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MEXICAN EDUCATOR BUSY STRENGTHENING TIES, SKILLS, READING PROGRAM

by Andrea Loggins, student intern

A Spanish translation of the Reading Recovery program is one of the key projects being worked on by Jesus Francisco Galas-Fontes, a visiting professor at Cal State who will be spending a few years at the university.

A former dean from the Universidad Autonoma de Baja California (UABC), Galas-Fontes is working with Stan Swartz, director of the Reading Recovery Program in California, and Cristina Gomez-Valdez, also of Cal State's Reading Recovery program. The three educators are assembling a version of Descubriendo La Lectura that will better suit the Mexican school system.

Galas-Fontes is simultaneously building relationships with the Ministry of Education and the National Pedagogical

University in Mexico to ensure their support for the program.

The Reading Recovery program was started in New Zealand in the mid-1970s and was written in English. It was then translated into Maori, the native language of New Zealand, and later Spanish. In sections of the United States the program is being taught both in English and in Spanish. This year there are 1,677 Reading Recovery teachers in the United States who are projected to help 13,416 first-grade children.

There is a great need for this program in Mexico as well as in many other countries, says Galas-Fontes. He is making sure that it comes to Mexico as soon as possible. His wife, Magdalena, is studying to become a teacher-leader, so that she will be able to train teachers in Mexico in the

application of the Reading Recovery program.

Also the liaison for 14 UABC faculty members, who are working on their master's degrees at the university, Galas-Fontes is assisting faculty from Cal State with mentoring his UABC colleagues. He teaches one of the classes that is required for the master's program.

In addition to his work here, Galas-Fontes is attending Claremont Graduate School to obtain his doctoral degree in education and is helping his son adapt to American elementary school. He plans on staying in the San Bernardino area for at least another two years to finish his studies and aid the faculty from Mexicali in theirs.

When he returns to Mexicali, he will take an active part in establishing the Reading Recovery program in Mexico.



EARTH DAY CELEBRATES A 25-YEAR HABIT

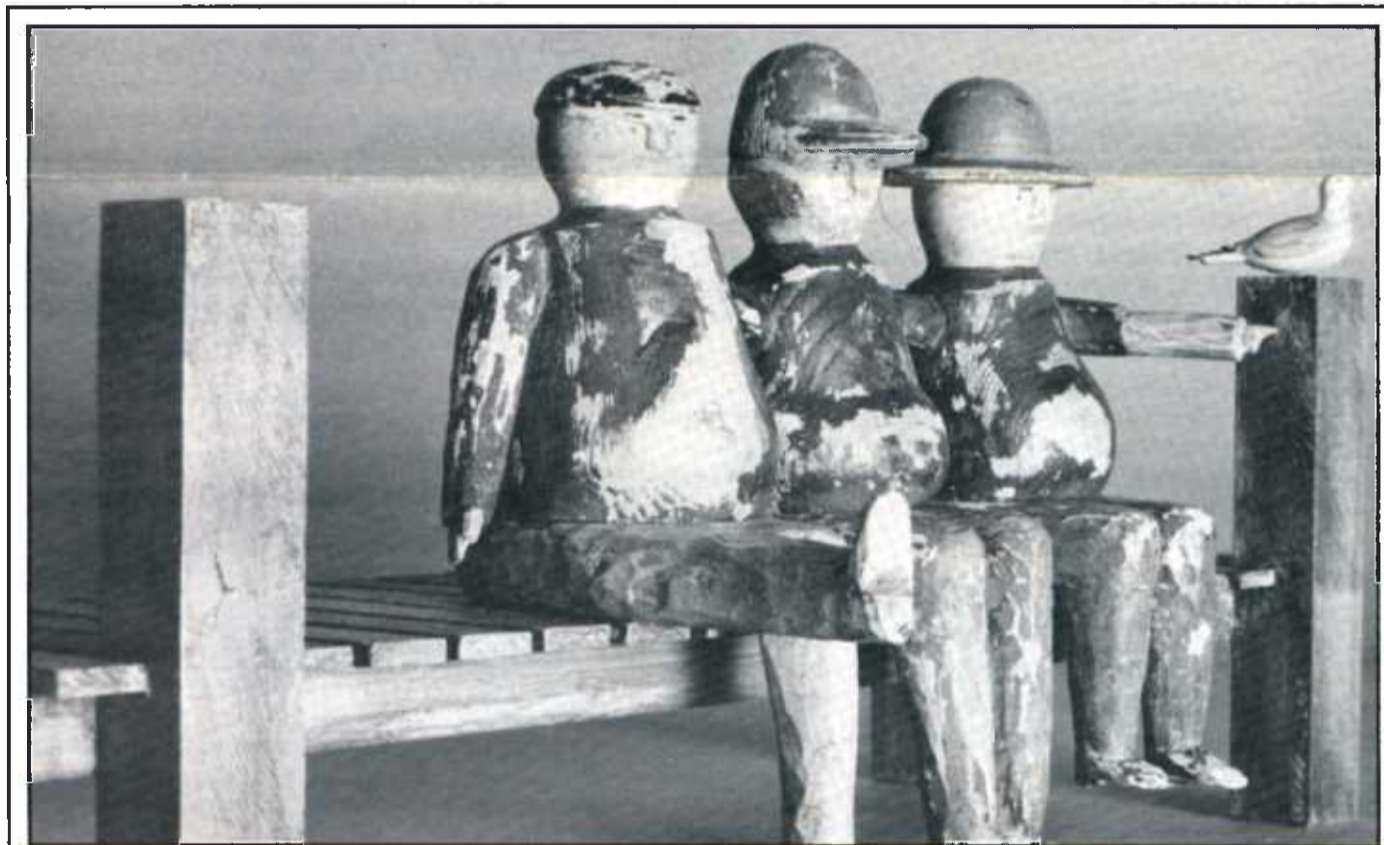
How to maintain a healthy habitat is the focus of the Inland Empire's Ninth Annual Environmental Expo being held Saturday, April 22 from 9 a.m. to 3 p.m. at Cal State.

A celebration of the 25th anniversary of Earth Day, this year's festivities will feature Redlands-based ecomagician, Paul Cash, who will stroll the grounds working his magic in the morning and then performing on stage at 2:30 p.m. Also entertaining audiences will be storyteller and folksinger Barbara Shields and the singing groups (Actual Size) and Hot Mud.

Environmental contests will be held for 5-6 and 7-8 grade teams, and expo-goers also will be treated to a film festival, exhibits and displays. Workshops for community members and teachers are also on tap.

A "One World for All Species Parade" will be part of the festivities and is open to all ages. Parade participants should wear costumes representing the diversity of plant and animal species that are found in a healthy habitat. The costumes are to be made of reused and recycled materials. Costume judging will take place at 1:30 p.m. and the parade will start at 2 p.m.

For more information call the Environmental Resource Center at Ext. 5681.



THE BROTHERS DOYLE—On many vacations on the Thousand Islands down the Saint Lawrence, woodworker Leo Doyle and his two brothers have spent leisurely days at the popular tourist attraction catching fish. Fish can never tell what a good fisherman is thinking. So if you are thrown by his wooden expression, Leo is the one in the middle. His show in the University Art Gallery runs through May 26.

A GOOD COUPLE OF WEEKS FOR THEATRE

STUDENTS GAIN SPOTS WITH REPERTORY CASTS

Four theatre arts majors have been accepted by acting companies after auditions at the American College Theatre Festival in late February.

Rob Foley, Patrick Weeks and Heatherly Stephens, who recently appeared in the University Theatre's production of "The Illusion," will be performing at the Old Lyric Repertory Company in Logan, UT, while another "Illusion" cast member, Heatherly Stephens, will travel to Santa Rosa to work with Southern Repertory Theatre.

Jennifer Tafolla will perform in "The

Music Man" and "The Pirates of Penzance" with P.C.P.A. in Santa Monica. Tafolla directed the student one-act play "The Actor's Nightmare."

The Theatre Arts Department took other honors a few weeks ago at the Inland Theatre Awards ceremony held March 7. Last year's productions of "A Doll House" and "A Piece of My Heart" garnered several awards.

Cal State student Jennifer Tafolla won her individual achievement award for her portrayal of Nora Helmer in "A Doll

House," while theatre arts Associate Professor Margaret Perry was recognized for the production's scenic and costume design.

Because judges had difficulty singling out an individual in the production of "A Piece of My Heart," the entire cast and director, Assistant Professor Lee Lyons, were given an ensemble award. The cast includes Rebecca Wollman, Stephanie Kress, Keri Hostetler, Andrea Ellis, Ginger Davis, Amy Bunlong, Michael Prather, Vint Shurtliff and Thomas Wiebel.



Last year's expo drew 8,000 enthusiasts.

MATH WEEK

The California Math Show runs April 24-28 in the lobby of Jack Brown Hall. The show is tailor-made for middle school students, their parents and teachers because it features hands-on math and art activities related to ideas of symmetry.

The exhibit will be open Monday-Friday from noon-6 p.m. Call Susan Addington at Ext. 5362 for more information.

CURRENTS

A Summary of Faculty Development Activities

Writing Across the Curriculum Seminar Offered to Faculty

Two English Department faculty, Edward M. White, a national authority on writing, and Carol Haviland, are offering a 10-session seminar focusing on teaching and using writing in upper-division classes during the spring quarter. The seminar is sponsored by the Office of Undergraduate Studies in cooperation with each of the five schools. The program, organized by Dean Charles Martin, will assist faculty in modifying courses to reflect a strong writing component.

Currently 13 faculty are participating in the program. Participants were nominated by their respective deans and will be either preparing a 495 syllabus or a syllabus for a class with a purposeful writing component. This will include sequencing of writing assignments for presentation and discussion in the final session of the seminar. Seminar topics include Theory and Practice, Using Writing in Teaching, Developing Writing Assignments, Classroom Teaching (Grammar and Sentence Issues) and Making Revision Part of Writing (Using Portfolios).

This faculty development seminar represents an important part of developing "writing across the curriculum." Plans are underway to offer the program again during the 1995-96 academic year. Faculty interested in participating should request information through their dean.



In case you missed them, the following videotapes of recent faculty development workshops are available for faculty checkout at Graduate Studies, AD-127 . . . *Engaging Students in the Large Lecture Class*, *Toward an Ethical Learning Community: Defining the Faculty Role*, *Communication Across the Curriculum* and the first annual Arthur A. Moorefield Memorial Lecture, *College Students of the 1990s: A New Breed with New Needs* presented by Dr. Maryellen Weimer (Pennsylvania State University).

OTHER PROFESSIONAL ACTIVITIES

ADVANCED STUDIES

Louise Fulton

With Rebecca Silva (Riverside County Office of Education) conducted inservice training on follow-up results at the fall Transition Partnership Meeting, Riverside, CA, October 27, 1994.

Dwight P. Sweeney

With E. Guetzloe presented a workshop, "Fostering Resiliency in Students with Emotional or Behavioral Disorders Through Positive Behavior Interventions" at the 44th Annual Convention of the California State Federation/Council for Exceptional Children, Sacramento, CA, February 18, 1995.

BIOLOGY

Alexander Sokoloff

Accepted an invitation to become an honorary member of the editorial board of *Acta Biologica Colombiana* published by the National University, Bogota, Colombia.

COMMUNICATION STUDIES

Fred E. Jandt

Conducted a workshop on customer service at the Fourth Annual Small Business Conference, Bakersfield, CA, February 22, 1995.

CRIMINAL JUSTICE

Marilyn McShane

Is the new western and Pacific regional representative to the Academy of Criminal Justice Science. It is an elected term of three years and she will serve on the executive board. **Chuck Fields** will continue to represent the southern region for the organization and **Frank Williams** is an outgoing rep.

GEOGRAPHY

Jenny Zorn

Organized, chaired and participated as panelist in a panel discussion on "Linking Alternative Teaching Strategies with Feminist Pedagogy" at the Annual Meeting of the Association of American Geographers, Chicago, IL, March 18, 1995.

HISTORY

Elliott Barkan

Completed a two-week lecture tour in Denmark, January 20-February 4. In addition to a presentation at the US Embassy in Copenhagen for the Martin

Presented

Francisca Beer (Accounting & Finance) with J. Tilahun. "Participating in an African Monetary Union: A Multidimensional Evaluation of the Franc Zone Countries."

Paper presented at the Academy of Business Administration 1994 Global Trends in Business Conference, Cancun, Mexico, December 17, 1994.

Francisca Beer (Accounting & Finance) with C. McDermid. "Information Asymmetry and Eurobond Rating: An Empirical Evaluation." Paper presented at the Southwestern Finance Association, Houston, TX, March 3, 1995.

Fred E. Jandt (Communication Studies). "Resources and Frameworks for Analysis of Mediation and Peacekeeping in the Asia Pacific Region." Paper presented at the Speech Communication Association Convention, New Orleans, LA, November 19-22, 1994.

Barry Knight and **Francisca Beer** (Accounting & Finance). "Bending the Rules: Accounting and Finance Faculty Members' Ethical Behaviors When Attempting to Acquire Tenure and/or Promotion." Paper presented at a professional meeting on the topic of ethics at the University of Florida, Gainesville on January 27, 1995.

Kevin G. Lamude (Communication Studies). "Managerial Work Roles: Relationship with Tactics Used to Influence Subordinates." Paper presented at the Speech Communication Association Convention, New Orleans, LA, November 1994.

———. "Measuring Interpersonal Influence in Organizations" and "Theoretical Dimensions of Compliance-Gaining Communication Research." Papers presented at a conference on Managerial Roles and Influence, Southern Illinois University, Carbondale, IL, March 1995.

Kevin G. Lamude and **Risa Dickson** (Communication Studies). "Relational Communication Mes-

sages of Type A Scoring Physicians." Paper presented at the Western States Communication Association Convention, San Jose, CA February 1994.

Dale Sechrest (Criminal Justice). "Problems of Correctional Officer and Treatment Staff Interaction in a California Drug Treatment Program." Paper presented for a panel on correctional education at the American Correctional Association, St. Louis, MO, August 10, 1994.

———. "A Lifeskills Reintegration Program for Substance Abuse Prone Youth Authority Parolees." Paper presented for a panel at the Western Society of Criminology, San Diego, CA, February 25, 1995.

Arthur J. Townley, Dwight P. Sweeney (Advanced Studies). "General Education Administrators' Perceptions on Inclusion." Paper presented at the 18th Annual Conference of Teacher Educators for Children with Behavioral Disorders, Tempe, AZ, November 17, 1994.

George Weiny (Physical Education). "Aquatic Safety in Schools, Recreation and Home Pools." Paper presented at the CAPHERD Conference, Santa Clara, CA, March 3, 1995.

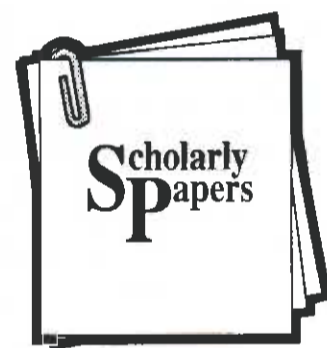


Letters to the Editor

Richard Botting (Computer Science). Letter on "When More is Expected of Programmers." IEEE Software, September 1994, p. 9.

Frances Berdan (Anthropology). "Birds and Beasts in Nahua Thought." In *Chipping Away on Earth*, edited by Eloise Quiñones Kebes, 153-162. Labyrinthos Press, 1994.

Chapters



Scholarly Papers

This issue of CURRENTS focuses on Scholarly Papers (Presented), Other Professional Activities, Letters to the Editor, Chapters and an Abstract of Research in Progress.

CURRENTS is published by the office of Graduate Studies, Research & Faculty Development and the office of Research & Sponsored Programs. To submit material for CURRENTS, please send material (**ONE ITEM ONLY PER PAGE**) to Research & Sponsored Programs (AD-128) or Email to kgray.

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Luther King Observance, he spoke at 18 Danish Commercial Colleges, including Aalborg, Horsens, Silkeborg, Aarhus, Vejle, Slagelse, Federecia and Gønder. His topics covered such diverse areas as *The Los Angeles Riots & Race Relations in the U.S.*, *Current Immigration to the U.S. & the Public Response*, *Civil Rights in Contemporary America: The Moral Revolution & The Counter Revolution*, *Ethnic Businesses & Ethnic Marketing in the U.S.* and *As My Son, The Entrepreneur Said: "There is no siesta in America" (American Culture & Marketing Issues in America)*.

MARKETING

Mary F. Smith

Was track chair at the Demographics/Marketing Research/Consumer Behavior Association of Marketing Theory and Practice 1995 Conference, Savannah, GA, March 22-24, 1995.

SOCIAL WORK

Morley D. Glicken

Conducted a workshop on men's issues at UCSD, December 1994.

Was honored by the Wall Street Journal publication, *National Business Employment Weekly* for having written one of the 10 outstanding articles of the year. The article dealt with mid-life career changes.

Was also recently interviewed by the Wall Street Journal Radio Network on approaches to dealing with issues of conflict in the workplace, a subject he has written about in prior editions of the Journal.

Melvin G. Hawkins

Was a speaker in a special presentation, "Developing a Competency Based Curriculum" at the Annual Program Meeting of the Council on Social Work Education, San Diego, CA, March 2-5, 1995.

The Institutional Review Board (IRB) spring quarter meetings will be:

April 21
May 5
May 19
June 2
June 16

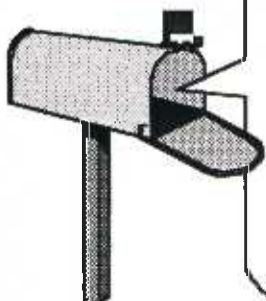


All meetings will be held from 2:30-4:00 p.m. in AD-141 (unless otherwise announced).

Individuals who need IRB approval for research projects should submit their applications no later than three business days before the next meeting. Applications may be obtained from and returned to the Sponsored Programs Office, AD-128, x5027.

You can now submit material for CURRENTS by Email.

Send them to kgray OR kjohnson.



ABSTRACTS OF RESEARCH IN PROGRESS

Grocery Shopping Behavior: A Comparison of Involved & Uninvolved Consumers

by

Mary F. Smith (Marketing) & Mary L. Carsky (University of Hartford)

Grocery shopping is an on-going and essential activity and has been a favored topic of researchers for several decades. Studies have examined store choice, attention to advertising and point-of-purchase information, couponing, price sensitivity and the attendant consumer decision processes. However, little attention has been given to the relationship between the shopper and the activity, particularly to self-relevance or involvement with grocery shopping activity. An empirical investigation was developed to determine women's grocery shopping involvement, smart shopping description and grocery shopping characteristics, such as patterns of grocery shopping, use of newspaper advertisements and clipping coupons, and the importance of price and economy in acquiring grocery products for the family consumption including, the readiness to switch brands and/or stock up when items are on sale. The sample was comprised of 173 women who returned a completed mail survey to examine these variables. The results extend the research and provide support in the areas of involvement and grocery shopping decision-making styles.

Faculty were honored at the Faculty Book Launching on Friday, April 14, 1995. The honorees were:



Communication Studies

Craig Monroe (with Vincent S. Di Salvo) — "The Competent Communicator at Work: A Humanistic Perspective"

Criminal Justice

David Shichor — "Punishment for Profit: Private Prisons/Public Concerns"

Economics

Parviz Asheghian — "International Economics"

Education

Lynne Diaz-Rico & Ruth Sandlin — "Instructor's Resource Manual" and "Student Study Guide" (instructional supplements to Woolfolk's *Educational Psychology* text).

Cheryl Fulton Fischer (and Rita M. King) — "Authentic Assessment: A Guide to Implementation"

Darleen Stoner — "Environmental Education Activity Guide: Pre K-8"

Stan Swartz & Adria Klein — Editors of: "Literacy, Teaching and Learning"

English

Juan Delgado — "Green Web"

Ed White — "Assigning, Responding, Evaluating"

Library

Buckley Barrett & Marty Bloomberg — "The Jewish Holocaust: An Annotated Guide to Books in English"

Michael Burgess — "The House of Burgesses"

Michael Burgess — Editor of: "British Science Fiction Paperbacks and Magazines, 1949-1956: An Annotated Bibliography and Guide," "George Orwell's Guide Through Hell: A Psychological Study of 1984," "Sermons in Science Fiction: The Novels of S. Fowler Wright," "The Work of Elizabeth Chater: An Annotated Bibliography & Guide," "The Work of Jack Vance: An Annotated Bibliography & Guide," "The Work of William Eastlake: An Annotated Bibliography & Guide," "The Work of William F. Temple: An Annotated Bibliography & Guide."

Physics

Leo Connolly — "Test Item File"

Psychology

Diane Halpern — "Changing College Classrooms"

Theatre Arts

William Slout — Editor of: "Ink from a Circus Press Agent: An Anthology of Circus History from the Pen of Charles H. Day" and "Popular Amusements in Horse & Buggy America"

CSU Institute for Teaching & Learning Summer Teacher-Scholar Conference

The annual Teacher-Scholar Summer Conference has been scheduled for June 12-15, 1995 at the Guest Center at San Francisco State University. As in the past, travel funds will be available for faculty to attend this program. Once again the conference has been scheduled during our final examination period, but we would encourage faculty who have the flexibility to consider attending this faculty development opportunity. The schedule of workshops will be sent to all faculty in April and faculty are urged to contact Keith Johnson (Sponsored Programs) at x3055 for more information and registration forms.



