1998

Winter 1998-1999

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KEEP IN TOUCH WITH A CHANGING BUSINESS WORLD

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Bonnie Brunkhorst testified in 1993 before a subcommittee of the U.S. House of Representatives’ Appropriations Committee urging support for President Clinton’s National Science Foundation budget. For the past year she and colleagues from around the country have been urging state legislators to raise science education standards or deprive California’s children of the “tools they need to succeed in the high-tech economy.”
“Little children learn because they ask questions and they love to explore,” says Bonnie Brunkhorst. But research shows that the longer children spend in school the less they like science.
by Sam Romero  
senior writer

Any city planner worth his sodium chloride knows something of science, and before he sets out to erect a building will always ask, in one fashion or another, "What would Jesus do?" The answer need not be deeply philosophical. Just right. For it hath many implications. It will affect where the structure is built, how securely it stands or easily it falls, how much it will cost, what materials to use to build it and, possibly, suggests Bonnie Brunkhorst, how well the city planner learned his geology lessons in school. "Even Jesus of Nazareth said, 'Don't build your house on sand,'" says Bonnie, a Cal State science education professor in the thick of the state battle over learning science more the hands-on way than by memorizing from a text. She is smiling faintly. "He wasn't a geologist."

But Bonnie is. She has been doing some building, too, for more than a year now. It's work asked of her because she has been president of the National Science Teachers' Association (NSTA), chaired the Council of Scientific Society Presidents, worked as an advisor to the Bush and Clinton administrations, and been given the National Science Foundation and NSTA's award for exemplary science education. One of two consultants chosen to develop kindergarten through twelfth grade science content for the California Commission for the Establishment of Academic Content and Performance Standards, Bonnie has been carrying a torch for science education you can remember, science education you can use. In the '80s, when she was the science program manager for public schools in Lexington, MA, making fudge was as good a lab lesson as pinpointing the origins of condensation or why the sky is blue. She and a fellow teacher collected a first-place award from the NSTA for such pieces of innovation, and at the end of the fudge lesson she'd tell her students to "dispose of it in an appropriate manner." They obliged. Down it went into the nearest chemical dumpsite, the mouth.

Experience is the glue of lasting knowledge, and well before it came out in studies that school lessons stick best when they engage the senses, Bonnie's parents already had her "involved" in her science. Her mother was an elementary teacher and principal and her father produced one of the first books that championed teaching science in elementary schools. But the science she's been learning for the past year has been more of the political sort, taught in Sacramento's halls of power. Recently adopting the recommendations of another state board consultant and his team of advisors, who favored getting back to the basics through textbooks and memorization, legislators said no to many of Bonnie and her colleagues' recommendations for new content and performance standards. The state board did include, on the content side, she says, the earth sciences in the curriculum for students and lessons in where to find information and how to make sense of it. All in all, still not nearly world-class standards, said 11 major, national science societies that were left dismayed, disturbed and unhappy enough to call the standards "unfit for children." These new standards represent only half of what the national standards call for, Bonnie says. Because they focus on memorization — the simple spitting back of facts and formulae, numbers and lists — any original thinking is short-circuited. "What bothers me," she says, "is why would any system that seeks to educate its citizens not want them to know how to think?"

In science there is what scientists call "naive conceptions," mistaken ideas that many have about earth and space, says Bonnie. Shooting stars, for example. Stars orbit and once in a blue moon they blow up. But they never shoot. Those are meteors. Such ideas are "hard to correct," she says. The naive conception she and others see the need to dispel now is the belief that memorizing facts alone will turn out children well-prepared for 21st century science and technology. Children need to spend time "learning good, usable science," she says, "so that they have a good foundation ... so they can continue for the rest of their lives and add to it, so they can pick up a report or something in a newspaper and make sense out of it."

What is it, she asks, that is eroding their interest?
Our best budget ever! This last year, the university received its largest state appropriation and the greatest percentage increase in nearly 10 years. Due to broad state economic prosperity, which fueled higher tax revenues, CSUSB was allocated a 16 percent gain—a growth of almost $12 million. Counting legislative funds and student fees, we now have a base state budget of $91 million. When auxiliary and other revenues are included, our overall budget climbs to approximately $126 million.

The size of the budget, the presence of more than 60 bachelor’s and master’s degree programs, the enormous growth of the physical plant, and the record 13,600 enrollment all suggest how far California State University, San Bernardino has matured in the scant 33 years since its conception. Congratulations to all of you—alums, current and past students, faculty, staff and invaluable community supporters for each of your contributions to our development.

The new funding level provides a welcome relief to the budget reductions experienced in the earlier years of this decade, and, in combination with other facets of growth, affords us a remarkable opportunity to significantly improve university programs and services.

These funds will be employed in diverse ways but each will be consistent with the university Strategic Plan that was formulated and approved last year. In particular, the university plan sets as priorities: (1) advances in the university as a learning community, (2) a campus environment that is both accessible and engaging, and (3) community partnerships which assist in the further development of the Inland Empire. How will the funds be spent?

First, of the nearly $12 million increase in the base budget, about one-quarter will be devoted to salary increases, representing an average employee pay raise of five percent. This addition, important to all our employees who have fallen behind their benchmarks, was essential for faculty who, without the increase, would have dropped more than 11 percent behind their counterparts at other institutions of higher education.

Second, another quarter was designated for programs such as student financial aid—which alone received nearly a $1 million increase, the largest of any CSU campus.

Third, nearly $5 million was allocated to help faculty and staff improve the delivery of existing programs and services. For example, the university will recruit 31 new faculty members, strengthen student services, add staff in a variety of technical fields, enhance inadequate equipment budgets, bolster operating funds that had sharply declined against inflation, and generally advance the campus physical and intellectual environment.

Finally, new funds will be employed to promote outreach efforts throughout the Inland Empire. Specifically, we will offer more off-campus degree and continuing education programs, invigorate university advancement efforts through greater investment in marketing and fundraising, and expand the network of community partnerships.

Actually, even before new funding became available, the university provided seed money for an array of community-based projects ranging from health, housing, training and quality of life issues in a Westside San Bernardino neighborhood to collaboration with the San Bernardino Symphony to the establishment of a water resources institute that would benefit the whole region. Moreover, various faculty and staff participated heavily in crafting San Bernardino’s $100 million (10-year) proposal to become a federal “Empowerment Zone.”

While I’m delighted with the growth in state appropriations, if we are to offer the best possible programs to our students, we must seek increases in other funding streams as well. For example, last year we raised $3.5 million in gifts and pledges. This year, the CSU Trustees have targeted $7 million as the goal. Such fundraising is of special impor-
Technology Investment Infuses Campus with Computers

More than 800 computers have been set up for faculty and staff and in instructional labs this fall as part of the Baseline Access, Training and Support (BATS) program, in which the university invested nearly $1.8 million of its budget toward upgrading technology on campus. A unique match between department budgets and the BATS budget enabled the campus to upgrade hardware and begin to standardize software across campus.

The funding also covered an implementation of web registration at a cost of $65,000, an upgrade of the campus e-mail system server for $155,000 and $33,000 in improvements in "smart" classrooms, says Susan Cooper (Academic Computing & Media). Another $33,000 was allocated for laptop computers for faculty and staff to check out.

The standard software bundle includes Microsoft Professional Office, Network Associates Virus Software and Meeting Maker and Netscape, among others.

The BATS committee continues to meet and plan for the next round of modernization on campus, Cooper adds.

Campus Gains Three Hundred in Fall

Fall enrollment stands at 13,601, a two percent increase over fall of 1997 when the university population was 13,280, reports Don Kajcienski, associate vice president for enrollment services. The greatest growth in new students is in the freshman class with nearly 1,100 new enrollees, making it one of the largest freshman classes in the history of the campus.

Cal State Fees Half the National Average

The average state university and mandatory fee that Cal State students are paying now is $1,873, which is about half the average fee of comparable institutions around the country, the CSU Board of Trustees was informed in November. That figure also is lower than the average for every other state in the nation. While comparable institutions increased fees by an average of four percent for this current academic year, the California State University system lowered its university fee by five percent to $1,506.

University Changes School Names

The names of the university's six academic affairs units are being changed from schools to colleges to reflect a common practice across the U.S. The move "also signals the high level of maturity that our programs have achieved," explains President Kamig.

Two of the colleges also are being renamed to better reflect their mission. The former School of Humanities is now known as the College of Humanities.

Digging IT—Construction and renovation of facilities housing several business administrative services at Cal State is underway on the northwest perimeter of campus. President Kamig (second from left) tosses the ceremonial dirt to start the project in October for the 50,000-square-foot of renovated and expanded space that will house the Duplicating Center, receiving and mail distribution center, public safety and the maintenance shops. The new accommodations will permit the university to deliver services to an expanding campus population, now surpassing 15,000 students and employees.

Construction is expected to be completed in January, 2000.

They're Ten and Attending College—Nearly 800 fourth-grade GATE students from the Colton school district toured Cal State, San Bernardino in November and December as part of the "I'm Going to College" project coordinated by Tom Rivera (Undergraduate Studies). In this, the third year of the program, students received backpacks, paperback books, T-shirts, an all-you-can-eat luncheon plus a tour of the campus and a magic show.

The program is designed to familiarize youngsters with the college atmosphere, so they'll see themselves attending college one day, Rivera says. It's been so successful that he has Riverside school officials clamoring to become involved. And he'll be inviting back to campus this winter the fifth-grade students who were here last year; they'll see a play and reacquaint themselves with Cal State.
Arts and Letters and the Office of Extended Education is called the College of Extended Learning.

The remaining colleges include business and public administration, education, natural sciences and social and behavioral sciences.

**University Funds Community Projects**

Backing up its commitment to university-community partnerships, Cal State is funding five faculty-sponsored projects with $25,000 in “seed money” to further their development with Inland Empire citizens and organizations.

They include “Improving the Quality of Life and Health in an Ethnically Diverse Neighborhood: Focus 92411,” creation of a Water Resources Institute to serve as a data repository for the region, establishing an Inland Empire Community Outreach Partnership Center that would network a wide range of services, offering music students the chance to rehearse with professional classical musicians in the San Bernardino Symphony and preparing more special education teachers to meet the need in San Bernardino and Riverside County schools.

**English Professor Leads Undergraduate Studies**

J. Milton Clark, an English professor at Cal State since 1983, is serving as the interim dean of undergraduate studies while a national search for the post is conducted. He has served in administrative roles before including acting dean for the School of Humanities in the early 1990s.

He is an alumnus of Cal State, having earned his bachelor’s degree in 1972.

**Memorial Scholarship Honors J.C. Robinson**

The university lost one of its pioneering colleagues when an automobile accident December 11 took the life of J.C. Robinson, associate vice president for academic personnel and a professor of history. He was 58 and in his 28th year of service at Cal State.

A native of Colombia, Robinson was a specialist in Latin American issues. In 1981 he was named associate vice president for academic personnel, directing recruitment of new faculty and evaluating existing faculty. He served as one of the campus’s officers for affirmative action and helped to write and oversee the university’s policy on sexual harassment.

“In many ways he was the epitome of the university. He performed a number of profoundly important roles,” university President Albert Kamig said. “He was the type of person who served as a role model and a mentor.

“J.C. was always extremely supportive of students and clearly understood the value and importance of education, therefore, this is quite a fitting tribute,” remarked William Aguilar, past president of ALFSS.

Individuals wishing to make contributions can send those to the attention of Mary Moya, president, ALFSS, in the Office of Advancement, Cal State, San Bernardino, 5500 University Parkway, San Bernardino, CA 92407. Checks should be made payable to the CSUSB Foundation.

“The first scholarship will be awarded in April ‘99 and, with support, it may be possible to endow this scholarship,” Aguilar added. More information is available from Advancement Services at (909) 880-5006.
Tamara Harsh Graver (Music) will lead the CSUSB-Inland Empire Choir in a performance of Mozart’s “Requiem” during the annual conference of the Western Society for Eighteenth-Century Studies on campus in February. Margaret Perry (Theatre Arts) will present a fashion show for the 90 or so participants attending the conference arranged by Ted Rumil (English) and Aurora Wolfgang (Foreign Languages). In addition Dan Whitaker (Foreign Languages) will assist with sessions on The Enlightenment in Spain and Latin America, including papers on “The Proposal for a Female National Dress Code in Eighteenth-Century Spain” and “Mexican Attitudes Towards the Inquisition.”

B.H. Fairchild (English) was one of five finalists for a National Book Award for his book of poetry, The Art of the Lathe. Considered the “Academy Awards” for book publishing, the bestowal of a National Book Award is as highly regarded as a Pulitzer Prize. Chosen from a hundred books of poetry submitted, The Art of the Lathe blends such subjects as Italian art, beauty, baseball and the book’s main theme, machine work. Fairchild traveled to New York to read passages from the text prior to the winners being announced in four categories—fiction, nonfiction, young peoples’ literature and poetry.

Mary Fong and Dolores Tanno (Communication Studies) were involved in several aspects of the annual meeting of the National Communication Association in New York this fall. Fong chaired sessions on Chinese Rhetoric: Early Western Influences and Contemporary Political Movements and another on the top student papers in international, intercultural and cultural communication. She also served as an officer at the business meeting for the Association for Chinese Communication Studies. Meanwhile, Tanno chaired a session on Mass Media Ethics and served as a panelist on The Dawning of a New Century in Intercultural Communication Scholarship: Old Lessons, New Visions. She also served as an officer for the business meeting of the Communication Ethics Commission.

Sandra Kamusikiri (English) transformed herself into the character of Biddy Mason, a former slave who played a prominent role in early Los Angeles, for a unique performance known as a chautauqua last fall. Such performances were popular in the late 19th and early 20th centuries for providing an educational experience through entertainment and giving people a chance to interact with the scholar instead of just listening to the actress.

Billie Sessions (Art) is the 1998 recipient of the Outstanding Higher Education Art Educator award presented by the California Art Education Association. The honor singles out an individual who has contributed in an exemplary way to the profession, taking into consideration teaching and dedication to the field. Nominated for the award by Gabby Gordon, a Victorville High School art teacher, Sessions has totally revamped the art education course content at Cal State and is spearheading the single-subject credential certification for the university. She says, “I thoroughly enjoy working with future teachers. It’s great to be a part of influencing my students’ curricular vision—as they begin to see how substantive art education will impact their future classrooms.”
Cal State accounting students continue to delight their faculty by making impressive scores on the national CPA exam. The most recent graduates who passed on the first sitting in 1997 include Cindy Navaroli, Jennifer Starback, Linda Rode and Tammy Beverige.

Others who passed all four parts of the exam include Deborah Knight-Moreno, Caren Brooks and Patricia Moeder.

Those who get the “gold star” are the individuals who scored in the top 100 in the nation on the CPA exam, so highest honors go to David Tuttle, Cindi Dedrick, Rhee Eliker, Shama Menon, Barbara Rasmussen and Richard Innenburg.

“CPA firms as well as former students continue to comment on the high quality of our accounting program. We attribute our success to hard-working students, an excellent accounting program and outstanding faculty,” says Linvol Henry, chair.

Francisca Beer (Accounting and Finance) co-authored an article in The Inland Empire Business Journal regarding the effects of the change in currency to the Euro.

Lee Hanson (Management) served as the lead writer on the federal grant proposal for the city of San Bernardino, which was applying for Empowerment Zone funding. Nabil Razzouk (Marketing) led a workshop for city officials on strategic planning in preparation for the grant-writing project. In November Hanson penned another editorial published in The San Bernardino County Sun on growing a high-tech economy for the region.

Linvol Henry (Accounting and Finance) reports that his department recently developed a new track in internal auditing and is in the process of applying for an Endorsed Internal Auditing Program from the Institute of Internal Auditors, the local chapter of which has pledged $500 per year until 2002 to assist Cal State with the application process. “We expect this program will provide an alternative career opportunity for students not interested in working for CPA firms,” he explains.

Steve Mintz (Accounting and Finance) visited two German universities where Cal State has an exchange agreement that enables the international students to transfer and complete their business degrees here. His recent overseas tour also determined interest from a French university, Ecole Superieure de Commerce Internationale, which would like to begin sending its students to Cal State under a similar arrangement. During the fall and winter quarters of this academic year six German students are attending Cal State; four are in the undergraduate program and two are working on an M.B.A.

Elisabeth Ryland (Management) reports that a new environmental management concentration is being added to the bachelor’s in administration degree with the first class, International Environmental Management, being offered in fall 1999. “This is a topic of considerable interest to management, whether from the standpoint of administering environmental legislation or of responding to increasingly complicated and diverse environmental requirements,” notes Jim Rogers, chair.

Victoria Seitz (Marketing) turned two days of business classes—from finance and marketing to logistics and human resource management—into real-world workshops with experts in direct selling. CEOs from Princess House, Consumer Marketing International, Multiples at Home and Creative Memories were on hand to meet with students and serve as guest lecturers in a variety of classes throughout the College of Business and Public Administration.

Barbara Sirotnik (Information and Decision Sciences) and Shel Bockman (Management), co-directors of the Institute for Applied Research, staged the university’s 12th annual economic forecast breakfast last month focusing on the global economy.

Brian Watts (Public Administration) is the only U.S. representative being asked to offer advanced training to senior law enforcement officers in Sweden, where his work has been featured along with other individuals from Finland, Germany, the Netherlands, Hungary and Sweden in a Swedish national police newspaper.
Rosalie Giacchino-Baker (Learning, Literacy and Culture) will offer credential candidates the opportunity to work on a high school campus in Mexicali to practice their teaching and bilingual skills in the spring of 1999.

Adria Klein (Educational Policy and Research) is the 1998 recipient of the Marcus Foster Memorial Reading Award, which recognizes outstanding contributions to reading advancement in California. Named in memory of the former Oakland school superintendent who was assassinated in 1972 as part of an integration protest, the award acknowledges his support of literacy education in California. Klein has been at the forefront of advancing literacy and reading education both in California as well as nationally and internationally.

Jim Monaghan (Science, Mathematics and Technology) is starting a new cycle of the instructional technology master’s degree aimed at teachers in the Low Desert. He also is leading Cal State’s involvement in the assessment of a new technology grant obtained by Desert Sands Unified School District. The nearly $1 million contract will assist the district with integrating technology into the curriculum over a four-to-five-year period.

Patrick Mullen (Learning, Literacy and Culture) is working with Daniel Whitaker (Foreign Languages/Liberal Studies) to create a “blended” Liberal Studies program that will permit students to make earlier decisions about a teaching career and complete more quickly their credential requirements.

Rowena Santiago (Science, Mathematics and Technology) is the recipient of the 1998-99 Japan Foundation Research Fellowship and is conducting research in Hiroshima this year. She is undertaking a comparative study of the representation of women in computer-related programs in American and Japanese universities.

Darleen Stoner (Educational Policy and Research) received the 1998 service award from Project Learning Tree in recognition of her support for environmental education and the California Project Learning Tree Program.

Kathy Weed (Learning, Literacy and Culture) spent the past academic year in Senegal as a Fulbright senior lecturer. In addition to teaching courses on language teaching methodology and language practice, she directed student projects and supervised student teachers in secondary schools in Dakar.

Art Townley (Leadership, Curriculum and Instruction) is the interim superintendent for the Cucamonga school district.

TEACHER EDUCATION REFORM TOPS AGENDA

The Nov. 5-6 visit of CSU Chancellor Charles Reed to the San Bernardino campus was his first extended stay and chance to familiarize himself with the distinctions of the California State University with the largest service region in the state. Included among the stops on his tour was a visit to the Hillside-University Demonstration School in San Bernardino, where the university has a longstanding working partnership with in-service and future teachers.

With a background in teacher education and experience as an educational policymaker in Florida and elsewhere Chancellor Reed addressed local educators and Cal State faculty regarding the need to improve the reading, writing and mathematics skills of K-12 students, among other issues.
**CSUSB FIRST IN STATE TO LAND PRESTIGIOUS NSF GRANT**

A $1.01 million grant from the National Science Foundation is helping Cal State computer science faculty establish a Research Career Integration Program designed to help disadvantaged students pursue careers in computer science.

The five-year NSF award is the first given to a California university and is a testament to the quality of the faculty and the academic program at Cal State. Typically only three to four awards of this type are made each year.

Known as the Minority Institutions Infrastructure program, the project will recruit students, with particular emphasis on minorities, women and the physically challenged, states Yasha Karant (Computer Science), director for the university’s Institute for Applied Supercomputing and principal author of the proposal. Participants will be “recruited with $3,000 stipends to create pipelines with the goal of building a better racially and ethnically balanced technology enterprise for the nation,” says Karant.

Leo Connolly (Physics) is in his third year writing a column on astronomy education for *Mercury*, a bi-monthly magazine of the Astronomical Society of the Pacific—the largest general astronomy society in the world with a membership of 6,000 from more than 70 countries. He also recently published his third instructor’s manual that accompanies the third edition of the text, *Astronomy Today*. In addition to teaching methods and demonstrations, he includes suggestions for topics for writing exercises, solutions to review questions and more than 300 fully solved numerical problems. In the past few months he has made several presentations to community groups, including a talk on “Planets Around Other Stars” at the October Starry Nights Festival in Yucca Valley, a discussion for the Riverside Astronomical Society on how life on Earth may have been “seeded” by Mars and talked about “Planets Outside Our Solar System” with astronomers in Palm Desert.

An article by Jennie Gilbert-Hartman (Kinesiology and Physical Education) on “Parish Health Ministry: An Untapped Resource for Fitness Professionals” is in this month’s edition of the American College of Sports Medicine’s *Health and Fitness Journal*. She is active in the Redlands Community Hospital’s Parish Health Nursing Program which promotes the role of physical activity and exercise in maintaining healthy lifestyles. Recently she has been asked to serve as a primary reviewer for the journal of *Aging and Physical Activity* and she has been invited to serve on the exercise science curriculum standards and guidelines committee for the American Alliance for Health, Physical Education, Recreation and Dance.

David Maynard (Chemistry) is collaborating with Frannie Berdan (Anthropology) on archaeological materials research, which may lead them to Turkey to assist in a study of Hellinistic-era pirates that operated off of the southern coast of Turkey. Last spring he presented “The Chemical Analysis of Aztec Adhesives from Orchids” to the Anthropological Association annual meeting and served as a keynote speaker on “Natural Product Research: A Multi-Disciplinary Approach to Discovery in the Sciences” for the undergraduate research conference at UC Riverside. His paper, “Novel Antifeedant and Insecticidal Compounds from Avocado Idioblast Cell Oil,” was published in the *Journal of Chemical Ecology*.

Sally McGill (Geological Sciences) was interviewed by a Los Angeles Weekly reporter about her work studying the San Andreas Fault, where she has a trench site to monitor activity on the faultline. She also was consulted by a local San Bernardino County Sun reporter for a story, “Waiting for the Big One” in September.

Terry Rizzo (Physical Education) has published “Attitudes of Undergraduate Physical Education Majors in Brazil Toward Teaching Students with Disabilities” in *Perceptual and Motor Skills* and presented a paper on “Attitudes of Future Physical Educators in Brazil Toward Students with Disabilities” at the national convention of the American Association for Health, Physical Education, Recreation and Dance. He also wrote “Review of Adapted Physical Activity, Recreation and Sport: Crossdisciplinary and Lifespan” for the Adapted Physical Activity Quarterly and co-authored “Attitudes Toward Teaching Students with Disabilities,” which was presented at the North American Federation of Adapted Physical Activity Symposium.
For the third time in less than two years, Elliott Barkan (History) was invited by the U.S. Information Agency back to the Czech Republic, where he spoke on practical experience with the protection of minorities in the U.S. and affirmative action. He presented at a weekend conference organized by a law school focusing on “The Romanies—A Nation without a Future.” A panelist in a final round-up discussion for the conference, Barkan also was interviewed by BBC radio. In December he traveled to Prague to participate in a conference on the Roma in Europe. The conference was being organized by the Czech Ministry of Foreign Affairs for various government officials.

An amazingly strong adhesive the ancient Aztecs derived from orchids—which still holds its properties to date—is being analyzed by Frannie Berdan (Anthropology) and David Maynard (Chemistry), who are being invited by the BBC to be interviewed for a documentary in Mexico about their interdisciplinary work. Berdan is an internationally known expert on the Aztec culture. Their unique collaboration on archaeological materials also has led them to become involved in a potentially large interdisciplinary study in Turkey that will research the lifestyles of pirates who pre-date the days of Julius Caesar.

Bob Blackey (History) is the recipient of the 1999 Distinguished Service Award from the Western Regional Assembly of the College Board in acknowledgment of his significant contributions on behalf of students and professional colleagues over time. The assembly represents 12 states in the western U.S., including Hawaii and Alaska. His activities over the years have included service as chief reader of Advanced Placement European History and member and chair of the test development committee on the same subject. He has had continuous involvement with the Advanced Placement program as a presenter at scores of workshops for teachers across the country and as a reader of exams for 22 years since 1970. He has made more than a dozen presentations to secondary students in each of the past 30 years and currently serves as an elected member of the regional council of the College Board, western regional office. He is a reviewer of the National History Standards Project for the American Historical Association, World History Task Force and served for four years as vice president responsible for the teaching division of the American Historical Association, the largest organization of professional historians in the country.

Cal State’s Behavioral Health Institute, under the direction of Elizabeth Klonoff (Psychology), conducted a survey of billboard advertising in Riverside County and found nearly half carried real estate and restaurant ads. The researchers were looking for tobacco-related commercials and discovered only 1.3 percent of the 1,110 billboards featured cigarettes.

Jim Mulvihill (Geography/Urban Planning) made headlines in October because he’s only the second man in the state to lead a League of Women Voters.
BUILDING CAMPAIGN PROGRESSES TOWARD FIRST EDIFICE

The Coachella Valley Campus is in the midst of a private-public fundraising campaign to construct permanent facilities for the California State University programs and services offered in the Low Desert.

"Fundraising for the first building on the new campus in Palm Desert is nearing the halfway point," reports Steve McLean, development director. "To date approximately $3.5 million in gifts and pledges have been received toward the $8 million goal needed to build the first building."

Preliminary steps are being taken to select an architect to design the first building, he adds. A committee consisting of local citizens, city representatives and university officials is being formed to recommend an architect. The selection should be completed by spring.

In the meantime, the city of Palm Desert is in the final stages of officially transferring an initial 40 acres of land to the university to be used for construction of the first CVC facilities. The property is located at the northeast corner of Frank Sinatra Drive and Cook Street.

“This is part of a total of 203 acres set aside by the City of Palm Desert for the long-term development of the campus,” notes McLean. Additional land will be deeded to the university as it is needed.

CAMPUS PACKS IN STUDENTS, ADDS PROGRAMS

The Coachella Valley Campus enrollment is at an all-time high with more than 725 students enrolled for the winter quarter, according to Peter Wilson, dean. "We’re running out of classroom space here," so additional classroom space has been borrowed from the College of the Desert and some classes have been scheduled on Saturdays.

The campus has three new master’s degrees in education available—instructional technology, teaching English as a second language and special education. A special-education specialist credential is on tap. About half of CVC’s students are liberal studies majors, who’ll go on to pursue teaching credentials, reports Wilson. The others are majoring in English, business or psychology or are enrolled in master’s programs in business and public administration.

The CVC’s computer labs have received much-needed new equipment, too. This quarter students will have an opportunity to work on new computers and have new comfortable chairs.

STUDENT GRATEFUL FOR CVC

Marguerite Dover, an M.B.A. student at the Coachella Valley Campus, has calculated that without the presence of the CVC she’d spend 144 hours driving more than 9,840 miles twice a week to the Cal State, San Bernardino campus to take classes, most of which are at night.

“Personally, I’m terribly grateful that there is a satellite campus of CSUSB in the Coachella Valley,” Dover says, adding that the staff at CVC do a wonderful job of assisting students with meeting their academic goals. “They go out of their way to find solutions to obstacles that sometimes arise as a result of being located 82 miles from the main campus.”

Dover says she’s eager for the new facilities for CVC to be built and is confident that she’s receiving a top-quality education in the meantime.

LEARNING IN RETIREMENT BROADENS HORIZONS

More than 100 senior citizens are taking advantage of the Learning in Retirement program offered through the Coachella Valley Campus. That’s more than double the number of participants from last fall, reports the program coordinator, Dan Madick.

Fall ‘98 topics included great books, Chinese history, Supreme Court justices, jazz from 1930-50, musical theatre and current events, among others.

The winter offerings are expected to include music, literature, cinema, law and history as well as others. Topics are selected by participants, who serve as peer instructors and share inquiry into the subject matter, Madick explains.

Learning in Retirement classes will begin January 4 and fees are $15 per quarter. More information is available from Madick at (760) 323-5392.
COYOTE WINTER SPORTS CALENDAR

(All listings are home contests. DH=doubleheader.)

JANUARY
15 Women's Basketball
  U.C. Davis, 5:45 p.m.
  Men's Basketball
  U.C. Davis, 8 p.m.
16 Women's Basketball
  Chico State, 5:45 p.m.
  Men's Basketball
  Chico State, 8 p.m.
20 Women's Basketball
  U.C. Riverside
  5:45 p.m.
  Men's Basketball
  U.C. Riverside, 8 p.m.
26 Women's Basketball
  Christian Heritage, 7 p.m.
29 Men's Basketball
  Cal State, Bakersfield
  7 p.m.
30 Softball
  Alumni Game, Time TBA
  Baseball
  Alumni Game, 12 noon
  Women's Basketball
  Cal State, Stanislaus
  5:45 p.m.
  Men's Basketball
  Cal State, Stanislaus, 8 p.m.

FEBRUARY
  2 Baseball
    Aqua Pacific, 3 p.m.
  6 Baseball
    Cal Poly, Pomona, 2:30 p.m.
  12 Women's Basketball
    San Francisco State
    5:45 p.m.
  13 Baseball
    U.C. Riverside
    12 noon (DH)
  14 Softball
    Southern California College
    1/3 p.m. (DH)
  16 Women's Basketball
    San Francisco State
    8 p.m.
  18 Baseball
    U.C. Riverside
    12 noon (DH)
  19 Women's Basketball
    Sonoma State, 5:45 p.m.
  20 Men's Basketball
    Sonoma State, 8 p.m.
  23 Baseball
    Cal Baptist, 2:30 p.m.
  25 Baseball
    Cal State, Stanislaus
    2:30 p.m.
  26 Women's Basketball
    Cal State, Dominguez Hills
    5:45 p.m.
  28 Men's Basketball
    Cal State, Dominguez Hills
    8 p.m.

APRIL
  2 Softball
    Chico State
    13030 p.m. (DH)
  3 Baseball
    Cal Poly, Pomona
    12 noon (DH)
  4 Softball
    U.C. Davis, 12/2 p.m. (DH)
  5 Women's Basketball
    Cal State, Stanislaus
    12 noon (DH)
  6 Softball
    Concordia University, 6 p.m.

Everyone in the Pool

Women's water polo is Coyote Athletics' latest sponsored sport since it took to the pool in early January. Danielle Altman, a former All-America from the University of Redlands, is leading the Coyotes in this inaugural season.

- Cal State is joining a number of schools that are adding women's water polo to their intercollegiate sports list. An article appearing this past fall in NCAA News points to women's water polo as the fastest-rising sport in collegiate athletics.

The Coyotes will host the Roadrunners from Cal State, Bakersfield in their first-ever home water polo match on Tuesday, Feb. 2.

CAA Begins Five-Week Drive

The 1999 Coyote Athletic Association Fund Drive kicks off in early February for five weeks of FUNdraising.

The CAA fund drive utilizes its members and volunteers to help generate financial support and interest for student-athlete scholarships, giving the sports programs a chance to compete in the powerful CCAA conference. Funds raised go toward meeting the scholarship needs of all athletic programs at CSUSB. Those interested in volunteering during the drive or donating to the CAA should call the Coyote Athletic Development Office at (909) 880-5049.

Stockton Classic Boosts Scholarship Fund

More than $50,000 was raised to benefit Coyote Athletic Student-Athlete Scholarships at the 1998 Dave Stockton Coyote Classic held this past November. Sponsors and players enjoyed the day at Arrowhead Country Club that included a golf clinic put on by Dave Stockton, 18 holes of golf and a post-tournament dinner and auction, which included items donated from Stockton's collection of golf memorabilia.

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  The National Orange Show
  Tito Calderon
  Umbertos Restaurant
DESSERT RESIDENTS TURN OUT

Cal State is hosting two major events in the desert region this winter as part of the promotional campaign for the Coachella Valley Campus. The Blixseth estate in Rancho Mirage will be the site of a gala in February. "Tim and Edra Blixseth have offered the use of their fabulous estate in Rancho Mirage for an evening to introduce the Coachella Valley Campus and Al and Marilyn Karnig to desert luminaries," notes Steve McLean, development director.

One of the finest country clubs in the world, the Big Horn Country Club, will be the site of a golf tournament March 9, McLean continues. R.D. Hubbard will serve as honorary chairman for the tournament. The Canyons at Big Horn was designed by Tom Fazio and was recently completed at a cost in excess of $35 million.

"Three cheers for Dee and Joan Dale Hubbard, owners of Big Horn, for their continuing generous support of CVC," McLean says. The Hubbards hosted a gala last winter on behalf of the CVC, too.

The events in the desert area are designed to acquaint seasonal residents with "the campaign to provide a university for our desert communities," McLean states.

SHARP HONORED AS 1998 ARROWHEAD CEO AWARD RECIPIENT

Larry R. Sharp, president and CEO of the Arrowhead Credit Union was the recipient of the 8th Annual Arrowhead CEO Award, presented Oct. 30 by the College of Business & Public Administration.

Sharp received the award in front of an audience of more than 240, a near-record breaking crowd for this event. The crowd gave a standing ovation for Sharp, who has grown the Credit Union's assets seven times since he joined the establishment in 1982.

Thank you to all of the sponsors to the 1998 Arrowhead CEO Awards Luncheon.

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BUSINESS PARTNERS WELCOMES NEW MEMBERS

Lucky Farms, Inc.

Lucky Farms, Inc., has been in the business of producing, distributing, importing and exporting specialty vegetables for more than 15 years. Headquartered in San Bernardino, Lucky Farms is recognized as a leader in the Oriental produce industry with distribution channels covering the entire U.S., Canada, and areas of Europe and Asia. Specializing in the production and distribution of Oriental vegetables from the first step of growing to harvesting and packing to shipping, Lucky Farms, Inc., excels in service by providing fresh and quality vegetables from the field to the customer. Contact Gary Liaou, vice president at (909) 799-6688.

Rogan Building Services, Inc.

A contract cleaning and building services company based in Rialto, Rogan Building Services has increased its sales nearly sixfold since 1996. And if that is not enough, Bryon Rogan, owner, was named the 1997 Minority Small Business Person of the Year by the U.S. Small Business Administration's Santa Ana District office. The award is based on a company's growth and financial standing. Contact Bryon Rogan at (909) 820-1261.

William E. Leonard

One of three non-business members of Business Partners, William E. Leonard is a San Bernardino native best known for his development company, Leonard Realty & Building Company. Leonard is a very active member of the community, currently serving as a member of the San Bernardino Area Chamber of Commerce, San Bernardino Host Lions, and a member of the California High-Speed Rail Authority. He also has served as a member of the board of directors for the National Orange Show, and is a founding member and president of Inland Action, Inc. Married to Barbara R. Henderson, Leonard is blessed with three children and eight grandchildren.

The faculty, staff and students of the College of Business & Public Administration would like to thank all Business Partners members for the continued support.
Children’s Center Offers Valuable Service, Training

by Erica Aberg

If you approach the campus from the far west side, you might hear the laughter and voices of small children.

Unusual for a college campus? Actually the sounds emanate from the university’s Children’s Center, which provides a developmentally appropriate educational program and high quality childcare for children of CSUSB students.

The children of faculty, staff and community members also are eligible for service when space is available. The center is licensed for 40 full-time childcare spaces; however, because the center works individually with parents to create a customized childcare schedule, more than 100 children are enrolled each quarter.

During the academic year, the Children’s Center is open Monday through Thursday from 7:30 a.m. to 8 p.m., and on Fridays, from 7:30 a.m. to 4 p.m. Fee rates, ranging from no charge to $28 a day, are based on family size and income. For those parents who are interested only in occasional childcare, drop-in care is available for an hourly fee on a space-available basis. Four nutritious meals are served each day free of charge to all children in attendance.

The center employs professional, credentialed teachers. In addition, it provides valuable work experience for 20-25 CSUSB students each quarter. The Children’s Center serves as a model program and training site for academic departments, community colleges and the local community. It is an active learning environment for lab students and interns who are pursuing careers working with children, enabling them to complete academic requirements and gain the knowledge and experience necessary to reach their career goals.

"Numerous schools on campus utilize the hands-on learning opportunities the center provides for students," states Kimberly Hams, director. Many courses have requirements for students that include research, observations or other assignments that must be completed at the center. Further, the center is a training site for R.O.P. students from local high schools. Hams helps students with academic advising.

The Children’s Center, which is self-supportive, operates from its own non-campus grounds thanks to grant monies.
CSUSB Students Inspire New Leader

by Ericka Nunez

As the new Assistant Vice President of Student Affairs, Dr. Patsy Oppenheim has accomplished quite a bit. A dedicated individual, Oppenheim has embraced her position and is building a foundation guaranteed to lead to success.

Since her arrival in July, she has become involved with a number of different projects. Oppenheim currently supervises the following areas: Career Development Center, Recreational Sports, Residential Life and Housing, Services to Students with Disabilities, Student Leadership and Development, Coussoulis Arena and Student Union. She is the advisor for Associated Students, Inc., and handles the budget for the Student Affairs division. In addition, Oppenheim serves on a number of different campus committees and is helping to shape the division’s strategic plan.

Although she has only been on campus a short time, her leadership skills have become extremely evident. Her energetic leadership style and fun-loving attitude have had a tremendous impact on the campus community.

Tim Trevan, director of housing and residential life, says, “Patsy is really good at creating alliances and building positive relationships throughout the campus...she has been a wonderful Housing advocate throughout the entire residence hall renovation process.”

Helga Scovel, director of the Student Union, wholeheartedly agrees, “I think she’s great! Patsy is a wonderful addition to the division.”

Mary Ellen Ablez, vice president of ASI, offers a student’s perspective, “She has a big heart. She expects the best from and wants the best for students.”

When asked what she enjoys the most about Cal State, Oppenheim quickly replies, “Meeting the people. I’m very impressed with the remarkable students on this campus. I truly like who they are and what they want to do with their futures. I am also impressed with the dedicated staff and faculty. Everyone has given me such a warm welcome.”

Among other things, Oppenheim plans to increase the Leadership Development program on campus, not only for those involved in ASI and the Student Union, but for the campus community as a whole. She also wants the Student Affairs division to become known for great service to students.

Children’s Center . . . (continued from previous page)

building. The Children’s Center secures money from grants, which account for its largest funding source. Harris reports. Other sources of funding include parent fees, fundraisers and donations. Additionally, the center receives a yearly contribution from A.S.I. and also a small amount from the general fund. Two years ago, with money received from a combination of grants, the Children’s Center was able to expand and make ADA accessible the entry/office and supply areas. More recently, the center completely renovated the playground with the funds generated by two grants. The playground is now developmentally appropriate, meets ADA standards, and adds a splash of bright colors to the campus.

Due to the needs of the rapidly growing CSUSB campus, the Children’s Center is striving to expand its current facility. At any given time, approximately 100 families are on the waiting list with the hope of eventually receiving a space for their child. Many of these families wait for more than a year before they receive childcare.

“The Children’s Center simply is not large enough to accommodate the needs of all who apply,” Harris says. Many parents have actually had to discontinue their enrollment at CSUSB because the center was unable to provide care for their children, she adds. Harris is currently working towards securing funds that will aid in the expansion of the current building, so that the center can accommodate the needs of many more students, and hopefully, meet the needs of faculty, staff and the community. When additional space is finally established, the center also hopes to offer childcare for infants and toddlers as well as increase its capacity for preschool and school-age children.

Find a Job at Education Fair

Alumni, current students and the general public are welcome at Cal State’s annual Education Job Fair, which will be held January 23 in Coussoulis Arena. The noon-to-4 p.m. event will host more than 60 school districts looking to hire teachers, counselors, administrators and other education professionals, states Patricia Rodgers-Gordon, director of Cal State’s Career Development Center.

Representatives from Cal State’s College of Education also will be on hand to provide program information and answer questions. The fair is free. More information is available from the Career Development Center at (909) 880-5250.
Do you like art, plays, music or talks on thought-provoking topics? Cal State, San Bernardino offers activities for the whole family. Keep this calendar handy. Share and enjoy. (It's best to call ahead and confirm an event using the phone numbers listed after each description. All numbers are in the 909 area code.)

**JANUARY**

**ART SHOW.**

Collections of Ancient Egyptian art, Etruscan and South Italian pottery, Asian ceramics and African art. Robert V. Fullerton Art Museum. Museum hours: Tuesday, Wednesday 11 a.m.-5 p.m.; Thursday 1-7 p.m.; Friday 10 a.m.-4 p.m.; Saturday, Sunday noon-5 p.m.; closed Monday and Jan. 18. Free. 880-7373.

**EDUCATION JOB FAIR.**

Some 70 school districts from throughout California offering regular teaching posts in grades K-12, as well as positions in special and bilingual education, counseling and administration. Noon-4 p.m., Coussoulis Arena. Sponsored by Career Development Center. Free. 880-5250.

**FEBRUARY**

**MUSIC.**

Faculty artist recital featuring Carolyn Beck, bassoon. 7:30 p.m., Creative Arts Building Recital Hall. General admission $6, students and senior citizens $4. 880-5859.

**TALK.**


**MUSIC.**

CSUSB Symphonic Band and Wind Ensemble. Rob Dunham, conductor. 7:30 p.m., Creative Arts Building Recital Hall. General admission $5, students and senior citizens $3. 880-5859.

**MUSIC.**

Inland Empire-CSUSB Symphonic Choir. Mozart's Requiem. Tamara Harsh Craver, conductor. 7:30 p.m., Creative Arts Building Recital Hall. General admission $5, students and senior citizens $3. 880-5859.

**MARCH**

**MUSIC.**

Guest artist recital featuring Todor Pelev, violin, and Terry Graves, guitar. 7:30 p.m., Creative Arts Building Recital Hall. General admission $6, students and senior citizens $4. 880-5859.

**THEATER: OPENING NIGHT.**

"Rough Crossing," by Tom Stoppard. For the love of their craft they endured the ship from bow to aft, holding fast to their sights of Broadway and to their gentle stomachs. University Theatre in Creative Arts Building. March 12, 13, 18, 19 and 20 at 8:15 p.m., and March 14 and 21 at 2 a.m. General admission $10, students and senior citizens $8; students $4. 880-5884.
JUMPIN' JAZZICAL—All great compositions are not, ipso facto, of Mozart, Bach or Beethoven, and when Andy Cleaves, CSUSB's jazz maestro, instructs his apprentices he includes the standards that have made jazz America's original classical music.

See calendar listing for Cleaves' next performance in March. Enjoy a variety of musical, theatrical, sporting and thought-provoking events throughout the winter at Cal State.