

CSUMB's new gateway

Over two years ago, Dina Ruiz Eastwood, a CSUMB Fellow, and Scott Warrington, Vice President, University Advancement, were conversing about CSUMB's future plans. He learned that a considerable amount of Carmel stone had been quarried on the Eastwoods' property near Tehama. Warrington asked if she and her husband, Clint Eastwood, would consider donating some of the stone to build a sign on the campus.

CSUMB requested ten cubic yards of stone, which the Eastwoods agreed to provide. Unfortunately, due to budget and staffing constraints, it took 18 months to get the sign designed and fabricated. Construction was finally completed this fall. ❖



The new sign serves as the western gateway to the campus at Lightfighter Drive and General Jim Moore Blvd.

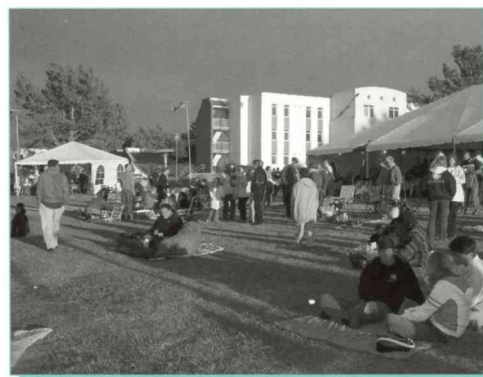
It's been 10 years!

Commemorating CSUMB's 10-year anniversary, the Founders Day celebration delighted over 1,000 people last month. They enjoyed games, live music and a BBQ dinner. The day was topped off with a fireworks display.

The emcee was Hank Hendrickson, CSUMB's first employee, whose team orchestrated the transition from Army base to university. Featured speakers included President Peter Smith, former White House Chief of Staff Leon Panetta, CSU Board of Trustees Chair Murray Galinson, Senator Bruce McPherson, Congressman Sam Farr, Dean Marsha Moroh, Associated Students President Yuri Beckelman and alumna Bea Ramirez-Gonzales, a pioneer student, who also spoke at the university's inauguration in 1995. ❖



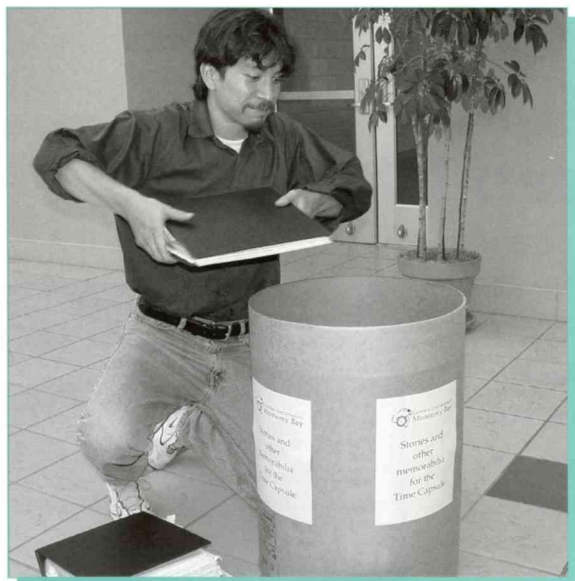
Hank Hendrickson



Capturing time

What do you remember most about CSUMB's first ten years? Past and current CSUMB employees and students are invited to leave a memento of their fondest memory in a time capsule, currently on display in the University Center.

Any item may be offered — documents, photographs,



Alex Chapman, a student assistant, places newspaper clippings in a time capsule which will contain items documenting CSUMB's early days.

trinkets, written or artistically presented thoughts. There should be a clear description of the memory the item invokes, attached securely to the item. The message should explain the significance of the item to those who will open the time capsule a hundred years from now.

The materials are being collected through November 15. Due to space limitations, a selection committee will determine which items will be included in the capsule. None of the items can be returned.

The time capsule will be sealed and dedicated during the ribbon-cutting ceremony for the new Alumni & Visitors Center in early 2005. Ultimately, the capsule will be on display in the Tanamura and Antle Family Memorial Library when construction of that facility is completed in 2008.

One of the early contributions to the capsule was the first Vision Statement poster, signed by the staff and faculty who worked here during the first few years. Current staff and faculty have been invited to sign a new poster, which is displayed daily in the lobby of Building 1. ♦

New "voice" of CSUMB

Joan Weiner, most recently coordinator of the Reciprocal University for the Arts Project (RUAP) has been selected as CSUMB's news and public information officer. She replaces Holly White, the university's first PIO, who served in the job nine and a half years.

"No one will be able to replace Holly White," said Steve Reed, associate vice president for external relations. "Her accomplishments are too numerous. The next ten years will be built on the foundation that Holly and other CSUMB pioneers have created."



Holly White

White looks forward to accepting a part-time position at CSUMB as marketing coordinator/international student advisor for the Office of Extended Education. Her responsibilities include the overall development and marketing of the university's international programs and the marketing of the Extended Education program.

"I'm delighted to join the team in University



Joan Weiner

Advancement," Weiner said. "My years of experience as a journalist in the local area have taught me an appreciation of the diverse communities we serve and have prepared me for the

challenges we'll face as the university grows."

Weiner came to the campus nearly three years ago to fill in for White during her maternity leave. The two-year stint with RUAP followed.

"I'm relying on everyone to contact me with news and events," Weiner said, "and I'm looking forward to helping promote the university." ♦

From alum to CSUMB employee

Over 50 people now working at CSUMB also earned their degrees here. The positions they hold range from office coordinators and faculty members to technology support staff and police officers.

Mayra Llamas, MIE class of 2000, is a resident director for the new North Quad housing complex. She supervises residential advisors (RAs), coordinates programs and activities, and works on mediation/conduct concerns. She also leads the Sophomore Experience program to assist second-year students with their intellectual and social development.

Llamas worked as a student assistant for four years with



Mayra Llamas

the Student Information Center. It sparked her interest in student affairs and led her to pursue a career helping students at the college level.

"I work for a department that has a great mission and collaborates with the campus community at a superb level," Llamas said. "I would

recommend CSUMB to anyone who is interested in working at a campus community where individual ideas are encouraged and students are a priority. It is a great campus to learn about student development and the development of campus programs."

Nicole Mendoza, TAT class of 2000, has worked for CSUMB on and off for over nine years. Starting as a student assistant in fall 1995, she moved on to become a TAT advisor, box office manager at the World Theater, news assistant in Public Affairs, Campus Service Center employee, and is now external relations coordinator in University Advancement. In her coordinator position, Mendoza works with local, state and national legislators on policies that affect the university.



Nicole Mendoza

"I enjoy the work I do. It is fulfilling when I see programs implemented or created from the groundwork we created here. I would definitely recommend a career on this campus to others. We get to lay the path instead of already having it laid for us, and there is always room for improvement and people willing to work for change."

Adrian Andrade is a 1998 HCOM graduate. He completed post graduate work in Multicultural Education in 2000. He has worked at CSUMB for seven years — six of those in the classroom. He is currently a faculty lecturer, teaching technology and information technology competency to incoming students.



Adrian Andrade

"Currently, I know of no other workplace where mutual respect is the norm and, in general, where an individual can totally be themselves and feel comfortable with it. People who come to CSUMB to work and stick around are here because they believe in the work they're doing and are sensitive and aware of the unique population they are serving."

Jordan Plotsky graduated in 1997 as a TAT major. He works in The Watershed Institute in the Return of the Natives Restoration Education Project. After graduation he moved to Vancouver for awhile to work in film. Plotsky continues to produce documentary films for local non-profits.

"I love this work (habitat restoration) and I hope to always be doing it at some level," Plotsky said.

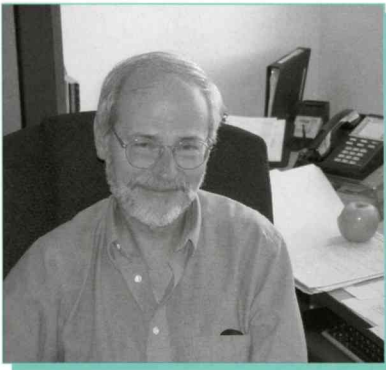
Stacie Schaub graduated as a Liberal Studies major in May 2004. As a student, she worked for Transportation and Parking Services (TAPS). She has been with the University Police Department since February 1997, and has been a police officer there for five years. She is the only female officer currently on the force.

"I enjoy working with the campus community," Schaub said. "This experience (as student and employee) helps me to understand the positions each person holds on the campus, and how their perspective relates to the the big picture at the university. I would recommend a career on campus to others." ♦

CSUMB's new director of writing

Students who complete their degree at CSUMB encounter various learning experiences designed to develop their writing skills to a level appropriate for a college education. To further aid in this effort, CSUMB is creating a true writing-across-the-curriculum program.

To continue development of the writing program, its new director, Dr. Robert Ochsner, is now undertaking a needs assessment and has set a goal of meeting with every faculty member. He's also interested in talking with as many staff members as possible, recognizing that writing isn't an issue



Dr. Robert Ochsner

restricted only to instructors.

"This campus has a writing-across-the-curriculum program," Ochsner said, "and much of the philosophy for instruction has been established and done in a thoughtful manner that's con-

sistent with current theory for the teaching of writing.

"It is crucial to me to learn how I can best support faculty in anything that has to do with testing, and with staff in their own work. The writing program focuses not only on the classroom, but the entire university. Writing touches every part of a university's function. We can't just look at academic writing, but must look beyond the campus to ensure students have the skills for real-world writing."

After earning his Ph.D. from UCLA and living in Southern California for a number of years, Ochsner joined the University of Maryland, Baltimore County (UMBC). He was there from 1980 until this year, except for two years at Fayetteville State University in North Carolina, where he developed their writing program.

"What pleases me here at CSUMB is the mission of serving historically underprepared students," he stressed. "I like the challenge of developing another writing program, particularly one that can directly affect a large number of students in a way that a single teacher can't do in a single classroom." ❖

EMERGENCY HOTLINE

To keep the campus community informed of national and local emergency situations that affect CSUMB's operations, a special telephone extension with a recorded message is now operational. The number is 582-5044.

Alumni & Visitors Center update

Situated on a hill above the intersection of General Jim Moore Blvd. and Third Street, CSUMB's Alumni & Visitors Center (AVC) is nearing completion. It's adjacent to the main quad and across the street from the newly opened North Quad student housing complex.

The 15,000 square foot building, designed to serve as a visitor greeting center for the campus, will house administrative offices for University Advancement and Grants & Contracts. The bright, airy structure incorporates sustainable design concepts for long-term energy conservation.

It's anticipated that the AVC will be the locale for numerous receptions, exhibits and events throughout the year. Designed to accommodate changing uses, the building will serve as a gathering place to encourage campus and community interaction.



At press time, the "shell" of the Alumni & Visitors Center was completed, with interior partitioning and wiring phases underway.

The AVC is scheduled for occupancy in early January. A grand opening ceremony will be held early in the year, with all staff and faculty invited to attend. ❖

Tenth Anniversary Distinguished Lecture Series

Victor Villaseñor, a gifted and accomplished speaker and writer, brings a fresh perspective to a number of universal themes, with his candid and heartfelt manner. These themes include pride in heritage, the strength of family, world peace, the power of the written word and dedication to education and personal achievement. His book, *Burro Genius*, has been nominated for a Pulitzer Prize. Villaseñor shares with audiences all across America his passion for life and his vision for world harmony. As the first lecturer in the Tenth Anniversary Distinguished Lecture Series, he will speak at the World Theater on October 13 at 7:30 P.M.

Tickets are \$15 for staff and faculty. For tickets and information, call 831-582-4580, or purchase tickets online at the CSUMB.EDU/anniversary website.

Another lecture in this series will feature Dr. Lani Guinier, a civil rights attorney, noted scholar and author. She will appear January 28, 2005 at 7:30 P.M.

Jean-Michel Cousteau has spent his life exploring the world's oceans aboard the research vessels *Calypso* and *Alyone*. The eldest son of the late ocean explorer Jacques Cousteau, Jean-Michel is president of Ocean Futures Society. He will appear March 2, 2005 at 7:30 P.M. ❖

Extended Ed courses

CSUMB's Extended Education offers a variety of online and face-to-face courses this fall and winter. For schedules and more information about the following and other courses, contact Extended Education at 831-582-4500 or visit the CSUMB.EDU/extended website. Courses include:

California Notary Public (NPUB 461)

Loan Document Signing (NPLS 461)

Applied Linguistics and Language Acquisition 4 credits (MAE 631)

National Board Portfolio (MAE 651) — 1 - 4 credits

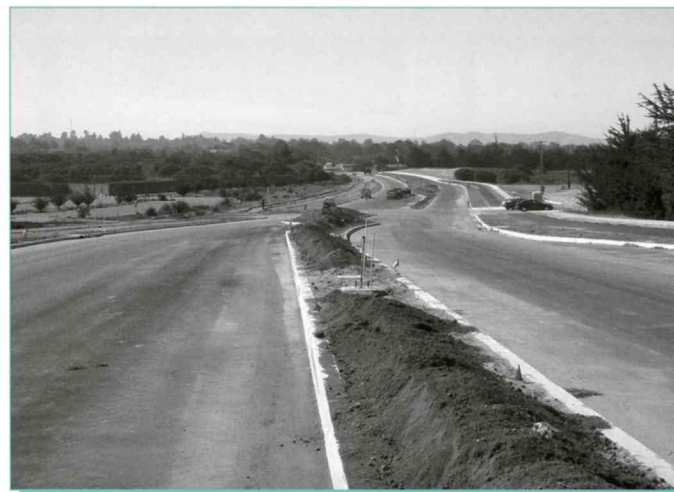
National Board Portfolio (MAE 652) — 2 - 4 credits

LAW for Life: Paralegal Certificate Course

Induction/Plan ProGrowth/Asst (SPED 680 - Level II)
— 1 credit

Second Avenue project nearing completion

According to the Fort Ord Reuse Authority (FORA), the projected completion date for the Second Avenue widening project is early November. When opened, the widened road will connect Lightfighter Drive to Imjin Parkway.



View looking south toward Lightfighter Drive, with soccer field to the left

Completion was originally expected in August, but it was delayed due to a combination of administrative and technical challenges. The revised completion date was largely due to administrative delays regarding utility and right of entry decisions needed from other entities.

From a construction standpoint, the road widening presented a number of difficulties. There was little or no archival documentation to locate existing utility lines and other infrastructure. Other unexpected problems were encountered during excavation, including buried structures along the worksite, which required removal before construction could begin. ❖

BOOK SIGNING AND RECEPTION FOR PETER SMITH'S NEW BOOK

A book signing and reception for President Peter Smith's new book, *The Quiet Crisis*, is scheduled for October 7 from 4:00 P.M. to 6:00 P.M. in the University Center Living Room. For more information, call 582-4401.

Betty McEady brings passion for learning and teaching to TLA

For Dr. Betty McEady, learning and teaching have been a lifelong passion. Tapped for a series of important posts since joining CSUMB in 1995, she is now interim director of the Center for Teaching, Learning and Assessment (TLA).



Dr. Betty McEady

Prior to the TLA assignment, she held a faculty associate position in the provost's office during 2003 and 2004, where she served as acting dean of the College of Undergraduate Programs. McEady has also served as an assistant to the associate provost for Institutional Effectiveness and Academic Planning. Previously, she was department chair and professor in the Liberal Studies Department from 1995 to 2003. McEady is a second-tier founding faculty member who arrived at CSUMB in July 1995. Starting in 1996, she played a central role in new program development and the university's successful WASC review and accreditation.

McEady describes her leadership in TLA as a stage — not a destination — in the process of being a life-long teacher and learner.

"The quest involves me as an African-American woman of southern origin, as teacher, as scholar, as traveler, as music-lover, as dance-lover, as civil rights activist, as liberation-spiritualist, as educational leader, as life-long learner. Embedded in this multiplicity of identities is my

life quest to achieve an understanding of how people learn and how best to teach others."

Her latest responsibilities in leading TLA are especially close to her heart. The center supports faculty and students by guiding the development of learning methods, curriculum and assessment that are necessary to promote University Learning Requirements (ULRs) and Major Learning Outcomes (MLOs). Faculty members avail themselves of TLA's resources, such as workshops, individual and program consultations, and facilitated development of approaches for teaching and learning.

"My leadership in TLA is a narrative about my quest for a better state of things for those we teach, those who teach, and for the world we all share," McEady said.

From her beginnings teaching in a small high school in Atlanta to suburban high schools, community colleges and university teacher education programs in California and West Africa (as a Fulbright Scholar), McEady has continued her quest for an understanding of teaching and learning, as well as the sociological forces that affect learning. Her extensive professional life has focused on English language arts, literacy development, liberal arts, multicultural education and instructional design. At the forefront, teacher education is of greatest interest to her.

"My plans are to expand TLA's engagement across the campus in support for student learning by linking to Student Affairs in more specific ways," McEady said. She also plans to work

"As with my professional life, TLA is also a narrative in the making"

— Dr. Betty McEady

with other units on campus that support faculty in distributed course development and the infusion of technologically mediated instruction in their curriculum. Through collaborative planning and discussions with faculty, TLA will design an outcomes-based program review model that encourages faculty to integrate assessment into their instructional and program planning.

"As with my professional life, TLA is also a narrative in the making," she concluded.

Betty McEady's professional contributions continue with her new assignment in TLA, building on the expertise she has provided CSUMB since the first day it opened its doors to students in 1995. ❖

New employees

Kent Adams, Assistant Professor of Exercise Science — HPWE

Bill Brown, Director of Facilities, Services & Operations — FS&O

Susan Chamberlain, Financial Information Systems Administrative Assistant — CMS

Jeanette Little Crow*, Associate Teacher — CDC

Allison Griffin*, Auxiliary Organizations Administrative Support — AF

Kellie Guerra, Grants & Contracts Specialist— G&C

Joy Larson*, Research Assistant — SEP

Sarah Maloney*, Toddler Teacher — CDC

Bill Musselman, Director of Accounting — Accounting

Denise Noel*, Preschool Teacher — CDC

Robert Ochsner, Director of Writing (Associate Professor) — CUP

Scott Peterson*, Residential Education Assistant — ORL

Ziad Sarriedine*, INET WAN Data Network Analyst — ISNS

Michael Scott, Assistant Professor of Mathematics — Math

Rodney Spencer*, Foundation Telecommunication Technician — ISNS

Transfers & Promotions

Tania Mitchell, Faculty Coordinator of Service Learning Leadership (Assistant Professor) — SLI

Departures

Thanks for your service to CSUMB:

Daniel Chappell, Police Officer — UPD — hired July 2002

Brandy Germain, CMS Systems Coordinator — CMS — hired September 2000

Rodolfo Puente, Outreach Counselor — Admissions & Recruitment — hired August 1999

Holly White, News & Public Information Officer — UA — hired April 1995

Naomi Williams, Regional Center Associate Director — CalStateTEACH — hired November 2002

Note: Separation dates previously noted on internal announcements may not coincide with an employee's last day on the pay-roll, which is reflected in the list above.

*Foundation employee

Thanks to University Human Resources for this information.

Cleary Act information

In accordance with the Jeanne Cleary Disclosure of Campus Security Policy and Campus Crime Statistics Act, crime statistics for CSUMB are available at CSUMB.EDU/police or in the FirstClass folder under *Police Department*.

The report is prepared in cooperation with surrounding federal and municipal police agencies, the Office of Residential Life, and the Student Conduct Office.

To comply with this act, the University Police Department requests crime statistics from local police agencies for public property immediately adjacent to campus.

A copy of the report may be obtained by visiting UPD or by calling 831-582-3360.

KAZU's "radiomobile"

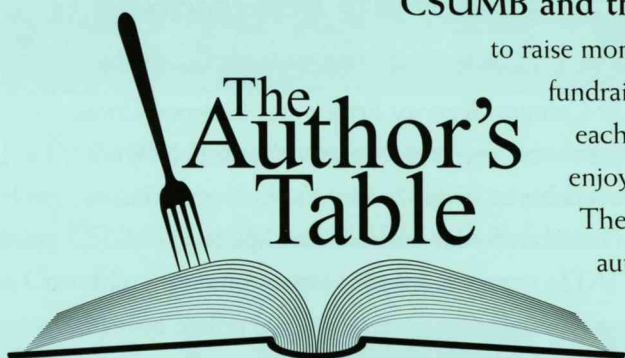
What bolder way to encourage people to tune in to KAZU radio, the university's NPR station, than delivering the message from the most unusual car in the county?

John McNalley, KAZU's general manager, recently had his car literally papered over with over 700 KAZU decals



John McNalley and his KAZU car

on its front, back and sides. If, as is said in advertising, that repetition is everything, McNalley's car is bound to stand out as thousands of motorists see it daily. ♦



CSUMB and the National Steinbeck Center (NSC) are collaborating to raise money for the CSUMB library and NSC's literary program with a fundraiser called The Author's Table. It's an annual event which offers each guest the choice of 16 conversations with a favorite author, enjoyed over a lavish dinner.

The authors range from Ralph Peters, a retired military officer and author of three books on military affairs, to Kathleen Sharp, whose books reveal the inside stories of Hollywood and Wall Street.

Other authors include Maxine Hong Kingston, one of the first Asian Americans to make it to the top of the literary

world, and Eric Lax, whose penetrating works dig into the lives of such screen legends as Woody Allen, Humphrey Bogart and Paul Newman.

The author's list also includes Anthony Dias Blue, James Bracher/Daniel Halloran, Rosalind Gray Davis, Norman G. Gautreau, Jonathan Kirsch, Otto Penzler, Peter Smith, Gail Tsukiyama, Alisa Valdes-Rodriquez, Ciji Ware, Jacqueline Winspear and Lolly Winston.

The Author's Table takes place November 1 at 6:00 P.M. at 16 luxurious homes in the Salinas Valley and the Monterey Peninsula. Ticket prices for this fundraiser are \$150, \$300 and \$500 per person. For ticket information, call the event coordinator, Tia Gindick, at 831-625-8190. Reservations may also be made on the steinbeck.org website.

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