

CAMPUS CONNECTION

SEPTEMBER 2002

VOLUME 4 • NUMBER 3

OUR ANNUAL WELCOMING DAY

Again this year, CSUMB's Community Day of Welcome



was a chance for new and existing employees to

share each other's company and celebrate the start of a new academic year.

The audience heard a fascinating keynote address, saw new employees sign the Vision Statement and attended afternoon workshops.

COMMUNITY DAY
 (CONTINUED ON PAGE 4)



Participants at the World Theater, with several new staff and faculty members in the foreground.

THE LITTLE HYDROGEN ENGINE THAT COULD

Get a firsthand look at the future of mobility through vehicle and fuel technology when the California Coast 2002 — California Fuel Cell Partnership Road Rally comes to campus September 4. You'll have the opportunity to test-drive one of seven hydrogen fuel powered cars between 3 P.M. and 6 P.M. Test drives leave from the soccer field parking lot. This will be the only opportunity to test drive the cars before they head south on a 300-mile odyssey, intended to bring attention to this clean-air fuel source. The California Fuel Cell Partnership is a consortium of automobile manufacturers, energy providers, fuel cell companies and government agencies.

A fuel cell engine is at least 50 percent more efficient than the conventional internal combustion engines powering today's cars. A fuel cell is an electrochemical device that produces electricity effi-



The Nissan Xterra fuel cell vehicle mockup features a full-size display of the fuel cell vehicle propulsion system.

ciently, silently and without combustion. Hydrogen fuel, obtainable

from methanol, natural gas, water or petroleum products, is combined with atmospheric oxygen to produce a direct current (DC).

As with an internal combustion engine, a number of ancillary components enable the power source to rotate the vehicle's wheels. In a fuel cell vehicle, the electric drive system has an inverter which

FUEL CELL VEHICLES (CONTINUED ON PAGE 7)

NEW DEAN AT 'NEW' AHSS

The Center for Arts, Human Communication and Creative Technologies (AHCCT) has both a new name and a new dean. It is now named the College of Arts, Humanities and Social Sciences (AHSS). Its new dean is Dr. Barbara Mossberg. Most recently, Mossberg served as president of Goddard College in Vermont and as senior consultant to the American Council on Education, Center for Institutional and International Initiatives.

As dean of AHSS, Mossberg will provide leadership and advocacy for: strategic and budgetary planning; faculty and staff recruitment, development and evaluation; curricular and fiscal management; enrollment planning, student recruitment and retention; program review; and accreditation. The new college includes the Institutes for Human Communication; Global Learning; Music and Performing Arts; Social and Behavioral Sciences; Visual and Public Art; and World Languages and Cultures.



Dr. Barbara Mossberg

As president of Goddard, Dr. Mossberg was responsible for all aspects of budget, planning and academic programs. She has also served as interim dean of arts and sciences, as well as special advisor to the president, at National University. She was a senior fellow for the American Council on Education. Mossberg was also awarded the Ersted Prize (University Distinguished Teaching Award) at the University of Oregon.

Mossberg received her Ph.D. in English from Indiana University, an M.A. from Indiana University, and a B.A. from UCLA. ♦

RELAY FOR LIFE



A Team Event to Fight Cancer

20  02

Mark your calendar for September 20 and 21. Relay for Life, sponsored by the American Cancer Society, will be staged for the community on the CSUMB campus. CSUMB is a Gold Sponsor of the event, as the university opens up the campus to surrounding communities.

The goal of the event is to increase the public's awareness of, and the need for a cure for cancer. In 1946, 25 percent of cancer patients survived five years after diagnosis. Today, the survival rate is 60 percent. By 2015, the American Cancer Society is committed to reducing cancer deaths by 50 percent and reducing cancer incidence by 25 percent.

"Relay for Life is a great opportunity for the CSUMB community to participate in the fight against cancer," said Lin Blaskovich, director of alumni relations & special events. "Last year, CSUMB sponsored a team and the group had a great time. The highlight of the evening was the luminaria ceremony — candles placed around the stadium honoring cancer survivors and those lost to cancer."

CSUMB's team captains are Nicole Mendoza and Yesenia Parra. Further information about Relay for Life is available from Lin Blaskovich, in University Advancement, at 582-4401. ♦

ACCLAIMED ARTISTS TO PERFORM

Ali Ryerson, renowned jazz flutist, and Joe Beck, whose arrangements and alto guitar have graced many recordings and concerts, will conduct a lecture demonstration at CSUMB's Music Hall. The date and time is September 26 from 10:15 to 11:50 A.M. Admission is free, as is parking in lots 30 and 29.

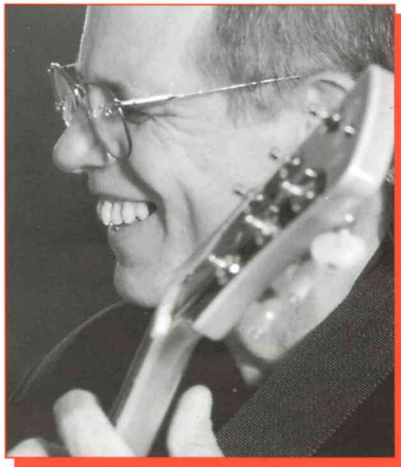


Ali Ryerson

Ryerson has released over a dozen jazz albums, and performed at Carnegie Hall and in many major jazz festivals, including the Monterey Jazz festival, the JVC in New York and the Guinness and Edinburgh Festivals in Scotland. She recently performed with Dr. Billy

Taylor at the Kennedy Center in Washington, D.C. She has shared the stage with Kenny Barron, Laurindo Almeida and Luciano Pavarotti, among others.

Beck has composed music for TV and film for 25 years. The National Academy of Recording Arts and Sciences has honored him five times with its



Joe Beck

Most Valuable Player Award. He has arranged and produced records for Frank Sinatra, Gloria Gaynor and Esther Phillips. His work has been recorded by Miles Davis, Gil Evans, Duke Ellington, Buddy Rich, Woody Herman, Paul Simon, James Brown and others.

For further information about the lecture, call Shirlene Campbell at 582-3009. ❖

BENEFITS UPDATE

There have been recent changes in the Dependent Fee Waiver program for CSEA employees.

Eligible employees may transfer their CSU Fee Waiver benefit entitlement maximum to a spouse, domestic partner or a dependent child ("eligible persons"), subject to the following conditions:

- the courses are taken by eligible persons who are matriculated toward a degree and the courses are for credit toward the degree's requirement;
- this fee waiver benefit does not apply to out-of-state tuition;
- there is space available in such course offerings for eligible persons.

Eligibility for this program commences with the beginning of the fall term 2002. Participation by eligible persons is subject to CSUMB's standard admission and registration policies and procedures. An employee's domestic partner is eligible for the fee waiver benefit if the domestic partnership is registered through the Secretary of State designation process.

The agreement between CSU and CSEA set forth the fees that are subject to waiver or reduction by employees. The agreement states that this benefit can be transferred to eligible persons. However, by law, the Student Body Association Fee cannot be waived or reduced for this group of people. For spouses, domestic partners or dependent children of CSEA employees, the following fees are subject to waiver or reduction:

- **fees fully waived** — application fee, health services fee, identification card fee, instructionally related activity fee, state university fee for the units of courses taken in the CSU Fee Waiver Program.
- **fees reduced to one dollar** — student union fee and health facilities fee.

ALUMNA EARNS FELLOWSHIP

Elizabeth Petrinovich, a 2002 graduate of CSUMB, has been named to the inaugural class of the Great Valley Fellows Program.

The program seeks out young professionals who aspire to positions of leadership in public service. The 11-month program will take place at various locations in the Central Valley, from Redding to Bakersfield. A class of 16 fellows was recruited nationwide.

Each fellow will complete a series of apprenticeships with senior level managers in the public, private and social sectors. They will also participate in a training program which addresses leadership, communications and personal effectiveness. ❖

CSU SYSTEM GETS CLERY AWARD

The CSU system has received the nationally prestigious Jeanne Clery Campus Safety Award.



The CSU received the honor for creating a training video showing how to comply with federal laws for reporting campus crime statistics, as well

as developing a comprehensive system-wide alcohol policy.

Security On Campus, Inc., a non-profit grassroots organization dedicated to ensuring safe campuses, presents the award annually in honor of Jeanne Clery, who was murdered in her dorm room at a Pennsylvania university in 1986. It recognizes universities and individuals who take extra efforts to protect college students. ❖

CULINARY DELIGHTS AT THE DINING COMMONS

Campus Dining Services has partnered with Starbucks Coffee to improve coffee service throughout the campus. The Express Yourself Station, located in the Food Court, is back. On alternating days, it features a sushi bar, home-style rotisserie, build-your-own baked potato bar and more. Taqueria Del Sol, a Mexican food station, features new daily specials such as tortas, tostadas and chili verde.

The Dining Commons Main Servery offers breakfast items like eggs cooked to order, omelets, freshly made waffles, pancakes, breakfast burritos, bagels, donuts, fresh fruit and cereals. For lunch and dinner, a variety of meals is offered, including vegan and vegetarian. Grilled foods, soups and a salad bar are available daily.

For more information, contact Daniel Kaupie, food service general manager, at 582-4226. ❖

COMMUNITY DAY OF WELCOME (CONTINUED FROM PAGE 1)

The keynote speaker was Dr. Marcia Baxter Magolda, professor of educational leadership at Miami University, located in Oxford, Ohio.

Magolda's talk was entitled, "Helping Students Make Their Way Through the University: Good Company for the Journey." Magolda's research, which began in 1986, studied 101 college students. Showing video interviews of some of those students, she described the journeys of these young adults from graduation to their early thirties. Through the students' own observations about college life, she interpreted their belief systems and sense of identity for the assembled CSUMB audience. ❖



A CSUMB tradition: signing of the Vision Statement.

2002 WORLD THEATER EVENTS

SUNDAY, SEPTEMBER 15, 4:00 P.M.

Behind the Broken Words brings Emmy award-winners Roscoe Lee Browne and Anthony Zerbe to the stage in a celebration of 20th-century poetry, drama and comedy. Described by *The New York Times* as a "rhapsodic flight of words and images," this performance draws upon the work of William Butler Yeats, Richard Wright, E. E. Cummings, Dylan Thomas, Seamus Heaney and Jean Giraudoux, among others.

Admission is \$25 for general public, \$20 faculty and staff, and \$10 for CSUMB students with I.D. Parking in lot #28 is free for this event.



The World Theater

THURSDAY, OCTOBER 24, 7:30 P.M.

Ethos Percussion Group. Hailed by *The Washington Post* as "spellbinding," Ethos Percussion Group concerts are entertaining performances, showcasing a wide variety of musical styles and percussion instruments from around the globe. The CSUMB Student Choir will share the stage in a special presentation of the *Missa Luba Mass* in Congolese.

Admission is \$20 for general public, \$15 faculty and staff, and \$5 for CSUMB students with I.D. Parking in lot #28 is free for this event.

WEDNESDAY, OCTOBER 30, 7:30 P.M.

Ronald K. Brown/Evidence. Over the last few years, Ronald K. Brown has emerged as one of America's hottest new young choreographers. Acclaimed for his distinctive style of high-energy choreography that merges African dance, ballet and hip-hop, Brown often combines spoken word and movement to address important social themes such as racism, AIDS, love and loss.

Admission is \$25 for general public, \$20 faculty and staff, and \$10 for CSUMB students with I.D. Parking is free for this event in lot #28.

FRIDAY, NOVEMBER 1, 7:30 P.M.
SATURDAY, NOVEMBER 2, 2:00 P.M. AND 7:30 P.M.

In its third year, the *Monterey Bay Film Festival* features films and videos that focus on a variety of relationships between human beings, our cultures and the world around us. In three separate sessions over two days, festival patrons can look forward to quality programs

that revolve around social issues, diverse perspectives, environmental concerns and cultural celebration. Presented by *Coast Weekly* and World Theater.

Admission is \$30 for a festival pass (all three showings), \$13 general public, \$10 faculty and staff, \$7 any student with I.D. Parking is free for this event in lot #28.

For general information regarding any of these performances, call the World Theater Box Office at 582-4580, Monday-Friday, 11:00 a.m. to 5:00 p.m. ❖

VENDING MACHINE DISPENSES ART

Tucked away near the sidewalk in front of KAZU Radio's office on Central Avenue in Pacific Grove is something that looks, at first glance, like an old candy vending machine. At one time the machine did dispense candy — before taking on its present role selling small original art pieces produced by local artists.



"The artists get all the proceeds from sales," said Brita Heizmann, innovator of the concept locally and an on-air personality at KAZU. "Right now, we're featuring the work of three artists and looking for more."

Heizmann noted that she has seen similar machines dispense art throughout Europe. "Machines like these are very common over there," said Heizmann. "They help people collect art without spending a lot of money." At the KAZU machine, a single piece of art costs only \$3.50.

"I enjoy getting calls from people who've bought art from the machine who want to contact the artist." ❖

FIRE DISRUPTS KAZU BROADCASTS

On August 8, a fire erupted in the building where KAZU's studios and general offices are located. Although the fire was confined to the upper floor office of another tenant, the studio and its broadcast equipment was damaged by water. Within days, National Public Radio (NPR) broadcasting was restored. Local programming will start when all repairs are made.

RURAL HEALTH CARE SUBSIDY

The lack of any CalPERS board-approved health maintenance organizations (HMOs) in Monterey or San Benito counties has led to a one-time \$500 stipend for CSEA members.

HMOs have left the area with fewer health care choices available to CSUMB employees. Statewide, this problem has been particularly acute in rural areas. The state has considered legislation, as well as budgetary relief, however, this legislation has been unsuccessful.

A campus-based effort, jointly pursued by CSEA and CSUMB administration, has finally generated some success in the form of the Rural Health Care Subsidy. During August, a \$500 before-tax payment was made to CSUMB employees who were CSEA members and who resided in specified "rural" areas (identified by the ZIP codes below).

President Peter Smith noted that the subsidy, with its current limitations, is "a good start but we want to achieve more financial relief."

Eligible ZIP codes

93426	93450	93901	93902
93905	93906	93907	93908
93912	93915	93920	93921
93922	93923	93924	93925
93926	93927	93928	93930
93932	93933	93940	93942
93943	93944	93950	93953
93954	93955	93960	93962
95004	95012	95023	95024
95039	95043	95045	95075

The agreement was reached as one of a series of bargaining agreements with CSEA. It's limited to a one-year term. However, it will be renegotiated if state legislation is not approved next year. The agreement specifies that if a subsequent Rural Health Care Subsidy is negotiated, it would not be less than the current \$500 amount.

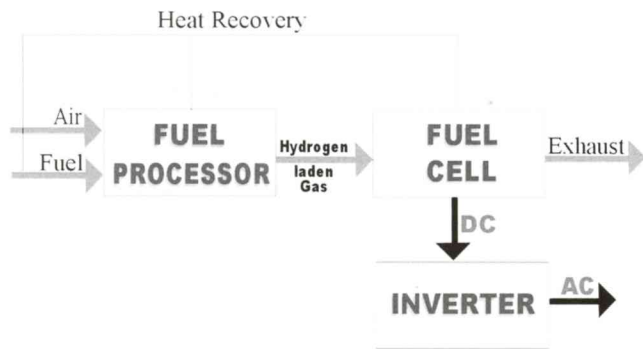
For further information, contact Linda Hadreas in UHR at 582-3387. ❖

CSUMB TO MARK ANNIVERSARY OF SEPTEMBER 11 TRAGEDY

CSUMB will hold a vigil to remember those lost in the September 11 tragedy at noon at the flagpole on Wednesday, September 11. CSUMB students, staff, and faculty are encouraged to attend the brief ceremony. Participants may bring a flower to leave at the base of the flagpole during the ceremony.

FUEL CELL VEHICLES (CONTINUED FROM PAGE 1)

converts the cell's DC current to alternating current (AC) for energizing the vehicle's drive motor. Also, when using a fuel other than direct hydrogen (such as methanol, gasoline or ethanol), a fuel processor is required to extract hydrogen from the fuel.



Fuel cell system functional diagram

The lack of a combustion process provides a clean and quiet propulsion system, and explains why this concept is rapidly gaining in popularity. ❖

COLLEEN NICKLES LEAVES CSUMB

Colleen Nickles, CSUMB's associate vice president of financial and auxiliary services & administration, has resigned to accept a senior position with the UC Office of the President. She will be responsible for providing leadership for systemwide initiatives in business and finance matters.

NEW/PROMOTED FACULTY EMPLOYEES

Pam Baker, Instruction Coordinator — Library

Tania Mitchell, Coordinator of Service Learning Leadership (Faculty) — SLI

Barbara Mossberg, Dean — AHSS

Renee Perry, Director of First Year Experience — Universitywide Programs (Faculty)

NEW STAFF/MANAGEMENT EMPLOYEES

Pi-Chu Chen, CMS Payroll Technician — UHR/CMS

Melissa Gutheil, Campus Planning Analyst — Campus Planning & Space Management

Fred Hardee, Director of Public Safety and Chief of Police — UPD

Dana Makaukane, Database Specialist — SOAR

Carole Robinson, Instructional Developer — ATMS

Miriam Solis, Human Resources Assistant — UHR

STAFF & MANAGEMENT PROMOTIONS & TRANSFERS

Abe Abrams, Institutional Research Analyst — IAR

Chris Currie, Lead Customer Service Specialist — CSC

Flo Miller, Campus Health Center Manager — Student Affairs

Judith Swartz, Articulation Officer — A&R

Mary Treasure, Office Coordinator — Personal Growth & Counseling Center

EMPLOYMENT MILESTONES

During August, the following employees completed their probationary period.

Ross Brown, Performing Arts Technician II — World Theater

Stephen Schweitzer, Equipment Systems Specialist — Technology Support Services

Amy Tomasi, Administrative Support Assistant II — CES

Thanks to University Human Resources for this information.

HERE'S HOW TO BEAT JET LAG

Some people suffer more from jet lag than others, but anyone who does a lot of traveling will encounter it from time to time. How to avoid the exhausting effects of long flights and time-zone changes? Look to your diet. Argonne National Laboratory has devised a



Courtesy Southwest Airlines, Inc.

"diet" to help you shake the air-travel blues.

- Start three days before departure.
- On day one, eat a

hearty high-protein breakfast and lunch and a high-carbohydrate dinner. No coffee except between 3:00 P.M. and 5:00 P.M.

- On day two, eat only light meals of salad, light soups, fruits and juices. No coffee except between 3:00 P.M. and 5:00 P.M.
- On day three, replay the diet of day one.
- On your departure day, fast. Consume caffeinated beverages only in the morning when traveling west or between 6:00 P.M. and 11:00 P.M. when traveling east. Going west, you can fast only half a day. Do not drink alcohol on the airplane. Break your final fast at breakfast time at your destination.
- If the flight is long enough, sleep until normal breakfast time at your destination, but no later. Eat a high-protein breakfast, stay awake and active, eating at meal times at your destination.

Source: *Health & Fitness magazine*

Campus Connection is published by CSUMB University Advancement, February through December, 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. 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, Don Porter, editor. Phone: (831) 582-3302.

NEWS ABOUT CSUMB'S STAFF & FACULTY

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DELIVERY PREFERENCE

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

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