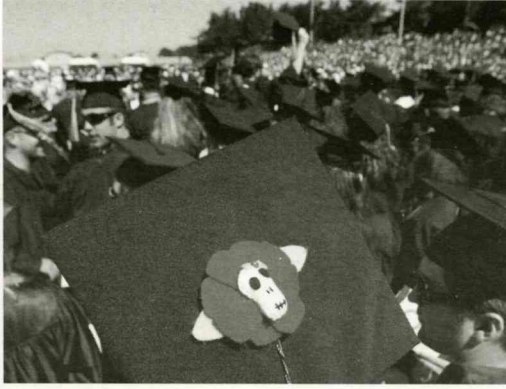




California State University Monterey Bay



# Commencement set for May 22

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campus **COMMUNICATION**

## CSUMB to tap sun for energy needs

CSU Monterey Bay is about to get greener.

Thanks to a public-private partnership entered into in 2008, the university will take another step toward reducing its carbon footprint when work begins this summer on a solar power generation facility.

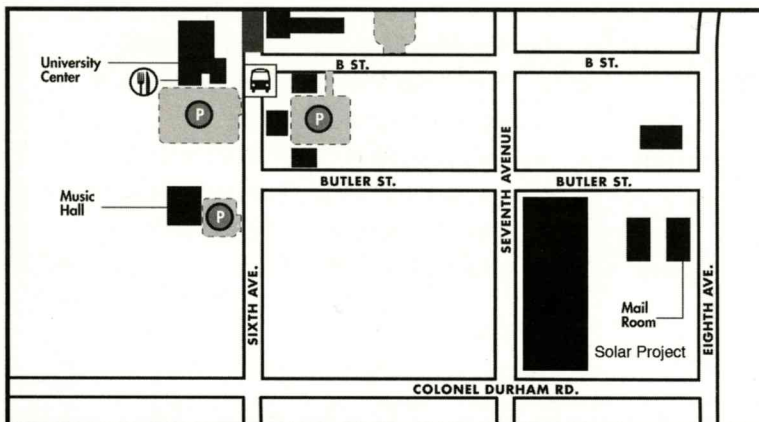
SunEdison, the nation's largest solar energy service provider, will finance, build, operate and maintain the system over the course of a 20-year contract. The university will purchase the power at a pre-agreed price.

The system is expected to generate almost 2 million kilowatt hours of electricity per year for CSUMB, enough to meet 16 percent of the university's current electricity needs. It will reduce carbon-dioxide emissions associated with electricity consumption by 713 metric tons per year, equivalent to the amount generated by 92 vehicles.

The 6.4-acre solar panel array – consisting of approximately 3,900 panels – will be installed at ground level on a vacant lot on the east side of Seventh Avenue, between Col. Durham Street and Butler Street.



This unused parking lot along Seventh Avenue, between Col. Durham Street and Butler Street, is the site of the future solar power facility. The Facilities, Services and Operations building is at far right.



The solar power facility will be located along Seventh Avenue.

Street and Butler Street.

“It’s renewable energy, it’s environmentally friendly and it reduces greenhouse gas emissions,” said **Mike Lerch**, CSUMB’s assistant director of energy.

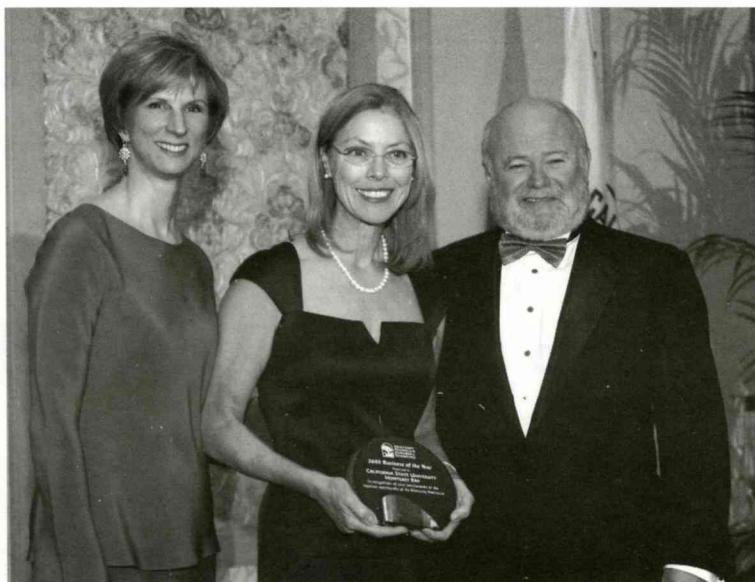
CSUMB is one of four CSU campuses scheduled to have solar equipment installed in 2010 to deliver zero-emission renewable energy directly to the campuses.

## Inside

- CSUMB named Business of the Year
- Service Learning again honored
- Associate director named for business center
- March happenings around the campus



# CSUMB named Business of the Year



President Harrison accepts the Business of the Year Award from Ruth Thompson, executive director of the Monterey Peninsula Chamber of Commerce, and Alan Richmond, the chamber's board chairman.

CSU Monterey Bay was presented with the Business of the Year Award Feb. 27 by the Monterey Peninsula Chamber of Commerce.

President **Dianne Harrison** accepted the award on behalf of the university at a dinner attended by more than 350 chamber members and guests at the Hyatt Regency Monterey.

"We're counting on your partnership and support as we continue to grow and develop in the future," Dr. Harrison said. "The truth is, after our first 15 years, we're just getting started!"

CSUMB was chosen by a panel of business leaders and nonprofit administrators from among the Business Excellence Award winners in 19 categories that were announced last August. At that time, the

university was honored in the education category, based on its goals, its service to students, its employee satisfaction, its commitment to sustainability, and its involvement with the chamber and surrounding communities.

## Associate director named for business center

**Andrea Zeller-Nield** has been named associate director of CSUMB's Small Business Development Center.

The center, located in Gonzales, provides management and technical assistance to small businesses and entrepreneurs, helping to create and retain jobs in order to strengthen the local economy. It serves the area long the 101 and 25 corridors from Gilroy to King City.

Nield has more than 19 years of experience with the state of California in economic development, infrastructure development and environmental planning.

"We are very pleased to have Andrea take the helm of CSU Monterey Bay's Small Business Development Center," said **Dr. Marylou Shockley**, chair of the university's School of Business and the center's director. "She brings a wealth of experience and expertise in economic development, management and strategic planning."

The SBDCs are a partnership that includes Congress, the Small Business Administration, the private sector and the colleges, universities and state governments that manage them. CSUMB's center comes under the auspices of the University of California Merced's SBDC regional network, a fully accredited and nationally recognized program.



Andrea Zeller-Nield

## Go green on TRIPwise Thursdays

As part of CSUMB's efforts to go green, the university is working to reduce single-occupant car trips. These efforts are geared toward creating more transportation options for members of the campus community. Campus transportation planner **Megan Tolbert** has organized a series of workshops for students, faculty and staff called TRIPwise Thursdays, intended to bring the campus up to date on various options now available and what's in the planning stages.

The series is under way — the April 15 workshop will discuss car sharing. For a schedule and more information, go to [csumb.edu/trip](http://csumb.edu/trip) or contact Tolbert at 582-4262.

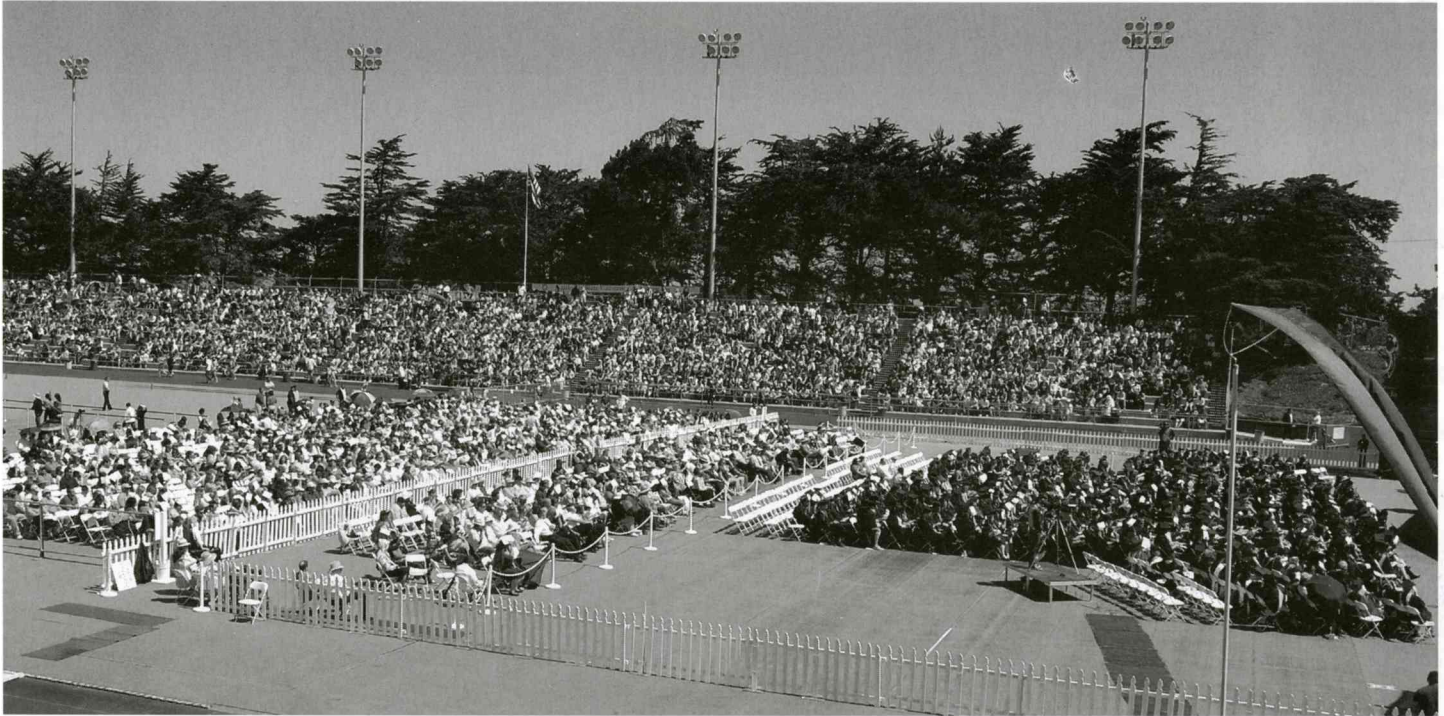
# 14th annual commencement set for May 22

**Sylvia Panetta** will give the keynote address at CSUMB's 14th annual commencement ceremony on May 22.

The ceremony will begin at 10 a.m. at Freeman Stadium. **President Dianne Harrison** will confer degrees on approximately 800 students; another 100 will receive teaching credentials.

"We are delighted and honored that Sylvia Panetta has agreed to speak at Commencement, our university's most important event of the year," Dr. Harrison said. "She is widely respected, and rightfully so, for her outstanding record of leadership, her tireless dedication and her commitment to education."

More information is available at [csumb.edu/grad](http://csumb.edu/grad).



Freeman Stadium during last year's commencement ceremony. Approximately 6,000 people were seated in the stadium.

## Catch CSUMB on public access TV

CSU Monterey Bay has a regular program on public access television.

The university's show airs at 5 p.m. on the second Monday of each month on Access Monterey Peninsula, part of the weekday "Your Town" series.



**Scott Faust**, CSUMB's executive director for strategic communications, is the host.

AMP is available on channel 27 on the campus cable system.

Off campus, it's on Comcast channel 24. The program can be heard on KNRY 1240 AM and is broadcast online at [www.ampmedia.org](http://www.ampmedia.org). It is rebroadcast at midnight on AMP.

## Volunteers needed

Volunteers are needed to help on Commencement day, Saturday, May 22. Many kinds of positions are available, including ushers, ticket takers, guest services, escorts and coordinators to help students. Approximately 150 volunteers are needed.

A volunteer barbecue is scheduled for May 24 at noon in the stadium. It will follow the presentation of employee service awards, to also be held at the stadium. The barbecue will be followed by a softball tournament at the softball field.

To register as a volunteer, log onto [csumb.edu/rsvp](http://csumb.edu/rsvp). For more information, call **Phyllis Grillo**, special events coordinator, at 582-4141 or via email at [pgrillo@csumb.edu](mailto:pgrillo@csumb.edu).



# March happenings around campus



Faculty and staff members joined students on the Campus Quad on March 18 for a noon rally to affirm their commitment to preventing racism on campus.



Dr. Steve Boilard, director of higher education for the state Legislative Analyst's Office, addresses students, faculty and community members during the Eighth Annual Ethics Panel on March 17.



During a visit to Music and Performing Arts on March 12, noted film composer Alan Silvestri discusses his 30-year career scoring music for some of Hollywood's most successful films.



The Have a Heart Auction and Dinner on March 13 was the most successful ever. Local television personality Jim Vanderzwaan (left) and amateur auctioneer Pete DeVries kept the evening lively.



Fields of colorful flowers cover many areas of the campus, their growth helped along by the rains of early March.



# Spotlight: Melissa Mercado

Understanding and conveying important personnel issues to faculty members is what **Melissa Mercado** experiences each day on the job at CSUMB. She joined the university as the academic personnel coordinator in October 2001. In 2008 she was promoted to academic personnel specialist. Academic Personnel is responsible for all faculty-related programs, policies and procedures.



Melissa Mercado

“I always thought it would be interesting and fun working at a university,” Mercado said. “After graduating from San Diego State in 1999 I moved back home to Salinas thinking it was going to be temporary.”

Discovering a job opportunity at CSUMB soon after returning home, she interviewed and was hired.

“It’s such a great community to be a part of, especially a young innovative campus,” she said.

One of Mercado’s most important responsibilities is to coordinate the faculty retention, tenure and promotion process, called RTP. It requires involvement with committees, deans, the provost and the president. She works with both faculty and administration, and advises faculty members about their collective bargaining agreement and procedures governing their employment.”

“I’m part of a team that supports our faculty through a rewarding experience at CSUMB — from their appointment to their retirement,” she said.

Mercado said that each day is different working in Academic Personnel, with some days more challenging than others. But she does enjoy the variety of assignments.

“There are many different types of work styles and personalities across campus,” she said. “I think we learn a lot from one another and we become better at what we do.”

Keeping busy during the work week, Mercado doesn’t slow down for weekends, either.

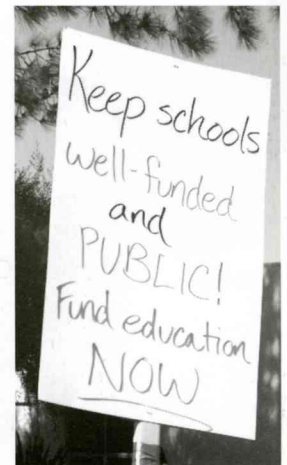
“Toby is my Jack Russell Terrier. He just turned 8 years old and is full of energy,” she said. “During long weekends, I’m often on a road trip sightseeing and hitting up the locals’ favorite restaurants. At home I enjoy watching movies and baking sweet treats. I also like trying new and out-of-the-ordinary flavors of candy.”

Little known on campus is that Mercado recently became engaged.

“My fiancé is a student pursuing a master’s degree in architecture,” she said. “And at the end of the day we can talk about how our day at ‘school’ went.”

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## Students, employees rally against education budget cuts



About 300 CSUMB students, faculty and staff members, along with community members, on March 4 joined a nationwide demonstration to protest budget cuts to education.

# CSUMB again recognized for service learning

CSU Monterey Bay has been named to the 2009 President's Higher Education Community Service Honor Roll with Distinction.

"We are proud and pleased to receive this honor," **President Dianne Harrison** said. "This is the fourth time the corporation has honored CSUMB. It's continued proof that our Service Learning program is truly a nationally recognized model for higher education."

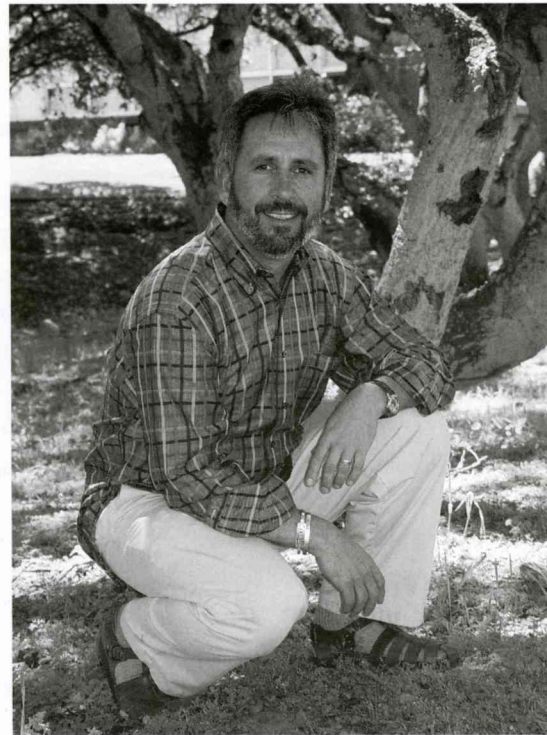
Launched in 2006, the Community Service Honor Roll is the highest federal recognition a school can achieve for its commitment to service learning and civic engagement. Honorees were chosen based on a series of factors that included scope and innovation of service projects, percentage of student participation in service activities, incentives for service, and the extent to which the school offers academic service-learning courses.

CSUMB is the only school in California and one of only five in the country that requires students to take Service Learning courses. Requirements include a lower-division general education class and an upper-division course in each major.

Last year, more than 1,700 CSUMB students contributed 58,000 hours of service to more than 400 community organizations in Santa Cruz, Monterey and San Benito counties. That equals an investment of \$1.1 million in local schools and non-profits.

Six schools received Presidential Awards. In addition, 115 were named to the Distinction List and 621 schools were named to the Honor Roll. In total, 742 schools were recognized. A full list is available at [www.nationalservice.gov/honorroll](http://www.nationalservice.gov/honorroll).

The Honor Roll is a program of the Corporation for National and Community Service, in collaboration with the departments



Dr. Seth Pollack leads the Service Learning Institute.

of Education and Housing and Urban Development, Campus Compact and the American Council on Education.

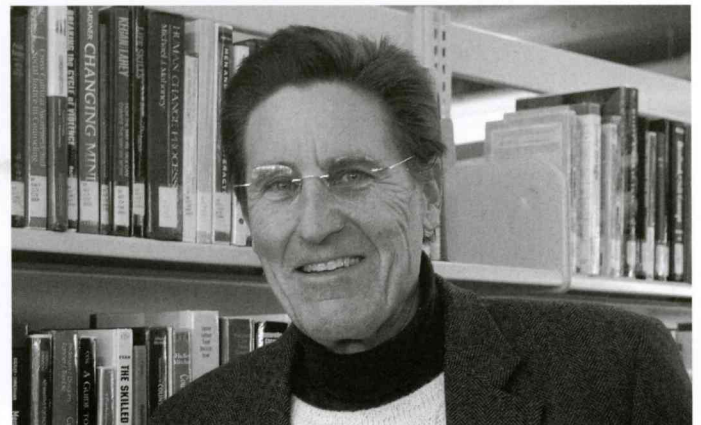
The Corporation for National and Community Service is a federal agency that improves lives, strengthens communities, and fosters civic engagement through service and volunteering. It administers Senior Corps, AmeriCorps and Learn and Serve America, a program that supports service learning in schools, institutions of higher education and community-based organizations. For more information, go to [www.nationalservice.gov](http://www.nationalservice.gov).

## Bill Martin named newspaper's 'Best Professor'

**Dr. Bill Martin**, faculty member in the School of Business, has been voted "Best Professor" in a survey of readers by the *Monterey County Weekly*.

The survey, conducted by the newspaper on a yearly basis, invites readers to vote for the "Best in Monterey County." A list of the winners, 180 in all, with categories ranging from "The Best Place for a First Date" to "The Best Margarita," appeared in the March 18 edition of the newspaper.

Martin joined CSUMB in 2003 as professor of hospitality management. His focus is on customer service management, human resource management and marketing.



Dr. Bill Martin



campus **connection**

## New employees

**Christine Erickson**, Dean of Students — Student Affairs

**Katie Glitz**,\* Data Processor/Hydrographer —  
Sea Floor Mapping Lab

**Andrea Nield**,\* Associate Director of the Small Business  
Development Center — School of Business

**Kathleena Ramirez**,\* Membership Coordinator — KAZU Radio

**Elaine Smith**,\* Program Coordinator — Executives in Residence

**Robert Travaglia**, Hardware Service Technician —  
Technical Support Services

**Lisa Ziska-Marchand**, Grants Writer/Prospect Research Analyst —  
University Advancement

## Transfer

**Jainesh “Jay” Singh**, Academic Scheduler —  
Academic Scheduling (moved from Corporation to State)

## Probation passed

**Joseph DiMaggio**, Electrician — Facilities, Services and Operations

**Ajamu Lamumba**, Student Services Professional II —  
Associated Students

\* *University Corporation employee*

*Thanks to Human Resources and Corporation Human Resources for this information.*

## Training results update

This year, CSUMB had a total of 198 management, staff and faculty employees who participated in the bi-annual, legally mandated, online sexual harassment prevention training. The university was 100% successful in meeting the legal deadline for completion of this training — one of only four CSU campuses to do so.

## CSUMB awarded green building training grant

CSU Monterey Bay has received a \$2,000 grant to provide training in green building for one of its staff members. **Kathleen Ventimiglia**, director for campus planning and development, has been selected to attend the training sessions.

As part of the Advancing Green Building in Higher Education Program, Second Nature, a Boston-based nonprofit organization, awarded grants to 15 colleges and universities. The program's goal is to help budget-strapped schools build “green” on their campuses.

Ventimiglia will choose from among workshops, webinars and online classes. She's interested in courses that deal with new construction built to LEED (Leadership in Energy and Environmental Design) standards.

Second Nature is the lead support organization of the American College and University Presidents' Climate Commitment. **President Dianne Harrison** signed the Presidents' Commitment in June 2007. As a result, the university will work toward climate neutrality, educate students about the issue and support research into ways to reverse climate change. The combination of climate neutrality, research and education is what makes the initiative unique. To read more about the Presidents' Climate Commitment at CSUMB, visit [csumb.edu/green](http://csumb.edu/green).

## Have a Heart volunteers make it happen

Without volunteers, the annual Have a Heart Dinner and Auction would not exist. This year, about 150 staff, faculty and community members volunteered their Saturday evening to make the event another success.



Volunteers serving up wine and hors d'oeuvres at Have a Heart include, from left, Helen Meyer, administrative support assistant; Maria Reyes, administrative support coordinator; and Jennifer Stone, IT documentation and training analyst.

“The campus community responded with heart, volunteering their time, talent and treasure this year,” said **Phyllis Grillo**, special events coordinator. “It’s because of ongoing, campus-wide support of Have a Heart that we’re able to continue to raise the bar for the event itself and the fundraising goal to benefit our students.”

Grillo said she expects this year’s event will meet or exceed the goal of raising \$110,000 for scholarships. “A huge shout-out of ‘thanks’ to all our volunteers for a job done well and above the call of duty,” she said.



Kathleen Ventimiglia



# World Theater: Perla Batalla



Sherry Barnett

The Performing Arts Series at the World Theater continues May 6 with Grammy-nominated vocalist, composer and arranger Perla Batalla, who returns for an encore visit to the World Theater.

Back by popular demand, Batalla last performed at the World Theater in September 2005, captivating and enchanting the audience with her sublime voice. Singing in both English and Spanish, she takes timeless songs she heard growing up and molds their rhythmic and

melodic forms to create a stunning cross-pollination of trend and tradition.

For tickets or further information, call the World Theater box office at 582-4580 or purchase tickets online at the **csumb.edu/worldtheater** website. For disability-related accommodations, please contact the World Theater box office at 582-4580.

**To attend**

**What:** Perla Batalla

**When:** 7:30 p.m., May 6

**Where:** World Theater

**Cost:** \$20 (staff & faculty)

**Info:** 582-4580

*Campus Connection* is published during the academic year by University Advancement at California State University, Monterey Bay. Don Porter, editor; Joan Weiner, contributor. To submit story ideas or event information, contact Don Porter, Strategic Communications, at [dporter@csumb.edu](mailto:dporter@csumb.edu) or 831-582-3302. To be considered for publication, editor must receive items by the 12th day of the month preceding month of publication. Items are published on a space-available basis and subject to editing. Content of *Campus Connection* is based on information available at press time.

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