Crime Hits CSUMB
by Caroline Musto and Tracy Anne Burke

There have been more than fifteen automobile break-ins reported in CSUMB's housing areas of Fredericks I and II since the beginning of April. Most of the cars were left unlocked and items of little monetary value were taken. Authorities believe that the thefts are by the same perpetrator and they have few leads or suspects. Officers involved in the case believe the perpetrator(s) could very likely be someone that students on campus know or have met through mutual acquaintances.

Targeted vehicles include a 1991 Chevrolet Blazer, a 1994 Toyota Celica, a 1998 Toyota RAV 4, a 1992 Gray Civic with more than $1000 damage, and a 2000 Dodge Caravan which had a wallet in it. Without serial numbers, the burden of proof is on the owner of the vehicle. CSUMB Sergeant Jim Procida of the Investigations Division suggests to everyone that they make a list of serial numbers from all their valuable electronics, including computers, car stereos and home stereos.

Holli Bachman, a CSUMB student, Resident Advisor on Trenton Court, and the owner of the Dodge Caravan, had to replace everything in her wallet. "I feel totally violated because now someone knows everything about me and my family." Out of fear for her family she had FIDM come out right away to re-key her locks, which she then had to pay for out of her own pocket. "Then I'm treated like a criminal every time I write a check until I get a new drivers license from the Department of Motor Vehicles," says Bachman. Anyone who has had their wallet or purse stolen knows that the issue of canceling credit cards and checking a credit bureau is a pain. Bachman goes on to say, "If you see something unusual, make a report!"

Most people don't know that stealing from an unlocked car is only a misdemeanor for theft. Theft and vandalism to a locked car, on the other hand, is considered burglary, and therefore a felony. Officers who originally commented on the "amateur" way these break-ins are happening are thinking twice in evaluating the intelligence of the perpetrators. Perhaps those involved understand they could only be convicted of a lesser charge for petty theft when breaking into an unlocked car. Theories of guilt include drug-related scenarios or quick fixes for cash.

A felony was committed the evening of Tuesday April 18th. A car was actually stolen out of the Wellness Activity Center's parking lot. Some cars were in the weight room and took keys that were left near the glass windows. Employees have been warning users of the gym to put their keys and valuables away from the doors and to keep an eye on their belongings during their workout. Employees are also being more careful to make sure everyone signs in legibly before using the facilities. Maybe the worst part of this particular case is that the car was only borrowed. The borrower of the vehicle had to inform the owner that the car had been stolen.

"You don't want to be a cynic," says Sergeant Procida. "But we do have an element preying on the campus environment." Sergeant Procida suggests that, most likely, it is someone no one around here would suspect. "They are good at endeavoring themselves to the campus community and then victimizing those who welcomed them in," finished Procida.

Before residents decide to take matters into their own hands, they should "call UPD first. We do need eyes and ears," says Procida. "But we don't need people taking the law into their own hands. In a campus environment it's live and let live and sometimes that's okay. We'd rather have a suspect called in so it's handled appropriately." At this point, if someone is suspiciously pulling door handles along the streets of Fredericks Park or the CSUMB campus parking lots, Procida suggests calling 911, though he doesn't want to see that system abused. The dispatch number for UPD, 655-0268, can also be used.

Procida also makes the point that the neighborhoods in Fredericks Park I and II are never really established. Students and families move in, they move out, they switch apartments each semester, etc. "You don't always know who does and doesn't belong," warns Procida. "Get to know your neighbors, the cars they drive and who, exactly, lives there."

Why all this recent felonious activity around campus? "For a long time to get onto Fort Ord, you needed a good reason to get through the main gate. Now, as more and more of the gates are being opened, such as the Broadway Gate and 12th Street, people are coming to check it out," says Officer Procida. There are several ways in and out of campus, which makes this campus unique. Most campuses, including Stanford, Davis, CSU Sacramento and Saint Mary's have one way in and one way out. This makes patrol of these campuses much easier. CSUMB offers a unique challenge to the UPD in figuring out the best way to patrol and make this environment safe for the CSUMB community.

Currently two to three officers patrol CSUMB each night. On average the CSU has 12.3 officers per campus and the UC system averages at 33 officers. The CSU is currently lobbying for a more balanced number of officers on each type of campus. UPB currently has 12 of their allotted 14 positions filled and are looking to fill the two empty positions as soon as possible.

Bottom line is that everyone at CSUMB is here to learn and we expect to learn in a safe environment. What can you do to prevent theft from your car or of your car?

lock all doors, including trunk
roll up windows all the way
pull into the garage when you come home
Don't leave anything on the seat, wallets, CDs, sunglasses, coats or jackets
Make a list of serial numbers
Pay attention to who is supposed to be in your neighborhood
Introduce yourself to your neighbors so you can both be comfortable with each other and begin to establish a community

The UPD is currently working hard to catch and convict these perpetrators so as to make the CSUMB community as safe as possible. If you or anyone else has information about these crimes or those who may be involved, please contact the UPD as soon as possible. Above all, remember to lock your car even if you only plan to be away from it for a short period of time.
Graduation: A False Emancipation?

As graduation rolls around the corner, anxious Seniors scramble to finish their final pieces to their Capstone projects, while parents make invitation lists for relatives to witness one of the proudest moments of their lives. Beneath the swarming diligence of work, at CSUMB, there is currently a wide spread concern as to how many students wear the robe but do not earn their degree.

"Grades for the spring semester are not due for a couple of weeks after the semester is over. When those grades come in, they will often show that a student failed or did not complete a required course," says Judith Swartz, Grade Evaluator for Admissions and Records. "This is not the fault of the school, but actually the fault of the student."

She went on to explain that this is the process of most four-year degree colleges and universities. Students are placed on the graduation list when their evaluation shows that there is every possibility for completion in the spring or summer semester of the academic year. If their academic records indicate that they will not finish until the next fall, ideally, they are not included and cannot participate in the spring ceremony. This is the policy. However, Alicia Voyce, graduated in May '99 but did not graduate until December. She writes on Open Forum, "After you are gone for a while the idea of participating in the ceremony has lost its luster [sic]."

There are several surrounding issues on this topic. Brenda Pobre, Assistant Resident Director expressed a concern for students who are placed in a role model position by the University but have not met requirements of their degree. She proposed that, "If the student has not met the requirement to graduate by Aug. 30 and is working for the university as a staff member, then the employment needs to be looked at again."

On the flipside, Marybeth Robertson asks, "Is graduation and won't walk... where's my viewpoint."

Whether or not the commotion currently stirring on campus will change any policy regarding graduation is still to question. One student, who wished to remain anonymous replied, "Employers will not care whether or not you walked down the aisle, they need documented proof of a degree."

The Child Development Center (CDC) has had its share of growing pains. Since the opening of CSUMB, the center has operated on a shoestring budget and has had to collaborate with outside entities such as Head Start of Monterey County just to survive. Currently the center operates on an annual budget of $119,370, and serves approximately forty children. This budget pays for the salaries of three teachers, a student assistant, and supplies needed to operate the center. The collaboration with Head Start provides an additional teacher and supplies at no charge to the university.

Presently, the Child Development Center is asking for an increase of $22,712 for the upcoming academic year, which would bring the total (projected) budget to $142,082. The budget does not allow for additional salary requests. This leaves the center unable to hire extra professional help, so it must rely on student assistants. The limited budget does not allow the CDC to expand its operations nor restructure itself to meet future demands. Cecilia Burciaga, the Assistant Vice-President for Student Affairs and Residential Learning, states, "An increase in budget will allow us to have a far better organizational structure and perhaps even serve additional children. At the moment, we can only accommodate a few staff children and a couple of faculty children. We are certain that the demand will grow as our student body increases and there is an unmet and pent-up need for childcare for faculty and staff."

The center was recently reviewed by Vince Montgomery at the request of Bert Rivas, the Vice President for Student Affairs. The findings of the review demonstrate that the current budget is not enough to provide a full-day program for the children at the center. The review recommends that the center increase its budget by applying for grants from public and private foundations, finding benefactors to sponsor the center, planning fund-raisers, establishing special enrichment preschool programs for the Summer, Spring, and Winter Breaks, and requesting more monies from the general college fund. Cecilia Burciaga states, "We are beginning to search for external funding. We need University Advancement to work with us on securing donors. We are also exploring more partnership with Head Start programs as well as extended day-care."

"These kids are the children of CSUMB students and deserve far more than less-than-ten percent of the budget. We have no supplies, and a majority of (our supplies are) purchased out of the teachers' pockets..."—Joya Chavarin

The biggest problem still faced by the center is how the current budget affects the children. According to Joya Chavarin, the Interim Child Care Services Assistant and Co-Site Supervisor for the CDC, "Ninety percent of the budget is spent on salaries. What is left for the kids? These kids are the children of CSUMB students and deserve far more than less-than-ten percent of the budget. We have no supplies, and a majority of (our supplies are) purchased out of the teachers' pockets, sometimes reimbursable and sometimes not."

In comparison to the Child Development Centers of similar CSUs, CSUMB has a lower budget to facilitate similar numbers of children. San Marcos' CDC has an annual budget of $217,000, almost $100,000 more than Monterey Bay's, while serving only 12 more children. Sonoma serves 90 children on a budget of $385,000, and Fullerton serves 170 children on a budget of $685,000.
"You Must Remember This... A Kiss is Just a Kiss"
by Jesse Lewis

Could be something as simple as a kiss. The PDA cops are knocking at the door.
"Open up in there! We can see you kissing through the window!"
Public display of affection—how much is too much?

Of course, the above scenario is a highly exaggerated scenario, but the question is real. Where do we draw the line when it comes to expressing our feelings for that special someone? How much affection is too much for other people to witness? At what point are we crossing the line that’ll evoke disgust from someone or offend them?

I think the answers could really boil down to a simple act: making it clear what the difference between affection and sexual desire is. In truth, I think it’d make more sense to say that PDA includes only exhibitions of love, no matter what degree of love it is. The best? If we have to label that, why not call it PDS—public display of sex, or foreplay, or lust. That’s basically what it is. Not to mean that the latter display has an absence of love, but it’s definitely something I think we could keep in our bedrooms. Tongue-swapping, groping, and so on—not exactly the picture of love you’d want your kids to see.

I went to a concert last year. In front of me this biker couple sat down, all dressed up in matching Harley Davidson clothes. Well, perhaps "sat" isn’t the right word—they were eating sex. It wasn’t apparent at first, though. I did notice the heavy make-out session. That much as become too common, so I could easily ignore it and watch the concert. At a certain point, I noticed that they had...let’s call it "escalated" the PDA moment. Is that affection? No. It may include it, but really I think that’s what the problem is. We generally don’t want to witness other people’s foreplay.

Being at college most of us generally notice all the blossoming relationships, whether they’re the loving kind or not. All around us we may witness PDA on a daily basis, ranging from cute and romantic affections to french-kissing in the middle of a crowd. You can’t escape it—PDA is everywhere.

Now, the cleaner side—PDA when it’s an exhibit of love. I’m seeing so many people get offended or disgusted with even that type of PDA. Suppose a couple is so beautifully in love that they feel they must hug each other tightly a lot, or kiss simple kisses quite often, or simply just sit down together all "googly-eyed." Not everyone wants to have to wait until they get home to express their love for someone. Why has it become so unpopular to witness this? What’s wrong with seeing real love? Often it seems that the people offended by such behavior are people that are alone at the moment. Or maybe it’s all a misunderstanding of what two people are really doing.

I think a simple rule of thumb would be this: Would you want your kids to see this, if you had kids? With that question I’m sure anyone can decide where to draw the line.

(Title borrowed from a song from Casablanca)

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Hip-Hop
by Andrew Rogers

Jurassic 5 is definitely a refreshing break from the pervasive formula in hip-pop that seems to be more concerned with fabricating a fake, glamorous image than it is concerned about perfecting rhyme skills. "Quality Control's" title track picks up right where the album's richness is most evident on "Wax Paper". By far the premiere joint, it's a classic J-Live cut from a few years ago also made the album, easily proving its timelessness. Other hot joints from "The Best Part" include "Vampire Hunter", "Kick it to the Beat", and "Them That's Not" on which J's rhymes speed up and slow down according to the changing pitch of the beat.

J-Live has no problem showing us all what it takes to be a great MC, so the beats are basically a bonus, but the album's richness is most evident on "Wax Paper". By far the premiere joint, it's a classic waiting to happen. For hardcore heads, the first time you hear it you know right away. It's just one of those beats you've been waiting for.

As we go from east to west, another summer release sure to gain the attention of hip-hop junkies is "Quality Control", the debut album from L.A.'s Jurassic 5. They quickly establish how they earned their name through their old school style of rhymes. These MC's seem to truly be from a time well missed even in hip-hop circles, yet long gone. The album's intro features a National Geographic-like commentary documenting an MC as he makes his way through urban landscapes, much like a wildlife specialist would follow a wild animal on a safari. Sightings of this particular species of "real MC's" have become increasingly rare, leading many to believe they could be on their way to extinction, but with the first joint, "Got What It Takes", J-Live shows everybody he's not going down quietly. The beat on the opening track is reminiscent of something off an old Tribe track, and sets the pace for the rest of the album.

After more answers to J's perennial question, "Don't Play" picks it up nicely with its Latin flavor and dope female vocals. Over the summer months "Don't Play" will definitely be a hot pick on college radio as well as in DJ's crates. Heads should be pleased to find "Braggin' Writes", a classic J-Live cut cut from a few years ago also made the album, easily proving its timelessness. Other hot joints from "The Best Part" include "Vampire Hunter", "Kick it to the Beat", and "Them That's Not" on which J's rhymes speed up and slow down according to the changing pitch of the beat.

What does it take to be a great MC? This is the question J-Live asks hip-hoppers between tracks on his new album, The Best Part. He has become a mainstay in underground hip-hop appearing on various compilations and other 12" releases from Raw Shack Records, but on his first full-length LP, J-Live demonstrates with ease exactly what it takes to be a great MC.

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Overall it should be a decent summer for hip-hop releases; just don't rely on MTV for your fix of beats and rhymes. Look for Erick Sermon's "Erick O'Nassis" on May 16. May 23 should be a good day, Eminem's Marshall Mathers' LP drops and so does "The Platform", from Dilated Peoples (hot). Big L, Black Eyed Peas, Cali Agents, Slick Rick, Redman, Canibus, The Deadly Venomz, and Busta Rhymes all have stuff coming out in the upcoming months, but be sure not to miss Art Official Intelligence from De La Soul which hits the streets July 18. Art Official is the first in the series of three albums from the Long Island trio, which is rumored to feature an amazing guest list including Mos Def, The Roots, Beastie Boys, and a plethora of Native Tongues.

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Capstones represent the cumulative crafted work of each unique individual and now everyone can appreciate students' hard work simply by going online. CSUMB will now have archiving available for those who want to have representation of their capstones online. The library set up the project and Lisa Rowlison, coordinator of bibliographic services, speaks out to the CSUMB community about the program benefits. Traditionally, university archives are records of historical data that are maintained. Library archives are pieces of "rare" work stored and made accessible to the public. CSUMB will utilize both methods. Capstones are a representation of students educational experiences combined with their skills and knowledge. Archiving will be able to capture their work and maintain it through history as well as "build on scholarship."

Capstones can be accessible for viewing and help in educational growth by researching past history and expanding it. This is new to CSUMB and unique for undergraduate work. Most university archives are based on thesis and dissertations done by upper graduate work. Rowlison says, "This is a long lived thing" that will be implemented for the spring graduating class of 2000.

The archives will predominantly be electronic so anyone "all over the world" can view them online. The Library and New Media Services have combined their resources to better facilitate different types of capstones. Not all capstones are literary work; some are murals that would be captured by digital imaging, and poetry readings would be remembered on VHS.

Rowlison explains, "Librarians are experts on storing and providing access to information" and with the help of New Media Services, particularly Charlie Wallace and Mike Albright, technology can make the program state of the art work. Students can simply go online and fill out a short form called "intent to archive". Students will also provide ten "key words" that best describe their capstones in order to make it easier when searching for topics online. The Library of Congress assigns subject headings but does not always capture the author's intent. At "Grad Fest" many students were approached about adding their capstones to the archive. Roughly fifty students are expected to participate.

Some students felt embarrassed and wondered if their work was good enough. Response is "every work has value." Rowlison believes that this will be an easier transition for students once archiving becomes part of the process of preparing a capstone. The second concern, expressed by a small percentage of students, was plagiarism. Rowlison feels this concern pertains to outside the schools boundaries, but is unlikely. Most of academia abides by the "honor system". Rowlison believes students are aware of student conduct rules regarding plagiarism and finds it hard to believe this would happen on campus. If concerns are about being online for the rest of the world, students can opt to have it accessible to CSUMB only. The other option is wait a year to have it accessible to the public, this is covered under the Intent to Archive form.

Future goals are to work with capstone instructors and integrate archiving in the classes seniors take to research and develop capstones.

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Student-Athletes Honored at Banquet
by Chris Lee

On April 24 2000, CSUMB held its 1st Annual All Sports Banquet at the University Center. The event recognized student-athletes in all sports for their efforts both on the playing field and in the classroom. Members from the majority of CSUMB's varsity and club sports teams were present at the banquet.

The event was organized by CSUMB President Peter Smith, Provost Diane Cordero de Noriega, and Vice-President of Student Affairs Bert Rivas, who all addressed the audience. Bert Rivas felt satisfied with the event and looked forward to watching it grow. "We're gonna make this annually for the students...a campus appreciation of their work, because, while they're athletes, they are students first," said Dr. Rivas.

Provost Diane Cordero de Noriega professed her support of the CSUMB athletic program and praised the unique life skills learned from sports saying, "There are lessons to be learned in athletics that can't be learned anywhere else."

President Peter Smith was the last of the trio to address the invited guests. He acknowledged the student-athletes for their hard work this year and said he looked forward to watching the athletic program grow.

Smith also recognized Athletic Director bobbi bonace who is stepping down from the position at the end of Spring 2000 semester. President Smith thanked bonace for her hard work and dedication to CSUMB Sports Program. The crowd of mostly players and coaches showed their appreciation of bonace's efforts with a rousing ovation.

bobbi bonace spoke briefly in recognition of the athletes saying of the event, "This is about your achievements, about the things you've done." bonace also said she will remain in the CSUMB community as a full-time faculty member, and had the pleasure of introducing CSUMB student-athlete of the year Andrea Powell. Powell, a senior player on the Women's Soccer team, will formally receive the honor at a later date.

"It was great," is how longtime Men's Soccer player Levi Hanzel described the event. He also commented on how he believes the athletic program is headed in the right direction.

Women's Soccer Coach Jen Netherwood was pleased that the event gave players a chance to be recognized for their hard work, "I definitely think it's good for the students-athletes to be recognized for the amount of work they put in."

The first annual CSUMB All Sports Banquet was an enjoyable event for all involved with this event. From the players and coaches, to the organizers, everyone was in good spirits at the first of many CSUMB Sports Banquets to come. As Netherwood said, "This event will grow as the athletic program grows."

More than Expected in an Outdoor Program
by Jason Sanchez

Outdoor Recreation is an extraordinary program that is offered to our campus through a special arrangement with the Presidio of Monterey. It provides us with services that are usually only offered to military personnel for a reasonably low cost.

One of the goals of the program is to establish links with the community. Terri Siegrist, Director of Outdoor Recreation said, "Colonel Devlin is really supportive about taking the walls down and supporting the community."

Outdoor Recreation offers a variety of services from discounted ski trips to Lake Tahoe to skydiving. It offers classes and provides many volunteer opportunities as guides and assistants. The main focus of Outdoor Recreation is on groups but individuals may also use it's services.

They have camping, boating, fishing, scuba, water skiing, snow skiing, and adventure sports. Some of the adventure sports they offer include backpacking, rock climbing, kayaking, hang gliding, paragliding, and even paintball. They offer rental equipment for most of the outdoor activities they sponsor. They also have mountain bikes and roller blades that can be rented for groups. Van and buss rentals are also available.

They organize trips and tours, some of which include tours of San Francisco and trips to baseball games in the bay area, amusement parks, and museums. Even lodging in Tahoe is available.

Outdoor Recreation also offers discounted tickets through their ITT (information, tours, travel) office. Discounted tickets are available to local movie theaters, the Monterey Bay Aquarium, Great America, Disneyland, Santa Cruz Beach Boardwalk, and more. To find out the prices and ticket availability contact the Outdoor Recreation center at the phone number provided below.

Through this unique arrangement, CSUMB students, staff, faculty, and family members are eligible to take advantage of these opportunities. Outdoor Recreation is an award-winning program and is one of the best in the nation.

Director Siegrist emphasized that Outdoor Recreation's top three priorities are safety, customer service, and providing the best quality. They take a lot of pride in what they do.

Student Randy Lee said, "I think the program is great. People might not have a lot of time to enjoy it, but the opportunity is there." Senior Shannon Kahumoku echoed a similar sentiment, "Can't wait for the free time to use it!"

Kahumoku also was concerned, "Like every perk as a student, yes there are a few, if we don't use this privilege, we are going to lose it."

President Dr. Peter Smith along with others was one of the key players in establishing the link between our campus and Outdoor Recreation. It was more beneficial to create the link between our university and the services that are provided through Outdoor Recreation instead of starting from scratch and creating our own program.

Along with the arrangement to use the Presidio of Monterey's Outdoor Recreation program CSUMB personnel and students may also use the Stillwell Community Center. They offer some dinners and other events. They are located on the Presidio of Monterey in building 228. Lewis Hall, and can be reached by phone at (831) 242-5506 or 242-6133.

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On March 16, 2000, the new Amnesty International Club had their first meeting in the University Center. There are currently seventeen members on the club list and still growing.

Amnesty International was launched in 1961 by a lawyer named Peter Benenson. He published an article titled "The Forgotten Prisoners" that was published worldwide. The article brought in more than one thousand offers of support for the idea of an international campaign to protect human rights. Today Amnesty International has more than one million members, subscribers, and regular donors in more than one hundred and sixty countries.

Amnesty International focus of its campaigning is to free all prisoners of conscience. Amnesty International campaigns to ensure fair and prompt trials for political prisoners. Amnesty International will campaign to abolish the death penalty, torture, and other cruel inhuman treatment of prisoners.

The club meets every other Thursday night in the University Center, room 114, at 7:00pm. The club president is Josh Mendenhall and the Treasurer is Ethan Brown. Anyone is welcome to come down to the meetings to learn more about Amnesty International or how to get involved.

Once called the "greatest time waster of all time", television has been vilified and venerated throughout the decades. Since its invention, TV has found its way into the homes of people of all cultures and climates, and has delivered information to the world as well as been blamed for the destruction of our minds.

Discovering the power that television and the mass media hold over the public is the object of a new service learning course at CSUMB in the department of human communication. Professor Raul Reis has introduced the media awareness program utilizing the resources of a national group called Media Literacy Alliance. In the class, university students carry out a ten week community interaction plan at a local elementary school.

The intention of the project is to encourage a critical and understanding view of the information we receive on a daily basis, as opposed to just passive absorption. Students feel this is especially crucial for teaching young children, who are exposed to a continual barrage of sex and violence on television, and are very susceptible to the lure of advertising. Elementary school children taking part in the program average about ten to twelve years in age, however some think critical education of the media should begin even earlier.

Reis says he wants his class to look at how the media operates to advance particular values, then move beyond assigning blame to taking responsibility, both as consumers and as producers. The question frequently arises as to whether the situations emanating from the big screen are a reflection of reality or merely schemes to influence society's perceptions. Who is ultimately responsible for which events get news coverage, or which programs command the most popularity? Somebody is certainly watching, and it could be argued, buying. Most share the opinion that, "if it didn't sell, it wouldn't be on TV," and that which sells are disturbing images of a profit motivated mind machine.

Teaching young children to be wary of the bewitching drama and intrigue of the mass media proves to be quite a task. Overall, the course has been very well received among the elementary kids, although, as Reis's students point out, it may be that they just want to watch clips of their favorite shows. On Fridays, the HCOM 307 class travels to Cesar Chavez Elementary in Salinas. Using a nationally taught curriculum called "Beyond Blame", they show video segments of familiar programs that the youngsters can relate to, and then attempt to evaluate what the underlying messages and biases are, if any. One common theme is examining the children's heroes and why they look up to certain figures on the screen.

College students also may get a fresh perspective on the industry of media. Few are those among us who have not been exposed to and influenced by television at some point in childhood. While television is not the exclusive vehicle of mass media, it is the one that finds its way most easily into homes across the planet. Perceptions around the world of life in America have long been skewed by what syndicated networks have chosen to export into foreign living rooms. Exactly where one begins to foster more accountability on the part of the messenger remains unclear.

In addition to broadening horizons and offering challenging argument, the class, known officially as HCOM 307, fulfills the university's requirement for service learning and gives an opportunity to interact with children in the community.
Say you wanted to open a new movie theater in Monterey. What would you do first? Look for an unused movie theater to rent? Buy stock in a popcorn company? Corner the market on bon-bons and Pepsi? First, you'd probably need to know who your most likely patrons were, and their likes and dislikes, so you could plan accordingly... and that's why you'd want to make your first stop CSUMB's Fundamentals of Marketing class.

When the Del Monte Shopping Center seriously began considering expansion of its existing theater to a new, sixteen-screen establishment, they knew they would have to do a lot of homework. The surrounding community had concerns about the construction of a new theater. Residents wondered: would a bigger theater moving in next to Mervyn's mean more traffic in the area, and more pollution? The planners of the construction project needed to reach out to the community and address their concerns, as well as showcase the benefits of expanding the theater.

Students from CSUMB's Institute for Marketing and International Entrepreneurship (IMIE) took on the task of performing a market analysis for Del Monte Shopping Center to ease residents' concerns and determine what the positive impacts of an expanded theater would be. Professor Peter Hackbert's Fundamentals of Marketing class performed the analysis as a class project.

"It all started with an idea to advance the importance of the functions of marketing in an applied setting. The IMIE faculty and I wanted to do demonstrate how a new product is introduced into a new system, the regulatory constraints, the anticipated economic impacts as well as social and environmental concerns," said Professor Hackbert. "The assessment of the proposed 16-screen theater complex provides a 'real-world' case study, something that creates economic value to the region, and something distinctive that would benefit students as a learning opportunity and local tri-county business at the same time."

The students organized themselves into a marketing company, Monterey Marketing Associates (MMA), which was composed of eight teams. Thirty-two students assumed the various roles of marketing professionals within marketing departments, handling Marketing Research, Public Relations, Advertising, Publications, Special Events, Budgeting, Technology, and Human Resources. MMA prepared a situation analysis and delivered a marketing proposal which was funded by Madison Marquette Retail Services, Inc., the owners of the Del Monte Center.

Students first surveyed eight local theaters to prepare an analysis to determine things like number of screens and seats, gross box office revenues, types of movies, how many and what kind of people regularly came to watch movies in theaters. From these surveys, students were able to custom-tailor two additional questionnaires. One survey was filled out by 300 people via "intercept" method to determine attributes such as seating comfort, sound systems, types of films, frequency of viewing most preferred in theaters, and what kind of movies MMA also assessed college students' viewing habits and preferences regarding choice of films, screen variety for specialized audiences and other parameters using a web survey technique.

Armed with this and other information, MMA proceeded to plan a gala event—"A Day At The Movies," which was held April 8th at Del Monte Shopping Center—to inform the Monterey community about the Del Monte Center theater expansion project. MMA's event was crafted to appeal to the local theater-going audience, which they'd handed out to gain more information about public opinions concerning the theater expansion project. Informational brochures about environmental issues, noise pollution, traffic congestion and parking concerns were also distributed. "The students did a wonderful job!" said Hackbert.

The theater will have a valet parking garage under the actual theater structure, which will address traffic problems. There will also be more trees planted around the theater to make it feel more natural and to muffle the noise. Research on the proposed project indicates that the expanded theater would create approximately 125 jobs, and would be a major asset to the local community as well as to tourists/vacationers. IMIE student Kelly Swensen said, "It was great to see all the work of all the MMA departments come together at the event."

The experience will end with students publishing a 'recap book' summarizing their findings and experiences. The information and data they collected will guide Del Monte Center's proposed theater expansion, which is scheduled for spring, 2001.

Swensen, who worked in MMA's Public Relations department, called the project a "hands-on, real world experience. To have all these teams functioning as departments, just like in a real marketing venture - that's something you could never do in class."
The Beginning of the Future for CSUMB

by Sophia Bianchi

By winter 2002, there will be another building on CSUMB's campus. However, unlike the old renovated military building that make up the CSUMB campus, this building will be newly constructed from the ground up. This establishment will be a new 22.1 million dollar Science/Academic Center. CSUMB is receiving a generous donation from Granite Construction and is hopeful that $14.5 million will come from the state of California. Other funds, totalling $7 million will need to be raised by private resources.

"The decision to have the first new building on campus devoted to Earth Systems Science and Policy (ESSP) and the Institute for Mathematical Sciences and Applications (IMSA) was based on a couple of factors," states Chris Hasegawa, director of ESSP. Hasegawa went onto say, "the funding from CSU was contingent on showing growth in the academic program that needed to be accommodated. We were successful doing that in both the Science and Math programs."

"A second factor was the unsuitability of available space for conversion to science classrooms. The types of spaces available on campus did not meet needs for the laboratory and other spaces required for the innovative teaching methods practiced by ESSP or IMSA," concluded Mr. Hasegawa.

Inside the Center will be Geology, Chemistry, Biology, and Physics labs. Math classrooms, computer labs, and Capstone labs. There will be a Learning Courtyard, faculty offices, and a 100-seat lecture hall and seminar room. The ESSP program lacks this kind of environment where faculty and students can come together. As of right now the ESSP department is spread throughout the campus. There is no designated location that the program consistently remains.

The Center will benefit the entire campus as enrollment increases and will of course do the same for the ESSP department.

The Science/Academic Center is only the beginning for future development of CSUMB. Construction will begin Spring 2001.

CSUMB STUDENT SPECIAL

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There's a new sheriff in town!

by Errol Rimando

Dr. Eric Tao is the new director for the Institute for Communications Science and Technology (ICST) and he is ready to instill his ideas in leading the department into the new millennium. Before coming to CSUMB, Dr. Tao earned his Ph.D. from University of California, Irvine and the founded and his own company, Wing Tech Corporation.

Dr. Tao has many goals for ICST "I want to make sure that all the decisions in ICST are openly discussed, and collectively decided and well-documented." Explained Tao. He intends to direct the Institute in a very democratic system and promotes a "Open Door Policy" for students and faculty. Dr. Tao says he is open to suggestions, ideas, and is willing to converse with anyone on any concept regarding the department.

One of Dr. Tao's two long-term goals is to explore how to connect the students and faculty to the industry, which is primarily the computer industry. He hopes that this connection may provide equipment, experience, and feedback to the students, which would truly prepare them for their careers. The proximity of California State University, Monterey Bay to the Silicon Valley should help vitalize the relationship the university has with the working world.

Dr. Tao's other long term goal is to establish a Master's degree program with the cooperation of the Institute for Management and International Entrepreneurship (IMIE). He hopes to install the Master's program by the fall of 2001. Specifically the degree will be in electronic commerce. He says that the CSUMB campus is ideal for the electronic commerce program but not for an imaging and processing program which would require an engineering department.

Many of Tao's business ventures have been in the medical field. Tao once though of becoming a medical physician, but the long hours of internizing dissuaded him to pursue that particular course. After talking with people who were in the academic field, Dr. Tao thought to himself that would be the perfect path for him to pursue and then decided to teach at the university level.

One of the biggest highlights in Dr. Tao's long distinguished career occurred last year. Dr. Tao was invited to Asia as a speaker and participant in a conference of young leaders on the subject of the impact of internet technology on education. His speech was well received by the audience and also prompted an award. The National Library of the Republic of China awarded a plaque to Dr. Tao for his work. The beautiful plaque of a fish turning into a dragon jumping over a waterfall is hanging on his office wall, and Dr. Tao invites anyone to come in and look at it.

Dr. Tao was once an international student and one of his long-term goals for CSUMB is to see more international students attend here which would enrich the campus further. Tao feels that CSUMB is the prime location for international students looking for a technological degree since the campus is close to Silicon Valley and that San Jose State often turns away students due to over-filled classes. CSUMB can take advantage of both facts and be more inviting to international students, and he hopes that his department would lead the way into getting more students to enroll at CSUMB.

Dr. Tao wants to see his goals for ICST and CSUMB met. Tao is willing to put in the work, which means he intends to stay here for a very long time. He reaffirms this by simply saying, "I'm happy here."
CSUMB Graduates' Ball

Sunday, May 7th

by Leon Smith

The year 1900 is the theme for this year's formal graduates' ball, Sunday, May 7th from six pm to Midnight at the Hotel Del Monte. The Hotel Del Monte is located on the grounds of the Naval Post Graduate School in Monterey. This is the second time the event has been held at this location. The grounds there are very elegant bustling with flowers and well kept courtyards for romantic strolls into yesteryear.

This year's attendees can take a shuttle to and from the event. The first shuttle leaves campus at four pm and the last shuttle leaves Monterey at 1:00am.

Entertainment for the evening includes Velocity Circus acts, and the fire dancers with drum circle accompaniment on the main lawn. CSUMB talents Chinfluju, DJs Kerry, Kash, Dready, Nano, Rey and Abraham will also be providing entertainment. Masks will be handed out at the door, along with chips for the gambling den, which can also be used to purchase roses and chocolates from the candy girls.

Tickets for this event may be purchased at the World Theater Box Office for the student price of $22.00. The price goes up to $32.00 at the door the night of the masquerade. Staff, faculty, and guests will be charged a $5 tax on all prices. Student Identification will be verified at the door. You don't have to be graduating this year to attend. This event is open to all students and guests.

What's
Black & White
New in Town?

by Theresa Mendoza

Looking for something to do this weekend?

Giant octopuses, loveable otters, fierce looking sharks, and exotic fish are no longer the only exciting point of attractions at the Monterey Bay Aquarium. The aquarium has 15 new visitors to town, black and white tiny rambunctious little birds all set to make Monterey Bay their new home for the next five years.

The exhibit that features the 15 endangered South African Blackfooted penguins is called Splash Zone and opened its gates to ticket holders April 18.

The penguins seem to be in high spirits as most of them swim around the tank, splashing around the water, as if playing for the crowd just behind the see through window to curious observers.

"They're very friendly and vigorous! They go up to the window and look at people," said one tourist.

The South African Blackfooted Penguins were born and raised in captivity in a New Orleans aquarium and are part of the American Zoo and Aquarium Association's species survival plan program, in an effort to maximize the Blackfooted penguin population in South Africa. The group of birds arrived in Monterey Bay Valentine's Day of this year, and enjoyed about two months of leisure time during which Monterey Bay Aquarium trainers could get acquainted with the energetic group. After the brief welcoming and training period, the penguin exhibit finally opened its gates.

The Splash Zone exhibit not only consists of the new see through glass window that looks out to the penguins in their new tank, but also various other exciting mini-exhibits. As children and adults walk through the large room exhibit sounds of tropical music play through the speakers. The noisy atmosphere is filled with young children enjoying hands-on learning activities, such as a "touch pool," penguin learning games and water games. The exhibit also has a variety of activities for toddlers and photo opportunities for penguin lovers. Included in the exhibit are short 10-minute informative programs where children get the chance to be in front of the crowd and learn more facts about birds. Visitors also have the opportunity to watch the penguins being fed during certain feeding times.

Discount tickets to the aquarium are available to CSUMB students at the window with a valid university student identification card for $12.95.

Otter Blotter by Caroline Musto

Sunday, April 9 at 7:11pm
Officers investigated a report of two suspicious subjects looking into a backyard on Petersburg Court.

Monday, April 10 at 11:50am
Officer investigated a report of vandalism to a door lock at Residence Hall 204.

Monday, April 10 at 3:25pm
Officer investigated a theft on a school bus near Hilo/Whitney Court and Schoonover Drive.

Monday, April 10 at 9:02am
Officer investigated a report of theft from a locked vehicle at 2303 Yorktown Court.

Wednesday, April 12 at 10:40pm
Officer responded to a fire alarm activation in room 202 of Residence Hall 205. Resident had been smoking in room and caused smoke detector to activate.

Thursday, April 13 at 12:15pm
Officers responded to a fire alarm activation in room 307 of Residence Hall 201.

Thursday, April 13 at 5:50pm
Officers arrested, cited and released a subject for past tense vandalism.

Friday, April 14 at 4:30pm
Officer investigated a report of theft from a vehicle on Fredericksburg Court.

Friday, April 14 at 9:00pm
Officers attempted to serve a warrant on Combs Court. Suspect had moved three years ago.

Friday, April 14 at 10:50pm
Officers observed two subjects not walking pushing each other in the street at Schoonover and Sherman Court. Subjects were only "playing."

Saturday, April 15 at midnight
Officer stopped two suspicious pedestrians at Injin Road and Abrahms Drive. Both subjects were juveniles and were past curfew.

Saturday, April 15 at 9:55am
Officer investigated a report of theft from a vehicle on Princeton Court.

Sunday, April 16 at 12:30pm
Officers observed five suspicious subjects walking along Fourth Avenue and Fourth Street. One subject was arrested, cited and released for possession of burglary tools.

Monday, April 17 at 4:10am
Officer investigated a single vehicle traffic collision with a light pole.

Monday, April 18 at 4:50pm
Officer investigated a report of six shots fired in the Patch Court area.

Monday, April 18 at 5:18pm
Officer investigated a report of an attempted burglary to a vehicle on Monterey Court.

Tuesday, April 18 at 8:10am
Officer investigated a traffic collision in which a vehicle backed into a home at 1335 Wedemeyer Court.

Tuesday, April 18 at 2:40pm
Officer investigated a report of theft from a motor vehicle on Fredericksburg Court.

Tuesday, April 18 at 10:10pm
Officer investigated a report of a stolen vehicle from WAC parking lot.

Wednesday, April 19 at 10:45am
Officer responded to a possible electrical fire in building 84A. Navy Fire also responded and located malfunctioning computer.

Wednesday, April 19 at 4:00pm
Officer investigated a report of a vehicle registration tab that was taken from a license plate.

Sunday, April 23 at 5:35pm
Officer investigated a report of theft from a locked motor vehicle on Fredericksburg Court.

Monday, April 24 at 2:15pm
Officers assisted Marina Police Safety, with a subject who was running naked in the Albertsons Parking lot in Marina.

What's
Black & White
New in Town?
Power Belongs to the People

by Jennifer Louise Banks

"All Power to the People" echoed through the crowd gathered CSUMB to witness the historic reunification of East and West Coast members of the Black Liberation Army (BLA), the armed brigade of the Black Panther Party. The event was originally scheduled to present 11 representatives (both male and female). However, in New York, police officers maced a member in the airport and rushed him to the hospital. As it is custom to the party, several stayed behind in solidarity with their comrade.

"The specific reason that has brought us here, with great, great sadness, with sadness that knows no depth, we learned that in October of 1999 Albert "Nuh" Washington was diagnosed with cancer of the liver and he was given 3 to 10 months to live," says Tarik Hawkins. Washington was incarcerated in 1971. In his days of revolutionary activism on the streets of New York, he had an active hand in running the free breakfast program, the free clothing program, the free health clinic and the free sickle cell testing program. Despite these positive activities "normally" accepted by the mainstream, Washington also was a firm believer in the armed struggle for freedom, which heightens controversy to his release.

Ashanti Alston gave controversial testimony of the militant actions taken by the BLA. He explained that these actions gave "political consequence" to many police officers guilty of police brutality, much like the vigilantes and outlaws during slavery. He quoted Algerian scholar Franz Fanon, "To attack your enemy is a liberating process." Bank "expropriations," as he referred to them, served to fund many of the community help programs offered by the BPP. Alston commented on the Civil Rights movement that coincided with the time of the BPP as a middle-class movement, which upheld the linguistic and stylistic laws of the ruling class. The BPP served as an outlet for the "lumpen proletariat" (pimps, hustlers, drug dealers and thieves) and taught them how to read and how to analyze societies in the U.S. and abroad to become aware of many of the historical causes of their frustration. Alston sacrificed 13 years of his life in a New York prison, and lived "underground" for many years away from his two children. "I, along with most of my comrades, believed that revolution was around the corner," stated Alston.

Hawkins is a former Vietnam veteran and has spent 17 years of his life as a political prisoner in New York. He joined the BLA at the age of 21, deciding, "This was the only true army to join." His speech focused on the importance of self-empowerment and defeating the mental genocide. He expressed a great deal of faith in the revolutionary activities of the youth utilizing the WTO protest in Seattle and the World Bank protest, where he served as a guest speaker, in Washington D.C.

"Everyone is being given an inferiority complex which escalates conflict into fights," encouraged Raul "Curly" Estramana chanted in his poem, "Fifty-one shots, nineteen hits," in reference to the murder of Amadou Diallo, an African gunned down by New York police. Estramana, a Puerto Rican national and former political prisoner, currently participates in several organizations in San Jose dealing with the awareness of police brutality. He asked that participants do not glorify the violent activities of the BLA, but encouraged each individual to choose a group where they are comfortable. "When you make a commitment to the struggle it will be there forever."

A voice of dissonance called from the back during the question and answer session, "You are all washed up, you fought a battle that you lost, and now you are teaching these young people to kill. This country was founded on Christian values." Tension swelled as hands waved to add comments to the accusations. A Native American man challenged the latter comment by asking, "Are you going to tell me this country was based on thou shall not kill and thou shall not steal?" The three panelists quickly pulled the attention back to the focus of the forum, granting all the right to an opinion.

Estramana ended the forum stating, "Revolutionaries must decide the future and that future will be beautiful. Free Albert "Nuh" Washington!"

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Otter Happenings

May 2000

by Tracy Anne Burke

If you need disability or interpreter accommodations to attend these events, please promptly contact the event sponsors. If you are planning an event open to the campus community, please consult Tracy Burke via FirstClass.

May 4

What: University Hour hosted by President Peter Smith

When: 11:00am-12:30pm

Where: MLC, Building 18, Room 120

Anyone is welcome to drop by to find out the latest information about the program and volunteers are welcome to help plan next year's projects.

May 5

What: Open Mic Night

When: 9:00pm-11:00pm

Where: BBC

For more information: Please call Danielle Renaud via FirstClass (831) 582-3009

May 7

What: Spring Concert

Where: Monterey Yacht Club, located near Old Fisherman's Wharf

When: 3:00pm

Cost: $20 general admission, $10 students, $8 children (approximately)

For more information: Please call Connie Williams at (831) 582-3009

May 8

What: Open Mic Night

When: 9:00pm-11:00pm

Where: BBC

For more information: Please call Danielle Renaud via FirstClass (831) 582-3009

May 9

What: BBC Coalition

When: 6:30-7:30pm

Where: Black Box Cabaret

For more information: Please contact Jessica Smiley via FirstClass

May 10

What: Sailing Club Meeting

Where: Monterey Yacht Club, located near Old Fisherman's Wharf

When: 5:30-6:30pm

For more information: Please contact Harry Walmestad at (831) 582-4403

May 11

What: ICC Meeting: Last Meeting of the Year!

Where: Building 44

When: 6:15pm

For more information: Please contact Kendra Harrison via FirstClass

May 12

What: Building Community Piece by Piece (Club Assembly Recognition)

When: 8:00pm

Where: University Center

For more information: Please contact Genevieve Shockey via email or by calling (831) 582-3329

May 14

What: Master of Arts in Education: First Annual Capstone Conference, "Teaching & Learning in Multicultural Classrooms"

Where: University Center

For more information: Please contact Stephanie Smith via email or by calling (831) 582-3329

May 15

What: Student Voice Board of Directors Meeting

When: 12:15pm-6:15pm

Where: University Center

These are the official meetings where voting takes place, and students can approach Student Voice

May 17

What: Farewell Reception for Kathleen Rice

Where: University Center

For more information: Please contact Conference and Events at (831) 582-4111

May 18

What: Student Voice Board of Directors Meeting

When: 12:15pm-6:15pm

Where: University Center

These are the official meetings where voting takes place, and students can approach Student Voice

May 19

What: Otter Dance Team practices (Open to anyone who would like to work out with the team)

When: 5:00-7:30pm

Where: 84F, the dance studio

For more information: Please contact Jessica Smiley via FirstClass

May 20

What: Capstone Festival

More information to come!

May 21

What: Sailing Club Meeting

Where: Monterey Yacht Club, located near Old Fisherman's Wharf

When: 12:00-2:00pm

A light lunch provided

May 22

What: BBC Coalition

When: 6:30-7:30pm

Where: Black Box Cabaret

For more information: Please call Danielle Renaud via FirstClass (831) 582-3009

May 27

What: The Newman Community (Catholic club)

When: 11:00am-12:30pm

Where: Building 44

For more information: Please contact Christine Williams at (831) 384-1285

May 28

What: Pianists Lyn and Renee Bronson

When: 3:00pm

Cost: Free

For more information: Please contact Shireen Campbell at (831) 582-3009

and coming soon:

Interested in playing Women's Rugby?

Next year's practice schedule is:

Monday, 12:15-1:30pm
Tuesday, 12:15-1:30pm
Wednesday, 12:15-1:30pm
Thursday, 3:15-4:45pm
Friday, 3:15-4:45pm

More info needed or directions to the field, contact Caryn Drouin via FirstClass.

May 4

What: Blood Donor Drive

When: 11:30am-2:00pm

Where: The located in the CHOMP/RED CROSS mobile unit parked between the DC (building 16) and the MLC (building 18)

The CHOMP/RED CROSS mobile blood donor visits CHOMP for the purpose of drawing blood from the campus community. Appointments are not necessary. Anyone over 18 years of age, in good health, and weighing more than 110lbs, is eligible to donate blood at the blood mobile.

For more information: Please call Fl Miller at (831) 582-3632 or the CHOMP Blood Donor Center at (831) 624-4814

May 5

What: Study at Sea Program

When: 9:00am-noon and 1-3:00pm

Where: MLC, Building 18, Room 120

Anyone is welcome to drop by to find out the latest information about the program and volunteers are welcome to help plan next years voyage.

May 6

What: Otter Dance Team practices (Open to anyone who would like to work-out with the team)

When: 5:00-7:30pm

Where: the dance studio

For more information: Please contact Jessica Smiley via FirstClass

May 7

What: Spring Concert

When: 3:00pm

For more information: Please call Nancy Mercado via FirstClass

Kelly Smith, "Making Comprehension Comprehensive" "Viny Singh, "Fl Policy Eastern Educational University in Monterey County" Jeanette Douglas Taylor, "A program for First Class Students Literacy Intervention Model" Diana Flores, "Combining Letras Sonidos" Jose Andres Guardado, "Assistive Devices and Voice"

For more information: Please contact conference and events at (831) 582-4111

May 14

What: The Newman Community (Catholic club)

When: 11:00am-12:30pm

Where: Building 44

For more information: Please call Christine Williams at (831) 384-1285

Keynote Speaker: Dr. Geneva Gay, "Family Engagement and Inclusion" Eloise Guidara, "Kindergarten Literacy Intervention Model" Diana Flores, "Combining Letras Sonidos"

For more information: Please contact Shireen Campbell at (831) 582-3009

Monday, 10:00am

Where: University Center

For more information: Please contact Lin Blackovich at (831) 582-4141

May 15

What: The Newman Community (Catholic club)

When: 9:00am-noon

Where: University Center

This is the Third Annual Celebration of Community, "Fandango" is this year's theme. This event recognizes the students, staff and faculty who would like to help plan next year's voyage.

May 16

What: Student Voice Board of Directors Meeting

When: 12:15pm-6:15pm

Where: University Center

These are the official meetings where voting takes place, and students can approach Student Voice

May 17

What: Otter Dance Team practices (Open to anyone who would like to work-out with the team)

When: 5:00-7:30pm

Where: 84F, the dance studio

For more information: Please contact Jessica Smiley via FirstClass

May 18

What: University Hour hosted by President Peter Smith

When: 5:00-7:00pm

Where: BBC

This is a social event open to the students, staff, and faculty. For more information: Please call the BBC at (831) 582-3009

May 19

What: Capstone Festival

More information to come!

May 20

What: Sailing Club Meeting

Where: Monterey Yacht Club, located near Old Fisherman's Wharf

When: 12:00-2:00pm

A light lunch provided

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What: Pianists Lyn and Renee Bronson

When: 3:00pm

Cost: Free

For more information: Please contact Shireen Campbell at (831) 582-3009

and coming soon:

Interested in playing Women's Rugby?

Next year's practice schedule is:

Monday, 12:15-1:30pm
Tuesday, 12:15-1:30pm
Wednesday, 12:15-1:30pm
Thursday, 3:15-4:45pm
Friday, 3:15-4:45pm

More info needed or directions to the field, contact Caryn Drouin via FirstClass.
Dear Campus Community,

I am very excited to be starting my position as Student Voice President for the 2000/2001 academic school year. As president of our student government, I will dedicate my time to representing and rallying for our best interests and needs as students. I know that it won’t always be easy and that I won’t be able to make everyone happy, yet I promise that I will always try and do the best job I can to the best of my ability.

I am looking forward to working with the other ten officers on the board. I believe wholeheartedly that we will accomplish some great things. When I ran for this position it was because this office was the role I was really looking for. I wanted to serve as the point of contact for Student Voice. I wanted to be the person in charge of keeping Student Voice moving forward. I wanted to be the person who encouraged the other officers to do their best jobs. And I wanted to be the person who stood up for our rights in this university. As president I will be in the role to accomplish these goals.

This fall I will be starting my third year at this university. I am originally from Hollister, CA, which is about 45 minutes from campus, so I am a native of the local area. I am 20 years old and a member of the first generation in my family to attend college. I plan to major in Human Communication and eventually want to end up teaching at the high school level or going into law.

In this next school year, I hope to work with the rest of the board members to continue the efforts to plan for the Student Union and defend the importance of the Black Box Cabaret. I will push the issue is revising the Student Voice Constitution, the document that sets up the Student Union/BBC and an Ombuds Office. I also hope to setup a place to have disputes resolved fairly. I am also planning to revise the structure and set up more procedures in our student government, so that we can function more efficiently as an organization and serve us all better.

For this summer, one of the major projects that we will be working on is revising the Student Voice Constitution, the document that sets up the basic and static organizational structure of our student government. Along with the constitution, we will be examining other documents that relate to structure and procedure. I will be having discussions with CSUMB President Peter Smith to examine the status of the Student Union/BBC and an Ombuds Office. I also hope to set up a couple of events for the fall semester. Student Voice may be meeting this summer if we are able to get at least six officers to attend meeting.

During the regular academic year, Student Voice holds Board of Director (BOD) meetings on the first and third Monday of each month. At these meeting, students are encouraged to give input because voting and discussion takes place. Any student can give input to Student Voice by approaching the board during a formal meeting or simply contacting any board member or our office staff. Board members can be approached through email, by phone, or during their individually assigned office hours. Each board member is required to serve for two office hours a week. These hours may be obtained by contacting the Student Voice Administrative Office or the main office at 582-4066. (Office hours won’t be assigned until after the beginning of the fall semester.)

If for any reason anyone would like to contact me as President of Student Voice please feel free to do so, even if it is simply to give an opinion on an issue. One of the greatest advantages of being a part of such a close-knit campus is the fact that we have the ability to really interact and understand each other. Thank you.

Sincerely and respectfully,

Jason Sanchez
President of Student Voice, the Associated Students of CSUMB