



# CAMPUS CONNECTION

MARCH 2004

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## CSUMB WILL BENEFIT FROM PROPOSITION 55

Proposition 55, part two of the two-part statewide school repair and construction bond, will appear on California's March 2, 2004 ballot. CSUMB's stake in the bond's passage is \$18.5 million, which will be used to replace aging natural gas and electrical distribution lines.

The campus received \$15.29 million from Proposition 47, the first part of the bond. Passed by 59 percent of voters in November 2000, Prop. 47 funded upgrading of CSUMB's fiber optic telecommunications infrastructure and helped with initial planning for the new library.

In Monterey County, Prop. 55 will provide funds for capital improvements to elementary, middle and high schools, as well as CSUMB, Hartnell College and Monterey Peninsula College. The bond will help alleviate the intense overcrowding in many schools throughout California and provide funds for major infrastructure repairs.

While conceding that inadequate school facilities are a serious problem, opponents of Prop. 55 argue that assuming more bond debt will further harm the state's finances.

CSUMB's Faculty Senate has endorsed Prop. 55. The voters will decide March 2. See page 2 for more. ❖

## CSUMB "FOOTPRINT" NEARS COMPLETION

With the recent conveyance of the final 106 acres, the footprint of CSUMB is filling out. With the exception of 300 additional acres of central campus open space, the conveyance is complete. Received as a Public Benefit Conveyance, it provides much needed sports and recre-



*Freeman Stadium is included, along with other structures and land, in this final conveyance.*

ation facilities for student, faculty and staff populations. Part of the land conveyed is the home of the mail-room and facilities department. The property also includes the stadium, field house, the old bowling alley, former bank and other smaller buildings north of Light Fighter Drive and south of First Street. The CSUMB southern boundary is toward Colonel Durham Road and between Light

## PLANS FOR NEW STAFF & FACULTY HOUSING

Location, location, location. CSUMB's got it — and soon will have several hundred new homes and townhouses on campus, available for purchase by employees of CSUMB. Pending approval by the CSU Board of Trustees, the construction could begin within the

next six months, and staff and faculty could begin moving into new homes on campus by early 2006.

President Peter Smith announced the plans for building new staff/faculty housing in the State of the University address this past

January. Originally, the plan was to develop 125 units in the East Campus area. Since then, however, a decision has been made to build the homes on the northwest side of campus.

CEHI (CSUMB Employee Housing, Inc.), a separately incorporated auxiliary of the university, is "committed to providing and developing housing that is both financially and environmentally sustainable,"

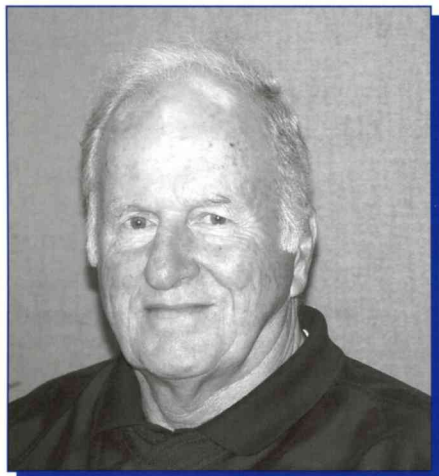
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## JIM ROBERTS DEVELOPS ENERGY-SAVING PROJECT

It takes a tremendous amount of energy to light and heat the 58 buildings that Jim Roberts manages on the CSUMB campus. As the university's physical plant manager, Roberts



*Jim Roberts*

is responsible for a half-million square feet of floor space. His team of 13 technicians monitors and maintains building mechanical equipment and the utility infrastructure on the campus.

While attending California's Building Operator Certification (BOC) Program, Roberts decided, as part of a class project, to focus on a way to simply and inexpensively reduce energy consumption on campus. After researching the hours people used the building he selected for the project, Roberts determined that there was no reason to keep the building's lighting and heating systems operating on a 24-hour basis. Because people usually left the building by 7:00 P.M., he reset the controls so the systems would shut them down overnight. Roberts estimates that this simple change has saved CSUMB 5,700 kilowatt-hours on an annual basis, using only this one building as an example.

By analyzing the lighting and heating needs of each of the other occupied buildings on campus and resetting the controls, Roberts is optimistic that large savings can be achieved in energy costs, with little or no investment in equipment or labor. ❖

### HAVE A HEART FOR STUDENTS

The recent dinner and auction raised a total of \$55,230 for student scholarships. This is a \$25,000 increase over last year. The top bid was \$3,500 for a private jet charter to Los Angeles for a dinner at Spago. Staff and faculty members, who worked as waiters, collected \$2,045 in tips. Over 60 faculty, staff and students volunteered for the event — the most successful ever!

## MORE ON PROP. 55

### Q: What is Proposition 55?

A: The Kindergarten-University Public Education Facilities Bond Act of 2004 is a \$12.3 billion bond measure to relieve overcrowding, accommodate new enrollments, make overdue safety repairs and upgrade California's K-12 schools, community colleges and universities.

### Q: Where will the bond money go?

A: If approved by voters, the bond will authorize the sale of statewide general obligation bonds to repair, upgrade and build new school facilities as follows:

- K-12: \$10 billion
- California State University: \$690 million
- University of California: \$690 million
- California Community Colleges: \$920 million

### Q: How much of this money is earmarked for CSUMB?

A: CSUMB has been allocated \$18.5 million.

### Q: How will Prop. 55 benefit CSUMB?

A: For its heating and lighting needs, the campus uses many of the aging natural gas pipelines and electrical power distribution lines installed by the Army. The infrastructure is unreliable and increasingly uneconomical to repair. Prop. 55 funds will be used to replace these decaying utility systems.

### Q: Will Prop. 55 fund all of the capital costs at the CSU?

A: No. The CSU Board of Trustees oversees the capital planning, design and construction at all 23 campuses through a five-year capital outlay plan, adopted annually. According to the current plan, the CSU estimates a total need of \$3.6 billion over the next five years alone. The \$690 million provided in Prop. 55 will cover 19 percent of the total need.

### Q: Will passage of Prop. 55 raise my property taxes?

A: No. The bonds will be repaid from state revenues over 30 years and would not increase or create new taxes.

### Q: How can we be sure funds will be used properly?

A: Prop. 55 requires that all of the bond money must be used solely for construction, renovation and repair of school facilities. It cannot be used for salaries or administrative expenses.

### Q: Didn't we recently pass a statewide school bond?

A: Prop. 55 is the second part of a \$25.3 billion statewide bond package to repair, upgrade and build new schools. The first half of the package — Prop. 47, which provided \$13.05 billion — was passed by 59 percent of California voters in November 2002. The second half, which will provide \$12.3 billion, will be put before voters on the March 2004 ballot. ❖

## CSUMB RATED A TOP UNIVERSITY FOR HISPANIC STUDENTS

CSUMB has been named a 2003 "Publisher's Pick" in a recent issue of *The Hispanic Outlook in Higher Education*. The magazine's Publisher's Picks is a national list of colleges and universities considered by the magazine to offer 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.

CSUMB is among 19 CSU campuses included in the rankings. The CSU system is one of the most diverse higher education institutions in the country, with ethnic minorities forming more than 53 percent of its identified student body. "Hispanics" make up nearly a quarter of the total student population at all of the campuses.

## LATEST ADDITION TO POLICE FORCE

The latest addition to the University Police Department's officer ranks is Demetrick Caballero. He currently attends CSUMB as a business major and is scheduled to graduate in May 2004. Officer Caballero graduated from the MPC Police Academy at the same time he was pursuing full-time studies at CSUMB. ❖



Chief Fred Hardee (left) congratulates Demetrick Caballero after Caballero was sworn in as CSUMB's newest police officer.

## SIMON SALINAS ESTABLISHES ENDOWED SCHOLARSHIP AT CSUMB

The Assemblymember Simon Salinas Endowed Scholarship was established during a press conference in January. On behalf of CSUMB, President Peter Smith thanked Salinas for his support of the 35-year-old Educational Opportunity Program. Salinas, a first-generation college graduate, discussed the importance of creating opportunities to attend college for low-income students who have no traditional support for higher education. ❖



Assemblymember Simon Salinas signing endowment scholarship papers at press conference.

### Housing (continued from page 1)

said Kevin Saunders, managing director of CEHI. "We determined that the area between 2nd Avenue and 8th Street is better suited for the project than the East Campus site."

Of the 1,253 townhomes and apartments conveyed to the university in 1993, 100 units in Schoonover II were renovated into 66 single-family homes between 1998 and 2000. These homes sold quickly to employees of CSUMB under CEHI, a program created in 1998. It is the first of its kind in the California State University system and allows university employees to purchase a CEHI home on a ground lease basis at a very affordable price.

One goal of the CSUMB North Campus Community Plan is to create a high quality of life and sense of com-

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## STILL MORE NATIONAL RECOGNITION FOR CSUMB

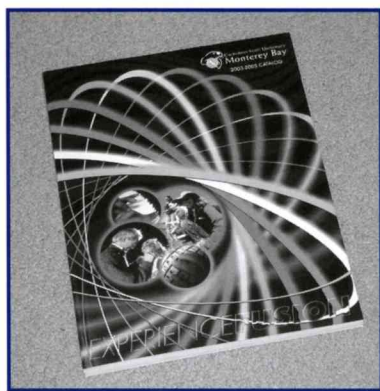
CSUMB has been featured in the landmark book, *Educating Citizens*. The book is required reading for the "American Democracy Project," a national civic engagement initiative co-sponsored by the *New York Times* and the American Association of State Colleges and Universities. In the book, co-author Dr. Thomas Ehrlich recognized CSUMB for its service learning requirement, its democratic participation ULR, and its core values of social justice and responsibility.

*Educating Citizens* reports on how a number of American colleges and universities, including CSUMB, are preparing thoughtful, committed and socially responsible graduates. The authors describe how many institutions assert that they have these ambitions, but few actually act on them.

The book's four authors hold positions at The Carnegie Foundation for the Advancement of Teaching. Ehrlich and Anne Colby are senior scholars. Elizabeth Beaumont is a research associate and Jason Stephens is a research assistant.

## CSUMB WINS MARKETING AWARDS

CSUMB's Marketing & Publications (M&P) has garnered two honors in the Annual Admissions Advertising Awards competition sponsored by *Admissions Marketing*



*Report*, a nationally circulated magazine covering college admissions marketing. CSUMB competed for recognition with other schools having a 2,000-4,999 student body. The CSUMB 2003-2005 Catalog won

a Bronze prize in the Catalog category. The university's *Adventure Connections Program & Calendar* won a Silver award in the Publication/Internal category. ♦

## JAMES ROTE ANNUAL LECTURE: LINKING SCIENCE, ECONOMICS AND POLITICS

In 1995, because of his extensive experience in connecting science and policy, Dr. James Rote was hired as a founding professor at CSUMB. Unfortunately, multiple sclerosis forced Rote to resign his professorship in the fall of 1997. Following an extensive search, Dr. Judith Kildow joined the university in 2003 as the James Rote Distinguished Professor. She has brought experience, enthusiasm and vision to develop the policy aspects of CSUMB's science program. The James Rote Lecture continues this theme by inviting well-known scientists and scholars to share their work, which links science, economics and politics in addressing environmental issues.



Dr. Judith Kildow

The first lecture will feature Kildow who, with her project team, will make the first public presentation of results from the National Ocean Economics Project. The project's objective is to provide useful data on ocean-related economic activities and resource trends. Government agencies, businesses and individuals use the data to help them make informed investment and management decisions. The objective is to balance conservation and growth in coastal areas. Kildow's presentation will focus on the results of her team's study and its implications for the Monterey Bay region. The lecture is scheduled for March 17 from 7:00 P.M. to 8:30 P.M. at the Music Hall. For more information, call 582-3908. ♦



## NEW WAYS OF TEACHING AND LEARNING

The Center for Teaching, Learning and Assessment (TLA) supports faculty and students by developing techniques to promote University Learning Requirements (ULRs) and Major Learning Outcomes (MLOs). It does this by offering workshops, consultation and other resources. Available for



Dr. Amy Driscoll, director, TLA

over five years, the center's workshops and other offerings are open to all faculty.

"Many of the participants are 'regulars' and, depending on the topic, we draw faculty from all over campus," said Dr. Amy Driscoll, director, TLA. "A recent book club session drew faculty from seven academic departments and from Student Affairs.

"The workshops are designed to give faculty multiple ways to support student learning. Their feedback usually indicates that they return to their classes and try out our new strategies or think differently about learning."

Listed below are those workshops available during March. For further information, call 582-4539.

- *Building Community about Race Issues through Film and Dialogue.* This workshop consists of three films followed by dialogue facilitated by Perrin Reid, director of employment and equal opportunity, and Caroline Haskell, director of the Personal Growth & Counseling Center. The films depict women sharing experiences of identity, oppression and resistance. The discussion will center on issues of race as they intersect with gender, class and sexual orientation.

**When:** March 2, 5:00 P.M. to 7:00 P.M.

**Where:** Counseling Center, Building 80

- *Strategies for Facilitating Cross-Cultural Conflict in the Classroom.* This workshop will offer solutions to cross-cultural conflicts by describing specific strategies for facilitation and intervention. The workshop will be led by Caroline Haskell and Andrea Monroe from College Nine at UCSC.

**When:** March 5, 2:00 P.M. to 3:00 P.M.

**Where:** TLA, Building 10

- *Making the Teaching and Learning of Writing Visible in Your Course.* Participants will examine ideas to effectively integrate writing instruction to support their learning outcomes. The workshop will be facilitated by Ernie Stromberg, assistant professor of rhetoric, composition and communication in HCOM.

**When:** March 9, 12:00 P.M. to 2:00 P.M.

**Where:** TLA, Building 10

- *Grant Writing.* This session will focus on building reality into proposals. Facilitated by Amy Driscoll, Cindy Lopez, director, Grants & Contracts, and Christine Limesand, assistant director, Grants & Contracts.

**When:** March 11, 4:00 P.M. to 5:30 P.M.

**Where:** TLA, Building 10

- *Souper Friday.* One of a series of monthly informal get-togethers at TLA featuring Amy Driscoll's homemade soups and relaxing conversation with colleagues about teaching and learning.

**When:** March 12, 12:00 P.M. to 2:00 P.M.

**Where:** TLA, Building 10

- *Supporting All Our Students: Being Student-Centered Faculty.* Caroline Haskell and staff will continue a critical and compelling series of workshops to assist faculty members seeking ways to support all students.

**When:** March 16, 3:45 P.M. to 5:15 P.M.

**Where:** TLA, Building 10

- *Rewriting Race: Writing Activities that Redress Race in the Classroom.* This workshop will focus on student writing activities that faculty can use in a classroom situation to "rewrite" racial situations. Facilitated by Renee Curry, director, HCOM.

**When:** March 30, 12:00 P.M. to 2:00 P.M.

**Where:** TLA, Building 10



## WHO KILLED HUNDREDS OF YOUNG WOMEN IN MEXICO?

A trail of newspaper articles led Lourdes Portillo, a San Francisco filmmaker who was born not far from Juarez, to this unsolved mystery. The result is her documentary, *Senorita Extraviada*, which recounts a two-year search for the truth. A screening of the film, followed by a talk by Portillo, is scheduled on campus.

The bodies of more than 300 young women have been dumped in the desert surrounding Ciudad Juarez, Mexico. Many victims were workers in the "maquiladoras," the assembly plants that are a mainstay of the new global economy. To this day, the crimes remain unsolved.

**When:** March 10, 6:30 P.M.

**Where:** University Center Ballroom

**Admission:** Free and open to the public

**Information:** 582-4330

## MAJOR CSUMB SUPPORTER IS HONORED

Roberta "Bertie" Bialek met with CSU Chancellor Charles Reed and Lieutenant Governor Cruz Bustamante at a January luncheon in Long Beach.



From left, Roberta "Bertie" Bialek, CSU Chancellor Charles Reed, Lt. Governor Cruz Bustamante and Dr. Chris Hasegawa, SEP professor and SMART college development officer.

The CSU Board of Trustees had honored Mrs. Bialek for her many contributions to CSUMB, including support of the RISE program and naming of the Hilton and Roberta Bialek Science & Technology Wing in the Chapman Science Academic Center. ♦

## POLISH YOUR SKILLS BY TAKING PROFESSIONAL DEVELOPMENT CLASSES

CSUMB is committed to lifelong learning for staff and faculty members. University Human Resources offers many free on-site seminars, certification programs and workshops. For a complete listing visit the Professional Development Calendar at <http://uhr.csumb.edu/benefits/forms/CalendarAcbt.pdf>. A number of these opportunities are scheduled during March. For further information on any of these classes, call 582-4571.

*Project Management.* This class will show attendees where to start to properly manage a project. What resources are there to help? How long should tasks take? Staff and faculty members will learn practical skills concerning the ups and downs of project management.

**When:** March 2, 8:30 A.M. to 12:30 P.M.

**Where:** University Center, Room 114

*Benefits Tune-up.* Here's an opportunity for employees to ask questions about benefits. How about opening a Health Care Reimbursement Account (HCRA) or obtaining additional life insurance? These and other questions will be answered during this class.

**When:** March 12, 12:00 P.M. to 1:00 P.M.

**Where:** University Center Living Room

*PowerPoint Intermediate.* This class will teach participants how to get the most from PowerPoint presentations. Attendees will explore ways to liven up PowerPoint slides with sound and movement, and learn how to format them to produce powerful presentations.

**When:** March 16, 3:00 P.M. to 5:00 P.M.

**Where:** Building 18, Room 156

*Professional Telephone Skills.* This class will focus on tone of voice, use of language, and communication without body language. Attendees will learn about managing multiple lines, diffusing angry callers, and presenting the best verbal picture of a program or department.

**When:** March 18, 8:30 A.M. to 12:30 P.M.

**Where:** University Center, Room 114



### **Housing (continued from page 3)**

munity for its residents, featuring an environmentally responsible design approach to the development. The plan will incorporate pedestrian-oriented streetscapes, a network of public spaces and parks, and the integration of public uses. There will be a variety of housing styles to accommodate the diverse range of residents who will live in the new community. According to Saunders, several meetings will be held in April and May to provide CSUMB employees with information and answers to their questions about the project. *Campus Connection* will announce the date and time of those meetings in its April edition. ♦

### **NPR's JUSTICE TALKING LIVE AT ASILOMAR**

KAZU is bringing National Public Radio's *Justice Talking* program to Asilomar. It will be taped by KAZU radio, 90.3 on the FM dial, for later broadcast on the NPR network. Margot Adler, chief of National Public Radio's New York Bureau, will serve as the host at the taping.

The upcoming debate will take on all sides of an important environmental issue. Environmental advocates maintain that the Bush Administration's Healthy Forest Initiative will open the door to unrestricted commercial logging and close it on a generation of public comments and community participation in forest policy. Environmentalists warn that this initiative will leave only a few healthy forests. Defenders of the President's policy counter that many years of undermanagement and mismanagement have left our forests overgrown and vulnerable to devastating fires like those that raged in California in 2003. They say the issue is not about profits, but about stewardship and the preservation of communities, wildlife habitat, watersheds and entire ecosystems.

**When:** Wednesday, March 10 at 7:00 P.M.

**Where:** Asilomar Conference Grounds, Pacific Grove

**Information:** [www.kazu.com](http://www.kazu.com) website or call 375-7275.

### **NEW EMPLOYEES**

**Demetrick Caballero**, Police Officer — UPD

**Jonni Davenport**, Administrative Support  
Coordinator — Grants & Contracts

**Sheila Marsh**, Administrative Support Coordinator —  
AHSS

### **ANNIVERSARY DATES COMPLETED**

**Celeste Akkad**, Administrative Support Assistant —  
SEP

**Thomas Castagna**, Media Learning Complex Support  
Specialist — ATMS

**Julia Hubbard**, Accounting Technician — ASRH

**Venkata Paruchuru**, CMS Information Technology  
Consultant — CMS

### **DEPARTURES**

Thanks for your service to CSUMB or the  
Foundation of CSUMB.

**Juan Avalos**, Director — IAR —hired May 1998

**Valarie Brown**, Director of Admissions & Records  
— A&R — hired November 2000

**Cristy Cassel**, Program Coordinator — RISE  
Program — hired January 2001

**Joyce Christian**, Administrative Assistant — CP&D  
— hired March 1996

**Mark Miller**, Admissions and Records Coordinator  
— A&R — hired August 2002

**Jamie Tyner**, Grants & Contracts Specialist —  
Grants & Contracts — hired February 2002

Thanks to University Human Resources for this information.

### **Conveyance (continued from page 1)**

Fighter Drive and Eighth Avenue. The 1360 acres conveyed to CSUMB over the past ten years includes approximately 1,443 structures, including housing, totaling approximately 4.6 million gross square feet. The types of structures conveyed included former barracks, classrooms, administrative offices, clinics, officer's club, gymnasium, theater and chapels. Structures that are feasible to renovate will continue to be converted to university uses as funds become available. ♦



## NOMINATE A STAFF MEMBER AND STUDENTS FOR AWARDS!

This year, a staff member will be recognized at commencement with the *President's Medal Award-Staff Member* for his or her significant contributions to achieving the CSUMB Vision. Nomination forms have been sent to staff and faculty. For information call 582-4723.

There are several awards to be given to graduating students who have made outstanding contributions to CSUMB. Any staff or faculty member may nominate a deserving student for one of these annual awards:

- *President's Award for Exemplary Achievement* — for the student who has best integrated the vision of CSUMB into his/her learning practices.
- *Provost's Award for Exemplary Academic Achievement* — for a student who has overcome major challenges while pursuing a degree.

- *Outstanding Senior Award for Tri-County Achievement* — for a student who has demonstrated a significant contribution to the Tri-County area by coordinating a project or service activity, or serving as a positive role model to Tri-County students.
- *Outstanding Senior Award for Social Justice* — for a student who participated in a project to promote equity or justice and to generate awareness of historically underserved populations.
- *The Alumni Vision Award* — for a graduating senior who best exemplifies the CSUMB Vision.

Applications are available in Building 12 or the FirstClass Conferences/Commencement folder or [csumb.edu/grad](http://csumb.edu/grad). Deadline for submitting applications is April 5. Award recipients will be recognized at the Awards Ceremony on May 21 from 4:30 P.M. to 6:30 P.M. at the University Center. For more information call 582-3539.

*Campus Connection* is published monthly, with the exception of January and July, by CSUMB University Advancement. 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). To be considered for publication, editor must receive items by the 10th day of the month preceding month of publication. Items are published on a space-available basis and subject to editing. Content of 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 CAMPUS CONNECTION VOLUME 6 • NUMBER 7 MARCH 2004

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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*.

**Janie Silveria**  
**Bldg.12**