



CAMPUS CONNECTION

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New library project moving ahead

Groundbreaking for CSUMB's new Tanimura & Antle Family Memorial Library is now scheduled for May or June of this year. Construction is



slated for completion during the fall of 2007.

The library will span approximately 200,000 square feet distributed across five floors. The space is equivalent to 3.5 football fields.

Four of the floors are above grade and will bisect a towering central atrium to draw natural light deep into the building's interior.

The library will offer potential

shelving for 840,000 books. With a seating capacity of 1,600, the spacious facility will also provide 350 computers.

There will be a study lounge, 24 collaborative study rooms, and a cafe. The library will contain a Teacher Curriculum Center to serve Monterey County teachers.

million is being funded by the state, leaving the remaining \$12 million to be raised by CSUMB from private sources. Of this \$12 million, \$4 million has already been raised. To secure the remaining funds, a capital campaign will be launched late this spring.

For detailed information on the Tanimura & Antle Family Library, visit the CSUMB.EDU/library website. ❖

Learning what students want

The National Survey of Student Engagement (NSSE) has queried CSUMB students, along with those from several hundred other colleges and universities across the country.

While it's easy to ignore surveys, this one has the potential to make a difference in the quality of undergraduate education. It asked questions related to student learning and institutional effectiveness. How much reading and writing is required? How often do students interact with other students from different backgrounds and cultures? How good is academic advising? How many students work with faculty members on research and other activities?

"NSSE helps campuses explore the connection between what we want students to experience and what they are actually experiencing," said President Peter Smith.

This is the third time CSUMB has administered the NSSE. It was previously used to gather data for

(continued on page 5)

KAZU tops the charts, adds digital broadcast capability

KAZU radio, 90.3 on the FM dial, is now the no. 1 public broadcast station in the Monterey, Salinas and Santa Cruz market. In the over-25 age group, the station has increased its ratings 130 percent over the past two years. It's rated no. 5 among all English language stations in this same demographic group.



Doug McKnight is a member of the KAZU team bringing digital FM radio to the Central Coast.

"For radio, this is phenomenal growth when you consider there are scores of stations in this market," said Doug McKnight, the station's development director.

In other news, KAZU is about to be the first public

broadcast station to bring digital radio to its listening audience. Digital radio technology, known in the United States as HD Radio, is a method of transmitting static-free FM broadcasts with the fidelity of a CD. Digital radio will present listeners with song titles, artists, breaking news and traffic alerts directly on the radio's display screen.

"Digital will provide our listening audience with a step up," said John McNally, general manager of KAZU. "By the end of 2005, a lot of people will be talking about and listening to digital."

HD Radio receivers have already found their way into high-end cars such as Lexus and Mercedes-Benz. Later this year, it's anticipated that other cars — including economy models — will be equipped with HD radios. Clock-radios and high-end home entertainment systems are also scheduled to go digital later this year.

After the station's switchover to digital, existing analog radios will still be able to pick up KAZU's signal. The existing analog signal will still be transmitted along with the digital one. For those with HD, if the digital signal is temporarily interrupted, the radio will automatically default to the analog mode to provide continuous reception. "Right now when you go under a freeway overpass, you can lose the signal. That won't happen with digital," said Ian Dice, staff engineer at KAZU.

A valuable benefit of FM digital radio is the ability to divide the digital bandwidth into multiple audio streams, without significant loss of quality. Different programming can be transmitted on each stream. Actual implementation of this feature is well into the future — once most of the listening audience has switched to digital radios. ❖



Student auction raises over \$75,000

Last month's "Have a Heart for Students" dinner and auction was the most successful in its seven-year history. Nearly 300 tickets were sold for the event, which grossed approximately \$75,000 for the scholarship fund through silent and live auctions, ticket sales and sponsorships. A special thank-you goes to the faculty and staff members who served as waiters and bartenders. They contributed their tips, as did the strolling musicians and the employees of Paradise Catering. ❖

Site-seeing

EarthCam, a site that helps Web watchers navigate the maze of cameras that have cropped up on the Internet, recently named CSUMB's elephant seal cam to its list of the world's 25 most interesting webcams.



CSUMB's Jotham Fisher-Smith at work positioning the solar-powered camera at its perch on the cliffs at Anõ Nuevo State Reserve.

The university's solar-powered cam affords a rare view of the elephant seal rookery at Anõ Nuevo State Reserve, located between Half Moon Bay and Santa Cruz off Highway 1. It allows researchers to study the elephant seals as they come ashore to molt. About 170,000 images have been archived since 1999. SEP's Dr. Henrik Kibak, faculty, and Jotham Fisher-Smith, IT engineer, oversee the project.

Webcams — digital video cameras that transmit images to Web pages in intervals from seconds to minutes — are flourishing. While authoritative counts of the number of webcam sites don't exist, *EarthCam*, a popular directory, includes thousands of listings and they double annually.

"Live webcams are a global phenomenon reaching millions of people every day and they are continuing to find new business opportunities for education, entertainment and tourism marketing," said Brian Cury, founder and CEO of *EarthCam*.

The criteria used for judging the site included quality of the image, uniqueness of the content and overall technical achievements in webcam technology.

To see the elephant seals, visit the essp.CSUMB.EDU/eseal/datanow.html website. ❖

CSUMB's success in fundraising

For the 2003-2004 fiscal year, CSUMB placed fifth among the 23 CSU campuses for new donation pledges. The university raised \$6,079,068 in pledges.

Kristine Edmunds, University Advancement's director of development, announced that CSUMB raised an amount equal to 18 percent of its general fund through private philanthropy, or \$7,812,541. This also places the university as fifth in this category ("Philanthropic Productivity as a Percent of the Net General Fund"). The only campuses that did better were San Diego, San Luis Obispo, Sonoma and Long Beach.

"As the second newest campus in the system, this is phenomenal progress," said Edmunds. "It can be attributed to our generous donors, outstanding programs, dedicated faculty and hard-working staff. ❖

Farewell party set for the Smiths

A farewell party for President Peter Smith and his wife, Sally, is scheduled for May 6 from 4:00 to 6:00 P.M. in the University Center Ballroom.



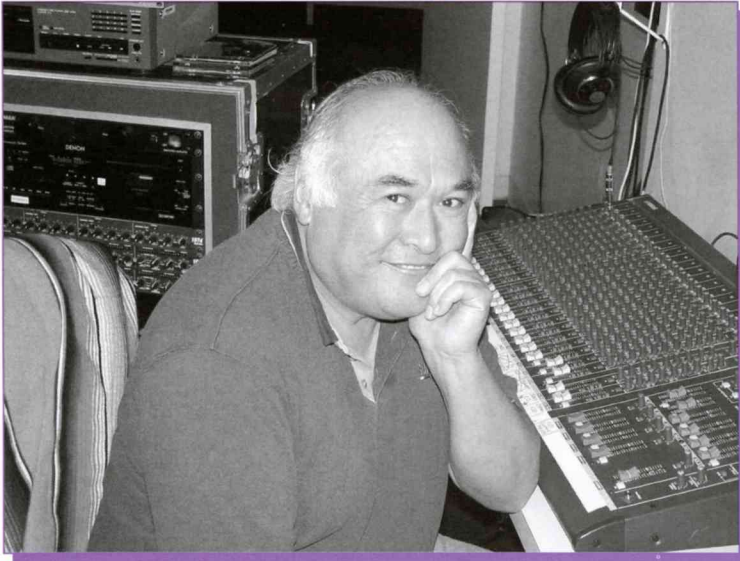
Peter and Sally Smith at their recent community chat.

Hors d'oeuvres will be served and a no-host bar will be open. All students, staff and faculty members are invited.

The price is \$10.00 per person for staff and faculty; \$5.00 for students. One dollar from each ticket sold will go toward buying a farewell gift for Peter and Sally. Further details will be announced in *Campus Connection*. ❖

Phil Esparza wins prestigious California Arts Council award

Phil Esparza has devoted over three decades of his life to theater, film and video work. He's a busy man: operations manager at the World Theater and executive producer for El Teatro Campesino, the oldest Chicano theater company in the country.



At CSUMB, Phil Esparza oversees the operations of the World Theater. At El Teatro Campesino in San Juan Bautista, he's an executive producer.

Esparza recently received the Director's Award from the California Arts Council, which honored him for facilitating change through the arts and for his efforts in promoting multicultural issues and projects. He has long brought to the public's attention stories of farmworkers and Chicano urban dwellers through theater, film and video.

"My life's work is intertwined with Luis Valdez and El Teatro Campesino," said Esparza. "I met Luis as my teacher when taking a Chicano theater class at CSU Fresno. I've been with him ever since." Valdez is El Teatro's artistic director. Acknowledging the importance of theater to the Chicano community, Esparza noted that "the arts are a great equalizer in life."

The genesis of El Teatro Campesino was the United Farm Workers' labor struggles in the fields around

Delano in the 1960s. The fledgling theater group performed on the back of flatbed trucks in the fields. From these simple beginnings evolved the present-day professional artistic company that produces theatrical offerings around the world.

"Last year, we brought *Zoot Suit* to San Jose, Austin, El Paso, Phoenix and Albuquerque. As its producer, I took 36 people along. It was a major theatrical undertaking."

At CSUMB, Esparza had a major hand in formulating the original concept for Teledramatic Arts and Technology (TAT). He started as a volunteer and later joined the university as an employee in July 1995.

"We envisioned a fusion of theater, film, television, radio and multimedia geared toward production," he recalled. "It made sense to combine these disciplines, with over 50 percent of the learning planned as hands-on. The focus was on concentrating to make productions happen, as opposed to teaching only the theoretical."

In 1997, TAT split from the World Theater. After reflecting on how to best use his considerable theatrical background, Esparza decided to go with the World Theater.

At the World Theater, Esparza and his colleagues set about meeting the challenge of converting the old Army movie theater into a sophisticated performing arts venue. "We basically cut the building in half, going from 900 to 450 seats. The result is that there's not a bad seat in the house.

"The World Theater is an artistically friendly facility. I shepherded its creation until we hired Dawn (Dawn Gibson-Brehon, director of the presenting program and World Theater). Dawn's expertise is in presenting, mine is in producing," he noted. "Due to her efforts, we've already achieved success. Our performances are at 70 percent capacity. These are results you normally don't see for five to seven years.

"I love seeing students succeed — you know they're going to go somewhere," Esparza concluded. "Everybody wants to be on stage, but the real power is behind the stage." ❖

WASC accreditation and to plan the academic program. The university is interested in knowing how students spend their time, the quality of their interactions with faculty members and peers, and what they've gained from their classes and the overall college experience. The NSSE survey's answers will be used for comparative purposes and to decide where to enhance teaching, learning and other aspects of campus life. The NSSE surveys freshmen and seniors, with results anonymously forwarded to NSSE. For more information, contact Abe Abrams in the office of Institutional Assessment and Research at 582-4919. ❖

New director of Financial Aid

Audren Morris has joined the staff as director of financial aid. She has worked in financial aid at Hartnell College, Cabrillo College and, most recently, at Gavilan College.

"I've lived in Salinas for 14 years and, for the last 10 years, I've worked out of the county. I'm excited about working in my own community again."

Morris says that outreach is her highest priority. A recent study showed that the majority of Latino parents don't know that financial aid is available to help pay for college.

"I'm concerned about the gap in achievement," she said, "and I enjoy having a chance to help other people. I received financial aid when I was a student. Having that opportunity enabled me to go to school."

Morris graduated from Hartnell College in 1996, and then took some time off before returning to school. In 2004, she earned a B.A. in Human Communication at CSUMB. She's currently enrolled in the Master's of Public Policy program at the Panetta Institute.

Morris joined the staff on Feb. 21. She replaced Bonnie Brown, who is now serving as the director of student information systems. ❖



Audren Morris

Awards ceremony format change

This year a new tradition will begin, as graduating honors students are recognized in a more formal setting than in years past. An honors convocation ceremony will replace the awards ceremony, formerly held on the evening before commencement. It will be held Saturday, April 30 from 3:00 to 4:30 P.M. in the University Center Ballroom. The ceremony will recognize those seniors who are graduating with academic honors, along with recipients of Student Awards, Service Learning Awards and the Scholar-Athlete Award. The deadline to submit nominations for a Student or Service Learning Award is March 11.

Students graduating with academic honors will receive an invitation letter by the end of March and can ask a faculty member to serve as their escort. The faculty escort will introduce the student as he or she receives an honors cord at the convocation.

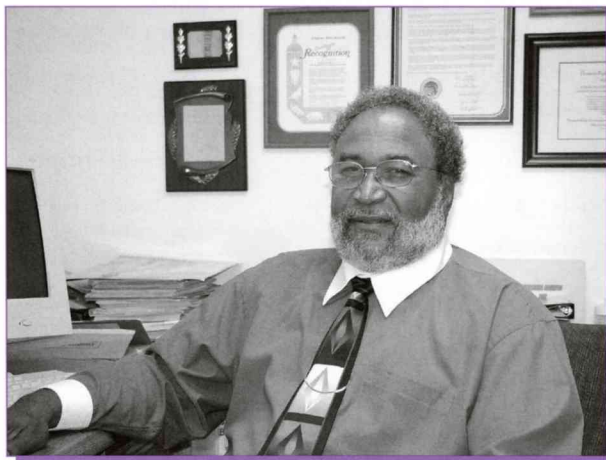
"This is a wonderful way for students to honor the faculty who have coached, mentored, counseled and inspired them throughout their learning experiences at CSUMB," said Provost Diane Cordero de Noriega.

For more information about the honors convocation and the commencement ceremony, visit the CSUMB.EDU/grad website. ❖

County honors Mel Mason

Mel Mason, a counselor at CSUMB's Personal Growth and Counseling Center, was recently presented a resolution of commendation by the Monterey County Board of Education. He was honored, according to the resolution, "for his commitment to public education, and devotion to the welfare of others and the promotion of social justice and understanding."

Mason, who has worked at CSUMB since 1998, provides counseling and crisis intervention services and facilitates support groups on campus.



Mel Mason

Prior to joining CSUMB, he worked as a rehabilitation counselor, a counselor at Monterey High School, director of student activities at Monterey Peninsula College, director of the short-term crisis program at Interim, Inc., and as a psychiatric social worker for Monterey

County's children's mental health services department.

For over four decades, Mason has championed civil rights issues. He is president of the Monterey Peninsula Branch of the National Association for the Advancement of Colored People (NAACP). ❖

Caroline Haskell earns top board certification

Caroline Haskell, who heads CSUMB's Personal Growth and Counseling Center, recently became a board



Caroline Haskell

certified diplomate in clinical social work (BCD). It's a national credential issued by the American Board of Examiners in Clinical Social Work.

Similar to board certifications for physicians,

the BCD signifies the highest national standard of advanced, current practice.

Under Haskell's direction, the Personal Growth and Counseling Center has been approved to offer continuing education for MFT (marriage and family therapist) and LCSW (licensed clinical social worker) licensure requirements in the state of California. As an approved provider, the center will be able to offer continuing education courses for MFTs and LCSWs throughout the local region and beyond. ❖

Open house for new Alumni & Visitors Center

An open house for the new Alumni & Visitors Center, designated Building 97, will be hosted by University Advancement on March 11 from 3:30 to 5:30 P.M. The building will serve as an informational and meeting place and will be available for various campus functions and alumni events. Tours of the new facility, located at Third Street and General Jim Moore Blvd., will be offered. For further information, call 582-4723. ❖



Main entrance to the Alumni & Visitors Center

New Employees

Kent Adams, Assistant Professor of Exercise Science — HPWE

Joy Chapman, Data Entry Assistant — UA

Simon Cornish,* Senior Research Scientist — Watershed Institute

Marilyn Davies, Space Planning Analyst — CP&D

Alice Flores, Regional Center Academic Director — SDR

Jeanette Galinato, Science Laboratory Support Technician — SEP

Carolina Gonzalez-Lujan,* Student Support Services Coordinator — Early Outreach and Support Programs

Greg Harbert, World Theater Performing Arts Technician — World Theater

Elizabeth Sanford, Disability Resources Advisor — SDR

Joyce Stine, Administrative Assistant — Accounting

Paul Swinderman, Network Analyst — IS&NS

Joseph Torres, Interim Director Employment Services & EEO — UHR

Transfers & Promotions

Angela Martin, Receivables Accountant — Accounting

Marlene Sabanal, Cash Accountant — Accounting

Barbara "Michele" Zollna, General Fund Accountant — Accounting

Probation Passed

Stanislaus Bouyea, Facilities Project Supervisor — Plant Operations

Demetrick Caballero, Police Officer — UPD

Jonni Davenport, Administrative Support Coordinator — Grants & Contracts

Departures

Thanks to each of you for your service to CSUMB:

Linda Beam, UHR — hired September 1999

Blanca Campbell, Library — hired October 1995

Sharon Davis, Accounting — hired October 2003

Vincent Montgomery, Judicial Affairs — hired January 1997

Celeste Sibbach, CalState Teach — hired July 2002

Kendall Silveira, SEP — hired January 1999

Leah Veile, Student Affairs — hired January 2002

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

*Foundation employee

Thanks to University Human Resources for this information.

Coming events from TLA

The Center for Teaching, Learning, and Assessment has rolled out its spring calendar of events. The following TLA offerings are scheduled for March:

- **March 4 and March 18 — noon to 2:00 P.M.**
Teaching the Taboos: Racism, Sex, Passion and Spirituality in the Classroom
Facilitators: Betty McEady and Patty Whang
- **March 9 — 4:00 to 6:00 P.M.**
Grant Writing Workshops
Facilitators: Betty McEady, Cindy Lopez and Christine Limesand
- **March 15 — noon to 2:00 P.M.**
Teaching to Real or Imagined Intersections between Gender and Race — part of the Gender Issues in the Classroom Brown Bag Series.
Facilitators: Stephanie Johnson and Rafael Gomez
- **March 29 — 4:00 to 6:00 P.M.**
Assessing and Using Students' Diverse Assets for Learning in your Discipline
Facilitators: Frauke Loewensen and Josina Makau

All the above events will be held in the TLA conference room in Building 10. For further information, contact Stacy Malone at 582-4539.

True cost of workers' comp

Workers' compensation claims are painful for both employees and employers. Between its opening in 1994 and October 2004, 253 claims were filed at CSUMB. These claims account for an estimated \$2.7 million in payments. The average claim costs CSUMB from \$13,000 to \$18,000.

The top three injury claims are for cumulative trauma (from computer use), strain and lifting. Many injuries can be prevented by analyzing, and then modifying, conditions in the workplace.

To arrange for a personal assessment of ergonomic factors affecting them in the workplace, employees may contact Diane Ehlers, environmental protection, health and safety (EPHS) director. Her telephone is 582-3730. ❖

Polo, anyone?

On a rainy afternoon at "The Tank" last month, the warmest place to be was in the pool, where CSUMB hosted its first-ever women's water polo match.

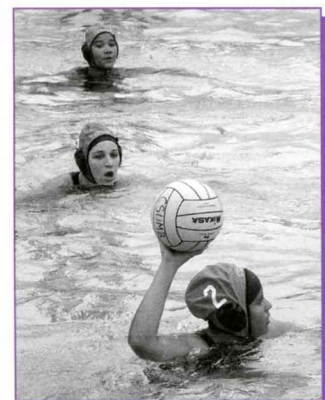
The new team, which competes in the Western Water Polo Association, brings to 10 the

number of intercollegiate teams at the university.

The others are men's and women's soccer, cross country, basketball, golf and women's volleyball.

The Otters are coached by All-American Gary Figueroa. He brings years of experience to the program, along with high visibility as a member of the U.S. Water Polo Hall of Fame and two-time National Player of the Year.

Figueroa was a member of the U.S. team that played in the gold medal game at the 1984 Los Angeles Summer Olympics. The U.S. tied Yugoslavia in the finals, but had to settle for a



CSUMB's Lena Awad (#2), a freshman, gets set to pass the ball to her teammates. Sonoma defeated the Otters 11-5.



silver medal when the winner was determined by who scored the most goals against common opponents. Figueroa was also named to the 1980 team that was to play in Moscow, but was kept home when the U.S. boycotted the Games.

Campus Connection is published during the academic year by CSUMB University Advancement. Don Porter, editor; Nicole Mendoza and Joan Weiner, contributors. 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 Public Affairs, Building 97, Don Porter. Phone: 831-582-3302.

NEWS ABOUT CSUMB'S STAFF & FACULTY

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DELIVERY PREFERENCE

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

Janie Silveria
Bldg.12