists with the schools throughout the year."

"A big problem," said Anderson, "is the lack of counseling at schools. A 560-to-one counselor-to-student ratio is



From left, Sam Pacheco and Tony Anderson offer educational advice and outreach services to college bound students.



José Martinez-Saldaña presides over the Educational Talent Search program.

about average for public schools in this area. To help out, we do our best to complement the duties of school counselors.

"Through our advising activities, we make sure students are on track for college. And once they're in college, we monitor their progress, keeping them on track to maintain a successful outcome."

"Many of our students at CSUMB have participated in the program," noted José Martinez-Saldaña, director, *Pre-Collegiate Institute* and acting director, *Student Outreach and Recruitment (SOAR)*.

"Locating this program at CSUMB was a natural move for us because we are firm believers in the *Vision Statement*. We wanted to locate here and nowhere else."

In June 1992, Vice President Dan Quayle presented Educational Talent Search with a special commendation. "Even today, he stays in touch with us," said Martinez-Saldaña.

"Our program never turns people away," said Pacheco. "Right now we have eleven schools we're working with, mostly advising individual students."

"This program isn't based on ethnicity, so it feels more inclusive," said Anderson. "For all of us here, it's fulfilling work. One talent program alumnus is a lawyer working for The

Panetta Institute; another works for the FBI as an accountant. It's wonderful to see such successes." ❖

### TONY ANDERSON: A HISTORY OF COMMUNITY INVOLVEMENT

Although his duties keep him heavily involved in helping kids prepare for college, Tony Anderson serves the community in another vital way. He's president of the Salinas branch of the NAACP and has held that office for the past four years. Anderson has been an NAACP member for 22 years, previously serving as state academic chair for four years. "At the NAACP, I can help people from the cradle to the grave," he said. "I suppose I just like helping people."



## JOIN THE GRAND OPENING FESTIVITIES FOR BUILDING 47

The new Student Services Building (Building 47) will be dedicated on Thursday, December 6 from 4:00 p.m. to 6:00 p.m. In addition to a ribbon cutting ceremony, there will be food, music and fun for all. See you there!

## STOP BY 'THE ONE STOP SHOP'

Among its many services, the Campus Service Center provides personnel-related services to faculty, staff and students on behalf of Human Resources. Some of the materials and forms available at the One Stop include:

- Employment applications
- Employee action request forms (to change your address or tax withholding allowances)
- Direct deposit forms
- Addition and deletion worksheets for health and dental insurance
- State payroll sign-in documents
- Dental insurance evidence of coverage booklets and provider directories
- Health care and dependent care reimbursement forms
- CalPERS health plan evidence of coverage booklet, health plan provider directories and reimbursement claim forms
- Vision care evidence of coverage booklets, provider directories and vision care forms
- Tax shelter annuity forms and information
- Employee assistance program pamphlets
- Golden One Credit Union information
- Voluntary life insurance brochures
- CalPERS retirement booklets
- Fee waiver forms

Job information, employment applications and benefits information will continue to be available on the CSUMB website. The One Stop also has self-service computer workstations to provide access to the website. The One Stop is located on the first floor of Building 47 on 6th Street. ❖

## KELP KRAZE AND 'SECRETS OF FORT ORD TOUR' BIG SUCCESSES

The rain held off long enough on Saturday, November 10 to help provide a great setting for CSUMB's Kelp Kraze, On Campus Admissions Day (OCAD) and the Secrets of Fort Ord Tour, sponsored by the Fort Ord Alumni Association.

A total of 600 people including over 250 prospective



*Kelp Kraze was more fun than ever!*

students and their parents, attended OCAD and Kelp Kraze; 187 students were accepted to CSUMB on the spot. An additional 300 current students and community

members were on hand for Kelp Kraze events. Participants included 30 student clubs and campus organizations.

"There was more participation from community members and vendors than last year," said Lin Blaskovich, director of alumni relations and special projects. "Vendors actually called and asked to participate."

The separately sponsored Fort Ord tour, the first ever, visited a number of



*The "Impossible City," a cinder block urban simulation, is used for law enforcement training.*

open to the public. These included East Garrison, the "Impossible City," the stockade, the former rifle range on the beach side of Highway 1, and Stilwell Hall. Based on the success of Kelp Kraze, the signup of many new students and the interest in the tour, CSUMB and the Fort Ord Alumni Association look forward to presenting the events again next year. ❖



interest has been the concept of "my country right or wrong", an attitude which has dominated the U.S. during most times of war. The current stress on the Dow Jones is being used as a patriotic indicator, she noted. This promotes corporate America, O'Leary believes, rather than patriotism linked to the ideals in the Declaration of Independence and the struggles to attain democracy that each generation has waged. "I do not think that the current war coverage could be considered 'objective,' with government control of what we learn about the war in Afghanistan," said O'Leary, in response to questions about media coverage. "However, I have been impressed by the range of editorials and op eds that have appeared in various newspapers around the country."

The *Los Angeles Times* will soon publish an op ed piece entitled "What of Our Purpose As A Nation?" Co-authored by O'Leary with Tony Platt, it explores how patriotism is taught in the public schools.

Many of the radio interviews O'Leary has given are archived and accessible on the Internet. These include broadcasts on National Public Radio, Public Radio International, BBC and ABC Australia. Newspaper articles can be found through a Lexus-Nexus search using keywords such as "Patriotism" and "Advertising." ❖

## CSU BUDGET CUTS

CSU Chancellor Charles Reed has directed presidents of the 23 campuses to trim one percent of their overall budgets by the end of the current fiscal year. The reduction is the first for CSUMB.

"So far, Governor Davis has been able to protect education in the budget," said Stephen Reed, CSUMB's associate vice president for community relations and governmental affairs.

The cuts will not reduce CSUMB's growth targets; enrollment is projected to grow by several hundred students next year.

## STOP THE PAIN IN YOUR BACK

It's not unusual to experience lower back pain, especially if you've been doing an activity you aren't accustomed to, like lifting heavy boxes or gardening. Lower back pain does not have to spell long-term trouble, if you take these steps:

- **Stop what you're doing.** Many of us continue doing whatever triggered the back pain, in order to finish up a basketball game or yard work. Do not ignore the pain.
- **Relax.** We tend to tense up and panic when acute back pain hits. This only tightens muscles even more.
- **Check your position.** Get into the most comfortable position you can. No single position is best, so experiment carefully to find the most comfortable one. Remain in the position until the worst of the pain is over (usually about 15 minutes).
- **Do not go to bed.** This may seem counterintuitive, but bed rest does more harm than good if you've suffered sudden back pain. Studies have shown that people who tried to go about their daily routines after acute back pain recovered more quickly and completely than patients who had a couple of days of bed rest.
- **Ice the pain.** Icing your tense muscles helps reduce the swelling and inflammation that can add to your pain. It's best to ice your back seven to eight minutes at a time, every few hours, for a couple of days. After two days, apply heat, which increases blood flow and helps carry healing nutrients to the muscles. ❖

— adapted from *Backache: 51 Ways to Relieve the Pain* by Charles B. Inlander and Porter Shimer (Walker & Company)

## HOLIDAY PARTY!

On December 14, CSUMB will celebrate its holiday party at the DoubleTree Hotel. You can get tickets at the University Center until the December 11 deadline. It's free for employees, \$10.00 for spouse or partner, and \$5.00 for children. For information, call 582-3595.



## PARKING LOT CHANGES

A number of parking lot changes will occur during early December. Restricted spaces mean that overnight parking is prohibited from 3:00 a.m. to 6:00 a.m. on weekdays.

- Parking Lot 18 will now have 84 unrestricted spaces and 47 restricted spaces.
- Lot 16 now has 115 restricted spaces.
- Lot 1's spaces are now all restricted.
- All Lot 21 spaces are now restricted.

Starting December 3, overnight parking restrictions will be enforced in Lots 1, 16, 18, 21 and 23.

For further information, call Troy Holt, Transportation and Parking Services administrator, at 582-3592.

## PROFILES OF NEW STAFF

**Ruth Kim** is the new student activities coordinator in the Office of Student Activities and Career Development. Kim has an M.A. in education from UC Santa Cruz, an M.A. in economics from UC Santa Barbara and a B.A. in economics from Miami University. She also has a California adult education teaching credential.

**Diana Beardslee** is an instructional developer in the Distributed Learning Development Group of Academic Technology & Media Services (ATMS). Beardslee was a student assistant and a full-time temporary at ATMS. She is a CSUMB graduate, with a TMAC degree.

**Bill Steacy** is an audiovisual assistant for Audiovisual Services in ATMS. Steacy has two degrees from CSUMB: a B.A. from TAT and an Interdisciplinary Studies M.A. with an emphasis in TAT and MPA. He comes from Axxis 3T Audiovisual, a provider of event support for the local hospitality industry.

**Eric Moore** is also an audiovisual assistant in ATMS. Previous employers include the Pebble Beach Company, where he was an AV technician and operations manager, and Glastonbury Inc., where he provided AV support. ❖

## CAMPUS TIDBITS

### ■ HEALTH CENTER MOVES

On December 3, the Campus Health Center moved to Building 80, at the corner of General Jim Moore and Third Street. All health care services are now available for patients in the new facility.

### ■ CSUMB GIVING TREE

The Holiday Giving Project provides gifts for foster children throughout Monterey County. Stop by the Human Resources Development and EEO lobby in Building 23, pick up an ornament with a child's name on it, and purchase a gift for him or her. All wrapped gifts must be placed under the Giving Tree before 5:00 p.m. on December 7. For more information, call Linda Hadreas or Deanna Ross in HRDEEO.

### ■ CHRIS HASEGAWA RECEIVES AWARD

Dr. Chris Hasegawa, director of Earth Systems Science & Policy (ESSP), was recently honored by the University of Oregon, his alma mater. He was presented with an award designating him as the outstanding young alumnus of the year. The award recognizes excellence in academia, based on his work at CSUMB.

### ■ CSU AND UC TO OFFER JOINT DOCTORAL PROGRAMS

Just prior to press time, CSU announced that it had reached agreement with the University of California to expand joint doctoral programs in education (Ed.D.) throughout the state. Further details will be available in future issues of *Campus Connection*.

## EDITOR'S NOTE

Due to the CSUMB winter break, a January issue of *Campus Connection* will not be published. Publication will resume with the February 2002 issue.



## CHRISTINE SLEETER AUTHORS MULTIMEDIA BOOK ON CD-ROM

Over the past four years Dr. Christine Sleeter, director of the Institute for Advanced Studies in Education, has been developing a multimedia book on CD-ROM. Entitled *Culture, Difference, and Power*, it has been published by Teachers College Press.

"Since coming to CSUMB, I've learned various forms of technology, starting with PowerPoint and culminating with



*Christine Sleeter's CD-ROM book enjoys acceptance in universities across the country.*

Authorware," said Sleeter. "I created this multimedia book using Authorware." The book contains the same content as one-and-a-half textbooks, however, the text is blended with videos, interactive activities, pictures, diagrams and music.

"This is really a CSUMB production," continued Sleeter. "It blends the core values of CSUMB, including multiculturalism, technology, active and applied learning, and ethnic reflection."

The book features video interviews with faculty members Paoze Thao, Amalia Mesa-Bains, Angie Tran and Alberto Ledesma. Music is by Richard Bains. Staff member Troy Challenger contributed his technological skills. Fellow staffer Cathy White handled the videotaping in seven K-12 classrooms which illustrated good multicultural teaching.

The book is being adopted for classrooms, primarily teacher education, in various universities. ❖

## EMPLOYMENT MILESTONES

During November 2001, the following employees passed their probationary period:

Stacey Hendrix, Administrative Support Coordinator I—AA  
Jackie Mills, Administrative Support Coordinator I—SDR  
Patrick Sierra, Facilities Maintenance Mechanic—FS&O  
Natalie Stauffer, Information Technology Consultant—Foundation—CSC  
Judy Uribe, Administrative Support Coordinator I—FAO

## NEW EMPLOYEES

Diana Beardslee, Instructional Developer—ATMS  
Ruth Kim, Student Activities Coordinator—SACD  
John Klein, Student Services Professional—SBSC  
April Lee, Administrative Assistant—HRDEEO  
Maria Magallan, Cashier/Accounting Technician—Accounting  
Eric Moore, Audiovisual Assistant—ATMS  
Karla Noyes, Administrative Support Assistant—UA  
Jennifer Reeves, Student Services Professional—HCOM  
Darlene Smith, Administrative Support Assistant—Technology Support Services  
Bill Steacy, Audiovisual Assistant—ATMS  
Richard Tomita, Warehouse Worker/Mover—FS&O  
Julie Vuillemot, Recruitment and Compensation Analyst—HRDEEO

## PROMOTIONS AND TRANSFERS

Minerva Estassi to Program Support Specialist for the Institute for Advanced Studies in Education  
Josie Pena to Evaluator Trainee for A&R  
Mary Roberts to Director of Academic Personnel for HRDEEO

Special thanks to Human Resources for the above information.



## UNIVERSITY VILLAGES UPDATE

On November 15, a forum was held to identify the challenges, key issues and priorities for developing university villages and housing areas adjacent to the CSUMB campus. University villages are generally defined as having public squares, open spaces, shops, cafes, entertainment and services. These amenities are not owned by the university, but rather by developers from the surrounding community.

The university's role in the planning process was a prime topic at the forum. "The purpose of this forum is to pass along your ideas to developers and the cities," Beverly Wood, associate vice president for campus planning and development, told the audience. "This is an opportunity to partake in civic activities that will shape our community."

Other topics included how the university villages would serve the whole community and communications between housing, the campus and the villages. Cultural, entertainment and recreational amenities were discussed, as well as commercial development and community services.

## VEGETATION CLEARANCE ISSUES

Vegetation clearance on military acreage surrounding CSUMB is the first step involved in disposing of ammunition and ordnance left behind from military training. The Army has proposed burning the foliage to ground level so searchers can find their way into overgrown areas to search for possible unexploded ordnance.

For current information regarding the status of Fort Ord environmental and vegetation clearance activities, visit the website at [FortOrdCleanup.com](http://FortOrdCleanup.com).

*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

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## 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*.

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