



CAMPUS CONNECTION

JUNE 2003

VOLUME 4 • NUMBER 11

THE BUDGET CHALLENGE

Last month's budget presentations played to a packed audience as the heads of each CSUMB division described their plans to operate within the proposed state budget. On

CSUMB's current budget scenario:

Base budget reductions, including mandatory cost increases, total 15 percent of the 2002-2003 base budget, or \$8 million. Budget increases from student enrollment growth, proposed state university fee increases and funds for new space offset those reductions by \$5.4 million. This leaves a budget reduction of \$2.6 million. When \$2.7 million in additional mandatory costs are added to this base amount, the overall budget reduction required to cover new costs is \$5.3 million. This represents a reduction of 10 percent over the 2002-03 base budget.

May 14, the governor's "May Revise" of his original 2003-04 proposal was released. It cut CSU's budget an additional \$5 million beyond that proposed in January.

At CSUMB's April 30 budget presentation, it was stressed that funding the curriculum is the highest priority across the board. "We will emphasize building on what we already have in place," said Provost Diane Cordero de Noriega.

"We are prepared to absorb 475 new FTE without adding a dollar to

this year's budget," she said. "To do this, we are becoming more efficient at delivering curriculum." She stressed the commitment to build the permanent faculty at CSUMB.

Student Affairs has reorganized to accommodate the hiring freeze without curtailing services. "After reassessing the needs of our students, we've developed a restructuring and realignment plan to accommodate more FTE," said Karen Mendonca, associate vice president for the

Student Affairs division.

Information Technology will see a number of major changes. "We have to change our business practices to achieve the budget reductions," said Gil Gonzales, chief information officer. "For example, we're going from having maintenance contracts to time and material services."

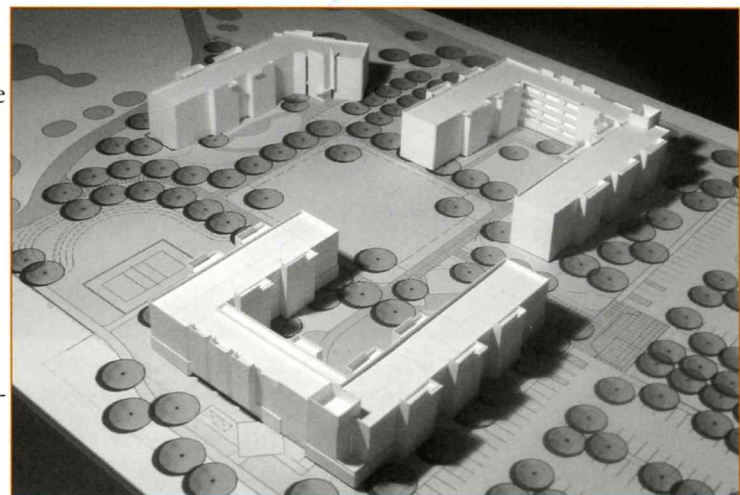
(continued on page 2)

NEW HOUSING PROJECT TO TRANSFORM CAMPUS

The first phase of the North Quad Student Housing project, to be built at a cost of \$39 million, is contributing to the rapid pace of new campus development. Located near the junction of 4th Avenue and 3rd Street, the site was dedicated in late April and site preparation is underway. Occupancy is scheduled for fall 2004. The project will be self-supported and initially financed through a state revenue bond.

This residential community of three four-floor buildings is intended to house sophomores through seniors. Sophomores will live in a structured community environment and advance to a more independent setting as seniors.

(continued on page 2)



Model of the North Quad Student Housing project

AIRING THEIR VIEWS

The first installment of the sixth annual Leon Panetta 2003 Lecture Series was presented during April by The Leon & Sylvia Panetta Institute. It featured Al Hunt, executive Washington editor of *The Wall Street Journal* and



From left, Peter Smith, James Carville and Leon Panetta at news conference prior to the third in the lecture series. Also appearing at the lecture was Mary Matalin.

Mark Shields, moderator of "The Capital Gang" on CNN. The next lecture centered about the role of Congress in governing during crisis. Former speakers of the U.S. House of Representatives, Tom Foley and Newt Gingrich, were featured. The latest lecture, with James Carville, Democratic campaign consultant, and Mary Matalin, former assistant to President Bush, examined politics and people's lives during times of crisis. ❖

HOUSING (CONTINUED FROM PAGE 1)

Both suites and apartments will be available. The four to six-person suites will provide a total of 596 beds.



Groundbreaking ceremony for North Quad Student Housing project

Each of the suites will have two full bathrooms, and 42 of the units will have kitchenettes. There will be a total

of 128 beds in the apartments; each unit will have a full kitchen. Community amenities will include spacious common spaces, study areas and essential facilities such as laundry rooms.

The project development team includes Kwan Henmi Architecture/Planning, Inc. for concept development and bridging documents, Webcor Builders, Inc. for the design build and Hornberger + Worstell as architects of record. ❖

ARTIST AND SCHOLAR SERIES WINS AWARD

President Peter Smith accepted an award for CSUMB at a recent Monterey County Economic Development Commission (OEDC) meeting. It recognized the collaboration of the Community Foundation and KAZU to produce and broadcast the Artist and Scholar series. University Advancement conceived the collaboration and produced the application which garnered the award.

Nicole Mendoza, university relations coordinator, researched and authored the successful application on CSUMB's behalf. Kris Edmunds, director, corporate and foundation programs, provided the application content. ❖

MEN'S BASKETBALL GETS GRANT

The National Pro-Am Youth Fund of the AT&T Pebble Beach charities has awarded CSUMB a \$5,000 grant to assist funding of the men's basketball program. The proceeds will be used for equipment, supplies for program operations, and the addition of videotaping and editing equipment. CSUMB's women's program was a recipient of a similar grant last fall. ❖

BUDGET (CONTINUED FROM PAGE 1)

Although the the objective is always to minimize response time, he said the budget situation would lengthen the response to service calls.

"We will be able to hold on to most of our programs," said Scott Warrington, vice president, University Advancement. "We will be forced to cut out some events and publications, although the programs will not be eliminated altogether."

Construction funds are being provided privately or through bonds for current construction projects. These funds must be expended for the specific projects designated and not converted to cover operational expenses. ❖

CHRISTINE SLEETER SELECTED FOR PRESIDENT'S AWARD

At each year's commencement ceremony, a member of CSUMB's staff, faculty or administration is presented, on an alternate basis, the President's Award. Dr. Christine Sleeter was this year's recipient. Nominations for the award come from a pool of names forwarded to a university-wide committee, which recommends three people to President Peter Smith's office for final selection.



Christine Sleeter

Sleeter, director of the Institute for Advanced Studies in Education, was chosen by Smith based on her commitment to CSUMB's vision, students, scholarship, generosity to the university and contribution as a member of the founding faculty at CSUMB.

"She has consistently inspired her students to become critical questioners, scholars and thinkers," Smith said. "Christie has cared deeply about CSUMB from the day she arrived here and has worked tirelessly to fulfill the vision of the university. She represents the best of the faculty tradition we are building here."

Sleeter joined CSUMB in February 1995 as a planning faculty member. She will retire in September, "mainly in order to carve out time to return to an active program of scholarship," she said. Keeping her connection with CSUMB, Sleeter will return this fall as a part-time faculty member to teach multicultural curriculum design in the M.A. in education program.

"I've developed a deepened respect for the communities we serve and the students who come from those communities," she reflected. "I particularly would like to thank my students in the master of arts in education program and my wonderful faculty colleagues."

Sleeter also looks forward to doing some volunteer work and possibly playing the clarinet in a community band. ❖

DONATED TRUCK HELPS STUDENTS ACCESS BACK COUNTRY FOR RESEARCH

Watershed Institute restorationists, researchers and educators work in watersheds around the world to apply innovative techniques for solving environmental problems. A "watershed" is any forest, upland, agricultural land, stream, wetland, roadway or other area which delivers water into a drainage channel and then to communities.

The institute, a public outreach and service component of the Earth Systems Science & Policy Institute (ESSP),

bought a Ford F-150 truck in April using funds donated by the Community

"Having our own heavy-duty vehicle allows us to safely and properly carry out our restoration, education and research goals."

— Laura Lee Lienk

Foundation for Monterey County and the David and Lucile Packard Foundation.

"Having our own heavy-duty vehicle allows us to safely and properly carry out our restoration, education and research goals," said Laura Lee Lienk, interim director of the Watershed Institute.



Faculty and students group around the Watershed Institute's latest pride and joy: a Ford F-150 truck. Laura Lee Lienk, interim director, is second from left.

Although the Watershed Institute had shared a vehicle with the Benthic Lab at Moss Landing Marine Laboratories, it needed a vehicle of its own. It had to be large enough to haul equipment and crew, have four-wheel drive and be rugged enough to withstand field conditions during the Institute's research work in the back country of Monterey County. ❖

MINI-GRANTS FOR FACULTY

The 2003 CSU Research, Scholarship and Creative Activity Competition recognizes excellence in on-campus faculty projects. Each year, it provides faculty members the opportunity to compete for funding in the form of one-time mini-grants or summer fellowships. For abstracts detailing each of the projects, visit the Grants and Contracts website at <http://grants.csumb.edu> and click on "Campus Programs." Here are the projects:

■ **Frances Payne Adler, Diana Garcia and Debra Busman**, all of HCOM, will produce a proposal for a social action writing anthology/textbook.

■ **Dr. Terrence Ahern**, ICST, will develop *Red Pencil*, a prototype for online asynchronous feedback of work. It will enable a professor to view a student's work and provide comments as if using a red pencil on paper.

■ **Dr. Rafael Gómez**, IWLC, will prepare a prospectus for an online Spanish textbook. It will be submitted to four publishing companies.

■ **Dr. Babita Gupta**, School of Business, will conduct a study to develop a model for understanding the effects of privacy and security concerns of online consumers on their purchasing behavior.

■ **Dr. Henrik Kibak**, ESSP, will prepare a proposal to fund a revision, in Spanish and English, of the narrative and audio track of a science video originally produced by two Capstone students. Funds are also being sought for an associated lesson guide to support the science curriculum in local schools.

■ **Caitlin Manning**, TAT, will undertake research and development work to produce a documentary on the life and work of her late grandfather, Al Capp, creator of *Li'l Abner*. It will feature animated sequences of the comic strip.

■ **Dr. Elizabeth Meador**, Institute for Advanced Studies, is the lead author completing a book on community-based teacher education, entitled *Teacher Education in Community: The Roaring Fork Teacher Education Project*. The summer fellowship will enable her to complete the book by the end of summer.

■ **Dr. Ruben Mendoza**, SBSI, has a project that synthesizes the results of a recent ground penetrating radar survey and archaeological investigation of the Carmel

Mission area by the CSUMB Institute for Archaeology. Anticipated results include historically accurate maps and 3D visualization of the original mission, circa 1795.

■ **Gilbert Neri**, VPA, has a project that's part of an ongoing body of multimedia artwork exploring the concepts of passage, migration and the links between places and collective notions of "home."

■ **Dr. Douglas Smith**, ESSP, will study how rivers erode, seacliffs retreat, gullies grow and dams fail. Documenting the rates of landscape change drives policy concerning community and environmental risks. Trained student survey teams can provide highly precise estimates of landscape changes while learning a skill.

■ **Dr. Haw-Jan "John" Wu**, School of Business, will study selected Chinese companies and prepare case studies on their management practices. The study will help CSUMB students understand the emerging Chinese economy. ♦

CSUMB'S BIG SUR TEAM DELIVERS!

The Big Sur Marathon relay team, *Endangered Otters*, comprised of CSUMB employees bobbi bonace, Sean



Endangered Otters relay team, from left, Tracey Woods, Richard Westing, bobbi bonace, Sean Madden and Greg Pool.

Madden, Greg Pool, Richard Westing and Tracey Woods, placed 170 out of 272 overall. They finished the course in 4:14:35, well ahead of *Slugs and Snails*. Kudos to each runner and the *Endangered Otters* team captain, Steve Zmak. ♦

TUTORS TRAINING TUTORS

CSUMB's Title V and ASAP tutors were recognized at the ACTLA (Association of Colleges for Tutoring and Learning Assistance) conference in San Diego during April. Their presentation, "Tutors Training Tutors," was the most attended session of the conference, and also received outstanding evaluations. Tutors Jay Singh, Kimberly Rollins, Erin Justice, Jessica Holt, Sundy Sosavanh and Girolamo Aliotti prepared a PowerPoint presentation and shared in a discussion of methods used at ASAP, where senior tutors train tutors. Dr. Ray Gonzales is the director of ASAP.

Natasha Oehlman, ASAP writing coordinator, was voted to the board of the organization and assigned the task of planning next year's conference. Marc Oehlman, ICST faculty, was selected as the organization's webmaster. Tim Barrett, Title V coordinator, and Eric Sustaita, Title V tech support, also participated in the conference. The Title V grant supported the trip. ❖

READY2NET WINS NATIONAL AWARD

For the second year in a row, a CSUMB team has won the *Shirley Davis Award of Excellence in Teleconferencing for Ready2Net* from the National University Telecommunications Network. The award recognizes the excellence of individuals and institutions in producing teleconferences. NUTN is an international consortium of higher education institutions that focuses on all aspects of distance learning.

Ready2Net is a multi-part series of national and international interactive roundtable meetings. They focus on the challenges and opportunities the Internet offers higher education. Leaders from the higher education community and high tech industry participate in discussions about technology issues affecting education. *Ready2Net* serves as a forum for exchange and learning among these higher education and technology communities. Broadcast live via satellite and streamed over the Net, the programs may be viewed free of charge.

The CSUMB team behind the award included Jeff McCall, Ron Smith, Josh Callahan, Don Kiser, Matt Galvin and Greg Pool. Under Pool's leadership, student assistants Eric Maas and Sarah Glassett contributed their talents.

CSU STUDENT RESEARCH COMPETITION

The CSU-sponsored 2003 Student Research Competition is a student academic conference featuring oral presentations which are presented to an audience of fellow students and a jury of distinguished faculty and community members. The best two presentations in various categories win their authors cash prizes. This year's statewide competition was held during early May at CSU Stanislaus.

■ **D Anaya** from TAT won in the creative arts and design category for his documentary *Los Californios in Monterey: A Forgotten History*. His faculty mentor was Steven Levinson.

■ **Leanne Complin** won for her study *Factors Relating to Response Rates of an Online Evaluation System*. Her faculty mentor was Dr. Eric Tao of ICST.

■ **Kyle Pastor's** winning study was on *JetBlue Airways*. His faculty mentor was Dr. Ian Lee of the School of Business.

Faculty members are advised to encourage students, with their completed Capstone projects, to apply for next year's competition. The competition deadline at CSUMB is February of each year.

'EVERYONE'S HARVEST' STARTS WEEKLY FARMERS' MARKET

Marina's first certified farmers' market, sponsored by Everyone's Harvest, is now held every Sunday. Local farmers sell freshly grown produce and flowers. Small businesses offer baked goods, prepared foods, art, jewelry and crafts.

CSUMB seniors Iris Peppard and Sarah Van Der Stad formed Everyone's Harvest in 2002 as a California non-profit corporation. It was also their joint Capstone project.

"Our hope is to bring people from diverse backgrounds together to celebrate and support their own local community," said Peppard.

The farmers' market is held from 10:00 A.M. to 2:00 P.M. each Sunday. The location is the Marina Transit Station (MST), 280 Reservation Road, across from the Marina Post Office. For further information, contact Emily Gonzales at 831-402-4869. ❖

COUNSELING CENTER TO GAIN FROM OVERSEAS UNIVERSITY EXCHANGE

A single email from England over a year ago became the impetus for a change in the way counseling services



Caroline Haskell

will be offered at CSUMB this fall. "I opened up that email and it was a query from Polly Klinefelter, senior counselor at the University of Kent in Canterbury, England," said Caroline Haskell, administrator of

CSUMB's Personal Growth and Counseling Center. Klinefelter was exploring the possibility of setting up an exchange of campus visits with Haskell. A resident of England, Klinefelter is originally from Salinas.

"For months, we corresponded about how an exchange might work and how our universities could benefit," said Haskell. "The idea was to share the best practices offered in each counseling center."

By early 2003, the exchange went into effect. Haskell spent five weeks at Kent and Klinefelter worked at CSUMB for the same amount of time.

"I went to England to see what works and what doesn't work there. Polly came here primarily to work with Lynne White-Dixon, our clinical supervisor, to develop and expand our center's intern program. Polly trained everyone here to do assessments." The assessment process at Kent quickly sorts out the needs of each client on the first visit, streamlining the intake process, while making heavy use of interns. "This fall we're going to be using this more efficient assessment procedure," said Haskell.

"Anticipating many more students next year," said Haskell, "we're at a size where we need to adapt our procedures to that growth, working within available resources, and still delivering the quality of service we're known for."

— Caroline Haskell

"What's going to make our counseling services work better than ever is our intern program. We already have the beginnings of a good program and these changes will build on it." During her stay in Kent, Haskell also conducted a NCBI (National Coalition Building Institute) workshop. NCBI works to reduce prejudice by training teams on campus to address multicultural issues.

"Anticipating many more students next year," said Haskell, "we're at a size where we need to adapt our procedures to that growth, working within available resources, and still delivering the quality of service we're known for." ♦

'MOST INSPIRING' EMPLOYEES

Student voice government at CSUMB holds an annual event where students are asked to write an essay about deserving staff members, faculty members and administrators. These employees must have inspired students and had a positive impact on their lives. This year, the following people were recognized:

- Barbara Richardson, administrative support coordinator, Academic Programs and Learning Support — *staff member of the year*
- Annette March, HCOM lecturer — *faculty of the year*
- José Martínez-Saldaña, director, Student Outreach & Recruitment — *administrator of the year*

SERVICE LEARNING LEADERSHIP MINOR

The CSUMB Faculty Senate has approved a minor in Service Learning Leadership. CSUMB is believed to be the first university in the country to offer this minor.

"It (the minor) creates a formal academic pathway to train future leaders in service learning pedagogy, course design, community partnership development and social justice issues," said Dr. Seth Pollack, director, Service Learning Institute. "We're excited to be able to begin offering the official minor in 2003-2004." ♦

WIRELESS TECH CENTER COMING

Wireless technology infrastructure is continuing to grow at CSUMB. In 2002, the university received a \$75,000 Congressional grant for IT@CSUMB to plan a "National Wireless Education and Technology Research Center." The funds were used to determine the feasibility of developing and sustaining such a center and the type of work it would support.

This year, the university received an additional \$425,000 to launch operations of the center. These funds have been allocated based on projects that CSUMB was already working on. An independent evaluator had previously conducted focus group sessions and surveys with leaders in education and industry. The groups analyzed the need for the center. Findings revealed that a comprehensive and unbiased information source concerning wireless technologies did not exist for educators. Based on these findings, preparations are underway to start the national center at CSUMB later this year.

PERFORMANCE APPRAISALS REMINDER

Annual performance appraisals for both represented staff and management (MPP) employees are coming due. For timelines and more information, employees should contact their immediate supervisor. ❖

FORUM ON SOCIAL RESPONSIBILITY, CORPORATE PROFITABILITY



Students were joined by staff and faculty, as well as members of the community, for the recent Business Ethics and Corporate Social Responsibility Forum, sponsored by CSUMB's Business Partners. The panel members offered their views on how best to balance social responsibility and corporate profitability. From left, Susan Merfeld, vice president, human resources, Pebble Beach Company; William Barton, senior vice president & chief financial officer, Granite Construction, Inc.; Jim Bracher, Bracher Center for Integrity in Leadership and columnist for The Californian; Myra Goodman, co-founder, Earthbound Farm; Colleen Mullery, CSUMB's director, School of Business.

NEW CSUMB EMPLOYEES

Mitzi Arenivaz, Student Disability Resources Advisor

— SDR

Janelle Kenagy, Financial Aid Technician — FA

ONE-YEAR ANNIVERSARIES

Anne Baldwin, Administrative Support Coordinator I

— College of Science, Media Arts & Technology

Anna Chavez Rivera, Student Outreach and

Recruitment Counselor — SOAR

Robert Weiher, Administrative Support Coordinator I

— TAT

Note: There were no new employees or promotions reported by the Foundation this month.

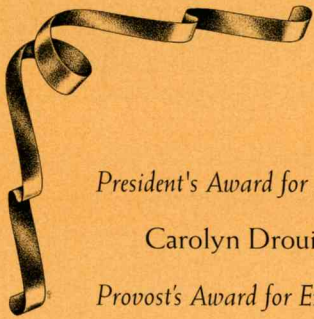
Thanks to University Human Resources and Foundation Human Resources for this information.

STEVE BROWN LEAVES CSUMB, ACCEPTS NEW POSITION

Steve Brown, director, Academic Enhancement Services (AES), has left CSUMB to accept a position as a student outreach administrator at DeVry University. He will assist with developing a new campus in Sacramento. ❖

UHR LEADERSHIP CHANGE

Linda Wight is the interim administrator of the University Human Resources department. Delores Cole, UHR associate vice president, has resigned and left the university. Wight joined CSUMB in April 1994. She has an M.A. in human resource management and development from Chapman University, and a B.A. in social sciences/history/education from Towson State University.



THIS YEAR'S STUDENT AWARD WINNERS

President's Award for Exemplary Student Achievement

Carolyn Drouin

Provost's Award for Exemplary Academic Achievement

Sour Her

Outstanding Senior Award for Tri-County Achievement

Rafael Albarrán and Kumiko Maemura

Outstanding Senior Award for Social Justice

Margarita Zertuche

Outstanding Senior Scholar-Athlete Award

Abrahm Pedroza

Alumni Association Vision Award

Ma. Guadalupe Figueroa

Service Learning Awards

Rafael Albarrán — HCOM

D Abraham Anaya — TAT

Simone Botros (honored posthumously) —
School of Business

Edward B. Chavez — VPA

Asya F. Guillory — ESSP

Glen McCuiston — GS

Stephen M. Otero — TMAC

Maribel Sainez — Integrated Studies

Amy Gotshalk-Stine — SBS

Sheila Underwood — LS

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NEWS ABOUT CSUMB'S STAFF & FACULTY

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INSIDE...

- ◆ NORTH QUAD HOUSING UNDERWAY
- ◆ THE CHALLENGING BUDGET
- ◆ COUNSELING CENTER'S NEW APPROACH
- ◆ FACULTY, STUDENT AWARD WINNERS
- ◆ CHRISTINE SLEETER TO RETIRE
- ◆ PANETTA LECTURE SERIES CONTINUES
- ◆ MORE WIRELESS GRANTS

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2