

CAMPUS CONNECTION

SEPTEMBER 2004

VOLUME 6 • NUMBER 1

CSUMB TURNS 10!

For over 75 years, Fort Ord served as one of the U.S. Army's principal training centers. On September 14,



1994, 1,365 acres of the sprawling 23,000-acre base were transferred to the state of California. Two weeks later, a handful of employees began organizing a campus on that land. The new campus, initially referred to as the University of Fort Ord, was forced onto a fast track. Most universities spend at least five years in their planning and hiring phases. UFO — later renamed CSUMB — was given nine months. In August 1995, the campus opened with 653 students.

The campus and the community are set to enjoy a 10-year celebra-

tion at the first-ever Founders Day on Saturday, September 18 on the Main Quad. The day starts with the "Secrets of Fort Ord" tour, sponsored by the Fort Ord Alumni Association. Buses will depart Parking

Lot 18 every half hour, 10:00 A.M. to 3:30 P.M. At noon, there will be flag football and a carnival hosted by CSUMB Student Activities.

From 5:00 P.M. to 8:00 P.M., a BBQ dinner will be served while the Chicano All Stars band entertains. The premiere of *Bayonets to Baccalaureates*, a CSUMB 10th anniversary documentary, will be shown. The day's festivities conclude with fireworks at 9:00 P.M. All past and current employees, students and community members are invited.

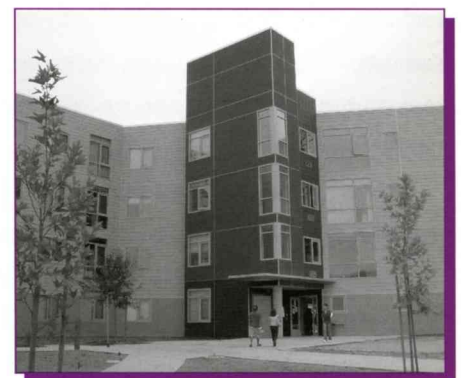
For information, visit the CSUMB.EDU/anniversary website.❖

NORTH QUAD OPENS

The groundbreaking ceremony for North Quad student housing was held April 21, 2003. Last month, students moved into the complex — only 14 months after construction began.

Three buildings, totalling 188,000 square feet, will house 650 to 675 students, primarily sophomores, juniors and seniors.

The total project cost was approximately \$39 million. CSUMB's John Beccaria was lead construction project manager. Michelle Donohue, assistant director of Residential



Move-in day for students at Building 301

Education, is responsible for North Quad operations. The project was designed by Hornberger + Worstell and constructed by Webcor Builders.❖

EXPANDING EXTENDED ED

Dr. Chris Hasegawa and Rick Donovan have enjoyed a long association with CSUMB, each wearing a number of hats over the years. This summer, they moved into



Dr. Chris Hasegawa

new roles to shape an extended education and international programs organization for the university.

The newly reorganized Office of Extended Education contains both extended education and international programs. Hasegawa serves as director on a half-time basis. He also devotes time to several important programs within University Advancement. Donovan manages the extended education office and coordinates the international programs on a full-time basis.

Extended or continuing education are learning experiences that are separate from degree programs. Examples include community classes, classes offered during the summer/winter sessions and fall/spring semesters, executive training programs and professional development for faculty and staff.

"I see extended ed as a connection between the community and the university," said Hasegawa.

A number of modifications to the former Distributed Learning and Extended Education (DLEE) program have been made. "We've changed the program by shifting the focus away from development of the distributed learning portion to international programs," continued Hasegawa. "Part of the job previously was to facilitate production of the learning courses. Now we'll facilitate delivery of the courses, but not create them."

Hasegawa anticipates a smooth transition between the earlier DLEE program and the new extended education offerings. People currently enrolled in the earlier programs may continue with them. Karen Sellick and Lina Richburg-Alonzo continue to provide front-line support.

The international programs will reach out to a broad field of students. "For years we've had students from other countries here, but our international program hasn't had an organizational home," said Hasegawa. "We now have that home." He reports that Japan, China and Spain are among the earliest likely prospects for expanding international programs.

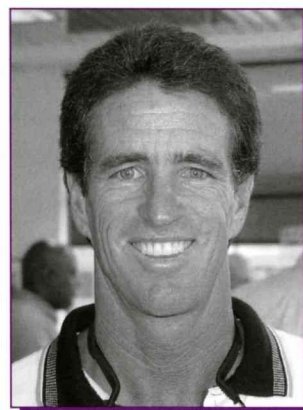
The challenges of setting up an expanded international program are many. The first task is to produce materials to disseminate information to prospective students. Another need is to arrange a turnkey support system for students once they arrive. An academic English program will be available to help students with basic English.

Whether facilitating classes for the community or attracting students from around the world to become a part of CSUMB, the Office of Extended Education is ready.

For more information, contact Extended Education at 582-4500 or the CSUMB.EDU/extended website. ❖

NEW WOMEN'S WATER POLO COACH

Gary Figueroa has been selected to head the new women's water polo program at CSUMB. He was most



Gary Figueroa

recently the head water polo coach at Salinas High School.

"We are so very fortunate to have a person like Gary Figueroa," said Bill Trumbo, CSUMB's athletic director. "Gary knows his stuff, has a passion for the sport, is a great competitor and is of impeccable character."

Figueroa is a member of the U.S. Water Polo Hall of Fame, an eight-time U.S. Water Polo All-American, and was twice named the "National Player of the Year." He was a two-time USA Olympian, in 1980 and 1984, and led the U.S. to two gold medals in the Pan American Games. ❖

BUILDING A BRIDGE FOR SOPHOMORES

Freshmen at CSUMB have plenty of structure to help them navigate through college, while juniors and seniors have academic majors and Capstone projects for support. Sophomores suffer through "sophomore slump," leaving them vulnerable to dropping out. These second-year students face many psycho-social issues.

Nationally, 30 percent of students do not return to college after their freshmen year. At CSUMB the rate is less at 24 percent. To combat this problem, the university has developed a retention improvement program which assures freshmen that a support system is available to help them cope with the challenges of their second year. The Sophomore Experience, as it's called, includes extra academic support services and social activities. The program is housed in North Quad Building 302 with 142 students initially involved.



Michelle Donohue in front of North Quad Building 302, home of the Sophomore Experience.

"The program has been my vision since 2003," said Michelle Donohue, assistant director of Residential Education. "We wanted to deliver a different kind of experience to second-year students living on campus."

A unique feature of the program is the intensive involvement of faculty. Dr. David Reichard, assistant profes-

sor in Human Communication, lives in Building 302 a few days a week to help guide students through their second year. Karen Dunn-Haley, interim program coordinator for the Faculty Mentor Program (a co-sponsor of the

faculty-in-residence concept), and Donohue invited Reichard to become a part of the program.

"We know that students who have frequent contact with faculty in and out of the classroom are often more satisfied with their educational experiences and successfully integrate into an academic setting," said Donohue. "Together with a stimulating and supportive living environment, these students are much less likely to drop out.

"He (Reichard) will be visible and available to students for promoting their academic engagement at CSUMB," she continued. "An additional faculty member who has been involved with the campus-wide planning team is Swarup Wood from ESSP."



Dr. David Reichard

Reichard works closely with two peer mentors, from Residential Life and the Faculty Mentor Program, to provide student support, especially in terms of academic planning and professional development. "What's different about this program is that we're bringing the support into the students' space," he said.

"I think it's a great opportunity to work with students at an especially challenging time in their college lives, when lots of decisions need to be made about their majors, considering possible careers, and beginning to plan for graduate school," said Reichard. "What attracted me to the program was the integrative nature of it — bringing together a focus on their intellectual, professional, personal and interpersonal development.

"Like most other universities, we are working to develop an approach that will suit the needs of our particular students," he continued. "In terms of retention issues, I am hoping that by working closely with sophomores this coming year, we will be able to understand more deeply the concerns, challenges, successes and possibilities our students experience. Students have a lot to teach us and I am really looking forward to learning from them, as well as providing crucial support as they prepare to make some of those important sophomore-year decisions." ❖

TEE TIME!

The 9th Annual President's Cup Invitational Golf Tournament plays a major role in supporting the scholarship needs of CSUMB student athletes. The event was conceptualized in 1996 to provide support through



the CSUMB Foundation Scholarship Development Fund. It funded the beginning of men's and women's golf at the university and helped develop the teams into nationally established golf programs. Currently, all athletic programs receive needed support from the proceeds of this event.

This year's tournament is scheduled for October 6 on both the Bayonet and Black Horse Golf Courses.

The \$225 entry fee, or \$1,500 tournament sponsorship, includes plenty of golf fun, a barbecue luncheon, a tournament gift, golf challenge contests and an awards banquet following the event.

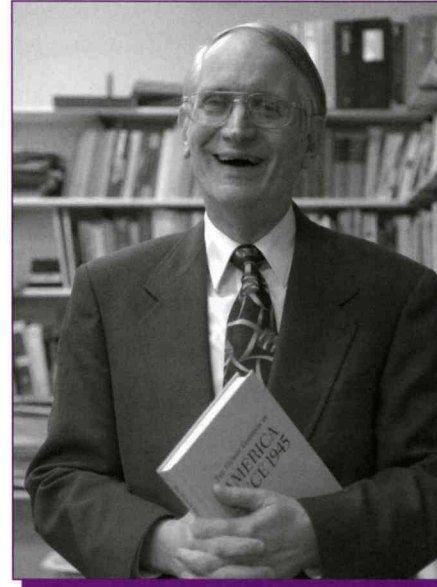
A 12:30 P.M. shotgun start is set, with registration beginning at 11:00 A.M. For more information or a registration form, call 831-582-3015. ♦

COACHING LEGENDS TO BE HERE

Hall of Fame basketball coaches John Wooden and Pete Newell will reflect on a lifetime of coaching at a dinner and auction set for October 9 at the University Center. ESPN NBA analyst and Hall of Famer Bill Walton will be guest moderator for the program. Dinner tickets are \$200 each. Proceeds from dinner and the auction benefit the Pete Newell Scholarship Endowment at CSUMB. For more information, call 582-3015.

NEW DEAN JOINS CSUMB

Dr. David Anderson has joined CSUMB as the first Dean of the College of Undergraduate Programs. He will provide leadership for strategic and budgetary planning; faculty and staff recruitment, development and evaluation; curricular and fiscal management; program review; and accreditation.



Dr. David Anderson

In 1991, the Council for the Advancement of Support of Education (CASE) selected Anderson as Indiana Professor of the Year. He is an expert on the Vietnam War and has authored a number of books about it.

Anderson comes to

CSUMB from the University of Indianapolis, where he was Dean of the College of Arts and Sciences for the past three years. He balances a heavy academic schedule by staying involved in his hobby, magic. Along with his daughter, a professional magician, he belongs to several major magicians' organizations. ♦

COMING EVENTS FROM THE MPA

CSUMB's Music and Performing Arts Department has two performances lined up for September.

Faculty Recital — with Lyn Bronson in a piano recital featuring pieces by Mozart, Beethoven, Gottshalk, Schubert and Chopin. Presented September 12, 3:00-5:00 P.M.

John Santos — A Latin jazz and percussion demonstration. Presented September 16, 10:00-11:50 A.M.

Admission is free for both performances. They are being presented at the CSUMB Music Hall. For more information, call 582-3009.

WORLD THEATER PRESENTS . . .

SAN JOSÉ TAIKO

September 30, 2004, 7:30 P.M.

The World Theater presents San José Taiko, a group that has mesmerized audiences for 30 years with its pow-



Nagareda Studios

San José Taiko

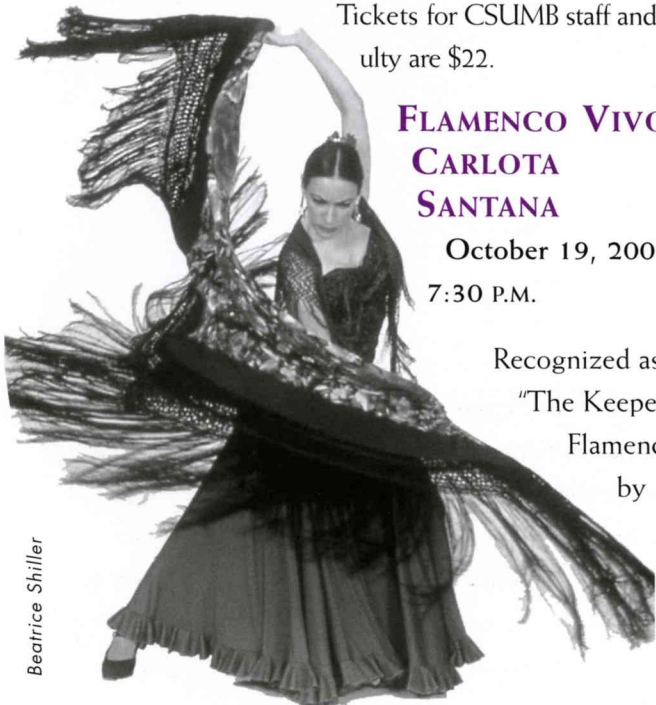
erful and spellbinding music. Inspired by traditional Japanese drumming, the group has broadened and embellished the art form into a style that joins world rhythms, including African, Balinese, Brazilian, Latin and Jazz percussion.

Tickets for CSUMB staff and faculty are \$22.

FLAMENCO VIVO CARLOTA SANTANA

October 19, 2004,
7:30 P.M.

Recognized as
"The Keeper of
Flamenco"
by



Beatrice Shiller

Flamenco Vivo Carlota Santana

Dance Magazine, Carlota Santana leads her company in the exploration of Spanish dance, accompanied by outstanding live music. Flamenco Vivo programs reflect the diversity of the many cultures that influenced flamenco: the Arabic, Judaic Gypsy, Spanish and Latino communities. Tickets for CSUMB staff and faculty are \$22.

TIM MILLER

October 27, 2004, 7:30 P.M.

Tim Miller's creative work as a performer and writer explores the artistic, spiritual and political landscape of his identity as a gay man. His newest creation, *US*, ricochets between Miller's longstanding love affair with Broadway musicals to an expression of the injustices gay people face in the United States today. Tickets for CSUMB staff and faculty are \$17.

For tickets or more information about any of these performances, call the World Theater box office at

582-4580, Monday-Friday, 12:00 P.M. to 4:00 P.M. ❖



Yvonne Boyd

Tim Miller

HOSPITALITY PROGRAM APPROVED



Dr. Bill Martin

CSUMB's School of Business now offers concentrations in Hotel/Resort Management and Hospitality Management. The concentrations combine classroom learning with practical hands-on experience in resorts of the Monterey Bay region.

The program is headed by Dr. Bill Martin. An industry Hospitality Task Force, under the leadership of Beat Giger of the Pebble Beach Company, collaborated with CSUMB in designing both concentrations. ❖

GET "REIMBURSED" FOR HEALTH CARE

The CSU Health Care Reimbursement Account (HCRA) is a voluntary employee benefit that offers significant tax advantages. The plan reimburses an employee for out-of-pocket health expenses from money deducted from his or her paycheck before federal, state and Social Security taxes are deducted. Taxable income on the employee's annual W-2 statement will be reduced by the amount placed in the account.

Expenses eligible to be reimbursed from the HCRA are those incurred by the employee, employee's spouse and dependents (including domestic partner) for services that are *medically necessary*, but not covered by any insurance plan. Expenses for procedures solely for cosmetic reasons or expenses that are merely beneficial to a person's general health are not reimbursable.

Open enrollment for next year began September 1 and extends through the end of October. This two-month window is the only opportunity to sign up for the plan next year. Employees must re-enroll in the plan during every annual open enrollment period to participate during the following calendar year.

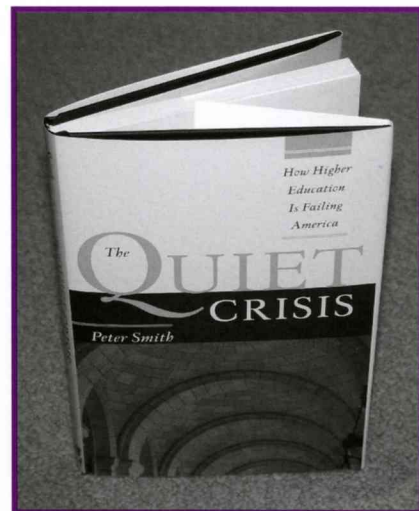
Employees may contribute any amount from a minimum of \$20 per month to a maximum of \$416.66 a month (\$5,000 annual maximum). Brochures are available at the Campus Service Center.

For detailed online information visit the www.calstate.edu/Benefits/flexible/hcra.page.shtml website. An HCRA application form may be downloaded and printed from this site or directly from <http://uhr.csusb.edu/benefits>, CSUMB's benefits website. Once filled in, it should be brought or mailed to University Human Resources at CSUMB. Questions about the program should be directed to Gretchen Fuentes at 582-4333.

THE QUIET CRISIS

The Quiet Crisis: How Higher Education Is Failing America, a new book authored by President Peter Smith, takes the position that our educational practices are leading America toward societal disaster.

Smith describes how we are failing to educate the middle class by employing an out-of-date educational model that ignores the knowledge and resources available to make all capable learners successful.



The result is that fewer than 20 out of every 100 ninth-graders graduate from college within 10 years. The book exposes this hidden crisis in American higher education, and makes recommendations for its transformation and improvement. It details how our schools are organized for failure and why our historic "industrial model" simply won't make the grade in the 21st century.

"*The Quiet Crisis* presents an urgent plea for reform in America's higher education systems from an experienced educator who understands what learning is about and its importance to our democracy," said Leon Panetta, Director of The Panetta Institute for Public Policy.

Published by Anker Publishing, the book (ISBN 1-882982-70-3) is available through bookstores or directly from the publisher at its www.ankerpub.com website. ❖

ADMISSIONS & RECORDS REORGANIZED

The Office of Student Outreach and Recruitment (SOAR) has merged with Admissions and Records. The revamped A&R has been organized into two units: Records and Registration, which serves students from registration through graduation, and Admissions and Recruitment, which serves prospective students through application processing, orientation and enrollment. Planning for the reorganization began in the spring, after an analysis of workflow and staffing, which was assisted by CSU consultants.

Sheila Hernandez has been promoted to associate director for Records and Registration. She has also assumed interim leadership for A&R as a search continues for a new director.

NEW EMPLOYEES

Kent Adams, Assistant Professor of Exercise Science—HPWE
David Anderson, Dean—CUP
Sandra Banks, Accounting Systems Analyst—CMS
Manuel Bersamin*, Project Coordinator/Career Advisor—CAMP
John Berteaux, Assistant Professor of Social and Applied Ethics—HCOM
Michael Brown, Assistant Professor of Information Technology—ITCD
Daniel Chappell, Police Officer—UPD
Eddie Chavez*, RISE Program Counselor—ESSP-Community Education
James "TJ" Cook, Human Resources Assistant—UHR
Mary Coomes, Assistant Professor of Early U.S./California History—SBCS
Juanita Darling, Assistant Professor of Journalism & Media Analysis—HCOM
Jennifer Dyer, Cross-Cultural Psychologist (assistant professor)—SBCS
Sharlene Erwin, Administrative Assistant—Campus Planning
Ilene R. Feinman, Division Chair—HCOM
Gary Figueroa, Head Coach, Women's Water Polo—ASRH
Susan Grant-Kelly*, Marketing/Sales Manager—KAZU
Teresa Janisch*, Foundation HR Assistant—Foundation HR
Frank Jisa, Accountant—CMS
Laurie Klein, Budget Analyst—AF
Douglas Lazzaroni, Building Service Engineer—FS&O
William B. Martin, Professor of Hospitality—BUS
Anthony McFarlane, Accounts Payable Lead—Accounting
Tania Mitchell, Faculty Coordinator of Service Learning Leadership (assistant professor)—SLI
Yessica Moncada, Payroll Technician I—UHR
Meggie Olsen, Systems Support Technician—ISNS
Robert Ochsner, Director of Writing (associate professor)—CUP
Heath Proskin, Assistant Professor of Mathematics—MATH
Chanelle Raboteau, Purchasing Assistant—BSS
Michael Scott, Assistant Professor of Mathematics—MATH
Carolina Serna, Assistant Professor of Early Literacy, Reading Intervention & Integrated Language Arts—ED
Terry Simon, Lead Customer Service Specialist—CSC
Miguel Tirado, Department Chair—HHSP
Liza Torrez, Service Desk Assistant—FS&O
Scott Waltz, Assistant Professor of Social Foundations of Education, Emphasis in Multicultural/Multilingual Education—LS

Coy Williams, Admissions Specialist—A&R
Rachel Wood, Academic Advisor—CUP
Emmalyn Yamrick*, Resident Director—ORL

PROBATION PASSED

Louis Algaze, Academic Systems Programmer Analyst—IT@CSUMB.EDU

TRANSFERS & PROMOTIONS

Gregory Balza, Institutional Research Analyst—IAR
Yarrow Beydoun, Articulation Coordinator—A&R
Chris Currie, Admissions & Records Coordinator—A&R
Renee Curry, Interim Dean for CAHS—AA
Sheila Hernandez, Associate Director for Registration & Records—A&R
Mayra Llamas*, Resident Director—ORL
Linda Parrish, EOP Administrative Support Coordinator—EOSP
Yolanda Perez, College Administrative/Budget Analyst—AHSS
Lisa Stone, Administrative Assistant—CP&D
Sara Torbitt, Web Programming Specialist—TSS
Tony Uribe, Campus Service Center Specialist—CSC
Lynn Yee, Lead Customer Service Coordinator—CSC

DEPARTURES

Thanks for your service to CSUMB:

Lena Belnas, Accounting Analyst—Accounting—hired December 2002
Valarie Brown, Director—A&R—hired November 2000
Alethea DeSoto, Director—SOAR—hired November 1994
Gina Encallado, Purchasing Buyer—BSS—hired November 1996
Melissa Gutheil, Campus Planning Analyst—CP&D—hired July 2002
Amy Lauder, Events and Administrative Support Assistant—UA—hired July 1998
Richard Toledo, Recruitment Coordinator—SOAR—hired February 2000
Myisha Washington, Administrative Support Coordinator—AIS—hired May 1996

*Foundation employee

Thanks to University Human Resources for this information.

LONG-FORGOTTEN MURALS ATTEST TO TALENT OF SOLDIER-ARTISTS

When it comes to mural art at CSUMB, you may think solely of the work created by students in the Visual and Public Art Department (VPA). Surprisingly, there is considerable art from the military era still around the campus — in abandoned Army buildings — depicting the struggles of those who served during the final decades of Fort Ord's existence. A new collection of digital photos of the murals, prepared by Dennis Sun, CSUMB's library circulation manager, documents the large-scale murals created by soldiers stationed at Fort Ord. "All the photos include two images," said Sun. "A larger image provides details, a smaller one provides perspective as to the actual size of the mural." Most of the original full-color murals covered the entire wall of a room.

Many of the murals were created during the last decade of Fort Ord's existence. Depictions of Huey and Blackhawk helicopters, artillery outposts and infantry soldiers bring the Army's heritage to life. As a personal project, Sun seeks to record these compelling murals before the buildings containing the artwork are demolished.

This new series of images memorializing the murals will be on display in the library through September 14. During Founder's Day, September 18, the display can be seen in Building 18.



Dennis Sun with the new series of digital photos depicting the "hidden" murals of Fort Ord.

Campus Connection is published during the academic year 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. 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 e-mail, by fax at (831) 582-4117, or by disk/paper to University Advancement, Building 86A, Don Porter, editor. Phone: (831) 582-3302.

NEWS ABOUT CSUMB'S STAFF & FACULTY

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DELIVERY PREFERENCE

If you wish to access this newsletter on the Internet rather than in paper form, please send an email expressing this preference to don_porter@csumb.edu. You may also check the box below and return this page to Don Porter, Building 86A, 100 Campus Center, Seaside, CA 93955-8001. You may view *Campus Connection* on the Web at CSUMB.EDU/news.

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

Janie Silveria
Bldg.12