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MAGAZINE

Deeply Rooted Family Values Fuel Philanthropy

*Jim Watson and Judy Rodriguez Watson
value the importance of education and
giving back to the community*



CAL STATE SAN BERNARDINO

WE DEFINE THE *Future*

| spring 2022

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spring 2022

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PRESIDENT'S AGENDA

Walking across campus recently on my way to a meeting, interacting with students, faculty and staff along the way, I was reminded of the vibrancy felt on campus each spring — it's a time of excitement and anticipation, heralding a new season of growth and optimism for the future. For many reasons, this spring has been particularly exciting, as you'll learn in this issue of CSUSB Magazine.

Our cover story profiles longtime CSUSB friends and supporters James R. Watson and Judy Rodriguez Watson, who exemplify growth, optimism ... and generosity. In December 2021, the Watsons announced a transformational gift of \$8.4 million to the College of Education to fund a new center for STEM education; to support Project Impact; to enhance the Watson & Associates Literacy Center's efforts in the Inland Empire; and to create a Dean's Endowed Fund to support special projects. In recognition of their generosity, the College of Education will be named the James R. Watson and Judy Rodriguez Watson College of Education during a ceremony later this fall. This inspirational couple share a unique philanthropic philosophy, and the impact of their many contributions to the vibrancy and culture of our campus will resonate far into the future.

The anticipation and excitement of more than 2,800 graduating students could not be contained during Spring Commencement ceremonies on May 20 and 21, our first live spring commencement since 2019. A posthumous honorary doctorate in Humane Letters was awarded to Santos Manuel, founding leader of the San Manuel Band of Mission Indians, and an honorary doctorate in Humane Letters was awarded to Paulette Brown-Hinds, '90, founder of Voice Media Ventures and second-generation publisher of the Black Voice News. Their fascinating stories and contributions to our region's history serve as an inspiration to us all.

Another highly anticipated spring ritual on the CSUSB campus is the "faculty ambush." Five faculty members from four colleges received a surprise visit from me during one of their classes in May, and were presented with Outstanding Faculty Awards for their unique contributions in teaching, research, creative activities, scholarly contributions and advising. If you're an alum, you may even recognize a few of them.

One of our alumni profiles focuses on special ed teacher Tyler Lange, '15, who returned to Rialto "to contribute to students who look just like me and had similar experiences," as a way of giving back to his hometown. Through his commitment to revitalizing his community, he is truly changing the course of the future for his students.

And, we were excited to learn that CSUSB was recently ranked No. 6 in the nation among more than 1,500 universities on the 2021 Social Mobility Index, which benchmarks how effectively the university enrolls students from low-income backgrounds and graduates them into good-paying jobs. One of our strategic goals is to ensure that our students are well prepared, beyond the first job, for a lifetime of success, and this ranking provides further testimony to that commitment.

These and the stories that follow reflect just a few of the many reasons it has been an exciting and memorable spring at CSUSB. I hope that, like me, you look forward to the summer months with a renewed sense of anticipation, excitement and optimism.

Tomás D. Morales
President

President Tomás D. Morales regularly engages with the local community, university partners, legislative representatives and educational leaders worldwide to champion CSUSB and its mission.

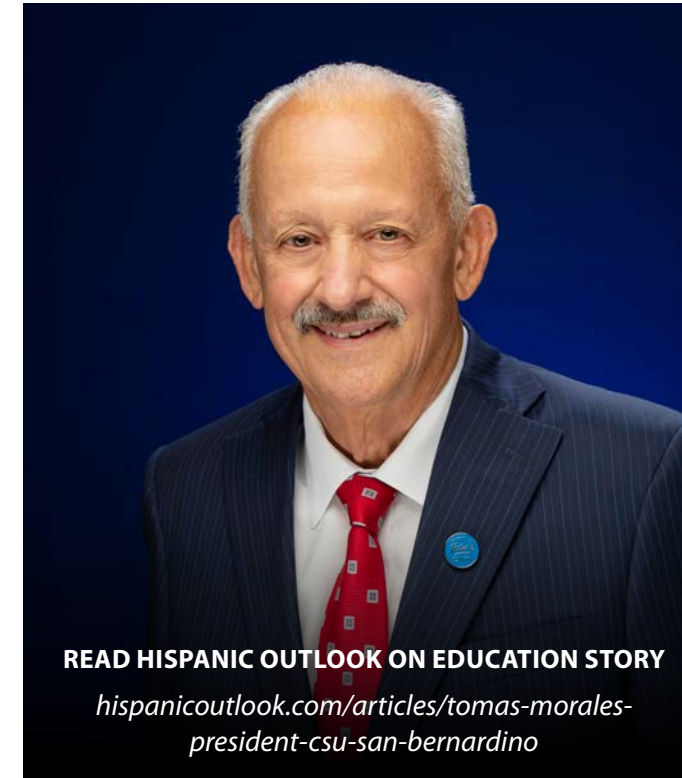


Palm Desert Campus hosts welcome reception for new College of the Desert president

The Cal State San Bernardino, Palm Desert Campus hosted a reception to introduce Martha Garcia, the new superintendent/president of College of the Desert, to the PDC Advancement Board, members of the CSUSB administration and various community partners. President Morales was in attendance to welcome her.

"We are fortunate to have President Garcia as our new partner," Morales said at the Dec. 14 event. "The College of the Desert and our Palm Desert Campus are vital to the future of the Coachella Valley. We have a shared vision and partnership to provide access to the residents of the Coachella Valley to a high quality and affordable education."

College of the Desert alumni make up more than 80% of the upper-division students at the CSUSB Palm Desert Campus, and CSUSB has Associate Degree for Transfer pathways for 26 programs from College of the Desert. These pathways have been critical as CSUSB has expanded programs at its Palm Desert Campus. ●



READ HISPANIC OUTLOOK ON EDUCATION STORY
hispanicoutlook.com/articles/tomas-morales-president-csu-san-bernardino

Hispanic Outlook features CSUSB president and effort to help students rebound from pandemic

The global pandemic has affected students at every college, disrupting their lives and forcing some of them to drop out in order to earn money to keep their families intact. And that has driven President Morales to take concerted actions to assist his students and help them get back on track. His efforts were highlighted in Hispanic Outlook on Education Magazine.

"The global pandemic has exacerbated and intensified existing inequities, which CSUSB has been striving to address," he said in the article. "Therefore, the primary issues we are grappling with on campus right now come under the heading of COVID-19 impacts."

The article further focuses on how Morales and his leadership team support students through and beyond the pandemic, and how they promote diversity, scholarships and innovative programs. ●

CSUSB president speaks at a church service on the importance of higher education for African Americans

A college education is vital to succeed in today's world, especially for African Americans, in this time of uncertainty, President Morales told members of the St. Paul African Methodist Episcopal Church in San Bernardino on Feb. 27.

Morales, who has been leading CSUSB since 2012, visited the church as part of the California State University's Super Sunday, when members of the CSU visited more than 100 African American churches throughout California to share their personal stories and experiences, advice and college information with future students and their families on the importance of higher education.



Now in its 17th year, more than a million people have attended Super Sunday, the signature event of the CSU African American Initiative, which seeks to increase the preparation, support, retention and degree attainment of African American students. ●

CSUSB'S 2021-22 OUTSTANDING FACULTY

The “faculty ambush” is a longtime and much celebrated CSUSB tradition in recognizing outstanding faculty, where President Tomás D. Morales, fellow faculty, staff and administrators walk into the winning faculty member’s classroom or meeting to surprise them with their award. This academic year recognized five faculty from the Jack H. Brown College of Business and Public Administration, College of Natural Sciences, College of Arts and Letters, and College of Social and Behavioral Sciences.



GOLDEN APPLE AWARD FOR EXCELLENCE IN TEACHING: **MICHAEL STULL, '88, '89**

The nominating committee wrote that Michael Stull, professor of entrepreneurship and director of the CSUSB School of Entrepreneurship and the Inland Empire Center for Entrepreneurship, “has demonstrated true distinctiveness in his roles and responsibilities related to teaching. In reviewing Dr. Stull’s curriculum vitae, one can easily feel overwhelmed by the sheer volume of his teaching contributions.” ●



OUTSTANDING PROFESSOR: **MARK AGARS**

“He has proven himself to be a superior teacher and has been widely recognized for his scholarly contributions, which have contributed to the stature of this institution,” the nominating committee wrote about Mark Agars, professor of psychology. In being named the CSUSB Outstanding Professor, Agars becomes the John M. Pfau Endowed Professor, named for the university’s first president. ●



OUTSTANDING LECTURER: **VALÉRIE MORGAN**

Valérie Morgan, a lecturer in French in the Department of World Languages and Literatures, is an early adopter of online technologies to enhance student learning, creating fully online and successful courses. The nominating committee wrote, “It should be noted that at that time, she very generously gave of her time and expertise to her colleagues who were not adept in the online world, to help them (and their students) flourish in the unfamiliar modality.” ●



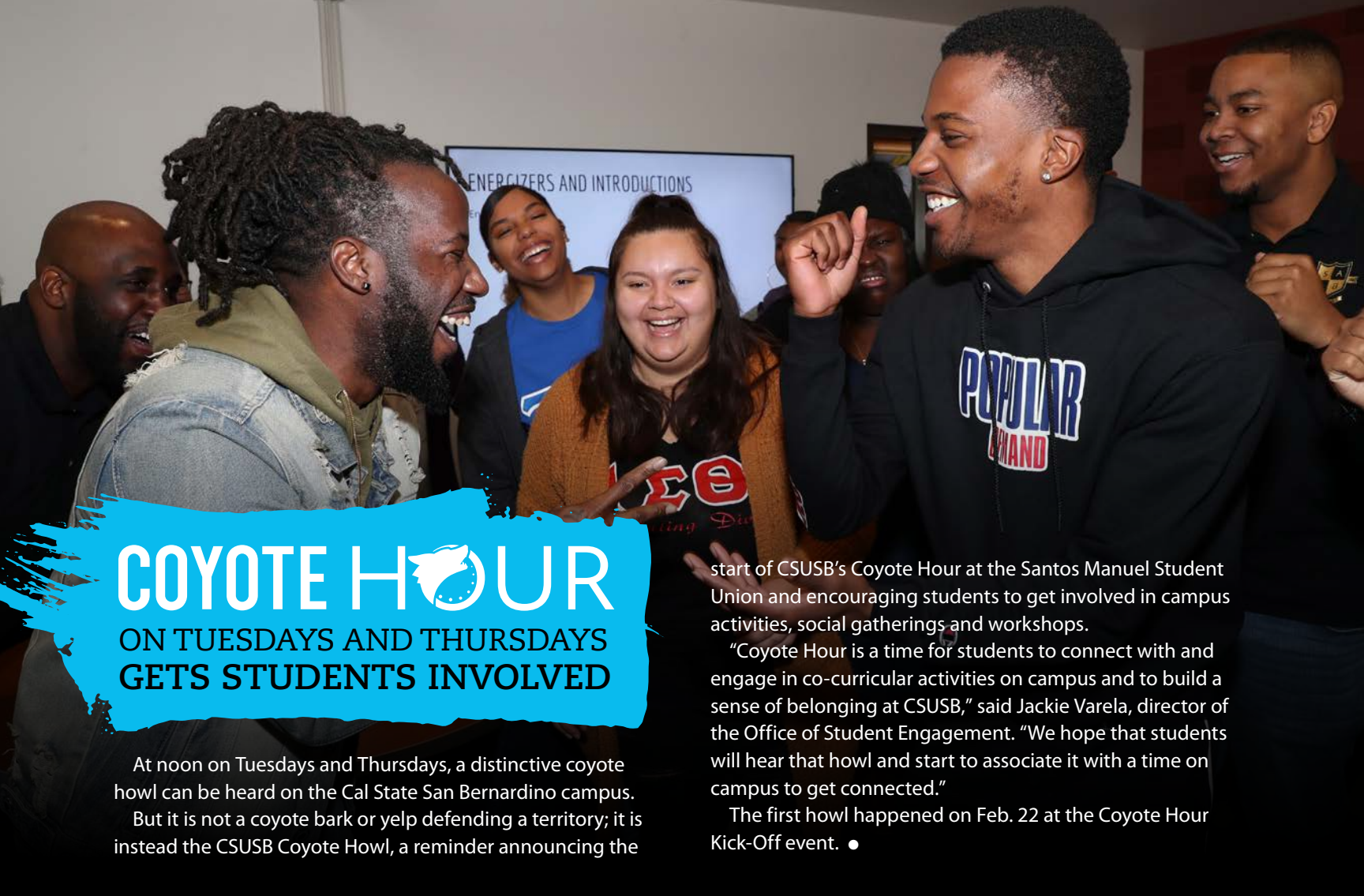
OUTSTANDING SCHOLARSHIP, RESEARCH, CREATIVE ACTIVITIES: **ERIK MELCHIORRE**

Geological sciences professor Erik Melchiorre “has collaborated interdisciplinarily with colleagues and students at the university. He has maintained a high level of productivity throughout his years at CSUSB, including during the most recent COVID pandemic, which has been a particularly challenging time for research,” wrote the nominating committee. ●



OUTSTANDING FACULTY ADVISOR: **JEREMY MURRAY**

The nominating committee wrote that associate professor of history Jeremy Murray’s “demonstration of compassion, authentic care, and dedication are common themes that emerge from student comments and letters of recommendation. These qualities are especially important during the social and political climate impacting our communities.” ●



COYOTE HOUR

ON TUESDAYS AND THURSDAYS
GETS STUDENTS INVOLVED

At noon on Tuesdays and Thursdays, a distinctive coyote howl can be heard on the Cal State San Bernardino campus. But it is not a coyote bark or yelp defending a territory; it is instead the CSUSB Coyote Howl, a reminder announcing the

start of CSUSB's Coyote Hour at the Santos Manuel Student Union and encouraging students to get involved in campus activities, social gatherings and workshops. "Coyote Hour is a time for students to connect with and engage in co-curricular activities on campus and to build a sense of belonging at CSUSB," said Jackie Varela, director of the Office of Student Engagement. "We hope that students will hear that howl and start to associate it with a time on campus to get connected." The first howl happened on Feb. 22 at the Coyote Hour Kick-Off event. ●

PALM DESERT CAMPUS *Celebrates 35 YEARS*

The Cal State San Bernardino, Palm Desert Campus is celebrating 35 years of serving the Coachella Valley! From modest beginnings, the vision of providing higher education opportunities to the residents in the Valley has been realized. The Palm Desert Campus is a thriving educational institution that not only enhances the economic, cultural and social benefits available in the Coachella Valley, but also has expanded access to a high-quality and affordable education. The Palm Desert Campus continues to grow by adding new full-time faculty and innovative degree programs, as well as enhanced student services, and students graduate ready to work. In addition, the campus's Osher Lifelong Learning Institute (OLLI) provides an array of intellectually stimulating programming for the large and growing 50-plus population in the Coachella Valley.



The Palm Desert Campus has a commitment to making a difference in the lives of students, their families and the communities of the Coachella Valley, and there will be even more to celebrate in the years to come! ●



CSUSB PROFESSOR NAMED PRINCIPAL GUEST CONDUCTOR OF SAN BERNARDINO SYMPHONY ORCHESTRA



Lesley Leighton, CSUSB assistant professor of music and director of choral activities, was named principal guest conductor of the San Bernardino Symphony Orchestra. "As the San Bernardino Symphony Orchestra continues to expand, it is critical that we add a world-class principal guest conductor to share artistic responsibilities on the podium and give our orchestra and our audience an extra musical perspective," Anthony Parnter, the orchestra's music director and conductor, said in a news release. Leighton, who has collaborated with Parnter before both on the stage and in the studio, said she is looking forward to what they can bring together to the music scene in the Inland Empire. "I am super excited to be working with my good friend and fantastic conductor, Anthony Parnter, artistic director of SBSO, and with all of the wonderful players of the symphony," she said. Leighton served as the associate conductor of the Los Angeles Master Chorale, and taught at CSUSB, UCLA and La Sierra University before accepting a tenure track position as director of choral activities at CSUSB in the 2019-20 academic year.

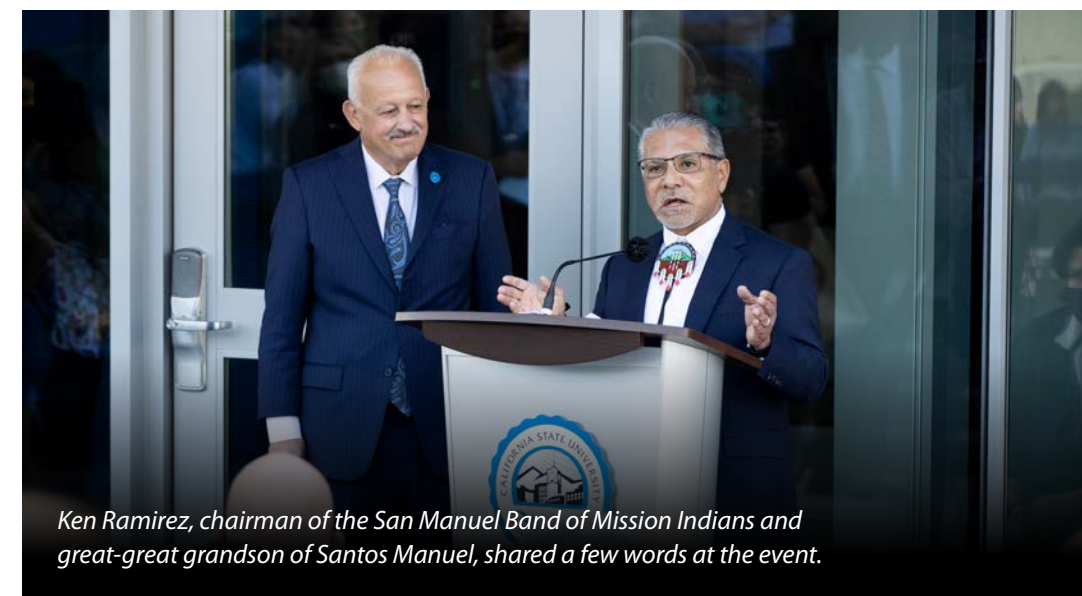
Leighton is also the artistic director of the Los Robles Master Chorale. In addition to curating and conducting the Los Robles Master Chorale's concert series each season, she has also prepared the organization for performances with the Los Angeles Philharmonic, New West Symphony, American Youth Symphony and the San Bernardino Symphony Orchestra, among others. Leighton has also prepared choirs for various conductors, and made her conducting debut with the Los Angeles Opera in the 2018-19 season with David Lang's opera, "The Loser," and her Los Angeles Philharmonic conducting debut with Lang's "Crowd Out." Leighton has performed as soprano with opera credits and principal appearances with New York City Opera, Los Angeles Opera, Glimmerglass Opera, Köln Opera, Paris Opera and Glyndebourne. Her voice can be heard on more than 100 film soundtracks, including "Captain Marvel," the live action film "Mulan," "Frozen II," "The Secret Life of Pets" and the latest version of "The Lion King." ●



CSUSB FORMALLY OPENS SANTOS MANUEL STUDENT UNION NORTH

Cal State San Bernardino celebrated the official grand opening and ribbon-cutting ceremony of the Santos Manuel Student Union North, the three-story, 120,000 square-foot, \$90 million expansion of the Santos Manuel Student Union on March 17.

 Watch at magazine.csusb.edu



Ken Ramirez, chairman of the San Manuel Band of Mission Indians and great-great grandson of Santos Manuel, shared a few words at the event.



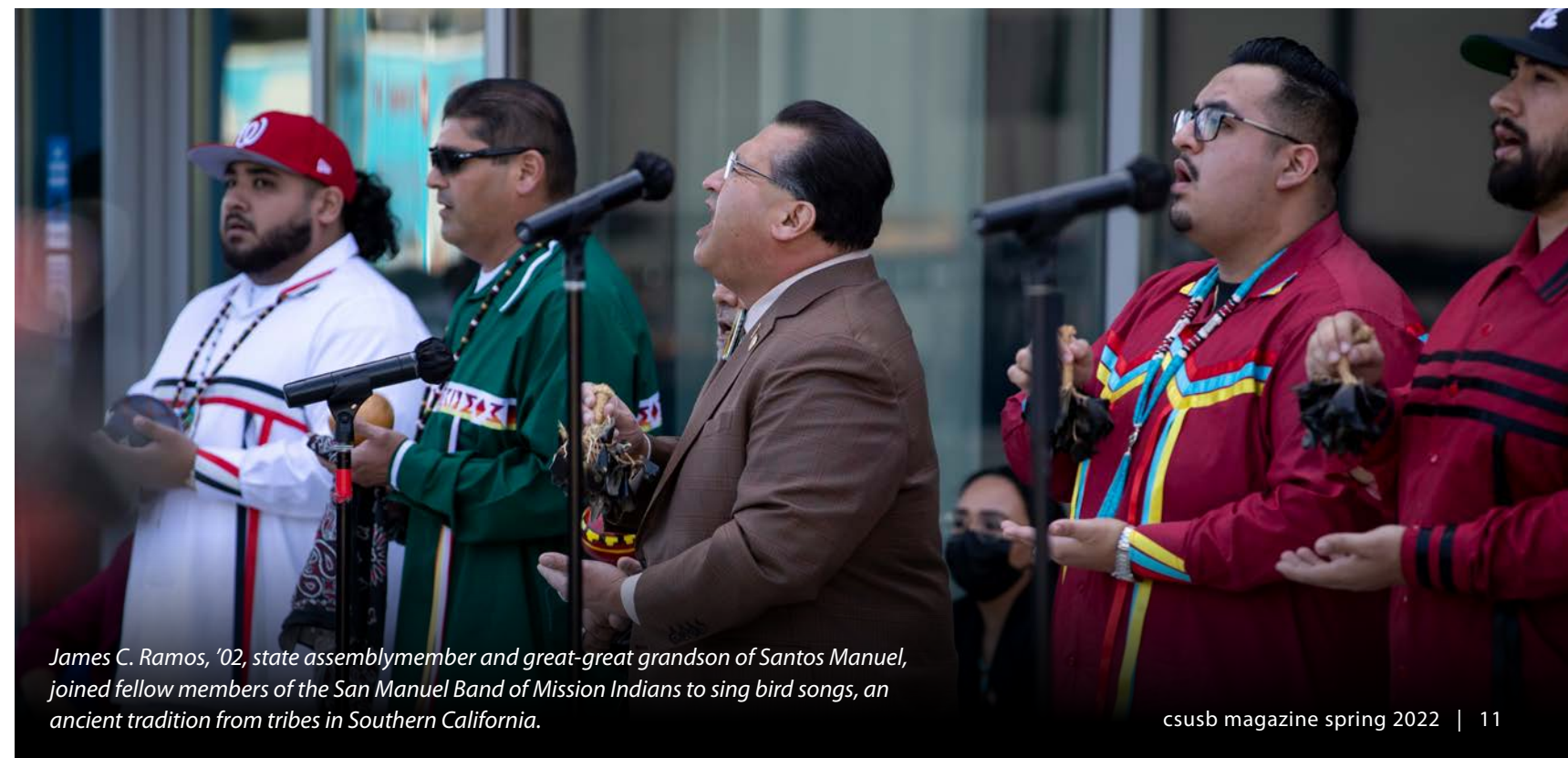


"I am so excited that this long-awaited day has arrived and I can formally introduce you to this tremendous addition enhancing the vibrant student life of CSUSB's San Bernardino campus," said university President Tomás D. Morales to the more than 500 people in attendance.

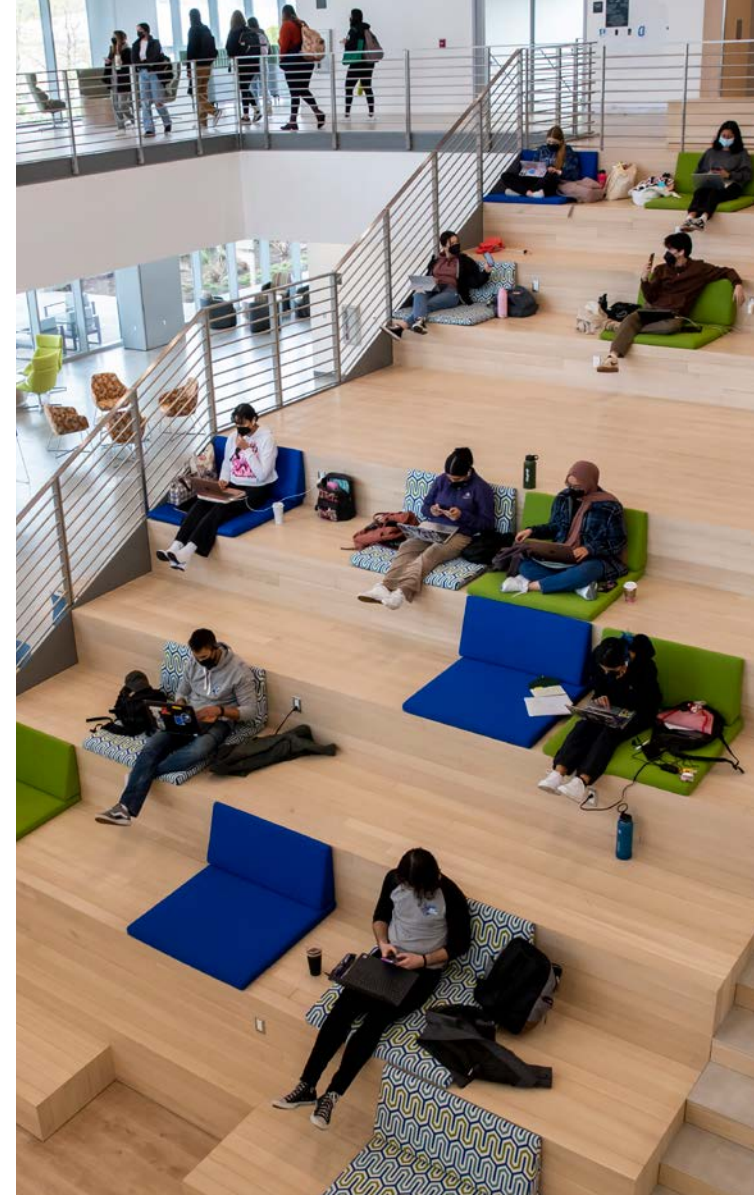
The SMSU North consists of a multi-purpose ballroom, which is twice the size of the existing SMSU Conference Center formerly known as the Events Center, an eight-lane bowling alley and game room, a pub, food service and retail space, collaborative spaces for student organizations and support centers, and the Coyote Bookstore.

The overall SMSU, which consists of three buildings – SMSU North, SMSU South and SMSU East – is one of the largest building complexes in the 23-campus California State University system named for an indigenous leader, Santos Manuel (Paakuma' Tawinat), Kiika' of the Serrano Indians, Yuhaaviatam Clan, who in 1866 led his people to safety following a 32-day campaign of genocide against Native Americans in San Bernardino County. The namesake of the San Manuel Indian Reservation, he is recognized as a community builder who worked to secure lasting peace while defending the sovereignty of his Tribe during a tumultuous period of California's history.

"When I see this place so full of life, I feel as if I am in the presence of my great-great grandfather Santos Manuel ... who was first and foremost a community builder," said Ken Ramirez, chairman of the San Manuel Band of Mission Indians.



James C. Ramos, '02, state assemblymember and great-great grandson of Santos Manuel, joined fellow members of the San Manuel Band of Mission Indians to sing bird songs, an ancient tradition from tribes in Southern California.



"Now, with this expansion, the Santos Manuel Student Union stands as one of the largest building complexes in the Cal State system named after a tribal leader."

Steve Relyea, the acting chancellor for the California State University system, praised the tribe for the longstanding support of CSUSB and their efforts to help Native American students. Other speakers included Daisy Ramos, '22, CSUSB Associated Students Inc. president; Paz Olivérez, vice president for Student Affairs; Sam Sudhakar, vice president of Information Technology Services and acting vice president for administration and finance, along with closing remarks from CSUSB student Julia Ruiz, who serves on the Santos Manuel Student Union Board of Directors.

The ribbon-cutting to the SMSU North concluded the ceremony and was followed by live music, food, tours of the building, games, free bowling and other activities for attendees. ●



SOCIOLOGY MAJOR SAYS CSUSB CHANGED HER LIFE

First-generation student Kristen Hackett decided to pursue college because of her parents. After hearing their stories of how they were unable to and discouraged to attend, she was motivated to apply, noting that she "wanted to be the chance they never got to have."

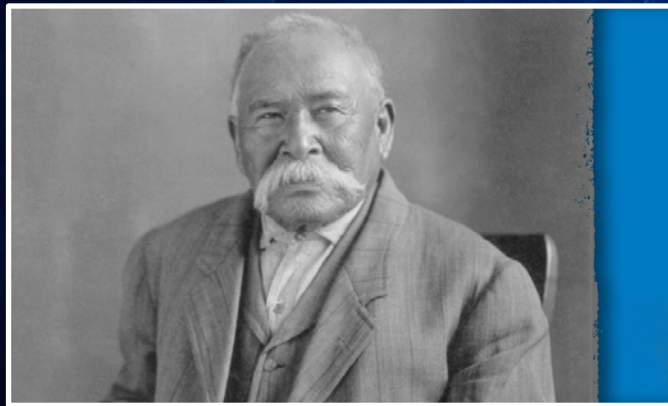
The sociology major, who became a soldier in the Army National Guard after high school, is appreciative of CSUSB giving her the chance to prove herself. Hackett describes herself as determined and intelligent, and she knows that she can accomplish her goals – she says CSUSB has given her the opportunity to do so and has ultimately "changed her life." After graduating this spring semester, Hackett plans on getting her master's in counseling. ●



Watch at
magazine.csusb.edu

THE 2021-22 CSUSB HONORARY DOCTORATES

Cal State San Bernardino celebrated two extraordinary people within the campus community at its spring Commencement ceremonies. The university presented an In Memoriam (Posthumous) Honorary Doctorate to Santos Manuel at its May 20 ceremony and an Honorary Doctor of Humane Letters to Paulette Brown-Hinds on May 21.



SANTOS MANUEL

Santos Manuel was the Kiiika', or leader, of the San Manuel Band of Mission Indians (Serrano/ Yuhaaviatam Indigenous peoples). Born in 1814 into the village of his father in the San Bernardino Mountains, he was named Paakuma. He became the Kiiika' of the Yuhaaviatam or "People of the Pines," a respected Serrano spiritual leader, and controlled all the resources within the Yuhaaviatam landscape. Today, Santos Manuel is revered by the San Manuel Band of Mission Indians as a visionary man who arose in their darkest hour through extraordinary leadership, ensuring the survival of their ancestors and tribe.

As a Serrano clan leader, Manuel is recognized for safely leading the tribe from its homeland in the mountains and valleys to escape militia forces that decimated the group during a 32-day battle. After being chased out of the mountains and settling within what is now known as the Inland Empire, Manuel led the band to refuge along the banks of Warm Creek. They resided here for three decades. The leader then established a permanent village in the foothills above present-day Highland, where the tribe has resided since the late 19th century.

CSUSB recognizes Santos Manuel both as a distinguished individual here in the IE along with the exceptional philanthropic acts of his descendants and of the tribe that bears his name. CSUSB is proud to have its student union named after him.



PAULETTE BROWN-HINDS

CSUSB alumna Paulette Brown-Hinds, '90, is a well-known and widely respected philanthropist, business and community leader who has made significant contributions to different communities throughout the state. She is the founder of Voice Media Ventures and a second-generation publisher of The Black Voice News, the 50-year-old community newspaper and first Black American online news publication on the West Coast.

Under her leadership as the publisher, The Black Voice News has chronicled some of the most important stories impacting the lives of Black Californians by giving a "voice" to the community while expanding its scope of civic involvement, and addressing issues from disparities in health, education and wealth to police violence, social justice and civil rights battles. An award-winning columnist and John S. Knight Community Impact Fellow at Stanford University, Brown-Hinds has nearly 30 years of experience in media, communications and community engagement.

Her interest in local journalism and doing work for the public good has led her to serve on multiple influential boards, including the California News Publishers Association, the largest and oldest trade association for the news publishing industry in the state. In 2019, she served as president of the board, becoming the first African American elected to lead the organization. She is also the first African American to chair the Inland Empire Community Foundation board. ●

CSUSB CREATES PATHWAYS TO SOCIAL MOBILITY

Cal State San Bernardino was ranked No. 6 in the nation among more than 1,500 universities on the annual 2021 Social Mobility Index (SMI) published by CollegeNET, rising from the No. 7 spot in 2020 and the No. 39 spot in 2015.

The ranking further bolsters CSUSB's recent recognition by U.S. News & World Report as one of the best universities in the western region of the U.S.

The SMI benchmarks four-year U.S. colleges and universities according to how effectively they enroll students from low-income backgrounds and graduate them into good-paying jobs.

The methodology calculates five factors, including the cost of attending the university, economic background of the students, graduation rates, early career net salaries and the institution's endowment. Data collected for the rankings is gathered from the U.S. Department of Education's College Scorecard and the Integrated Postsecondary Educational Data System.

DEMOGRAPHIC BACKGROUND AND THE SMI

Eighty-one percent of CSUSB's undergraduates are the first in their families to attend college, 73 percent are underrepresented minorities and 57 percent qualify as low income, according to the university's Office of Institutional Research & Analytics.

"This ranking confirms our commitment to student learning and success, which drive our mission," said CSUSB President Tomás D. Morales. "Our faculty and staff are dedicated to the intellectual development of our students, many of whom are the first in their families to attend college, through outstanding academic and co-curricular opportunities, to ensure they thrive and contribute to the greater community after graduation."

ALUMNI SALARIES AND THE SMI

According to the CSU website, for CSUSB alumni with undergraduate degrees who graduated between 2000 and 2015, the median income two years after graduation was \$41,992; five years after graduation, \$56,769; after 10 years, \$68,780; and after 15 years, \$85,134.

The recent SMI data show the median early career salary today for a CSUSB graduate is \$44,500.

COMMITMENT TO STUDENT SUCCESS AND THE SMI

According to the CollegeNET website, a high SMI ranking means that a college is contributing in a responsible way to solving the dangerous problem of declining economic mobility in our country.

Those goals and strategies include services such as pre-college programs, advising and academic services, career and student success resources and a variety of robust programs to involve students in the college experience.

According to Paz Olivérez, vice president for Student Affairs, "CSUSB has a number of centers and programs that contribute to student success by cultivating engagement and a sense of belonging at the university, which are particularly important for students of color and/or of historically underserved groups."

STUDENT DEBT AND THE SMI

Tuition for a full-time undergraduate resident student in fall 2021 was \$3,509. According to the SMI data, the average debt of CSUSB graduates is \$15,375. ●

CSUSB PROFESSOR STUDIES GLACIERS FOCUSING ON CLIMATE CHANGE

For Claire Todd, a glacial geologist and professor of geological sciences at CSUSB, researching climate change is vital – it will affect everyone in some way, be it changes in the weather, water availability or rising global sea level.

“Scientists like me who study the impact of past climate changes are trying to understand what impacts we might expect in the future so that communities can better prepare for climate changes to come,” said Todd, who joined CSUSB in 2021 and serves as the chair in the geological sciences department.

“We are fortunate to have leaders like Dr. Todd to bring hands-on experiences to our students, whether it be in our own backyard at CSUSB, on Mount Rainier, or in Antarctica. Such experiences are transformative for our students,” said Sastry G. Pantula, dean of the College of Natural Sciences.

Todd’s research on glaciers has taken her most recently to Mount Rainier National Park in Washington state and to Antarctica, where she was part of a research team that studied how much ice the Antarctic Ice Sheet has lost since the last ice age.

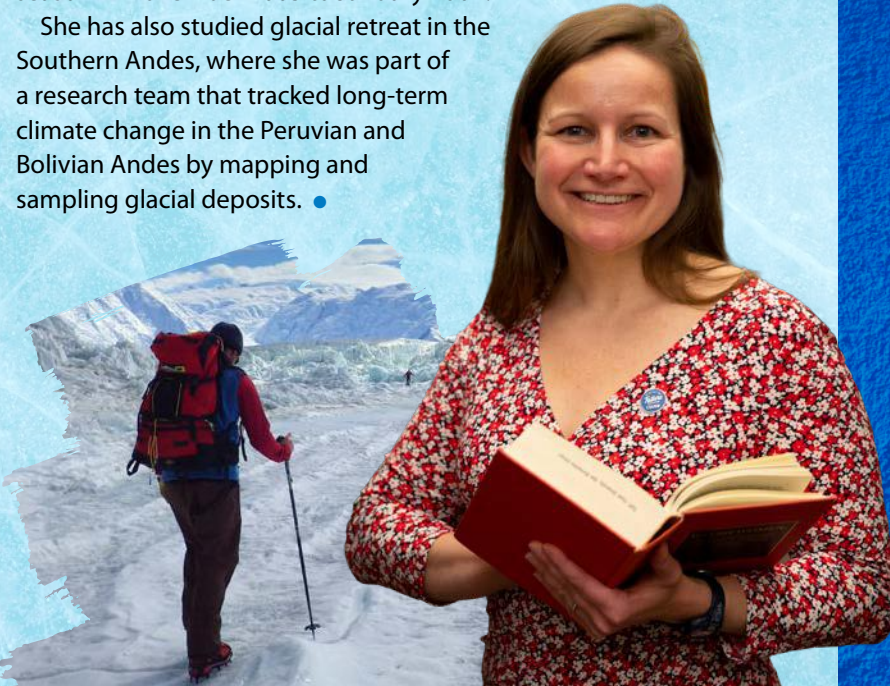
“These studies help us understand how Antarctic ice sheets have changed in the past, so scientists can build better predictions of future changes,” Todd said. “Antarctica is a major contributor to global sea level rise, so it’s

important especially for coastal communities to understand how much global sea level rise to expect in the future.”

In her role at CSUSB, Todd will continue her field work in Antarctica. She and her colleagues received a National Science Foundation grant to study how the East Antarctic Ice Sheet responded to a past period of warm climate in the hopes of understanding how the ice sheet might respond to current climate change. The Antarctic field team will be made up of researchers from Berkeley Geochronology Center and the University of Maine, as well as Todd and a CSUSB student.

Todd said she began doing research on glaciers when she started her Ph.D. program at the University of Washington in the spring of 2002. She went on her first Antarctic field season in November 2003 to January 2004.

She has also studied glacial retreat in the Southern Andes, where she was part of a research team that tracked long-term climate change in the Peruvian and Bolivian Andes by mapping and sampling glacial deposits. ●



CSUSB IS AN ANCHOR INSTITUTION FOR THE INLAND EMPIRE

- 2,000+ employees – one of the largest employers in the region
- 5,000+ job-ready grads each year – 65% remain in the IE
- \$6.62 return for every \$1 invested by the state
- CSUSB alumni who remained in the IE...
 - » Earned incrementally higher earnings of nearly \$2 billion in 2019
 - » Supported an additional 10,500 jobs
 - » Generated \$1.5 billion in industry activity
 - » Generated \$118 million in state and local tax revenue



CSUSB RECEIVES FULL 10-YEAR WSCUC REACCREDITATION

CSUSB was granted the maximum 10-year reaffirmation accreditation from the Western Association of Schools and Colleges Senior College and University Commission, which praised the university for its actions and policies, including its Diversity, Equity and Inclusion (DEI) governance model.

In a letter to CSUSB President Tomás D. Morales, Jamieenne S. Studley, president of the WASC Senior College and University Commission (WSCUC), said the accreditation was renewed after consideration of the report of the review team

that visited CSUSB on Sept. 22-24, 2021. The commission also reviewed the institutional report and exhibits submitted by CSUSB prior to the onsite review.

Studley’s letter commended the university for its work and accomplishments in a number of areas.

“This is wonderful news and well-deserved recognition of the hard work and determination of our campus community to make Cal State San Bernardino a leading institution of higher education,” Morales said. ●

CSUSB NAMED TO INAUGURAL COLLEGE SERVICE PROGRAM

CSUSB was one of 45 colleges and universities chosen to be part of the #CaliforniansForAll College Corps, a historic program where students will have the opportunity to serve their communities and help pay for their college.

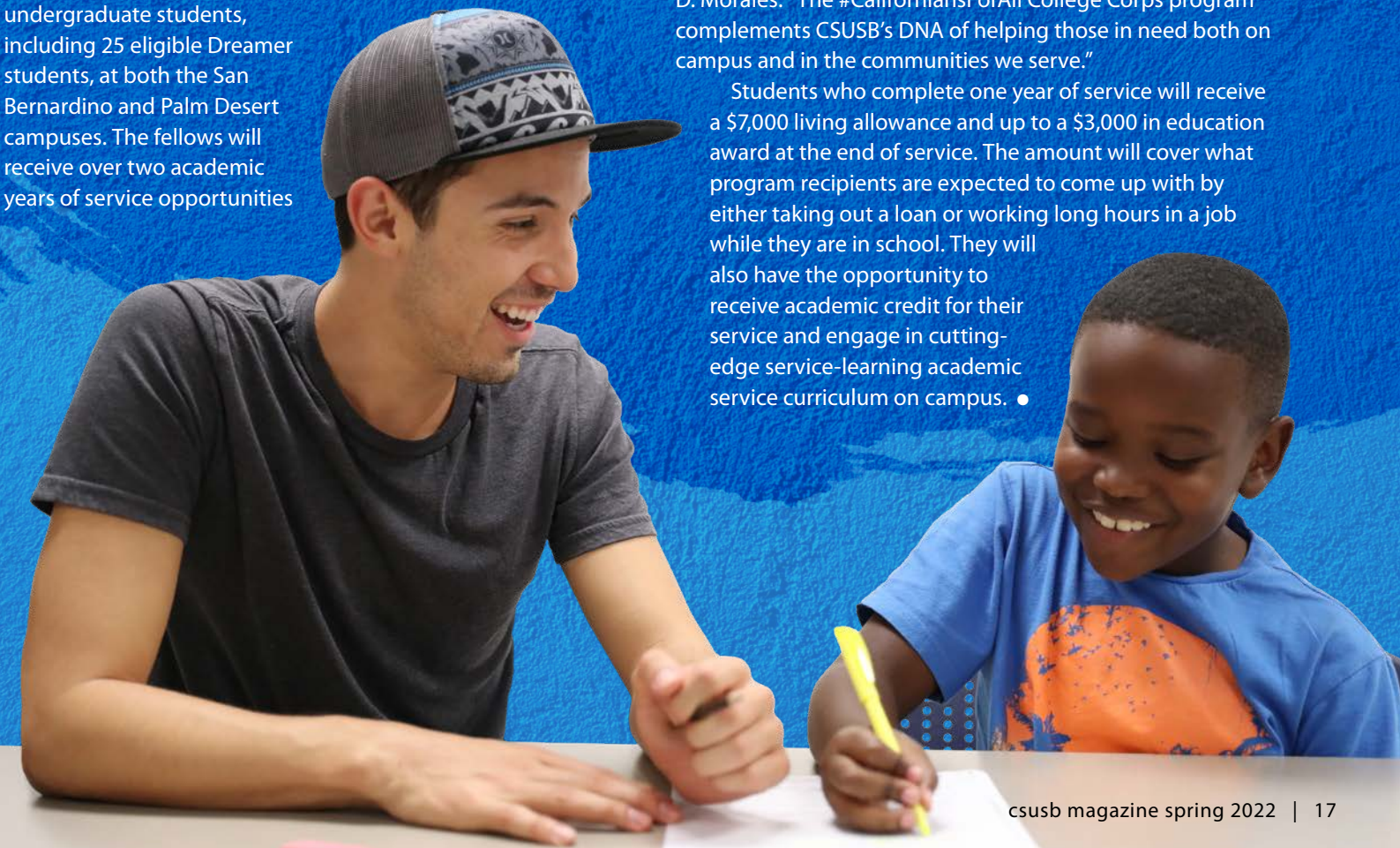
Under the two-year fellowship program set to begin in the fall, CSUSB will recruit, train, place, supervise and evaluate each year 75 full-time undergraduate students, including 25 eligible Dreamer students, at both the San Bernardino and Palm Desert campuses. The fellows will receive over two academic years of service opportunities

in areas such as K-12 education, COVID-19 recovery and climate recovery, said Summer Steele, ’06, ’09, director of the CSUSB California Student Opportunity and Access Program (Cal-SOAP).

At CSUSB, the program plans to coach 3,500 K-12 students, and for the tutoring aspect, 5,000 students will be tutored to help them increase and/or improve their academic performance, Steele said.

“We are honored to be part of this wonderful program where our student fellows serve our communities and K-12 schools, while at the same time our fellows are aided with their tuition and school costs,” said CSUSB President Tomás D. Morales. “The #CaliforniansForAll College Corps program complements CSUSB’s DNA of helping those in need both on campus and in the communities we serve.”

Students who complete one year of service will receive a \$7,000 living allowance and up to a \$3,000 in education award at the end of service. The amount will cover what program recipients are expected to come up with by either taking out a loan or working long hours in a job while they are in school. They will also have the opportunity to receive academic credit for their service and engage in cutting-edge service-learning academic service curriculum on campus. ●



Deeply Rooted Family Values Fuel Philanthropy

Jim Watson and Judy Rodriguez Watson value the importance of education and giving back to the community, leading the CSUSB College of Education to name its building after the philanthropists.

by Mary Kenny

For nearly 20 years, Jim and Judy have been steadfast friends and champions of Cal State Bernardino, and have tirelessly demonstrated their commitment in countless ways and in many roles – as literacy advocates, philanthropic leaders, campaign chairpersons, foundation and advisory board members, and as benefactors for the arts.

As founder, president and CEO of J.R. Watson & Associates Development Corporation, a private commercial real estate firm based in Seal Beach, Jim has developed shopping centers, and residential and master-planned mixed-use projects. Judy serves as senior vice president of the company.

Together, they have had a profound impact on the university, its students, faculty and staff, and the entire San Bernardino community.

“When I became acquainted with the university, I saw the dedication, the talent, expertise and the warmth that the professors and staff showed to everyone – to us, to their students, to each other. It was very impressive,” Jim said. “As I came to understand the university better, they are very successful at educating the underserved youth and their families. They’re making a significant change in the communities that they serve.”

Both Jim and Judy’s belief in giving back and serving the community are deeply rooted family values, passed down from generation to generation. Jim lost his father at a young age and was fortunate to have a loving grandfather, who advised him, “Provide for your family and protect them. Live a life of integrity. Work hard. Strive for success, and when you can, and if it’s appropriate, give to others,” he recalled.





Judy, one of four daughters, was born and raised in Los Angeles. Her father, who immigrated to the U.S. from Veracruz, Mexico, was a kind and compassionate role model, she recalls, who would give anyone in need “the shirt off his back.”

“Of the various things we’ve done in our lives, the Watson Literacy Center is the most important to us.”

Reading and literacy are particularly meaningful for the Watsons. In 2004, their \$1 million gift established The Watson & Associates Literacy Center at CSUSB, which provides one-to-one

literacy tutoring to students in grades kindergarten through 12 who have not yet achieved grade-level proficiency in literacy, or to any student who would benefit from individual support to advance their skills.

“It’s critical for our society to have a highly educated group of citizens,” says Jim. “Of the various things we’ve done in our lives, the Watson Literacy Center is the most important to us. The genesis of it came from both of our difficulties with reading early in life – it’s why we so strongly support the Literacy Center.”

Judy agrees. “As a youth, I had struggles with reading. I’m dyslexic. My problems are in reading and calculations. Numbers are a real challenge for me.”

In 2006, Jim and Judy served as co-chairs of the College of Education’s capital campaign. The highly successful campaign raised more than \$3 million, with the Watsons contributing the lead gift. In recognition, the building’s student services center was named in their honor.

Jim has served in a variety of leadership roles at CSUSB, including chair of the board of the university’s Philanthropic Foundation and as a member of the executive committee and board of directors. For his dedication and commitment, Jim was

awarded an honorary doctorate of humane letters in 2010.

“As I was standing on the stage, I was feeling tremendous gratitude, appreciation, undeserving, and I was wishing that my father, grandfather, grandmother, my mother, my aunts, would have been there,” he says. “But I also felt their presence. And with this honor comes responsibility. And it’s not lightly given, lightly taken.”

Judy, too, has also taken an active leadership role at the university. In 2011, she served as honorary chair for the Latino Education and Advocacy Days summit at CSUSB and was affectionately termed, “La Madrina de Honor,” or honorary godmother.

In recognition of her distinguished service throughout the years, she was awarded an honorary doctorate of humane letters in 2015.

“I was humbled,” she recalls. “I felt such an incredible sense of honor, and it was a wonderful privilege. And as Jim said, it comes with a lot of responsibilities. And I don’t take that lightly.”

In addition to their advocacy work in literacy, the Watsons are dynamic proponents of public art in San Bernardino and have been instrumental in partnering with the city to display

CSUSB student art citywide.

In December 2021, the Watsons announced a transformational gift of \$8.4 million to the College of Education. The gift will support student scholarships and establish a new Center for STEM (science, technology, engineering, mathematics) Education. The STEM Center will be the hub for outreach to K-12 students in the region and will include a Model STEM Exploratorium and a teacher residency program.

The gift will also support Project Impact, a new program in the college to recruit and prepare teachers to serve underrepresented students in public schools. Funds will also be used to enhance the Watson & Associates Literacy Center’s efforts in the Inland Empire. In addition, the gift will create a Dean’s Endowed Fund that will be used to support special projects and requests by faculty and students. This is the first such fund for the CSUSB campus.

In recognition of their generosity, the College of Education will be named the James R. Watson and Judy Rodriguez Watson College of Education during an unveiling ceremony later this fall.



It will be only the fourth College of Education to be named in the 23-campus CSU system, and joins with distinction the Connie L. Lurie College of Education at San Jose State University, the Kremen School of Education at Fresno State and the Michael D. Eisner College of Education at Cal State Northridge.

“It’s an incredible honor to see our name on this building. We did a lot of work to get here, and it was rewarding for us to do that.”

“We are particularly pleased that a truly fitting recognition of their important gift – the naming of the James R. Watson and Judy Rodriguez Watson College of Education – will further serve as a legacy to their generosity for generations to come,” said CSUSB President Tomás D. Morales. “Their passion for education and its power to change lives for the better will ensure a bright future for the countless children inspired and transformed by the graduates of the college.”

“It’s an incredible honor to see our name on this building,” says Judy. “We did a lot of work to get here, and it was rewarding for us to do that.”

“Going back to what my grandfather said,” Jim says, “[Give back] when you can and when it’s appropriate.” Jim suggested using the Rodriguez family name, he says, “to honor Judy, honor her family and also honor the community.”

A strategic investment in Cal State Bernardino students and the wider community it serves, Jim and Judy’s extraordinary generosity will be used to achieve extraordinary things in extraordinary ways, and will have a wide-ranging impact on the university and the region far into the future. •



CSUSB STUDENTS WORK WITH INTERNATIONAL ARTIST AND DISPLAY ART PIECE IN LOCAL MUSEUM

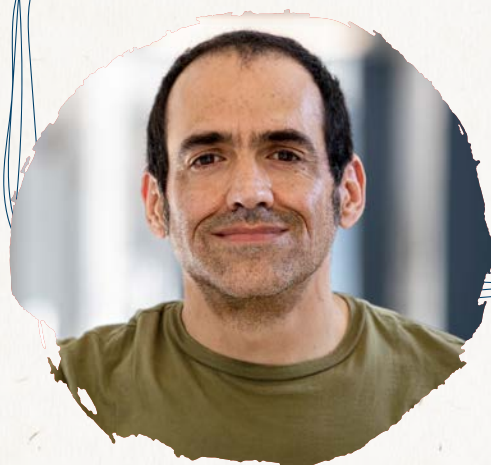
Art and design students at CSUSB will soon have an art piece they helped bring to life displayed at The Cheech Marin Center for Chicano Art & Culture of the Riverside Art Museum, thanks to a program called “The Land of Milk and Honey.”

Through the program, CSUSB students had the opportunity in spring semester to work with international artist and selected artist-in-residence Daniel Ruanova.

The Land of Milk and Honey, which is a series of multidisciplinary and multilingual arts and culture programs that examine the history and legacy of migrant workers, is part of the MexiCali Biennial, a nonprofit visual arts organization created in 2006 by Ed Gomez, CSUSB associate professor of art and design, and fellow artist Luis G. Hernandez.

“I believe this project will positively impact our students by giving them hands-on experience working with international artists and a world-class museum,” Gomez said. “These connections and networks are paramount in becoming a successful artist.”

Ruanova, Gomez and CSUSB students worked closely through a series of digital art and fabrication workshops and lectures, resulting in a kinetic sculpture titled “The Mexican Labor Agreement,” which will be exhibited at The Cheech. The sculpture will be part of Ruanova’s long-term and ongoing collaborative “Bracero Legacy Project.” ●



CSUSB CYBERLAB MULTIPLIES STUDENT EXPERIENCES

At a time when the demand is high for expertise in fighting the constantly evolving cybersecurity threats and attacks, the Jack H. Brown College Cyberlab at CSUSB provides students with the critical skills and technical experience to jump into professional roles and compete for top-level positions.

Three years ago, the idea for a remotely accessible virtual environment emerged to give students the opportunity to work on projects off campus.

Information and decision sciences associate professor Vincent Nestler and assistant professor Jesus Canelon led the initiative, developing infrastructure, securing \$7,000 in college support and a \$50,000 campus technology grant for significant upgrades, and ultimately tripling the number and quality of student learning experiences. About 95 percent of current students majoring in cybersecurity are expected to participate in Cyberlab.

“It’s leveling the playing field and giving equal access at the same time,” said Nestler of the program that has the capacity to support hundreds of students in a 24/7 high-tech virtual workspace for hands-on activities, such as building and testing networks, research, forensics and cloud-based training.

When the pandemic hit, courses that relied on in-person labs were easily transitioned online while maintaining high standards.

During this time, a new capstone project was introduced, giving students a chance to try various team roles to create a company and build a network of web, data and email servers and then have peers on other teams try to hack into those servers.

“That actually pushed the technical ability of students to the point they had not experienced until then,” Nestler said.

Now that the lab is fully operational, Canelon said it can help reduce bottleneck classes and support other programs. ●

CSUSB’S AWARDING OF RESEARCH/SCHOLARSHIP DOCTORAL DEGREES

PART OF ITS RECOGNITION AS AN R2 INSTITUTION

Cal State San Bernardino has been designated as an R2 university by the Carnegie Classification of Institutions of Higher Education (CCEIHE) in recognition of its development from a master’s level-comprehensive university to one that awards research/scholarship doctorates.

“This is great and well-deserved news,” said CSUSB President Tomás D. Morales. “The new designation as an R2 reflects the dedication and determination of our faculty, staff and administrators to develop and offer programs and research opportunities to benefit and advance our students as they pursue their educational goals and dreams, and ultimately help them advance in their careers.”

Dorota Huizinga, the associate provost for research and dean of graduate studies, said, “The Research 2 designation indicates that CSUSB students are receiving significant involvement, engagement and hands-on experience in research and scholarship with our professors, all of whom are favorably active in their respective fields and have high levels of expertise.”

The Research 2 designation places CSUSB among the top 7% of colleges and universities in the nation from the ranking of 3,900 colleges and universities and the classification of 137 as R1 and 133 as R2.

The CSUSB College of Education (COE), which houses the university’s only doctoral program, played a key role in helping to elevate CSUSB’s status from one of the region’s top institutions of higher education to one of the nation’s top research and teaching universities.

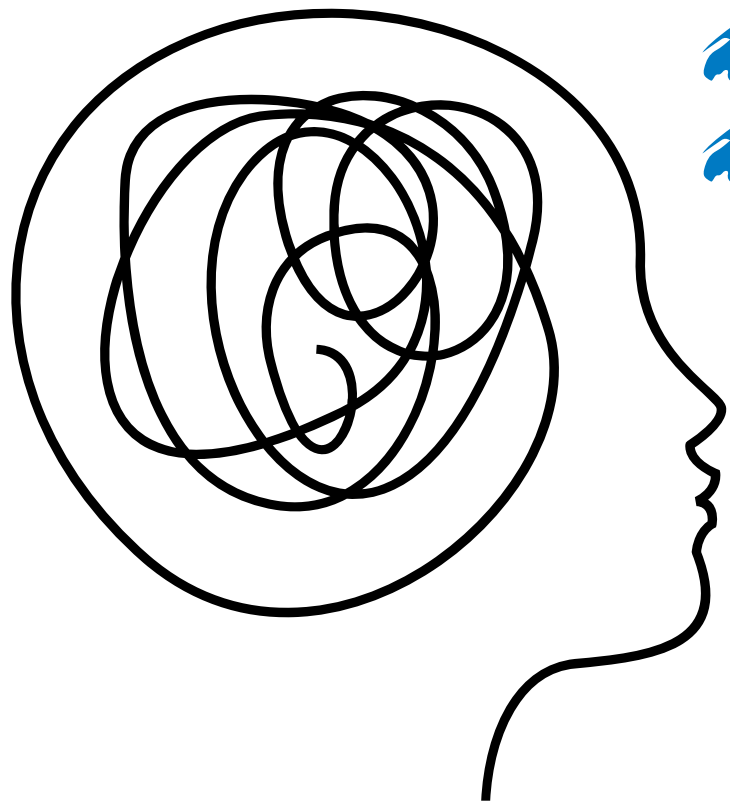
COE Dean Chinaka S. DomNwachukwu wrote in a congratulatory statement, “The longtime efforts and intentionality of the Ed.D. Program in Educational Leadership, its past and present directors, campus administrators and staff, community advisory board and partners, with respected, renown, award-winning program faculty and fellows uncompromisingly committed to student success, have all helped shift the needle.”

In a joint statement from the faculty and fellows of the CSUSB Doctor of Education in Educational Leadership Program wrote, “This designation is an important recognition and validates the research produced by our Ed.D. scholar-practitioners and campus community, particularly as our program is framed around equity, ethics, and social justice. For the entire university, an R2 status can now play a more augmented role in its ability to recruit diverse talent, not only in the classroom, with students and faculty, but also staff and administrators. This R2 status also invites additional campus collaborations with industry leaders throughout the inland region and Southern California.”

The R2 designation includes institutions that conferred at least 20 research/scholarship doctorates and reported a minimum of \$5 million dollars of total research expenditures through the National Science Foundation Higher Education Research and Development (NSF HERD) Survey.

CSUSB met the new classification criteria by awarding 21 doctoral degrees and having over \$10.8 million in research expenditures in fiscal year 2019-20, said Huizinga. ●





MENTAL HEALTH

FIRST AID

VITAL SUPPORT FOR STUDENTS IN NEED

Early in his teaching career at Cal State San Bernardino, Sailesh Maharjan, '17, adjunct professor of psychology, faced a situation most faculty members dread. During final exams, a student arrived to class late and asked for an extension on his final paper, which was due that day. When Maharjan denied the request, the student became agitated, pounding the desk and shouting profanities as he moved threateningly closer to Maharjan.

"If you don't calm down, I may need to call 911," Maharjan said, which escalated the situation. "He disconnected the phone and became more aggressive. When I called 911, he ran out of the classroom." The student was in the throes of a mental health crisis.

In retrospect, Maharjan says, he would have responded quite differently, thanks in large part to the skills he acquired through the CSU-sponsored Mental Health First Aid (MHFA) course, a systemwide virtual training program for faculty members. In fact, the training offers advice for deescalating situations such as the one he experienced.

Maharjan recently completed certification to lead the faculty training sessions, joining Bonnie Gasior, professor of Spanish at Cal State Long Beach, and Darci Strother, professor of Spanish at Cal State San Marcos, who have been co-facilitating the training multiple times a year since 2020. To date, 300 faculty members systemwide have been certified.

Created by the National Council for Mental Wellbeing, the training empowers faculty members to recognize signs of mental disorders in students and to intervene in crisis situations until they can connect with professional help.

While all CSU campuses provide vital Counseling and Psychological Services (CAPS) to students, faculty members are on the front line and are often the first to notice signs of trouble. Students may be reluctant to seek professional help due to the stigma surrounding mental health issues, confiding instead in a trusted faculty member.

That was the case for Gasior, who helped develop and deliver the training for Cal State Long Beach faculty as a Provost Leadership Fellow. In 2019, she received a CSU Faculty Innovation and Leadership Award recognizing her work. Ninety miles to the south at Cal State San Marcos, Strother, also concerned about student mental health, became certified and began conducting training sessions for faculty on her campus.

Eventually, the two longtime colleagues teamed up and reached out to Emily Magruder, CSU director of Innovative Teaching and Future Faculty Development, to create a systemwide program, partnering with campus Faculty Development centers. Maharjan initially joined them as the coordinator, overseeing the technical aspects of the training, while they focused on instruction.

increased 57.4 percent between 2007 and 2018, according to the Centers for Disease Control. In 2019, suicide was the second leading cause of death for individuals in the same age range.

And a recent survey conducted by the Boston University School of Public Health reveals that a strong majority of faculty members – 87 percent – believe that student mental health has worsened or significantly worsened during the COVID-19 pandemic. Yet only about one in two – 51 percent – of faculty report that they "have a good idea of how to recognize that a student is in emotional or mental distress."

Maharjan confirmed how difficult it can be to identify and respond to those distress signals. As a psychology professor, he notes, "I know the disorders, I know the symptoms," he said. "But what if you're a math instructor, a physics instructor or a history instructor? How do you talk to a student about a panic attack or suicidal ideation?"

PRACTICAL TOOLS TO IDENTIFY DISTRESS

MHFA training provides practical tools to do just that. The nine-hour course (two hours of pre-work followed by seven synchronous hours over two days) covers signs and symptoms and includes seven areas of mental health: anxiety, panic attack, substance use/overdose, suicide, psychosis and self-care; and a five-step framework to use when providing support to someone who may be in a crisis situation. The team facilitators — Gasior, Strother and Maharjan — also carve out time to talk about CAPS, the CSU Red Folder and other CSU-related resources.

And much like a first aid or CPR class, once training is complete, faculty members are equipped to intervene before symptoms escalate. "They can immediately apply the skills they've learned in the classroom, simply by changing their language, changing their approach from advising to listening nonjudgmentally," Maharjan said.

Anya Iyengar, lecturer in communication studies at San Jose State, was able to apply those skills almost immediately. After completing the training in July 2021, she explained the MHFA training to her students. One student, an assault victim, "found the courage to confide in me ... and I was able to guide and support her following her traumatic ordeal."

While afraid to be on campus, the student didn't want to leave her community of friends, but her parents wanted her to transfer to a different school. "I would talk with her regularly for some time, via Zoom, phone or text," Iyengar

said. Eventually, the student began seeing a counselor, persuaded her parents to allow her to return to classes, now lives in an apartment with her friends and feels much safer, Iyengar said.

"The training helped me immensely," she added. "I was so appreciative of the fact that this is available to students who have endured mental health concerns, particularly after the pandemic."

Damien Wilson, Hamel Family Faculty Chair of Wine Business at Sonoma State University, completed the training in November 2021. "MHFA training made me aware of the signs of someone experiencing a mental health crisis," he said. "Not only did MHFA training inform me of these indications, but I now feel confident that I can help someone experiencing a mental health crisis on campus to provide them with some of the supports to help themselves work through it."

Strother points out that "the teaching faculty are not and should not be considered replacements nor stand-ins for our professional colleagues in CAPS. However, when working as part of a comprehensive team, we can support students in ways that best promote their well-being and success."

Gasior agrees, noting that initially, some faculty were reluctant. "They would say, 'We're not counselors,' to which I would reply, 'We're not asking you to be. Instead, consider the MHFA motto: 'Listen, understand, and respond.' If you walked into your classroom and a student was lying on the floor, would you stand back and say, 'I'm not a doctor?' No, you would approach that student and caringly ask, 'Do you feel OK? Can I get you some water? What do you need? Where do you hurt?'" she said.



"Why is it that we are quick to intervene when someone is in physical distress but hesitate in mental distress situations?" Gasior said. "I suspect our own fears keep us from acting instinctually. MHFA training not only helps individuals with a mental health challenge, it also empowers us as allies. If you notice a student is having anxiety issues, it's actually pretty easy to say, 'Hey, I'm concerned about you. Let's talk a little bit. What's going on? How are you ... really?'"

FOLLOW-UP VIRTUAL REFRESHERS

In early December 2021, faculty who had completed the training were invited to meet for a virtual refresher to review the five-step framework, learn how other faculty have used the training, share anecdotes and discuss possible steps they can take to affect change, including becoming MHFA instructors, on their own campuses, Gasior said.

"I think faculty are very hungry and eager to talk about student mental health, about specific personal scenarios. They want input, they want advice, they want to talk about their experiences, all in the spirit of sharing and validation," she continued. "The refresher was a powerful way for our Mental Health First Aiders to dialogue about student mental health beyond MHFA."

Strother said she's been surprised by how much faculty have been willing to reveal about themselves and some of their own mental health challenges (although the training doesn't require anyone to divulge anything about themselves). "Being able to speak about mental health and mental illness in a supportive, stigma-free way is valuable to all human beings, faculty and students alike," Gasior said.

HEIGHTENED DEMAND FOR MHFA TRAINING

Since its roll-out, demand for MHFA training has grown steadily. "Faculty have been so eager to get the MHFA training that the sessions have filled, with wait lists, almost immediately, each time we've launched a new one," said Strother.

Scaling up the MHFA will take time, however. Each training is capped at 30 faculty members when led by two facilitators; currently there are only three facilitators specifically trained to lead the faculty MHFA program in the CSU system.

Magruder, who has worked closely with Gasior and Strother to expand the program systemwide, said the current goal for the program is to continue building capacity by inviting those who have become certified in MHFA through the existing CSU trainings to become certified to facilitate trainings for more faculty.

"As we build capacity, we will continue to seek funding to expand the program, and we will consider whether to continue to offer this as a systemwide program or support campuses to develop their own programs, perhaps in collaboration with local (i.e., campus) counseling services and student affairs programs," she added.

Strother, too, hopes to see the program expand. "From my own perspective, it would be ideal for each academic department on each campus in the CSU to have at least one person trained in Mental Health First Aid," she noted. "In that way, students throughout the CSU would have ready access to someone with MHFA training, to serve as a resource and connect them with CAPS and other support services." •



NEW ELDER/CULTURE BEARER IN-RESIDENCE POSITION HELPS NATIVE AMERICAN STUDENTS



Watch at
magazine.csusb.edu

Robert Levi Jr., a citizen of the Torres Martinez Desert Cahuilla Indians and a retired AP/CP U.S. history teacher at Upland High School, who in his 38 years of teaching includes teaching at Sherman Indian High School and Riverside's Notre Dame High School, was named the inaugural CSUSB Elder/Culture Bearer In-Residence.

The Elder/Culture Bearer In-Residence was designed to mentor Native American students and serve as special consultant for the college on matters of importance for tribes in the region.

Levi said the position is very important because Indian students need to know there is somebody available for them and to help them feel a sense of belonging.

"You have the idea of family, and how are you going to fit that in terms of a university?" Levi said. "Sometimes you're devoid of each other. American Indian students are islands within the university and there's usually nothing to bring you together. So hopefully that's what this Elder/Culture Bearer In-Residence will help them do: Help the students find a place where they can come and just talk 'Indian,' talk about what's happening on the rez."

Molly Springer, a citizen of the Cherokee Nation/Osage and associate vice president of student success and educational equity in the division of Student Affairs, said Levi's experience in working with students and the Native community will help

the university. She hopes to offer CSUSB students the richness and education of tribal Elders within the Inland Empire, build fruitful and reciprocal relationships with Tribes, and work in partnership with tribally/Native/Indigenous focused organizations within the Inland Empire.

"Our Elder/Culture Bearer In-Residence will be sitting on a variety of committees to support the work our campus is already invested in with regards to Native/Indigenous peoples," Springer said. "The Elder/Culture Bearer In-Residence will support our thinking in what other initiatives and partnerships must be created to grow in awareness and understanding of the needs of the regional tribal communities and urban Native communities."

Along with a sense of belonging, Levi said he also hopes to encourage more Indian high school students to consider higher education because of the small number of American Indian students in colleges and universities, especially those seeking to become teachers.

"Being the past chair for the American Indian Alaska native caucus for the California Teachers Association, we find that there is only 2 percent of teachers in California who are American Indian. So, there's a void that needs to be filled," Levi said. "So basically, coming here I hope to include more American Indian students to come to campus and become teachers, because who best to tell our stories except for us?" •



COMMUNITY PARTNERS AND TWO FACULTY HONORED FOR THEIR COLLABORATION EFFORTS

Alexandra Cavallaro, center with award, and Vanessa Ovalle Perez (fourth from right), and some of Cavallaro's students.

The contributions of June and Ernest Siva, two longtime friends of the university, and two faculty members, Enrique Murillo Jr. and Alexandra Cavallaro, were recognized on March 4 when the CSUSB Office of Community Engagement held its Community Collaboration Celebration.

June and Ernest Siva were honored with the Outstanding Community Partner Award for their exceptional and sustained effort in developing service learning, research and internship opportunities for CSUSB students to engage in and learn from Native communities.

Murillo, founder and executive director of the Latino Education and Advocacy Days project, co-director of the Doctor of Education in Educational Leadership Program and professor of education, was publicly honored for receiving the Thomas Ehrlich Civically Engaged Faculty Award, which he was given in the fall of 2020.

Cavallaro, assistant professor of English and director of CSUSB's Center for the Study of Correctional Education, was formally recognized as recipient of CSUSB's 2021 Outstanding Community Engagement Award, which she was given in the spring of 2021.

Addressing the honorees, university President Tomás D. Morales said, "All four of you, in your efforts, are deeply appreciated by many more people than are assembled here today, including those who may not know that you are the individuals behind the initiatives that have made a positive difference in their lives. I want to thank you, from the bottom of my heart, for your engagement to the greater good." •



Ernest and June Siva



Enrique Murillo Jr.

THREE-TIME ALUMNA HELPS STUDENTS NAVIGATE COLLEGE

Although college seemed out of reach growing up, Sharon Velarde Pierce defied all odds and graduated three times from CSUSB, earning her bachelor's in public administration in 2013, her MPA in 2014, and her Ed.D. in 2017. Velarde Pierce took her first college course at almost 36 years old to be an example for her own children.

Now a CSUSB assistant professor of public administration, the public administration undergraduate coordinator and the principal at Lighthouse Christian Academy, Velarde Pierce strives to be a role model where she can mentor students who are first-generation like herself.

Her passion for guiding students, she says, stems from her own struggles as a first-generation student. Velarde Pierce's research interests include educational leadership, particularly with Latina women, noting the importance of representation. •

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ALUMNUS GIVES BACK AS A SPECIAL EDUCATION TEACHER



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For Tyler Lange, '15, being a special education teacher is his way of helping the community he grew up in and its young people.

"I thought that pursuing a career as a teacher would be a great way for me to contribute to society, and help the next generation and enlighten young minds," said Lange, who is in his fifth year of teaching at Henry Elementary School in Rialto.

It wasn't his plan to teach at Rialto, but when Lange got a job at Henry Elementary School, he was happy to be making a difference in his hometown.

"I think it's better to teach where you grew up because I can relate to the students a little bit better," said Lange. "I know that I can serve as an example and as a role model for students in this community to show that I came from the same community, and I was able to get an education and get a good successful career."

He said as a teacher, he wants to be a role model to students.

"I want to contribute to students who look just like me and had similar experiences, so as a teacher I'm able to advocate for education and be on the front lines in really working in the community and helping people," Lange said.

He chose special education "because students with special needs are often misunderstood and very underestimated. I think a lot of people don't truly have an idea of what potential that special education students have, so I wanted to serve as somebody that could help reach those students reach that potential."

Lange said a lot of special needs students have so much innate ability that his job as a teacher is to help those students realize that capability and get that capability out of them.

"I want to give students with special needs an opportunity," Lange said. "I want to give them a chance at having a good education. The same chance that every student is entitled to."

Lange, who has a bachelor's degree in sociology from CSUSB, says going to college was always something in his plans and credits CSUSB for helping him not only as a student, but after graduation.

"CSUSB helped me personally and professionally. Obviously having a college degree did open a lot of doors and helped me find employment right when I got out of school, and it did prepare me with the necessary skills to contribute to a work environment," Lange said.

"But personally, Cal State San Bernardino was able to benefit me because going to school in such a diverse environment was able to give me the skills, and help me grow as a person and understand different people, different cultures, different ideologies," he said. "So I definitely think that my experience at Cal State San Bernardino helped me mature as a person and shape me into the man that I am today." •



CSUSB PALM DESERT CAMPUS ‘TRANSPORTS’ GUESTS TO SPAIN AT SPECIAL GALA

The Cal State San Bernardino, Palm Desert Campus hosted a gala at the JW Marriott Desert Springs Resort & Spa on March 13 to support and celebrate its hospitality management program.

“A Taste of Spain” showcased program developments and featured famous foods from Spain and a flamenco guitarist from Madrid. Desserts were prepared by students in the culinary arts program at College of the Desert.

Students in the program shared their stories about how impactful the program has been for them.

“The gala is part of the curriculum and special project for the Meetings and Event Planning course,” said Joe Tormey, director of the hospitality management program at the CSUSB Palm Desert Campus. “Each fall, students assist in planning a large-scale event to generate support for scholarships, study abroad opportunities and internships. The gala affords students the opportunity for experiential learning and serves as a platform to not only celebrate the accomplishments of students and the hospitality management program, but also to acknowledge the tremendous support from sponsors and donors.”

The Coachella Valley has a \$7.5 billion hospitality and tourism industry. Unfortunately, there is a shortage of

qualified applicants for managerial positions. To tackle this issue, the CSUSB Palm Desert Campus launched the hospitality management program.

“Our program at the PDC offers a wide variety of internships and career pathways in the Coachella Valley, the Inland Empire and beyond”

“I’m incredibly proud of our new hospitality management program, which is offered exclusively at Cal State San Bernardino’s Palm Desert Campus,” said CSUSB President Tomás D. Morales. “Our program at the PDC offers a wide variety of internships and career pathways in the Coachella Valley, the Inland Empire and beyond. We are providing students from the Valley, and even farther afield, access to a top-flight educational opportunity right here, which will assist them to get post-college employment and will also strengthen the region’s economy.” ●



STUDENTS AND ALUMNI FLEX THEIR VOLUNTEER MUSCLES FOR COYOTE CARES DAY



The eighth annual Coyote Cares Day on April 23 saw CSUSB students and alumni volunteering on and off campus with projects to help those less fortunate in honor of National Volunteer Week.

Coyote Cares Day is a day of volunteer service in local communities that provides CSUSB students with an understanding of the work of nonprofit organizations and engages the students through volunteer service, said Diane Podolske, director of the Office of Community Engagement.

CSUSB Alumni Relations also held a volunteer project to help foster youth using the theme of superheroes, said Crystal A. Wymer-Lucero, '07, director of Alumni Relations.

Podolske said more than 150 students participated in Coyote Cares Day. On campus, the student volunteers planted trees in front of the John M. Pfau Library and at the Coyote Garden. The student volunteers also packed 50 duffle bags of supplies for foster youth when they are being moved from one foster home to another. Each duffle bag had a teddy bear, some hygiene items and a book.

“The duffle bags were made for foster youth to carry their clothes and personal items rather than having to put them into plastic trash bags,” Podolske said. “It makes it more personal for them.”

Off campus, the student volunteers cleaned up the baseball fields at the PAL Charter Academy in Muscoy, including redoing the baseball diamond and clearing off the field.

They also volunteered at the thrift store run by the San Bernardino City Mission and at the city of Colton’s Luque Community Center, where they helped reorganize the food pantry.

On campus, about 140 CSUSB alumni participated in a packing party at the Santos Manuel Student Union East. The alumni assembled 200 superhero boxes, which were distributed to the Together We Rise nonprofit organization and ultimately distributed to foster youth.

The student volunteers also packed 50 of the superhero boxes.

Each box contained a pillowcase, pencil case, mask, wristband and badge all in the superhero theme. Each of the alumni decorated a pillowcase and superhero box. ●



NEW, CURRENT AND FORMER COYOTES ——— ——— FILL NEW ROLES ON CAMPUS



ADRIAN PAUL STEVENS

Adrian Paul Stevens has been named the associate vice president for philanthropic giving with responsibility for campus fundraising efforts. He began his service at CSUSB on March 1.

Stevens has nearly 28 years of experience identifying, cultivating and soliciting individual donors, corporations and foundations with a tailored approach to philanthropic giving. He had previously served at CSUSB from October 2005 to November 2008 as the director of development for the College of Education. •



A. RAFIK MOHAMED

Dean of the College of Social and Behavioral Sciences, A. Rafik Mohamed, will serve as the interim provost for CSUSB upon the departure of Provost Shari McMahan.

Mohamed first joined the university in 2015 when he was hired to serve as the CSBS dean. His impactful career in teaching and scholarship began at George Washington University (bachelor's in sociology and criminal justice) and went on to UC Irvine (master's in social ecology, Ph.D. in criminology, law and society), teaching and chairing the sociology department at the University of San Diego, and teaching and chairing the social sciences department at Clayton State University in Georgia. •



J. TOMÁS GÓMEZ-ARIAS

Veteran business and marketing educator and administrator J. Tomás Gómez-Arias has been selected to lead the Jack H. Brown College of Business and Public Administration.

Gómez-Arias will begin as the JHBC's new dean on July 1 and will hold an academic appointment as tenured full professor in the CSUSB Department of Marketing. He currently serves as the dean of the College of Business Administration at California State University, Stanislaus. •



CHRISTINA HASSIJA

CSUSB associate professor of psychology Christina Hassija has been appointed interim dean of the College of Social and Behavioral Sciences by incoming interim provost A. Rafik Mohamed. She will begin her new position on July 1.

Hassija brings a wealth of leadership experience including serving as director of the university's Community Counseling Center, the faculty director of CSUSB's Office of Student Research, and chairperson for the Department of Psychology.

A licensed clinical psychologist, she received her doctorate in clinical psychology from the University of Wyoming. •



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