



# CAMPUS CONNECTION

NOVEMBER 2002

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## WHAT'S UP WITH OUR ROADS?

While driving near the boundaries of the CSUMB campus, we've all observed many road construction projects. Many of us have encountered traffic delays or temporary detours. It can seem confusing to see construction projects in different areas, seemingly unrelated to each other, without understanding the overall plan for future traffic flow. Here's a breakdown of current projects and how they relate to each other:

### ■ State Highway 1 entrance.

People using the Highway 1 off-ramps to CSUMB have encountered major construction activity since the end of summer. The center median strip along Light Fighter Drive was completely revamped to provide an extended left turn lane onto Second Avenue. Most recently, a new traffic signal was installed at Light Fighter and Second. The plan calls for the

## PROPOSITION 47 HITS HOME . . .

Proposition 47 will be on the ballot November 5 and is worthy of your attention. If passed by voters, the "Kindergarten-University Public Education Facilities Bond Act of 2002" will provide \$13.05 billion to K-12 schools, colleges and universities for capital improvements. The CSU system will receive \$495.9 million, with CSUMB receiving \$15.29 million of this amount.

For CSUMB, passage of Proposition 47 will allow the campus to increase its technological capacity for teaching and learning, and will provide necessary funds for our urgently needed campus library.

Proposition 47 will also provide funds for capital improvements in elementary, middle and high schools in Monterey County, as well as Hartnell College and Monterey Peninsula College. The purpose of the bond is to help alleviate the intense overcrowding in many schools throughout California, as well as provide funds for major structural repairs needed in order to make them safe.

To ensure that the bond money achieves these objectives, administrators will be held accountable for its spending. The funds can only be used for capital improvements on campuses, not for salaries or programs.

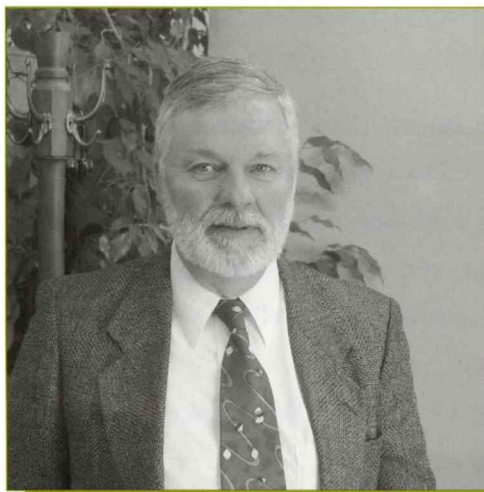
If passed, taxes will not be increased. Passage of Proposition 47 will leave our state's debt ratio at 4.24 percent, well within the 5 percent margin recommended by Standard & Poor's (S&P).

While conceding that inadequate school facilities are a serious problem, opponents of Proposition 47 argue that assuming more bond debt could harm the state's finances. They also believe the school construction process takes too long.

Consider the significance of Proposition 47, weigh the pros and cons, and vote on November 5.

## STEVE SCHMEISER NAMED MANAGER OF MAJOR GIFTS

Dr. Stephen Schmeiser is CSUMB's new manager of major gifts in the Office of University Development. He has served as CSUMB's interim major gifts officer since January 2001. Schmeiser came to CSUMB from CSU Fresno where, for a four-year period, he served as director of development in both the College of Social Sciences and the College of Science & Mathematics. He has served on the faculty



Stephen Schmeiser

Cornell University and a bachelor's degree from the University of Iowa.

Schmeiser will manage CSUMB's major fundraising functions, with a focus on the College of Professional Studies and the new library project. ❖

### WHERE'S THAT BUILDING?

Facilities Services & Operations, including mail services, has moved to Building 35 at the corner of Eighth and Butler Streets in the east campus area. The Faculty Mentor Program (see page 3) and Writing Program now reside in Building 58, which is located on "A" Street near Seventh Avenue, east of World Languages and Cultures, Building 48.

## CSUMB GETS \$1.14 MILLION GRANT TO 'GROW' TEACHERS

The U.S. Department of Education has granted \$1.14 million to CSUMB for a three-year program intended to bring students from local high schools and community colleges to study in one of CSUMB's teacher preparation programs.

The goal of the program is to identify, in ninth grade, potential future teachers and to continue their focused education during community college and on to the university.

The program, called The Manzana (*apple* in Spanish), expects to bring several hundred high school and community college students into CSUMB's education programs and train them to become credentialed teachers. Many will be bilingual and the majority will eventually become teachers in their hometowns — Salinas and Hollister. So-called "home-grown" teachers are considered an exceptional benefit for any community, since their familiarity with neighborhoods and their knowledge of the local culture help teachers to understand students and their parents.

Beginning in the ninth grade, selected schools will gather together students interested in becoming teachers. Each group will take classes that emphasize how to teach different age groups a given topic. For example, while studying history, students will learn how to present a history lesson to second or fifth graders. Through the grant, CSUMB will provide funds to each high school involved in the program. At community colleges and CSUMB, the grant provides for the formation of learning communities to gather students interested in becoming teachers.

"It is our belief," said Mark O'Shea, project director, "that through integrating students into pre-professional activities and into the university, the community will benefit with highly qualified beginning teachers." ❖

## THERE'S PLENTY OF SUPPORT WITH FACULTY MENTORING

The Faculty Mentor Program (FMP) helps low-income and other educationally underserved students adapt to university life and coursework. The program's goal is to use the mentoring process to foster higher academic performance and keep students in school.



From left, Dr. Juan Jose' Gutierrez, director, and Jose' Ramirez, media specialist, lead the Faculty Mentor Program in Building 58.

"The Faculty Mentor Program at CSUMB started in 2001," said Jose' Ramirez, media specialist for FMP. "Peer mentors talk with students to find out their issues and problems and help them develop solutions." Ramirez helped design the website and brochure for FMP.

The FMP offices have moved from Building 12 to newly-refurbished facilities in Building 58, located a block east of Building 48.

The Faculty Mentor Program was funded by a Title 5 grant for a period of five years.



Completely refurbished offices and abundant student workstations in Building 58 provide an organized environment for mentoring sessions.

CSUMB received the grant because it was an institution with an Hispanic student population of over 25 percent.

"In particular, we're seeking students with migrant backgrounds who have been underserved or underrepresented in higher education," said Juan Jose' Gutierrez, director of FMP. "Students from lower-income families are targeted because they have a higher risk of not completing their education here."

Gutierrez points out, however, that the program is open to any student who feels he or she might need mentoring.

"This program may be perceived as remedial. This is not true. Actually, the program is based on the potential of each student. We're calling on students, not because they're in trouble, but because of their potential. We want students to stay in the university."

The first year the program was offered, 127 students were served. In earlier planning projections, the staff had anticipated serving only 70 students the first year. "It points to the demand for this type of service," observed Gutierrez.

After a year in operation, an independent evaluator visited CSUMB to assess the program. The evaluator gave it high marks, causing Gutierrez to

comment, "It's been very rewarding to see such success in a single year. To make the program work, it's essential to obtain credibility with the faculty. We believe we've also achieved that goal."

Gutierrez recently published an article in *The Hispanic Outlook in Higher Education*. He stressed ways in which mentoring can make the difference between success and failure

for any student, but particularly for low-income and historically under-educated students. ❖

## SCHOLARSHIP ENDOWMENT CAMPAIGN GETS FIRST DONATION



Scott Warrington, left, vice president, University Advancement, accepts a contribution of \$8,000 from Joe Cavanaugh toward CSUMB's \$1 million scholarship endowment campaign. FOAM Alliance Partnership has made a pledge of \$20,000.

Joe Cavanaugh is a partner in FOAM Alliance Partnership, CSUMB's property management company for east campus housing. FOAM Alliance has made a pledge to establish a \$20,000 scholarship endowment at CSUMB. This represents one of the first donations to the university's \$1 million scholarship endowment campaign, which was launched last year. The check Cavanaugh presented was for \$8,000, a payment toward their pledge. FOAM Alliance Partnership has also supported CSUMB as a sponsor of Celebration of Community and the President's Cup Golf Tournament. ❖

## CHANGES IN CONFERENCE AND EVENT SERVICES STAFFING

Yvonne Wilson has been appointed CSUMB's new manager of Conference and Event Services. Wilson comes from ATMS where she was the audiovisual & technical event coordinator. Jacqueline (Jackie) Briggs joins CSUMB as coordinator for CES. She comes from the Monterey Plaza Hotel, where she was the catering and conference planning manager.

## CHRIS HASEGAWA ON SPECIAL FUNDRAISING ASSIGNMENT

Dr. Chris Hasegawa has joined University Advancement for a special, temporary assignment. He now provides support for major gift fundraising activities during the academic year. Specifically, Hasegawa will oversee fundraising associated with completion of the Science/Academic Center, the James Rote Professorship project, and the Watershed Institute.

"Chris certainly needs no introduction at CSUMB," said Scott Warrington, vice president, University Advancement. "For the past several years, he has devoted a very substantial portion of his time, in addition to his faculty and administrative responsibilities, toward support of the Science/Academic Center project." ❖



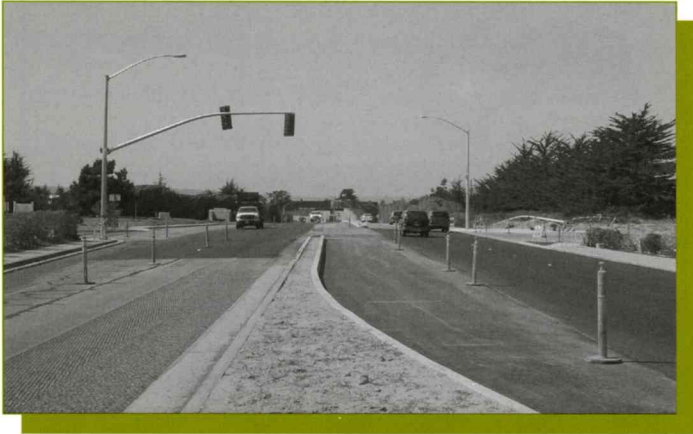
In a local TV interview, Dr. Chris Hasegawa discussed progress at the Science/Academic Center early in its construction.

## WHAT'S IN A NAME?

As a developing university, it's inevitable that the names of academic units within CSUMB will change over time. The first changes are:

- College of Arts, Humanities, and Social Sciences (AHSS) replaces Arts, Human Communication, and Creative Technologies Center (AHCCT) and Social and Behavioral Sciences Center (SBSC).
- College of Professional Studies replaces Center for Education and Professional Studies (CEPS).
- College of Science, Media Arts, and Technology (SMART) replaces Science, Technology, and Information Resources center (STIR).

new signal and left turn lane to help divert non-CSUMB traffic away from the center of campus. Plans also call for the future widening of Second Avenue to four lanes. This road will serve as the main western north-south thoroughfare for CSUMB. The new Imjin Parkway will connect with the northern terminus of Second Avenue.



New traffic signal at Light Fighter Drive and Second Avenue, looking west toward Highway 1

■ **Imjin Parkway.** When completed, Imjin Road will connect seamlessly with Twelfth Street. The combined Imjin and Twelfth will be renamed the Imjin Parkway. Road modifications on the southerly portion of Imjin near closed-off Twelfth Street is temporary. The Imjin work started before the Twelfth Street construction phase began, as a convenience to help CSUMB students and employees commute to classes and work. Within the last few weeks, the speed limit has been reduced to 20 miles per hour, with both speed reduction dots and lane delineator tabs installed to enhance safety along this stretch of Imjin. The Imjin Parkway will serve as a major east-west thoroughfare, linking Highway 1 and Reservation Road.

■ **Imjin and Abrams intersection.** The City of Marina indicates that safety improvements are being developed for this intersection, including a signal light featuring left turn arrows. The city has budgeted the money for this work and it's expected the improvements will be in place by June 2003.

■ **Inter-Garrison Road.** The Ord Military Community Police contracted with the City of Monterey for the city's traffic engineer to perform a traffic and engineering survey for a number of roads in its jurisdiction. Inter-Garrison Road was one of those roads. Based on results of the survey, it was recommended that the speed limit be raised from 45 to 50 mph. The decision was based on several findings. They include: 85 percent of vehicles travel the road at 53.5 mph; the average daily traffic count is 6,107 vehicles; the road is 1.5 miles long, its width is 36' 5", and the number of reported collisions during a three-year period was one (as of November 2001).

It is important to note that most of these road improvement projects are not under the jurisdiction of CSUMB, but either the City of Marina, the federal government or Fort Ord Reuse Authority (FORA). Inquiries concerning the current status of these and other road projects should be directed to these organizations. ❖

## DR. MASSOUDA JALAL SPEAKS AT CSUMB

Dr. Massouda Jalal ran for president of Afghanistan in June 2002 and is slated to run for the same office in December 2003. She was



Dr. Massouda Jalal

a featured speaker at CSUMB during September. Jalal related her experiences with the Loya Jirga, the Afghanistan Grand Council. She also described the past

and present role of women in Afghanistan, as well as her platform for the reconstruction of the country.

Dr. Robina Bhatti, director of the Global Studies Institute, met Dr. Jalal this past summer in Kabul and

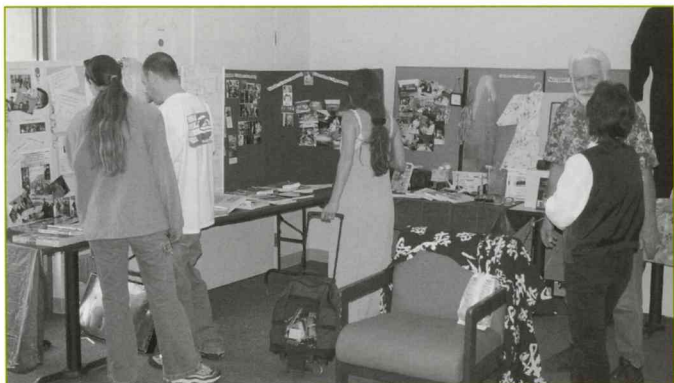
(CONTINUED ON PAGE 6)

invited her to speak at CSUMB. Dr. Jalal challenged Hameed Karzai, the country's current president, at the June Grand Council and came close to winning the election. Because of this serious challenge, she was offered the position of vice president in the Afghan government. Jalal turned down the appointment, opting to continue her grassroots work in the field of health and healing.

Dr. Jalal is a medical doctor who has taught at the Kabul University School of Medicine. She was arrested under the Taliban regime, but courageously continued her work despite threats on her life. Jalal now works for the World Food Program in Kabul. In addition to visiting CSUMB, she spent September in Washington, D.C., where she conducted leadership training sponsored by the World Food Program. ❖

### IN MEMORIAM

Margaret Parker, Class of '97, has passed away following a short illness. In 1995, Margaret started work in CSUMB's Athletics Department as a student assistant. She joined the same department in September 1997, now the Athletics, Sports Recreation & Health Institute (ASRH), as their accounting technician. A memorial gift account has been established for her two younger children. Contributions may be made directly to Community Bank of Central California. Mark "Account number 75006684, Fund for Margaret Parker's Children" on the check.



The Institute of World Languages and Cultures recently held an open house for the campus community to showcase the work of its faculty and students.

### JOIN THE CAMPAIGN KICK-OFF

An easy way to give to your favorite CSUMB program is through the California State Employees Charitable Campaign, which is managed through



STATE  
EMPLOYEES  
CHARITABLE  
CAMPAIGN

the United Way.

The campaign runs from November 1 to November 18.

Once you've received your

pledge form, simply fill in the designation "CSUMB Foundation" and indicate the specific on-campus program you wish to support. The amount you pledge, which can be automatically deducted from your paycheck, can be as little as \$2 per month.

Participation is the key!

### FORT ORD ALUMNI ASSOCIATION HONORS CSUMB STUDENTS

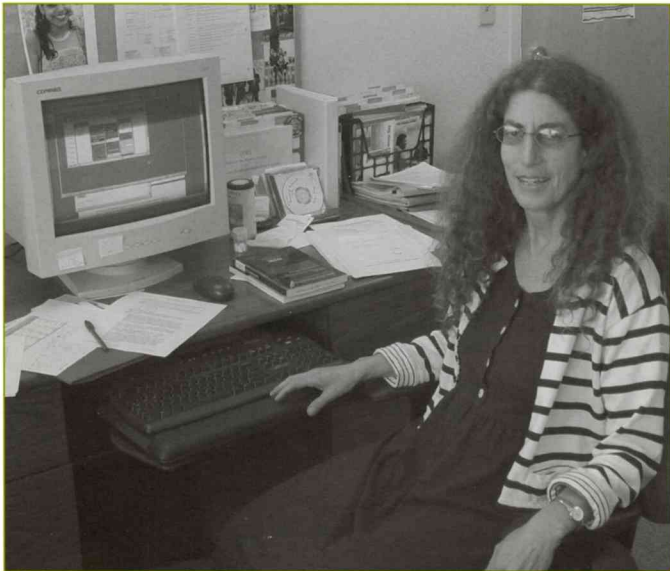
Nine CSUMB students were honored with scholarships by the Fort Ord Alumni Association (FOAA) at its annual awards ceremony in October. The students were selected based on their strong academic record, proven commitment to community service, and demonstrated leadership skills. Several of the recipients have family members who had served in the U.S. Army and were stationed at Fort Ord. Christina Biondini, Jennifer Calmus, Aide Casimiro, Laura Dang, Fern Hector-Batson, Jessica Jenks, Amanda Orton and Juanita Perea each received \$1,000. Julio Cardona was presented a \$1,500 General E.O.C. Ord scholarship, endowed by the Ord family, to be used toward his fees and books.

Since 1997, FOAA has presented 39 scholarships, including the nine given this year.

## DEANSHIP FOR MARSHA MOROH

Dr. Marsha Moroh has become permanent dean of the College of Science, Media Arts, and Technology. She joined CSUMB in January 1995 as a founding faculty member and full professor in interdisciplinary studies. Moroh was instrumental in the development of the Institute for Communication Science and Technology (CST) and the Telecommunications, Multimedia, and Applied Computing (TMAC) major. In 1996, she assumed the interim dean position for the Center of Science, Technology, and Information Resources.

As the permanent dean of the College of Science,



*Dr. Marsha Moroh*

Media Arts, and Technology, Dr. Moroh will continue providing leadership and advocacy for all phases of the college's operations, including student recruitment, retention and accreditation.

Dr. Moroh received a Ph.D. in computer science from Polytechnic Institute of New York, an M.A. in operations research from New York University, and a B.A. from Dickinson College in Pennsylvania. ❖

### CORRECTION

In the October issue of *Campus Connection*, Haw-Jan Wu was identified as a new ICST faculty employee. He is actually an IMIE faculty member.

## NEW STAFF/MANAGEMENT EMPLOYEES

**Paula Hernandez**, Administrative Support  
Coordinator — ICCS

**Rene' Juarez**, Facilities Service Coordinator — FS&O

**Nicole Mendoza**, University Relations Administrative  
Assistant — UA

**Melissa Mercado**, Academic Personnel Coordinator  
— UHR

**Vania Silveria**, Administrative Support Assistant —  
CDC and Residential Learning

**April Thompson**, Institutional Research Analyst —  
IAR

**Giselle Young**, Evaluator Trainee — A&R

**Pat Young**, Accounting/Budget Analyst — AF

## STAFF/MANAGEMENT PROMOTIONS & TRANSFERS

**Hilario Juan Garcia**, SOAR Counselor — SOAR

**Pat Iampietro**, SIVA Geospatial Instructional  
Technician — ESSP

**Marsha Moroh**, Dean — College of Science, Media  
Arts, and Technology

**Stephen Schmeiser**, Major Gifts Officer — UA

**Yvonne Wilson**, Manager, Conference and Event  
Services — Conference and Event Services

## EMPLOYMENT MILESTONES

During September, the following employees completed their probationary period:

**April Lee**, Confidential Office Support — UHR

**Karla Noyes**, Administrative Support Assistant —  
UA

**Darlene Smith**, Administrative Support Assistant —  
TSS

**Bill Steacy**, I/S Assistant — ATMS

**Richard Tomita**, Warehouse Worker — FS&O

Thanks to University Human Resources for this information.

## A NEW IDENTITY CRISIS

There's nobody else in the world like you, right? That may be true — but, increasingly, there may be someone who looks like you on paper. Consumers lose millions of dollars each year to identity theft — the practice of assuming someone's identity through the theft of credit cards, Social Security numbers, driver's licenses and other documents. The Federal Trade Commission says the best way to prevent identity theft is to check your credit reports yearly with the three major credit agencies, Equifax, Experian and TransUnion.

- Follow up with creditors if you don't receive a bill in the mail. Sometimes thieves steal mail and then request a change-of-address form so the fraud isn't detected.

- Give out your Social Security number only when absolutely necessary. Don't carry your card with you.

- Pick up your mail right away and be sure to destroy old bills and letters so thieves can't get them.

### IF YOU'VE BEEN VICTIMIZED:

- Immediately contact the fraud units of the three credit agencies and follow up with a written letter.

- File a police report. This is a serious crime.

- Make sure you document all of your attempts to clean up your credit.

- Make sure all of the information in your credit reports is correct.

source: *Money* 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](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, Don Porter, editor. Phone: (831) 582-3302.

NEWS ABOUT CSUMB'S STAFF & FACULTY  
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