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THE FRIDAY

bulletin

February 17, 1989

Graduate Degree in Math Approved

The university's newest graduate degree program is a Master of Arts in Teaching with a major in mathematics, approved by Chancellor W. Ann Reynolds last week.

The new degree, on the academic master plan for two years, may be awarded beginning in 1989-90.

Surveys conducted earlier have indicated great interest among area teachers, explained Dr. Jerrold Pritchard (Academic Programs). Although no publicity has been given to the proposed program, other than the survey, the department continuously receives expressions of interest. The first graduate course was offered last fall and more than 20 teachers enrolled.

The department is planning to hire another faculty member, one with a Ph.D. in math education to support Dr. Robert Stein, who has expertise and training in this field. Other faculty members have taught math at the secondary school and at

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University's New Visual Image Launched

A bold new graphic symbol will represent the university on its stationery and other promotional pieces beginning late this month.

"The decision to seek a new logomark for the university followed the announcement the campus would have all new telephone numbers after the purchase of its own equipment," explained Edna Steinman (Publications), chair of the University Image Committee.

Since the university would have to reprint its stationery for the new phone numbers, senior management agreed this would be the opportune time to modernize the printed image, she explained.

University stationery, being distributed next week, will carry the logomark as well as the new phone numbers.

In the research which accompanied the design process, the San Bernardino Mountains emerged as the most distinctive feature identifying the campus. The new design,



CALIFORNIA STATE UNIVERSITY SAN BERNARDINO

shown above, incorporates a stylized image of the mountains under a half-circle used to represent the sheltering environment of a university. The name of the institution is printed in clean and bold type, which both gives an impression of strength and is compatible with other print styles.

The university's new logotype will consist, at present, of the design and the type. Both will be used together, until the artwork is readily identified with the university, explained Ms. Steinman.

The traditional round seal which has been used on university stationery and publications for more than 20 years will continue to be the official seal of the university, representing the authority resting in the university. It will appear on official university documents, such as diplomas and notary seals.

"The logotype serves a different purpose. It is a graphic device used to promote and unify all components of printed or promotional material from

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the university," explained the publications director.

The search for a new visual image for the university began nearly eight months ago with the hiring of design consultant, the Gardner Communications Group from Diamond Bar. Faculty members Dr. Dorothy Mettee (Communication) and Dr. Mary Smith (Marketing) served on the sub-committee to screen applicants.

A University Image Committee, representing major users of university printed materials, was appointed by Dr. Judith M. Rymer (University Relations) to work with the consultants. Faculty representation was designated by the Faculty Senate. Members of the Image Committee were: Carol Dunlap (Bookstore), Dr. Catherine Gannon (Coachella Valley Center), Dr. Beverly Hendricks (School of Humanities), Assistant Dean Jan Jackson (Extended Educa-

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Math . . . continued from Page 1

community college levels.

"As the first MAT in mathematics in the CSU, this degree is unique," explained Dr. Stein, acting chair of math. "It is offered in conjunction with the School of Education but the focus is heavily in mathematics because we believe the teaching of this subject cannot be separated from the subject itself."

Other Cal State campuses offer master's degrees which are preparatory for doctoral programs. The M.A.T. is specifically designed to serve educators.

A CSU task force four years ago completed an in-depth survey of pre-college math and science education and found California was not producing enough well prepared teachers of math and science to meet its present needs. The shortage was expected to become more critical in the ensuing 10 years, with a high level of pending retirements in the public schools. Women, blacks and hispanics are seriously underrepresented

both in the fields of math and science and in the teaching of these disciplines at all levels.

The number of mathematics majors in graduate schools, which can be easily tracked, is half of what it was some years ago and completely inadequate to meet the needs of the country, Dr. Stein explains.

"Since we (the discipline) can't meet the need for Ph.D.s, we believe if we can produce top-notch leaders at local schools, they can help bring the other teachers up to snuff," he said.

"Like the high schools, the two-year colleges are going to face an equal shortage of trained people and our degree will meet the needs of faculty teaching there as well," he added.

"We firmly believe our new program can help area math teachers who are enthusiastic about their fields but seek additional academic preparation for leadership in the field," said Dr. Stein.

Image . . . continued from Page 1

tion), Associate Vice President Don Kajcienski (Enrollment Services), Dr. Reg Price (Intercollegiate Athletics), Dr. Judith M. Rymer (University Relations), William Shum (Physical Planning and Development), Dr. Mary Smith (Marketing), Linda Snyder (Publications), and Edna Steinman, as chair.

Several designs were presented by the Gardner Group, with the final

selection made by President Anthony H. Evans after consultation with senior management.

In conjunction with the release of the new logomark, the Publications Office is preparing a formalized University Publications Policy, which will define the ways in which the university seeks to create a unified visual identity. The document will be distributed soon.

Kansan to be Athletic Director

David Suenram, 54, former athletic director and coordinator of men's athletics at Pittsburg State University in Kansas, will become Cal State's first full-time athletic director April 1.

He was selected from a pool of six finalists based on his breadth of experience in coaching, athletics administration and fund-raising, announced Dr. Judith M. Rymer, vice president for university relations and chair of the AD search committee.

"During his years at Pittsburg State University, Suenram earned a solid reputation for being a strong leader, an excellent communicator and a man of vision," she said. "He is strongly committed to the academic achievement of student athletes."

Except for nine years as a high school coach, Suenram's professional career has been at Pittsburg. He was head coach of track and field and cross country and taught in the Department of Health, Physical Education and Recreation for nine years before becoming coordinator of men's athletics and head of the Department of Health, Physical Education and Recreation in 1976. He served as athletic director from 1983 to 1987, resigning for personal reasons. During the past year he has been cross country

coach in addition to his academic appointment as professor of physical education.

His fund-raising accomplishments at Pittsburg, a town of 18,000, included: increasing the athletic scholarship drive income from \$15,000 to \$90,000 in 10 years, raising nearly \$1 million in the community for improvement of athletic facilities, organizing two jog-a-thons which raised \$25,000 for department vehicles and increasing athletic revenue from increased student fees, gate receipts and concessions from \$297,000 to \$408,000 in four years.

He was involved in securing corporate support for the athletic program, establishing youth clinics, initiating regional city days for home football games and securing a radio station to broadcast basketball games after little interest had been shown.

Suenram formulated the plan to move Pittsburg State University from NAIA competition to NCAA II. During his tenure as athletic director, Pittsburg's football team was in the NAIA national play-offs three times and won or shared six Central States Intercollegiate Conference championships. A total of 21 championships were won in all sports.

During his 20 years of coaching track and field and cross country at

Pittsburg, his teams won 26 conference or district championships. University athletes won All-American status on 88 separate occasions.

Suenram was named District 10 coach of the year 10 times and Area 3 coach of the year once.

Suenram earned his B.S. and M.S., both in physical education, from Pittsburg State University and has done additional graduate work at Northern Illinois University and Indiana University.

Praising Suenram's experience, energy and vision, President Anthony H. Evans said, "His past successes with alumni and booster clubs as well as his excellent record of fund raising for athletic scholarships and facilities make him a very attractive candidate."

"Suenram was the strong consensus choice of all involved in the search process," said Dr. Rymer.

A nationwide search was conducted last spring when the athletic director position was upgraded to a full-time management post and moved from the School of Natural Sciences to University Relations.

The initial appointee resigned after a few weeks and Dr. Reg Price, who launched the inter-collegiate athletic program at Cal State as a part-time AD, was asked to continue to direct the program pending the new search.

SAIL Receives Federal Funding

The Student Assistance in Learning (SAIL) program will receive a federal grant of \$162,803 to continue its work in the 1989-90 academic year.

The U.S. Department of Education has funded the program since it was established in 1981, said Dr. Tom Rivera (Educational Support Services).

SAIL provides counseling, academic and career workshops, follow-ups on faculty mid-term referrals and adjunct courses.

Diane Hansen is acting director of the program, housed in Trailer IB behind Student Services. The original grant was written by the director, Jean Peacock, who is on leave this year to pursue doctoral studies.

Ethel Encores Overlap Foreigner

The last two encore performances of the highly acclaimed original musical, "Ethel," will overlap the two concluding performances of "The Foreigner" tonight (Friday) and tomorrow, Saturday, Feb. 18.

"Ethel," the life of blues singer Ethel Waters, features Val Limar, a senior theatre arts major, in the title role. The one-woman show was written

by Dr. William Slout (Theatre Arts) and Ms. Limar.

"The Foreigner," directed by Dr. Robert Yowell, is a contemporary comedy about a man who is thought to be non-English speaking and thus becomes privy to people's secrets.

Seen in the lead role is Ian Ocasio, a theatre arts major who draws on his experiences as a Spanish-speaking native of Puerto Rico.

"Ethel" is presented in the Recital Hall and "The Foreigner" in the Theatre. Curtain time is 8:15 p.m. Admission for both is \$6 general admission and \$3 for senior citizens and students.

Nikki Giovanni Here Feb. 24

Nikki Giovanni, known as "the princess of black poetry," will recite from her works and talk about contemporary black issues on campus Feb. 24.

Her presentation, part of Black History Month, will begin at 7 p.m. in the Upper Commons. It is free and open to the public.

Giovanni developed prominence as an outspoken author in the 1960s. With 17 books and six record albums to her credit, she has developed the status of a folk hero in the black community.

She has taught creative writing at Ohio State University, The College of Mount St. Joseph, and Virginia

Polytechnic and State University. She was designated as a woman of the year by Mademoiselle and Ladies Home Journal.

Also as part of the Black History Week celebration, a spoken and musical production of "The African-American Woman 1500 to the Present" will be presented at 3 p.m., Monday, Feb. 27 in the SUMP by four artists from Praada Productions.

news briefs . news briefs

Polish Film

A Polish film, grand prize winner at the 1981 Cannes Film Festival, will be shown Saturday evening, Feb. 25 in the foreign film series.

"Man of Iron" fuses fiction with documentary, depicting the turbulent coexistence of labor, the Catholic church and communism. The color film, rated PG, has English subtitles.

The showing, free and open to the public, begins at 8:15 p.m. in PS 10.

Parking Violations Bail Upped

The cost of parking illegally in a handicapped space will double—from \$25 to \$50—on March 1, warns Harry Larsen (Parking Services).

The fine for failure to display a parking decal or permit will go up from \$10 to \$15 at the same time.

The increases, approved by the Adminis-

trative Council and the San Bernardino Municipal Court, bring the university's bail schedule more closely into line with other CSU campuses, Larsen explained. Bail for other parking violations remains unchanged.

BSU Conference Draws 150

More than 150 high school students, advisors and parents attended the Southern Regional United Black Students Union (UBSU) conference on campus Jan. 14.

Workshops on student life, male-female relationships, black history and caucusing were followed by a keynote address by Frank Stallworth, from State Sen. Ruben Ayala's staff.

High schools represented were San Geronimo, Eisenhower, Riverside Poly, North, Rubidoux, Moreno Valley, Canyon Springs, Victor Valley, Elsinore and Garey.

The conference was coordinated by Billy Johnson, Cal State's BSU president, and Anita E. Rivers (Relations with High Schools).

Escape to Santa Anita

Horse-racing fans, this is an opportunity for you, reports Joe Long (Recreational Sports).

Seats are still available on the bus headed for the Santa Anita race track tomorrow (Saturday, Feb. 18). The cost is \$6, for admission and the bus trip. The bus will leave at 10:15 a.m. from the book drop at the front of the campus.

The Escape program is sponsored by the Associated Students. Reservations should be made with the ASI box office in the Student Union.

Aging Conference

Nurses, social workers and care providers from throughout the Los Angeles basin were on campus Feb. 11 for a conference, "A Common Venture: Aging in the Inland Counties," sponsored by Extended Education.

Two leading physicians in the field of geriatrics, Dr. Edward L. Schneider and Dr. Victor Kassel, addressed the 255 attendees, who also participated in workshops on related topics.

Senior Show March 2

A variety of work will be shown in the Senior Thesis Exhibition opening in the Art Gallery Thursday, March 2.

A free, public reception from 7 to 9 p.m. that day will honor the student artists.

The areas of concentration and the exhibitors in the show are:

Painting: Anne Alfred, Maria Littlefield and Diane Raley; sculpture: Darryl Elliott and Wendell Thomas; ceramics/glass: Roger Dale, Terry German and Judy Hernandez; and graphic art: John Hyde and Sylvia Gutierrez.

Gallery hours are 9 a.m. to 4 p.m., Monday through Friday.

Students Provide Tax Assistance

Cal State accounting students will help low-income taxpayers prepare their federal and state tax returns free again this year, said Joan Kritzberg (Accounting and Finance), faculty advisor.

The Volunteer Income Tax Assistance (VITA) program is sponsored by the Internal Revenue Service and the Accounting Association.

The students will be available in the Eucalyptus Room of the Commons from 4 to 6 p.m., Wednesdays and Thursdays through March 9. They will be in Central City Mall, the upper Penney's court, from 10 a.m. to 4 p.m., Saturdays through March 4.

Community Service

Dr. Russell Barber (Anthropology) was the guest on the Viewpoint program on Radio KQLH, San Bernardino, Feb. 12, discussing evolution and creationism.

Dr. Edward J. Bostley (Music) presented an in-service workshop on "Aesthetic Development in the Public School Instrumental Music Program" for the Yucaipa School District Jan. 27.

Dr. James Crum (School of Natural Sciences) spoke to the Lake Gregory Rotary Club Feb.

14 on "What You Always Wanted to Know About Wine but Never Asked."

Dr. Ellen Gruenbaum (Anthropology) talked about "African Animals" to two elementary classes at Hillside School Feb. 8. She also spoke about "The Multicultural University: Skills Needed for Understanding Cultural Diversity" at the Feb. 3 meeting of the Professional Organization of Women in Education and Re-entry held on campus.

Joyce Kluck (Registrar's Office/Veterans Certification) has been appointed to the membership committee of the National Association of Veterans' Program Administrators.

Dr. Karen Kolehmainen (Physics) was interviewed on KRSO radio during the Richard Hanks Show Jan. 27. The topic was the attitude of the scientific community about the Strategic Defense Initiative (SDI or Star Wars).

Dr. Tom Pierce (Economics) addressed the San Bernardino and Riverside Counties Estate Planning Councils on "The Current State of the Economy" Feb. 8 in San Bernardino.

Dr. Sidney Ribeau (Undergraduate Studies) spoke to a history class at Sierra High School Feb. 15 on Dr. Martin Luther King Jr.

Patricia Rodgers (Career Development Center) will conduct three 45-minute workshops on "Goal Setting" to three groups of Upward Bound students March 18.

Dr. David O. Stine (Education) has been

appointed to the San Bernardino/Inyo Counties Administrative Training Center (ATC) Advisory Board. The program is operated by the San Bernardino County Schools.

Personnel

New to the University

Full-time, permanent

Mary Hahn
Clerical Assistant IIIA
Academic Programs
Ext. 7203, AD 194

Barbara Holtzman
Clerical Assistant IIIA
Academic Programs
Ext. 7203, AD 194

Dan Moseley
Media Production Specialist IIA
Audiovisual Services
Ext. 7298, PL 87

Part-time, temporary through June 30, 1989

Dawn Poupard
Clerical Assistant IIA
Academic Resources
Ext. 7515, AD 189

Barbara Young
Data Entry Operator A
Plant Operations
Ext. 7753, PP 100

Employment Opportunities

Current job vacancies can be seen on Channel 3, the community access channel in San Bernardino. Information also is available on a 24-hour hotline at Ext. 7762, which is updated at 2 p.m., Fridays. Applications will be accepted until 2 p.m. on the dates listed.

Audiovisual Services:
Equipment Technician IIIA; \$2518-\$3034/mo.; full-time, permanent. Open until filled.

CAL-SOAP Project:
Clerical Assistant IA--\$7.44-\$8.74/hr.; hourly, temporary through June 30, 1989. Apply by Feb. 17.

Computer Center: Programmer IA--\$12.83-\$15.42/hr.; hourly, temporary through June 30, 1989. Apply by Feb. 24.

Extended Education:
Administrative Operations I--\$2076-\$2495/mo.; full-time, permanent. Apply by Feb. 17.

Extended Education:
Clerical Assistant IA--\$1290-\$1515/mo.; full-time, temporary through June 30, 1989. Apply by Feb. 17.

Financial Aid Office:
Clerical Assistant IIA--\$1385-\$1634/mo.; full-time, temporary through June 30, 1989. Open until filled.

Library: Clerical Assistant IIA (two positions)--\$1385-\$1634/mo.; full-time, temporary through June 30, 1989. Apply by Feb. 17.

Personnel Office: Clerical Assistant IIA--\$1385-\$1634/mo.; full-time, permanent. Apply by Feb. 17.

Psychology Department:
Department Secretary IIA--\$1640-\$1934/mo.; full-time, permanent. Open until filled.

Public Safety: Public Safety Officer--\$2255-\$2714/mo.; full-time, permanent. Open until filled.

School of Social and Behavioral Sciences:
Clerical Assistant IIA--\$1385-\$1634/mo.; full-time, temporary through June 30, 1989. Apply by Feb. 17.

Sponsored Programs Office: Power Keyboard Operator A--\$1574-\$1862/mo.; full-time, permanent. Apply by Feb. 24.

Student Assistant in Learning (SAIL): Adjunct Instructor--\$15.15-\$16.47/hr.; hourly, temporary through June 30, 1989; full-time appointment possible in fall. Apply by Feb. 24. (not state position)

Student Life: Student Services Professional IA--\$10.64-\$11.60/hr.; hourly, temporary through June 1, 1989. Apply by Feb. 24.

Student Life: Clerical Assistant IIC--\$1154-\$1362/mo.; full-time, permanent. Apply by Feb. 24.

Calendar

Friday-Saturday, Feb. 17-18

"Ethel," encore performances of the story of blues singer Ethel Waters. 8:15 p.m., Recital Hall. General admission \$6, students and senior citizens \$3.

Friday-Saturday, Feb. 17-18

"The Foreigner," contemporary comedy directed by Dr. Robert Yowell. 8:15 p.m., Theatre. General admission \$6, students and senior citizens \$3.

Sunday, Feb. 19

Faculty Artists Concert by Dr. Larry McFatter, piano, and Dr. Al Rice, clarinet. 7:30 p.m., Recital Hall. General admission \$5, students \$3.

Thursday, Feb. 23

"Women and Words," lecture by Dr. Amy Shapiro from Alverno College. 4 p.m., Pine Room. Free.

Saturday, Feb. 25

"Man of Iron," Polish film with English subtitles. 8:15 p.m., PS 10. Free.

Tuesday, Feb. 28

Art lecture by Christopher Schumaker and Dustin Shuler, participants in the "On Site: Public Art" exhibit on campus. noon, VA 110. Free.

Wednesday, March 1

"Perspectives on the Land: Nineteenth Century American Travel Writing," faculty research lecture by Dr. Elinore Partridge, associate professor, Cal State. noon, Pine Room. Free.

Athletic Events

(on campus)

Friday, Feb. 25

Women's basketball: Cal
State, Sacramento, 6 p.m.

Men's basketball: Menlo
College, 8 p.m.

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Edna Steinman, Editor

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