



CAMPUS CONNECTION

FEBRUARY 2003

VOLUME 4 • NUMBER 7

HOW WE'RE DOING

January 23th was an information-packed day for CSUMB faculty and staff. President Peter Smith delivered his annual State of the University Address, focusing on the campus



Dr. Peter Smith presents a five-year award to Anita Castledine, Student Voice office manager. She joined 51 other staff and faculty members receiving service awards.

construction activity underway, state economic constraints, and the challenges the budget reductions will bring to CSUMB. He later conferred five-year service awards, along with one 10-year award.

Community Day of Learning workshops followed, offering attendees a choice of sessions ranging from leadership and organizational effectiveness to campus master planning.

President Smith's speech is online at the <http://csumb.edu> website. ❖

CHALLENGES OF THE NEW YEAR

The CSU system, the largest university system in the country, had a record 406,896 students enrolled at its 23 campuses for fall 2002.

CSUMB set its own record with an increase of almost 15 percent, the largest percentage increase of any of the CSUs. Opening in 1995 with 654 full-time equivalent (FTE) students, CSUMB now boasts 3,551 FTEs.

THE BUDGET

The state cut this year's CSU system budget by \$125 million — a 4.7 percent reduction. The CSUMB share of that amount is about \$1.5 million. Reductions in travel, purchases and a hiring freeze will make up the majority of the budget shortfall this year. Chancellor Reed and President Smith have made it clear that this austere budget will preserve academic quality, access and will protect the jobs of CSUMB employees.

FEE INCREASES

In order to continue to increase access for students and educational

quality, the CSU trustees have raised CSU student fees for the first time in eight years.

With campus fees added to the CSU fee, CSUMB undergraduates pay \$1,855 for two semesters, less than the system average of \$1,926 per year. The CSU's \$1,926 fee level is the lowest of 15 national public institutions CSU uses for comparison purposes. The average of that group is \$4,584, more than double current CSU fees.

THE FUTURE

Unless California's economy has a dramatic turnaround, the 2003-2004 CSU budget does not look promising. The governor's proposed budget includes \$404.6 million in reductions and unfunded mandatory cost increases. CSUMB is planning a worst-case budget to serve its target of 3,719 students in 2003-2004 with at least some additional increase in CSU fees, which have not been raised since 1994/1995. In fact, undergraduate fees actually decreased 10 percent during that time period. ❖

CSUMB TO HOST WRITING CONFERENCE IN MARCH

CSUMB and the Academic Skills Achievement Program (ASAP) have been invited to host the 11th Annual Northern California Writing Centers Association conference on Saturday, March 8.

The keynote speaker will be Dr. Nancy Maloney Grimm, associate professor in the Humanities Department, Writing Center director at Michigan Technological University, and author of *Good Intentions: Writing Center Work for Postmodern Times*.

This year's conference theme, *Cultivating the Center: Connecting Diverse Writing Communities*, will focus on recognizing different types of writers: student writers, faculty who publish and writing tutors who tutor writing. The conference will reveal how best to foster diverse kinds of writing. Questions to be addressed include: How is writing across the curriculum supported? How is literacy acknowledged and fostered? What techniques are used to support writers with disabilities? How is the distance learner supported? What approaches are used to connect and collaborate with faculty?

Writing center directors, coordinators, faculty and tutors are encouraged to submit proposals that highlight this theme or address aspects related to writing theory and practice. Tutor-facilitated presentations are especially invited. For more information about the conference, such as registration fees and proposal forms, visit the website <http://asap.csUMB.edu/ncwca> or contact the conference chair and ASAP writing coordinator, Natasha Oehlman, at ncwca@csUMB.edu. ❖

NEW WHEELS ON CAMPUS

The small Club Cars and Gators we see traversing the roadways on campus are being obsoleted by the arrival of new, high-tech electric cars. The older cars do not meet new state safety requirements for vehicles driven on the open road. Through a generous donation from the Ford Motor Company, CSUMB now has a fleet of the new battery-powered utility vehicles. The nine new TH!NK



One of the pollution-free, battery-powered TH!NK cars being recharged for its next trip around campus.

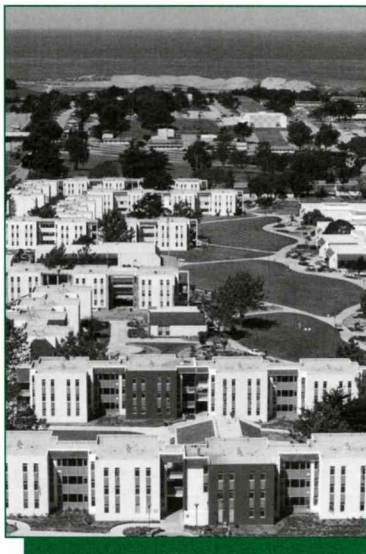
cars provides a cleaner, quieter alternative to counterparts powered by internal combustion engines. The cars are more maneuverable and easier to drive than the vehicles now in use.

Now being modified to the specific needs of the University Police Department, their personnel will use two of the four-passenger vehicles to augment the NightWalk Service and to increase the evening Community Service Officer (CSO) patrols of the main campus.

University Advancement already uses a TH!NK car to conduct campus tours for donors and government officials. The mailroom has two of the cars, and is adapting them for all-weather operation to deliver mail. In addition, IT, facilities and the library each have one of the vehicles.

Credit goes to the fundraising team in University Advancement for arranging the donation with Ford. Use of the TH!NK cars highlights CSUMB's commitment to fuel efficiency and environmental stewardship. ❖

THE CHANGING FACE OF CSUMB



CSUMB's master plan update is based on a projected future enrollment of 8,300 students, with \$150 million of construction projects already funded.

Here's a rundown:

■ **Science/Academic Center.** As the first all-new campus building, the construction of this 68,000 square foot structure is scheduled for completion this April. During the summer, the building's systems will be tested and furnishings moved in so students can attend classes there in the fall.

■ **Campus library.** The future centerpiece and intellectual heart of CSUMB will total over 200,000 square feet. Design work has started, with construction completion slated for no later than early 2007.

■ **North Quad Housing.** Providing a total of 732 beds, this new student housing complex will consist of three buildings, each four stories tall. Demolition work in the Third Street area has begun. The project is scheduled for completion in the fall of 2004.

■ **Swimming pool complex.** Located near the west side of the stadium, this new facility will feature a 25 meter by 25 yard outdoor swimming pool. A 5,000-6,000 square foot structure will house changing rooms, lockers and mechanical support equipment. It's expected to open during the fall of 2003.

■ **Visitors Center.** Located on the quad side of 3rd Street, between General Jim Moore and 4th Avenue, the

Visitors Center will serve as a reception point for visitors and house administrative offices. Design work has begun for the approximately 13,500 square foot building.

Occupancy is slated for fall 2004

■ **Divarty 211 Student Housing.** Remodeling of these former military barracks, which will provide a total of 140 beds, is currently underway. Occupancy is scheduled for fall 2003.

■ **Telecommunications infrastructure.** For 18 months, beginning this July, a fiber optic network will be installed throughout the campus to enhance connectivity and reliability. Every building will be affected.

■ **Dining Commons expansion.** To accommodate future growth, a study has recommended that the dining facility be expanded to seat 550-600 people, far beyond the existing capacity. The upgraded food service will offer fresh,



Reviewing the concept plan for the CSUMB campus is, from left, Niraj Dangoria, associate vice president for campus planning/space management, Joyce Christian, administrative assistant, Robin Katsuki, design & construction director, Michael Tebo, design & construction project manager, Kathleen Ventimiglia, assistant director of campus planning, Bill Brace, design & construction project manager, and Melissa Gutheil, campus planning analyst.

cooked-to-order entrees. Because the existing facility cannot accommodate these seating and food preparation needs, a new facility will likely be built. A proposed location and construction timeline have not yet been determined. ❖

GALA EVENT SUPPORTS STUDENT SCHOLARSHIPS

For the fifth consecutive year, CSUMB is sponsoring the annual Student Success Auction. Dubbed the "Big Fat Greek Auction," this year's gala event will feature both a silent and live auction. After guests enjoy a wine tasting, a festive family-style Greek dinner will be served by members of the faculty. Greek dancers will provide exciting entertainment for the special evening.

The auction raises funds to assist students who have significant financial needs, with the proceeds benefitting the following programs:

- *Presidential Access Computer Loan Program* — computers for students who need a computer.
- *Ron Cisneros Vision Student Scholarship* — high achieving, first-generation, low-income and historically underserved students.
- *Future Scholars Program* — first-year students who have overcome major obstacles to attend CSUMB.
- Emergency short-term loans for needy students.

Mark your calendar to enjoy fine wine, great Greek food, plenty of auction action and lots of fun! The time and place: February 13 from 6:00 P.M. to 9:00 P.M. at University Center. Everyone is invited. The cost is \$45 per person or \$80 per couple. For further information, contact Michelle Melicia Young at 582-4141. ❖

MPA'S PAUL CONTOS TO PERFORM

MPA's Paul Contos, along with four other musicians who comprise the Alegria ensemble, will present a demonstration of their talents at CSUMB. Well-versed in jazz, Afro-Cuban and Afro-Brazilian musical styles, the band has forged a unique sound, delighting audiences throughout the Bay area. This event will be held at the Music Hall (Building 30) on February 20 from 10:00 A.M. to 11:50 A.M. Admission and parking in lots 30 and 29 are free.

PROVOST OFFICE REASSIGNMENTS

Provost Diane Cordero de Noriega reports that the former position of associate vice president for academic planning and budget will be left vacant. The workload of that position has been added to the responsibilities of two existing administrators.

Carla Pew has assumed budget responsibilities. Her new title is vice provost for Academic Administration. Linda Stamps is now vice provost for Institutional Effectiveness. She has line management responsibility for Institutional Assessment and Research (IAR). ❖

KAREN MENDONCA IS GUEST SPEAKER AT AAUW MEETING

The Monterey Peninsula Branch of the American Association of University Women (AAUW) featured Dr. Karen Mendonca, vice president of Student Affairs, as guest speaker late last year.



Karen Mendonca

Her talk centered around women in leadership roles. She described how she undertook the detailed research for her dissertation through in-depth interviews of 23 women university presidents. The research revealed the unusual challenges the presidents faced while they rose to the top of their profession. ❖

SHE'S NUMBER ONE AT CSUMB!

Reyola Carlisle is the first CSUMB employee to reach 10 years of service. She is the contracts coordinator in Administration and Finance.



Reyola Carlisle

Carlisle started work soon after high school, first in Army public affairs at Fort Ord, and later moving on to the university during the "swords to plowshares" transition.

"When I started, we had only three people in our office," said Carlisle. "Working out of a temporary location on Hilby in Seaside, we were in the process of getting startup funding and acquiring the land for the campus."

Carlisle's office is the nerve center for purchasing and contractual functions related to the large number of new construction and renovation projects on campus.

"I love the people, the different challenges of the work," she said. "More than anything, I think the people make the difference here."

"I recall our first graduating class. It was awesome realizing how far the university had come in such a short time. It's neat to be part of CSUMB's history."

As for advice to newer employees, Carlisle offered: "Be flexible and be able to do different things. But most of all, enjoy the people you work with and have fun." ❖

IT: MORE HELP THAN EVER

Over the winter break, Information Technology (IT) took the opportunity to update the design of their website to better serve the campus community. The result is a major improvement in technology help and after-hours tech support.

Visit the home page <http://it.csumb.edu>, click on *Services*, then on the *Support* button to access "HowTo" guides on technology specific to our campus, such as changing passwords and using the Home Server. You'll also find frequently asked questions and summaries of our technology-related services. Under *Services*, there are also buttons for software downloads, information on hardware, and extended telephone support hours.



For enhanced service, you can now call 582-HELP (4357) and receive assistance as follows:

Monday — Thursday
8:00 A.M. - Midnight

Friday
8:00 A.M. - 9:00 P.M.

Closed Saturday and Sunday

You can submit, modify or cancel your IT service request anytime using IT's new Web Help Desk™ system. To help users speed up the process, IT has added a feature to allow them to quickly select specific needs: workstation, computer lab, account, telephone, network or software. ❖

'ART DAY' IS BIG HIT WITH STUDENTS FROM SEASIDE HIGH

Reaching out to teens in the community, The Visual and Public Art Institute (VPA) recently hosted "High School Art Day." The event was funded by the Reciprocal University for the Arts (RUAP), a joint project connecting VPA and The Music and Performing Arts Institute. RUAP works with four communities — Salinas, Seaside, Monterey and Watsonville to further arts education in schools.



High school students visiting the VPA studios express their creativity by developing self-portraits.

During December, about 60 enthusiastic students from Seaside High exercised their creativity by developing facial self-portraits. Coached by VPA students, the teens learned artistic expression and an array of technical skills.

The activities were geared to be relevant, inspiring, educational and fun for the high school students. For the VPA students, the process was an opportunity for critical and ethical reflection — and a way to develop bridges between them and the Seaside High students.

Working in groups during the fall, VPA students planned the program, down to such details as budget, posters and T-shirt designs, and then visited Seaside High to encourage the students to participate. ❖

CSC WELCOMES NEW MANAGER

Veronica Flores has joined CSUMB as manager of the Campus Service Center. In addition to her duties managing the center, Flores serves as the uni-



Veronica Flores

versity's quality improvement specialist. She comes to CSUMB from Cisco Systems, where she was a customer service relationship manager. Flores is an

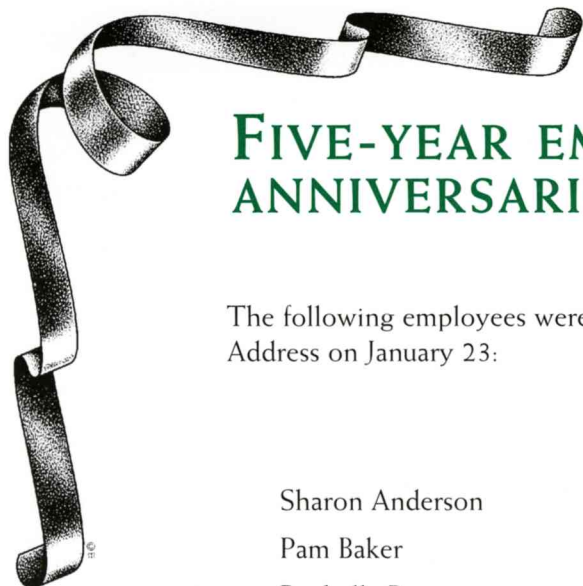
alumna of two CSU campuses: Cal Poly Pomona, where she received a B.S. in business management and human resources, and CSU Hayward, where she received an M.B.A. in business-strategic management. ❖

MEL MASON HONORED

Mel Mason, a counselor at CSUMB's Personal Growth and Counseling Center, was recognized for his community service to Monterey County at the annual Human Rights Day luncheon. Presented with the 23rd annual Baha'i Human Rights Award, he was honored by over 300 members of the United Nations Association of Monterey Bay, the MIIS Amnesty International Chapter, and the Baha'i Community of Monterey Bay. An additional 30 community organizations served as co-sponsors for the event, including the NAACP and LULAC. Mason is currently president of the Monterey Peninsula chapter of the NAACP.

CORRECTION

In the December issue, under Employment Milestones, the classification for Jane Pollock was incorrect. Her correct title is *Information Technology Consultant-Career*.



FIVE-YEAR EMPLOYEE ANNIVERSARIES

The following employees were presented five-year service awards following the State of the University Address on January 23:

Sharon Anderson
Pam Baker
Rachelle Bass
Anita Castledine
Dennis Cavanaugh
Paul Contos
Mike Dalton
Karen Davis
Cynthia D'Vincent
Gail Denby-Hickey
Michelle Jean Donohue
Jay Foss
Ernesto Franco
Christine Frederick
Jake Frederick
Paulette Gissendanner
Noah Greenberg
Lee Johnson
Kim Judson
Margaret Keith
Steven Klooster
Todd Kruper
Margaret Laughlin
Andrew Lagance
Cindy Lopez
Caitlin Manning

Yi Mao
Erika Weis McGrath
Delberta Meyers
Adrienne Meckel
Christy Moore
John McCutchon
Yolanda Muñoz
Juan Oliverez
Lucha Ortega
Mark O'Shea
Yesenia Parra
Margie Peralez
Renee Perry
Andrea Phelps
Seth Pollack
Robert Russell
Marge Sanico
Daniel Shapiro
Brian Shaw
Joyce Smith
Don Sullivan
Paul Tomasi
Charlie Wallace
Terri Wheeler
Steve Weldon

Thanks to University Human Resources for compiling this information.

JOHN ITTELSON HONORED WITH BAUTZER AWARD

Dr. John Ittelson, Institute for Communications Science & Technology (ICST) faculty member, was presented the 2002 Bautzer University Faculty Advancement Award during a ceremony at a recent CASE (Council for the Advancement and Support of Education) conference.

Established in 1996 by a gift honoring former CSU Trustee Gregson Bautzer, the award supports a program for faculty throughout the CSU system. Recipients attend programs and conferences, such as the annual CASE conference. This creates new ambassadors for the campuses by increasing the faculty's understanding of the art and practice of development, and by sharing the knowledge they acquire with colleagues on their home campuses. ❖

MICHELLE RIEL NAMED TAT DIRECTOR

Michelle Riel has been appointed director of the Institute for Teledramatic Arts & Technology (TAT).

"We welcome Michelle Riel to the directorship of TAT," said Dr. Marsha Moroh, dean of the College of Science, Media ARTS and Technology. "Michelle's background in theater and expertise in new media will enable TAT to move forward in the teledramatic component of its mission." ❖

NEW FOUNDATION EMPLOYEES

Warda Alhadi, Administrative Assistant — KAZU
Bernhard Drax, News Director — KAZU
Jorge Giocochea, GIS Analyst and Data Manager —
ESSP
Vassil Vasiliki, Internship Program Director — ESSP

NEW CSUMB EMPLOYEES

Maria Amezquita, Administrative Support
Coordinator — UPD
Lena Belnas, Accounting/Budget Analyst — AF
Veronica Flores, Campus Service Center & Quality
Improvement Manager — AF
Mary Foster, Admissions & Records Specialist — A&R
Greg Hamer, Technology Support Services Assistant
— TSS
Rachel Hollis, Bibliographic Services Coordinator —
Library
Glen Worthing, Administrative Analyst/ Specialist —
College of Arts, Humanities & Social Services

STAFF & MANAGEMENT PROMOTIONS & TRANSFERS

Rebecca Bergeon, Document Delivery/Interlibrary
Loan Coordinator — Library
Eric Moore, Classroom Support Specialist — ATMS
Ronald Pflieger, Police Corporal — UPD

EMPLOYMENT MILESTONES

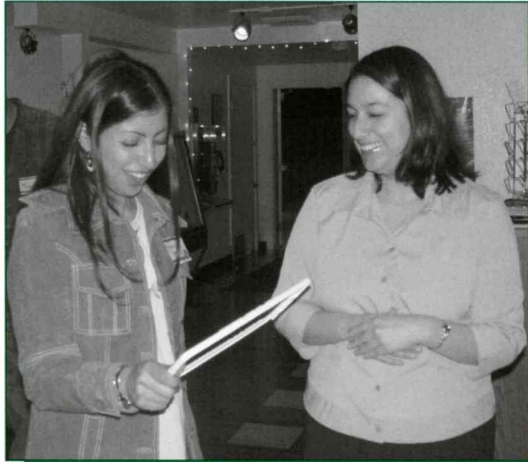
During December and January, the following employees completed their probationary period:

Matthew Brown, Police Officer — UPD
Jeff McCall, Digital Media Producer — ATMS
Andrew Porter, Desktop Publishing/Graphic
Designer — UA
Wendy Rutledge, Administrative Support Assistant
— SACD
Lark Simmons, Graphic Designer II — ATMS
Zara Tirrell, Administrative Assistant — D&C
Leah Veille, Administrative Assistant — SA

Thanks to University Human Resources for this information.

MANY EMPLOYEES ARE ALSO CSUMB GRADUATES

Little known to many staff and faculty members is the number of CSUMB alums who currently work as university employees. In mid-January, the CSUMB Alumni Association hosted a mixer at the Black Box Cabaret



Annabelle Rodriguez (left) receiving a CSUMB alumni license plate frame from Nicole Mendoza, Alumni Association president.

IT, University Advancement, VPA, Student Affairs, Financial Aid, University Police and other areas. President

Smith welcomed the

alumni and thanked them for their contributions to CSUMB — first as students and now as employees. ❖

PAULETTE GISSENDANNER TO OFFER RECITAL

An MPA faculty recital, featuring Paulette Gissendanner, soprano, will perform selections by Handel, Strauss, Fauré and others. The date is March 2 at 3:00 P.M. in the Music Hall. Admission is free. ❖



The husband and wife team of Marc and Natasha Oehlman. They are CSUMB alums and employees of the university.

(BBC) for these employees. Over 50 alumni currently work at CSUMB — in Academic Affairs,

Teaching is:

Helping to create the conditions that cause someone to learn and develop.

Excerpted from the Primary Leadership Development Course-Study Guide
7th Infantry Division (Light)
Fort Ord, 1 October 1987
Courtesy of Steven Levinson and the Fort Ord Historical Archive

HISPANIC OUTLOOK NAMES CSUMB 'PUBLISHER'S PICK'

CSUMB, along with 18 other CSU campuses, has been named a 2002 "Publisher's Pick" by *Hispanic Outlook in Public Education*. "Publisher's Picks" is a national list of colleges and universities that the publication regards as offering strong educational opportunities for Hispanic students. The standings are based upon formal and informal inquiries, as well as data from the National Center for Education Statistics. ❖

CRUISIN' WITH RUBEN MENDOZA

The February 2003 issue of *Lowrider Magazine* revealed a side of Dr. Ruben Mendoza that many people on campus may not know. Mendoza, Social & Behavioral Sciences faculty, is renowned for his work as an archaeologist, specializing in the study of American Indian cultural traditions. The magazine article, a profile of Mendoza, described one of his other accomplishments: the study of lowriding. He published a paper in 1981 which explained the "ritual of cruising and customizing cars." Chronicling the Chicano trend popular with Mexican-American youth, he interpreted the style, dress and ritual activities of the lowrider community.

Mendoza pointed out that lowriding is a cultural lifestyle for some Chicanos. It's a cultural form of expression, embodying art, music, fashion and technology for those who refuse to submit their identity to the larger world. ❖

RINA BENMAYOR RECEIVES PRESTIGIOUS BOOK AWARD

The book *Telling to Live: Latina Feminist Testimonios*, has received the Gustavus Myers Award. Published by Duke University Press, the book was authored by the Latina Feminist Group, a collective of 17 writers including Dr. Rina Benmayor, HCOM faculty member at CSUMB. The Gustavus Myers Center serves to study bigotry and human rights. *Telling to Live* describes how Latina feminists find common ground in our society.

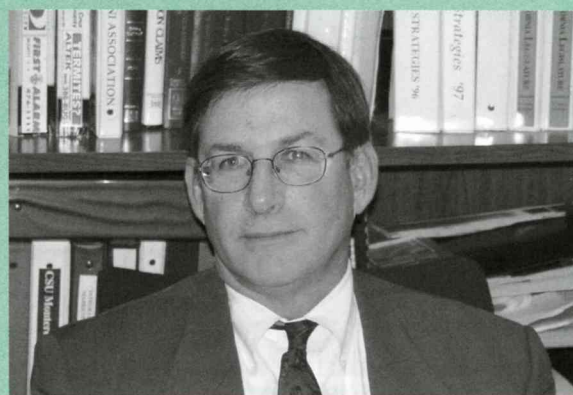
STEVE REED NAMED HIGHER ED. ADVOCATE OF THE YEAR

The Honorable Fred Keeley, former speaker pro tem of the California Assembly, has named

Steve Reed, CSUMB's associate vice president for external relations, the 2002 Higher Education Advocate of the Year.

Keeley noted that Reed consistently builds community and legislative support for all Central Coast postsecondary institutions, especially CSUMB.

"Higher education truly changes lives," said Reed. "It improves lives in a way that little else can."



Steve Reed

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NEWS ABOUT CSUMB'S STAFF & FACULTY
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