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CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO THE FRIDAY BULLETIN

MARCH 10, 1995
IMPACT MORE THAN ECONOMIC

STUDY SHOWS CSUSB BOOSTS AREA INCOME BY \$66 MILLION

Cal State, San Bernardino's presence in the Inland Empire boosted regional output by some \$145 million in 1992-93 and raised regional earnings by almost \$66 million, according to a university-commissioned study prepared by economics professor Tom Pierce and 1994 CSUSB graduate Marcus Cuda.

"CSUSB's existence increases local economic activity on a year-to-year basis in two general ways," explains Pierce. "The university directly increases local output and earnings by delivering educational services and employing some 1,300 faculty, administrators, and staff members in the process. In addition, Cal State indirectly stimulates local economic activity when it purchases goods and services from San Bernardino-Riverside County businesses and when university employees and students spend locally."

In estimating the university's direct and indirect economic effects, the authors focused on the extent to which the university's presence brings "new money" into the local economy, thereby causing a net increase in regional output and earnings.

The study reveals that the university's direct provision of instruction and other education-related services associated with the Office of Extended Education, the Children's Center and grants increased regional output by \$55 million and regional earnings by \$37.5 million during the 1992-93 academic year. In addition, employee spending indirectly raised 1992-93 regional output and earnings by \$45.8 million and \$14.3 million, respectively. Student expenditures increased local output by \$35.9 million and household earnings by \$11.2 million, and university purchases of goods and services from local businesses indirectly increased business output and household earnings in the two-county area by \$7.9 million and \$2.7 million, respectively.

"Cal State educational activities funded through the state budget infuse dollars into the local economy which would not

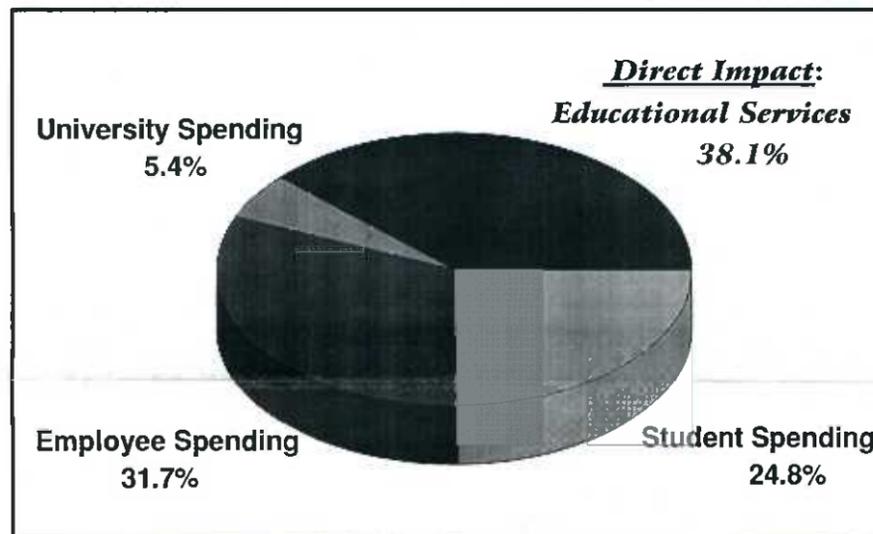
otherwise come to the area," explains Pierce. "As a result, the expenditure of those funds raises regional output and earnings."

In contrast, Pierce adds, Cal State activities financed, for example, through student fees paid by local residents (who would not leave the area to attend another college if Cal State didn't exist) do not bring new monies to the local economy. There is no net local economic stimulus in

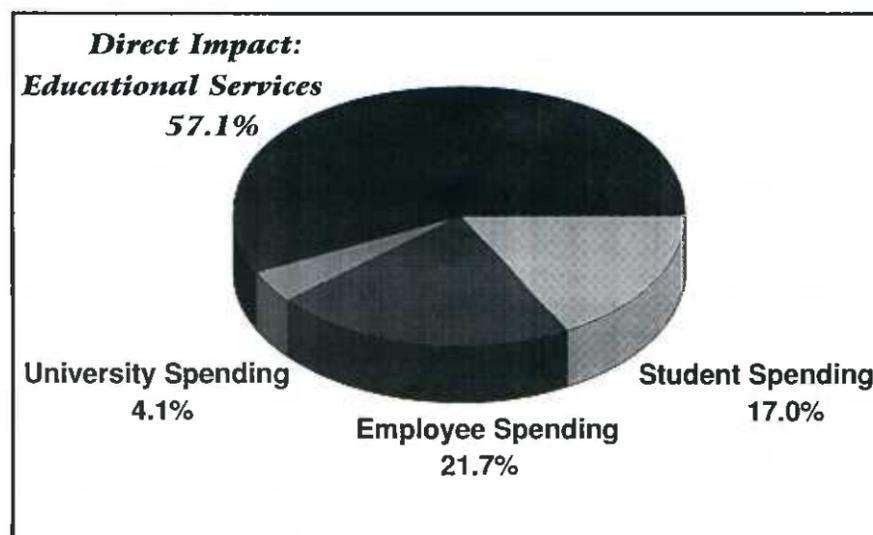
that instance because student expenditures for educational services merely replace other local spending which those students likely would have undertaken had they not been required to pay Cal State fees.

The study, therefore, carefully examined the university's funding sources and spending patterns as well as the spending behavior of its employees and students in an attempt to ensure that the university's

(continued on back page)



Sources of CSUSB's net economic impact on regional output



Sources of CSUSB's net economic impact on regional earnings

MATH WILL GO ON ROAD; DESTINATION: LITERACY

Math will take its act and put it on the road with a travelling show for which planning has been funded by a \$49,775 grant from the California Postsecondary Education Commission and \$26,000 in matching funds from Cal State.

The project, called The California Math Show: A Travelling Hands-on Math Museum, is the brainchild of Cal State associate professor of math, Susan Addington, associate professor of information and decision sciences, Yasha Karant, and Suzanne Alejandre of Frisbie Middle School in Rialto.

California's population needs to become math and technology literate, say the three project coordinators in the original grant proposal for the show.

To students, they say, math is often "mystifying," to parents it "consists of arithmetic (useful but dull) and algebra (useless and dull)," and even some teachers, whose most advanced class was college algebra, have the "impression that mathematics is, indeed, just memorizing procedures."

The travelling show, says Addington, will look to shift the attitudes about math of students, parents and teachers.

Aimed chiefly at reaching junior high children who are not routinely encouraged to enter the math or science fields, such students as girls, Latinos, African Americans or Native Americans, the show will use hands-on exhibits similar to those made popular at the Exploratorium museum in San Francisco. Girls and boys will have a chance to become part of a kaleidoscope pattern by standing inside a set of mirrors, or create symmetric patterns by computer or rubber stamps.

The first stage of planning for the show, which also will travel into rural areas around the state, is scheduled to end in June.

SIEMS' WORK MAKES ART OF NATURALIST SCIENCE



PAPERWORK—Mixed media on paper captures essence of Siems' art.

The natural and organic work of Seattle-based artist Anne Siems will be on exhibit March 9-April 7 in Cal State's University Art Gallery.

Siems, whose love for botanical forms and organisms took root some four years ago, has used such materials as ink, paint, graphite, wax on paper she has found, open grocery bags flattened and sewn together for large art pieces, and newspaper, old sheet music and pages from a turn-of-the-century ledger for smaller pieces to create what she calls "invented natural history."

Organizers for the show have said that her "artwork suggests complex forms found in nature, which in reality, are based in the mystery of imagination."

Born in Berlin, Siems has drawn motivation from her experiences in the Pacific Northwest over the last few years, experiences that have sent her work in new directions. She, in one sense, captures the art of early naturalist scientists as her work resembles their notebooks and contains the Latin-like script used for labels and codifications.

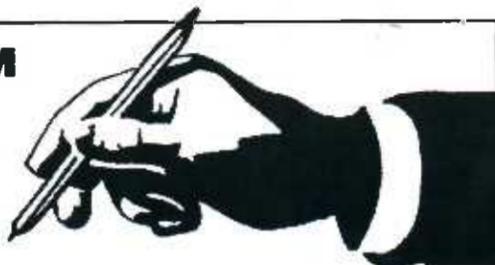
An opening reception for Siems will be held March 9 in the University Art Gallery, where her work is on display. Gallery hours for the free exhibit are Monday-Friday, 9 a.m.-4 p.m., and Saturday and Sunday, noon-4 p.m. For more information, call the university at Ext. 5802.

V.P. POST INTERVIEWS UNDERWAY

Candidates for the position of permanent vice president of Academic Affairs are now being interviewed, says Judith Rymer, chair of the search committee.

The campus community is invited, Rymer says, to attend the open forums being held for the five finalists. The first forum was held a few days ago for Dr. Patricia W. Cummins. Forums for the remaining candidates are: March 13 from 2:15-3 p.m. in the Panorama Room for Dr. Linda L. Bain; March 16 from 10:45-11:30 a.m. in the Recital Hall for Dr. Louis A. Fernandez; March 17 from 3:35-4 p.m. in JB-102 for Dr. Douglas P. Ferraro; and March 20 from 2:15-3 p.m. in the Panorama Room for Dr. Jerry A. Viscione.

A NOTE FROM HUMAN RESOURCES



DISCOUNT PROMOTIONS

Knott's Berry Farm tickets are now available in the Human Resources Office for staff and faculty. Tickets are selling for \$13.50 and are valid any day through April 16. Contact Jenny Casillas at Ext. 5138 for additional information.

MURDER MYSTERY THEATRE



**MARCH 25, 1995
(SATURDAY)
THE MISSION INN,
RIVERSIDE, CA
TIME: 7 P.M.
COST:
\$63.00 PER
PERSON
CALL ALUMNI AFFAIRS,
EXT. 5008,
FOR RESERVATIONS**

COMMUNITY SERVICE

Dr. Frances Berdan (Anthropology) spoke to several seventh-grade classes at Golden Valley Middle School on Feb. 15 about "Understanding Aztec Culture."

Mary Colacurcio (Alumni Affairs) served as a judge at the Thirteenth Annual Black History Bee for elementary and middle school students on Feb. 22 and 23. The bee is sponsored by the National Sorority of Phi Delta Kappa and took place at the Feldheim Library.

Dr. Jerry Freischlag (Physical Education) spoke on "Sport History: From Olympia to 20th Century America" to the San Bernardino High 12 Club on Feb. 17.

Dr. Dale Sechrest (Criminal Justice) spoke to the San Bernardino Lions Club about "Three Strikes and You're Out" legislation on Jan. 26.

AREA INCOME...

(continued from front)

net contribution to the San Bernardino-Riverside Counties' economy was not exaggerated. Campus data was used to estimate the university's direct economic impact, and a combination of local data and the U.S. Department of Commerce's Regional Input-Output Modeling System was utilized (after adjustment to reflect the structure of the San Bernardino-Riverside counties' economy) to estimate the "multiplier" or more indirect effects associated with university, employee, and student spending in the local economy.

The multiplier effect, Pierce notes, is the chain reaction of economic activity created when, for example, the university purchases products from a local business, which in turn hires additional labor and buys materials, among other items, from still other local businesses in order to fill Cal State's order.

While the study demonstrates the university's substantial yearly impact on the regional economy, it's important to keep in mind that the university's greatest impact is on the intellectual and personal growth of its students, Pierce says. He also noted that in addition to its year-to-year local economic impact, Cal State contributes to the long-run economic health of the region by helping improve the quality of the local labor force, which makes the Inland Empire more attractive to prospective employers and raises general wage levels.

AMERICAN MUSIC TO BE FEATURED

The CSUSB Concert Choir and Chamber Singers, under the direction of Tamara Harsh, will present a concert of American choral music on Wednesday, March 15 at 8:15 p.m. in the Recital Hall.

The featured work of the evening will be Leonard Bernstein's "Chichester Psalms" performed by the Concert Choir. Other works in the program include "American Indian Songs" by Kenneth Jennings, settings of e e cummings' poetry by Earl George, Lloyd Pfautsch and Vincent Persichetti, spirituals, and traditional folk songs. Erin Aase, the choir's student conductor, will conduct two pieces in the program.

General admission will be \$5 and \$3 for students, faculty, staff and senior citizens. For more information, call Cal State, San Bernardino's Music Department at Ext. 5859.

THE BULLETIN BOARD



MAKE A NEW PLAN

Today winds up two days of strategic planning consultation from Joseph Subbiondo, vice president for academic affairs at the University of Pacific. Subbiondo is assisting the university in mapping out the next few years and university community members have been invited to share their concerns and questions with him during discussions held for each division. The last open forum for all faculty and staff is at 2:30 p.m. today in the Panorama Room.

THREE FOR FREE

Anyone interested in finding out about Weight Watchers is invited to attend any of the last three At Work meetings—FREE—on March 23, 30 and April 6 from 12-1 p.m. in AD-103.

The current At Work group has 21 campus members who have lost more than 129 pounds during the first five weeks. As long as we have at least 16 members, another 10-week session will begin the week of April 10. For more information, contact Karen at Ext. 3018 or Email to kgray.

NEW GAMMA NU

Epsilon Pi Tau held its Gamma Nu Chapter chartering meeting last month initiating several from the campus community. The organization has an international membership dedicated to promoting excellence in technology and education. Campus charter members are:

Dr. William Aguilar
Mr. Brian Arnold
Mr. Dan Ashley
Dr. Jacques Benzakein
Mr. Steve Burdick
Dr. Catherine Gannon
Dr. Sherry Howie
Dr. Fred Jandt
Mr. Bret Knight
Dr. Ken Lane
Mr. Rich McGee

Mr. David Neighbours
Dr. Walter Oliver
Dr. Theron Pace
Dr. Ron Pendleton
Ms. Bonnie Petry
Dr. Kathryn Reilly
Dr. Tapie Rohm
Ms. Tina Rojas
Mr. Frank Slaton
Dr. Dwight Sweeney
Mr. Carey Van Loon

C A L E N D A R

FRI-SUN, MARCH 10-12

Softball.
CSUSB Tournament, all day.

MONDAY, MARCH 13

Coffee House.
Women's coffee house meeting 5:30-7 p.m. Spirituality drumming workshop 7-8:30 p.m., Women's Resource Center. Free. Ext. 7203.

Film.
"American Me," with Dr. Carlos Morton playwright and Latino scholar in person for post-film discussion. Hosted by Dolores Tanno (Communication Studies). Film at 6 p.m., discussion at 8 p.m., Jack Brown Hall, Room 102. Free. Ext. 5099.

TUES., MARCH 14

Softball.
Point Loma, 2:30/4:30 p.m.

Comedy Act.
Boston comedienne Lydia Sargent presents an evening of feminist humor. 7 p.m., Student Union Events Center. Free. Ext. 5545.

WEDNESDAY, MARCH 15

Music.
CSUSB Concert Choir. 8:15 p.m., Recital Hall. General \$5, students and senior citizens \$3. Ext. 5884.

THURS., MARCH 16

Baseball.
U.C., Riverside, 7 p.m.

Film Festival.
Festival of Animation by Expanded Entertainment. 8 p.m., Student Union Events Center. Free. Ext. 5943.

FRIDAY, MARCH 17

Softball.
University of La Verne, 2/4 p.m.

Baseball.
U.C., Riverside, 7 p.m.

Concert.
CSUSB Symphonic Band conducted by Luis Gonzalez. 8:15 p.m., Recital Hall. General admission \$5; students and senior citizens \$3. Ext. 5859.

SAT., MARCH 18

Softball.
Pacific Christian College, Noon/2 p.m.

Baseball.
U.C., Riverside, 1 p.m.

THE FRIDAY BULLETIN

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