



CAMPUS CONNECTION

MAY 2006 VOLUME 7 • NUMBER 8

Dr. Amalia Mesa-Bains to receive President's Medal

Dr. Amalia Mesa-Bains will receive the President's Medal at commencement.

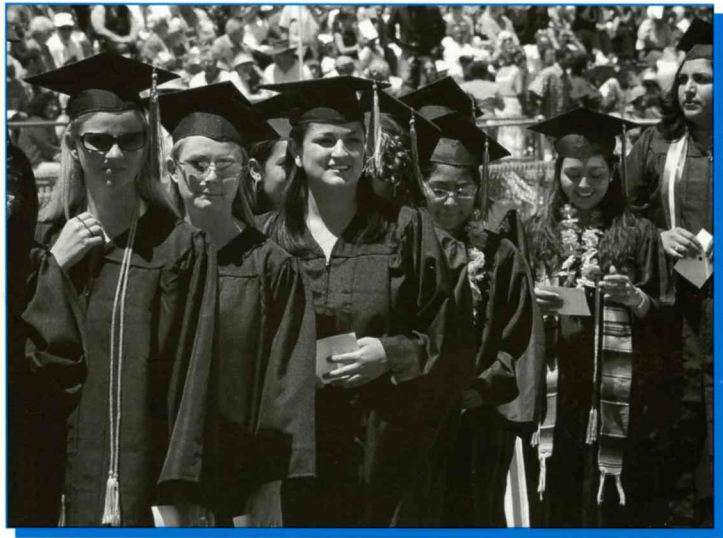
The President's Medal is presented on a rotating basis to an administrator or member of the staff or faculty



Amalia Mesa-Bains

who has contributed significantly to achievement of the CSUMB Vision. Recipients are nominated and voted on by a campus-wide committee.

Recently retired as chair of the Department of Visual and Public Art, Mesa-Bains has worked to empower students, has been instrumental in developing campus-wide policies and initiatives, and has built relationships between the university and surrounding communities. She is an internationally recognized artist and cultural theorist. She has also written and lectured extensively on Chicano art and culture, and won a MacArthur Fellowship in 1992. ❖



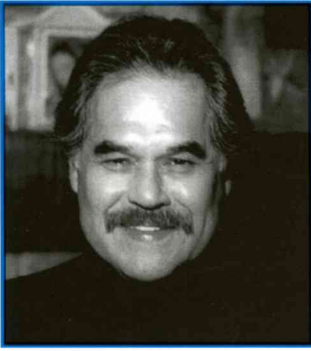
Campus readies stadium for biggest commencement yet

On May 20, CSUMB will hold its tenth commencement — the largest ceremony in the university's history. At press time, 751 students had filed for graduation, with about 9,000 family members and other guests expected to attend. Video streaming will be shown at CSUMB.EDU/grad. ❖

Facts about commencement

- **When:** May 20 at 10:00 a.m. (Guests should arrive at the stadium by 8:30 a.m. and be seated by 9:00 a.m.)
- **Where:** Freeman Stadium, off Second Avenue
- **Length:** Approximately two hours, 30 minutes
- **Admittance:** Tickets not required
- **Parking:** Free, but arrive on campus by 8:00 a.m. to get a space. Police officers will provide parking directions.
- **Disability accommodations:** Sign language interpreting provided. Seating for people with disabilities provided without reservations. For other accommodations, call 582-3595.
- **More info:** Visit the CSUMB.EDU/grad website or e-mail grad@csumb.edu.

Luis Valdez to be commencement speaker



Luis Valdez

Playwright and director Luis Valdez is the scheduled keynote speaker for this year's commencement. Known as the father of Chicano theater, he's been a voice in the movement since 1963 when his first play was staged by the drama department at San José State College. In 1965, Valdez founded El Teatro Campesino, a theater group that performed on the back of flatbed trucks in the fields. From those beginnings evolved the present-day professional artistic company that produces theatrical offerings around the world. When CSUMB opened in 1995, Valdez was the founding professor and director of TAT. His awards include an Emmy and honorary doctorates from Columbia College, San José State University, and the California Institute of the Arts. He was honored as a CSUMB fellow in 2004. ❖

Volunteer for commencement

What are your plans for Saturday, May 20? Do you know a student who is graduating? The CSUMB commencement staff is looking for a few good volunteers to serve as ushers, escorts and student coordinators. Commencement is not on Memorial Day weekend this year, so consider helping out during graduation.

Faculty and staff members who are particularly close to a student are encouraged to take part in the academic procession by donning a cap and gown. Every year, CSUMB hears how meaningful it is for students to have faculty and staff present to celebrate their graduation. Many students would not have made it to graduation day without the support, knowledge and guidance of CSUMB employees.

Even if you don't usually attend commencement, this is the year to be a volunteer or take part in the academic procession. For more information, contact Stephanie Regevia via FirstClass or by calling 582-4723. ❖

Change of presidents

Dianne Harrison will officially assume her duties as president of CSUMB on June 23. Diane Cordero de Noriega, interim president, is stepping away from administration and will join the faculty as of Sept. 1.

Marsha Moroh has decided not to remain as interim provost beyond the transition period. The university will begin the search for a new provost this summer.



Dianne Harrison begins in June.

Graduates get set for commencement, careers

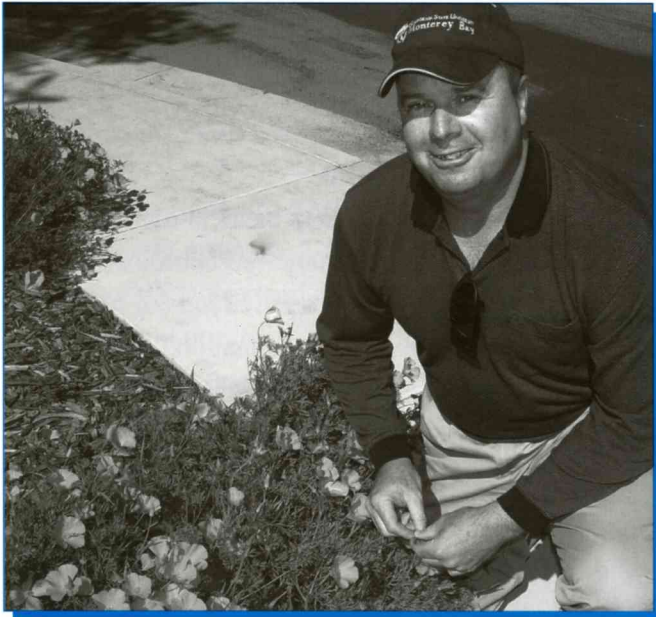
CSUMB's class of 2006 has been kept busy getting ready for this month's commencement ceremony. Gradfest, held in April, served as a one-stop shopping opportunity to purchase caps and gowns, have photos taken, check the spelling of names in the commencement program, join the Alumni Association, and socialize with other graduates.

Concurrently with Gradfest, *Dress for Success* was presented by the CSUMB Women's Leadership Council (WLC). The group collects donations of clothing suitable for job interviews. Students browsed and selected clothing items at Gradfest and at Career Day. By appointment, students may also select clothing at other times during the year. To make an appointment, call 582-4141.

Now in its fourth year, the WLC has over 300 members. The group provides scholarships to re-entry students (typically, men and women over age 25) to complete their education. For information about joining the Women's Leadership Council, call 582-4141. ❖

Official state flower is CSUMB's 'unofficial' flower

The California poppy, known to botanists as *Eschscholzia californica*, was selected as California's official state flower in 1890. Over the last year, it's also become the "unofficial" flower of CSUMB.



Bob Brown cares for poppies in front of Bldg. 97.

Whether in the Main Quad, North Quad or at the entrance to the Alumni and Visitors Center, it's hard to miss the brilliant orange color of these native California flowers.

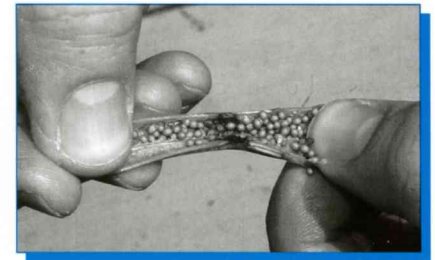
The campus owes their presence to Bob Brown, director, Facilities & Operations. On a daily basis, his technicians maintain the university's buildings and open spaces, fix locks and security systems, and provide janitorial and landscape services.

"I'm from Bakersfield and Barstow in the Mojave Desert, where there are large poppy reserves," Brown said. "I always wanted to bring the flowers to a campus, but never did. After I arrived at CSUMB, as I walked from building to building, I decided it was time. So I made it a point to spread seeds in a number of areas to start the process. It was easy.

"Early summer is best for growing the flowers. In Southern California's desert areas, due to winds and temperature extremes, their blooming season is short. Because it's milder here, they tend to bloom much longer."

Poppies grow best in sandy soil and where there's plenty of sun. Keeping this in mind, Brown picked locations where the flowers continue to thrive.

Requiring little or no care, the poppy is ideal for campus beautification without



the maintenance budget because they re-seed themselves. The pods throw off seeds to propagate the growing process for another season.

Keep in mind that the California poppy, as the official state flower, is protected by state law — picking or destroying them can result in a fine. ❖

Seeds from a poppy, ready for "re-seeding," will grow more flowers.

Community Day of Learning stresses service to the customer

Customer service is everyone's business.

That was the message delivered by Dr. Bill Martin, professor of hospitality management, at the recent Community Day of Learning.

Martin reminded the campus audience that we all have a part to play in delivering customer service. Indeed, we're all customers and service providers at the same time — whether we're dealing with students or colleagues.

He outlined four questions we should ask ourselves:

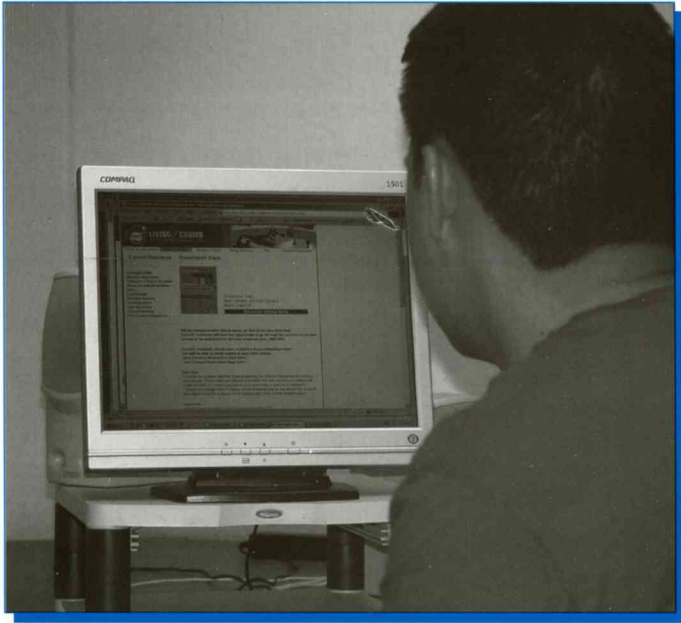
- What can we do better to help customers feel comfortable?
- What can we do better to help customers feel more welcome?
- What can we do better to increase understanding?
- What can we do better to respect everybody's importance?

(Continued on page 7)

Res Life offers better service, more efficiency with new system

Residential Life's new Web-based system will better serve student housing needs — and save staff time and money in the process.

The Housing Management System (HMS) helps streamline student application and reservation processes.



Eddy Tsing, operations coordinator for North Quad, logs onto the new HMS system.

The changeover to HMS was required after the campus decided to phase out the Banner system, which Res Life was using as a database. Staffers have been working on this project since last year, in collaboration with Information Technology and with assistance from Christine Fredericks in Accounting.

The prior process was labor-intensive. The new system will save an estimated 1,000 hours of staff time each year, cut down on phone calls, and enable the staff to devote more time to other pressing issues with students.

"We're only the second school to do this, so there were no manuals to help us," said Michelle Donohue, project coordinator for HMS. Res Life also helped design the first Web interface for the system.

Arianne Tucker, Eddy Tsing and Julaine Espanio from Res Life met weekly with Steve Rubin, ISNS staff member in Information Technology, for what Res Life calls

"HMS School." They analyzed the path that students follow when registering for housing and set about streamlining those processes into a Web format. The system manages student housing applications and reservations, tracks student concerns, manages check-in/check-out, tracks inventory and damage to rooms, and handles judicial issues. The Web-based system enables students to track their own application and submit queries to find roommates.

"What a difference this system made in registering new students," said Tucker, operations coordinator for residence halls. "We would generally send out housing packets with over 10 pages of information," she continued. "Students can now get all of that information online, and we can save almost 60,000 pages of paper."

Implementing HMS on East Campus was more intense than on the main campus. East Campus residents are managed by a contractor and not through CSUMB accounting, meaning that student housing records were not in a university database and needed to be manually entered into HMS.

"The system had a few glitches," said Donohue about the rollout of HMS. Espanio, operations coordinator for East Campus housing, agreed. "We weren't able to beta-test it before going live," she said.

The "glitches" resulted in 312 upset customers, mostly returning students. Res Life has served

over 2,000 students, both new and returning, over the last two months.

"We're working with each student individually to respond to their specific challenges and frustrations," said Donohue.

Much of the project's success was due to the unusual amount of collaboration among various departments, particularly ISNS and Residential Life. ❖

"We're only the second school to do this . . .

**— Michelle Donohue
HMS project coordinator**

Making a difference, one mile at a time

Liz MacDonald is no stranger to the rigors of athletic training. After all, as a child she was a recreational runner and a horseback rider.

Now a senior writer and web editor in University Advancement, she's discovered that marathon training is an entirely different kind of athletic pursuit.

Last year, while living in Dayton, Ohio, a friend told her about the Leukemia & Lymphoma Society's *Team in Training* program.

The world's largest endurance sports training program, *Team in Training* provides marathon, triathlon and century (100-mile) bicycle training in exchange for a commitment to raise money for leukemia, lymphoma and myeloma research and patient services.

"It seemed like a good thing to do; this way, getting in shape becomes about more than just yourself," MacDonald said. She went on to compete in the San Diego Marathon, completing the

26.2-mile course in just under six hours. MacDonald will be back in San Diego on June 4 for this year's edition of the race and hopes to shave 15 minutes off her time.

"Our goal," MacDonald said, "is to raise \$150,000 to fund three researchers at Stanford."

During her six-month training period (which started in late January), MacDonald's goal is to raise \$2,800 to support leukemia and lymphoma patients like Joshua Alfaro, an 8-year-old boy and MacDonald's "honored patient," who is undergoing treatment for leukemia.

Team in Training has raised more than \$600 million since 1988, according to its website.

For information on the Leukemia & Lymphoma Society's *Team in Training* program, visit the www.teamintraining.org website. To read MacDonald's journal, or to make a contribution, go to

www.active.com/donate/tntsvmb/tntsvmbLizMac. ❖



Liz MacDonald

Join our alums at the A's game

Staff and faculty members, and their guests, are invited to join CSUMB alumni on Saturday, June 3, for the third Alumni Tailgate Party at McAfee Coliseum in Oakland. The fun begins at 11 a.m., when hamburgers, hot dogs, veggie burgers, chips, cookies and soft drinks will be served. There will be time for socializing before the Oakland A's take on the Minnesota Twins at 1:05 p.m. Ticket prices are \$25 for staff, faculty and guests.

The seats will be at field level — a \$30 value. All tickets must be purchased by May 17, and there are only 75 tickets available. Tickets may be purchased online at the csumbalumni.org website by clicking on *Event Tickets*. For more information, call 582-3595 or send an e-mail to alumni@csumb.edu. ❖



The Alumni Tailgate Party and A's game has become a CSUMB tradition.

Spring Concert, senior recital set for early May

CSUMB's Music and Performing Arts Department will present its annual Spring Concert at 3:00 p.m. on Sunday, May 7 in the Music Hall (Bldg. 30). This year's concert will feature MPA's three choral ensembles: the Gospel Choir, CSUMB Singers and Nuovo Plaisir. The



CSUMB's Gospel Choir will perform at the Spring Concert.

CSUMB Jazz Band, directed by faculty member Paul Contos, and the mariachi ensemble will also perform.

In other MPA news, Shauna Scott, who is graduating with a B.A. in music, will give a senior recital on May 13 at 3:00 p.m. She will perform vocal works representative of several countries, eras, composers and musical styles.

Admission and parking (in lots 29 and 30) are free for both of these performances. Faculty, staff, students and the public are invited.

For further information on either performance, call 582-3009. ❖

Editor's note

Following the conclusion of another academic year, *Campus Connection* will not be published during the summer months. Publication will resume at the beginning of September.

Radio class returns to classic radio

Imagine a barroom, circa 1940. Picture wooden tables and chairs. Perhaps a vintage ceiling fan spinning overhead.

Imagine all this, because you won't see it on stage. There will be no set. No props. Just some microphones, actors positioned behind them, and some sound-effects technicians.

Whether you're old enough to remember the days of live radio theater, when the family gathered around and listened to shows like *The Shadow*, or just want to experience those days for yourself, now is your opportunity.

The advanced radio production class at CSUMB will perform an original 1940s-style mystery, *Bait and Switch*, at its campus studio on May 6 at 5 p.m. Staff and faculty members, as well as the public, are invited to attend or to listen on radio station KRXA-540 AM. The campus studio is located in Building 27.



The class is writing the play, described as "the story of a detective teetering dangerously on the scales of justice, as he encounters a case that could clear his name . . . or engrave it on his tombstone."

The studio audience will help provide background sounds for much of the play, even making drinks during a bar scene.

A jazz trio will play 1940s-era standards and back up the lead female character, who has a secret life as a cabaret singer. All sound effects will be produced in the studio by the student crew, using traditional techniques . . . no digital sounds, for instance, and no electric instruments.

For more information, contact Steven Levinson, class instructor, at 582-4260.

New employees

Gregory Banks, Educational Opportunity Program (EOP)
Advisor — Educational Opportunity Program

Matthew Marksbury, Administrative & Finance Support
Analyst/Programmer — Information Systems

Jennifer McMillen, Diversity & Equity Assistant — University
Human Resources

Adriana Mendoza-Mellin, Human Resources Assistant —
University Human Resources

David Metzger, Mail Clerk — Mail Services

Kevin Miller, Administrative Support Assistant — Social,
Behavioral & Global Studies

Leticia Pena, Payroll Technician — University Human Resources

Probation passed

Terry Burns, Workers' Compensation & Benefits Analyst —
University Human Resources

Manual Duran, Police Officer — University Police Department

Dana White, Student Accounts Receivable — Accounting

Departures**

Anya Spear, Campus Planning and Development — hired Dec.
2004

Notes

* Foundation employee

** 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. The above-listed former employees have given permission for their names to be published in *Campus Connection*.

Thanks to University Human Resources for this information.

Learning (Continued from page 3)

He likened CSUMB to a traditional triangle (with the point at the top). The president is at the top, managers are in the middle, and the staff is aligned along the bottom line. By inverting that triangle, we could change the nature of CSUMB. When the triangle is inverted, customers are at the top, and become everyone's first priority. The staff is near the top, supported by the managers, whose job is to support the first-line employees.

Martin concluded by reminding the audience that we have to manage customer service closely and with as much attention as the tangible part of our work. Everyone wins when we do.

The day of learning also included a Customer Service Olympics, sponsored by University Human Resources. Participants were asked to present a customer service or client-oriented problem and a solution to improve the situation.

The winning team came from Student Affairs and Residential Life. Team members Michelle Donohue, Arianne Tucker, Eddy Tsing, Julaine Espanio and Snehal Naik mapped a process to improve student recruitment and retention.

The second-place team came from Liberal Studies and Human Performance. Team members Gloria Brokaw, Ruth Paget and Debbie Goff suggested a way to improve advising and orientation for transfer students.

The third-place team came from Academic Affairs. Marsha Moroh, Abe Abrams, Lynne Downey, Leslie Artunian and Gulizar Baggson proposed a way to improve communication on campus. ❖

Monterey Sports Center discount for CSUMB staff and faculty

The Monterey Sports Center, located in downtown Monterey, offers its members many ways to get and stay fit: two indoor pools, a 112-foot water slide, weight training, cardio-fitness center and gymnasium. Babysitting and a snack bar are also available.

CSUMB staff and faculty members can enjoy everything this membership provides at a 10 percent discount from the regular fee — only \$378 a year per adult membership.

The regular cost of a one-year adult membership is \$420 for Monterey city residents and \$456 for residents of other areas. To sign up for a membership at the discounted fee, employees must show their CSUMB identification card. For more information about the Monterey Sports Center, visit the www.monterey.org/sportscenter website or call 646-3700. ❖

Meet Alethea Horne

What's your job title?

Interim project coordinator and office manager in the Career Development Office.

How long have you worked for CSUMB?

Two and a half years.

Do you like it here?

Of course I do.

What's a typical workday like?

It's like a box of Cracker Jacks — I never know until I look inside. Let's just say my main role is administrator of on-campus employment. In addition, I address student payroll issues, plan, coordinate and deliver career development-related events, such as Career Day, career informational workshops and graduate school pre-



testing. I recruit employers to provide career opportunities, connect with CSUMB students and alumni through our programs and, last but certainly not least, address the managerial duties of the department.

What's most interesting about your job?

I have the unique opportunity to work with students, alumni, all levels of CSUMB personnel, and the external community.

Tell us about your personal life.

I love spending time with my two daughters. They are so awesome, and they are my best friends! We enjoy traveling to interesting locales, visiting family and friends, hanging out at the beach, playing laser tag, visiting amusement parks or doing karaoke.

What's something most people here don't know about you?

Our family tried out for *Trading Spouses* but we didn't make the cut. They told us someday they'll create the single parent edition and we'll be invited back to try out again.

Campus Connection is published during the academic year by CSUMB University Advancement. Don Porter, editor; Nicole Mendoza, Joan Weiner, contributors. Please use the *Event Request Form*, available under *Events* within *TheSource* in FirstClass, to submit news ideas or stories. Send the form by e-mail to don_porter@csumb.edu, by fax at 831-582-3505, or by paper to Don Porter, Public Affairs, Building 97. Phone: 831-582-3302. 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.

NEWS ABOUT CSUMB'S STAFF & FACULTY

CAMPUS CONNECTION

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DELIVERY PREFERENCE

If you wish to access this newsletter on the Internet rather than in paper form, please send an email expressing this preference to don_porter@csumb.edu. You may also check the box below and return this page to Don Porter, Building 97, 100 Campus Center, Seaside, CA 93955-8001. You may view *Campus Connection* on the Web at CSUMB.EDU/news.

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

Janie Silveria
Bldg.12