1987

October - November 1987

CSUSB
This special issue of Panorama recognizes the many supporters who include an increasing number of alumni, faculty and staff, area businesses, parents of CSUSB students and many community members. What compels these people to give to the annual fund? Is it a sense of obligation to their alma mater? The tax advantage that stems from a charitable contribution perhaps? The desire to help others?

Olga Morales
Administrative Operations Analyst, Office of Academic Resources, CSUSB

Jim Kennedy, BA '72, MBA '77
CPA, Kennedy and Kennedy

Linda Mitchell, BA '75
Division Manager, Gate City Beverage Distributors

Quentin Moses, BA '79
Administrative Assistant, Dean of Students, CSUSB

The Annual Fund for All Reasons

The cheerful faces of the students on the front cover belie the serious mission to which they and their comrades are pledged. They are the vanguard of a campaign to involve alumni, the university and the community in improving the quality of university life at CSUSB. Students such as Rob Davis, Marianne De Bos and Donna Jones are part of the university's stepped-up giving program — the 1987-88 Annual Fund, and they will be telephoning all alumni, requesting their participation.

On the front: Alumni can expect to be contacted via the annual fund mailing, which will be operated by students. Among those who will be calling are, top to bottom, Marianne De Bos, a graduate student in education from Turlock High School, Donna Jones, a graduate student in business administration from Loma Linda Academy, and Rob Davis, a political science senior from Hemet High School.

The success of any university starts with its faculty. Top-notch faculty drive the development of a top-notch student body and academic program. Discretionary funds for research, professional institutes, state-of-the-art equipment and facilities help CSUSB attract and retain quality faculty. To me, this is one of the most compelling reasons to give to the annual fund.

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Why contribute to CSUSB? I feel this is the most direct and effective way to show my support for the university's commitment to the recruitment and retention of minority students.

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Ben Adams, a junior business administration and economics major from Redlands High, was a student volunteer in the university's first phonathon last spring. "Students like me," he says, "are the ones who really benefit most from the gifts that come through the annual fund. I was glad to give my time. It helped me to appreciate more how important private support is in making Cal State one of the best schools in the state. And I'm for that!"

The phone campaign directed at alumni will be accompanied by direct-mail appeals to not only alumni but also to faculty and staff, area businesses, parents of students and other supporters in the community. "With the annual fund, CSUSB is encouraging the custom of making a gift a year to the university," says Pamela Langford, director of community relations and development.

The annual fund is necessary, explains Langford, to strengthen CSUSB programs.

"As programs become stronger, the value of degrees already awarded is enhanced, and current students get the educational advantages of a top-notch university." University graduates Debbie Nottingham, BA '82, and Lee Kinney, BA '85, M.A. '87, as co-chairs of this year's annual-fund drive, will write to fellow alumni to ask them to join hundreds of other donors in enriching the university's programs. Alumni Association members responded last year to the annual-fund appeal with an average gift of $50 to the university. The university's goal this year is to match that gift level and surpass the $50,000 alumni contribution goal.

Most gifts to the annual fund are unrestricted, which the university can use where the need is greatest. Some alumni choose to contribute to the department from which they graduated, many donors prefer to support programs that are of special interest to them.

Private contributions help increase the stature of the university by:
- Providing resources for on-going faculty research and training, enriching the level of instructional quality and attracting more outstanding faculty to the university
- Funding scholarships that provide educational opportunities for many and bring top students to CSUSB
- Securing library volumes and equipment needed for instruction
- Enhancing the cultural environment with prominent guests, art exhibits, music events and theater productions
- Many donors are able to multiply their gifts to the university. More than 1,000 companies nationwide help ensure that students may enjoy an upper-level support group. Depending on the size of a gift, donors are eligible to join one of five university support groups:

Friends of Cal State, President's Club, University Associates, University Club and President's Circle. Privileges accorded support group members include:
- Use of the Pfau Library
- Complimentary mailings
- Annual support-group gala
- Selected use of campus recreational facilities
- Recognition in the Honor Roll of Donors
- Invitations to special university functions
- Annual subscription to Panorama

California State University, San Bernardino has a significant contribution to make, according to Langford. "The growing excellence of the university in variety of areas helps to ensure a superior education for future generations. And everyone benefits from an educated society. It is only natural that CSUSB's graduates take the lead in supporting an educated society by starting with their alma mater."
Few things have pleased me more during my five years as president of Cal State at San Bernardino than the annual gifts to a university-wide support group, the Associates of the Friends of the Gallery.

Gifts often are given by hours of volunteer work by students, parents, and friends to enrich the life support group, to a "fellowship of shared interests and purposes." The Gallery is colorful and vibrant. It is an important part of the University of California, San Bernardino.

For example, of the many students who volunteer their time and energy, the Gallery is a part of the "Cal State's Organization for College Women."

As President of the University, I have been pleased by the contributions of my staff, friends, and students to the Gallery.

I extend a hearty thank you to all of you for your support of the University of California, San Bernardino.
The State of the University

Service and Optimism Preval

President Anthony H. Evans

There is a new vitality, and the tempo of university life is quicker. We are thinking in bigger dimensions.

Our grants program has experienced a growth of approximately 60 percent in five years as a spectacular achievement made all the more noteworthy when I recall a few years ago several prominent Sacrament politicians were trying to close or merge this campus because of its slow growth.

I am pleased with our dynamic Communication Department and other new academic programs such as industrial technology and rehabilitation counseling.

Intercollegiate athletics

I am encouraged by the progress of our new intercollegiate athletics program. That our golf team last spring finished fourth in Division III competition at the national tournament in only its second year is a portent of good things to come.

Our Extended Education Program has experienced a growth of approximately 30 percent per year during the past five years and is increasing excellent health.

Our grants program has experienced a five-fold growth in the last four years with more than $1.2 million awarded in each of the last two years.

New construction includes a faculty office building, additional parking lots and a book store expansion. We have approval for the design and construction of still another huge new, faculty-office, student services building. The approval to double the size of the Student Union next year is equally exciting.

We have bought several million dollars worth of new equipment that was sorely needed to develop from the superb leadership and sound management of the administrative staff.

For example, our campus' design for our new classroom, faculty-office, and new buildings and programs, the university exhibits a comparable dynamism. More importantly, there is a new vitality, and the tempo of university life is quicker.

We have hired increased numbers of teachers have risen dramatically. Our students' performance on the CBEST test for aspiring teachers has risen dramatically from 17th position out of 19 campuses in 1982 to among the top three today.

Membership in our various university support groups has increased from approximately 100 in 1982 to more than 1,000 today. The same time, cash contributions of donors have increased significantly.

The 95 educational-cultural activities and campus events that the campus sponsored last year seemed to be a watershed in the intellectual life of the campus. There was a richness to our special programs and activities that I had not seen before at our campus.

Traditions that are so important to the life of a university continue to develop with such activities as the summer concert series, homecoming and the all campus barbecue and through such groups as sororities and fraternities.

These are some of the achievements that excite me and account for my growing pride in this campus. Yet my excitement is not confined to the past but with the university's future.

A healthy university dwells not on what it has achieved but increasingly on what it will be.

We will continue to emphasize our outreach activities to serve all qualified students in our area. We expect our enrollment growth to continue at approximately 8 percent annually despite the new admissions standards next fall and the adoption of the one for one plan in 1989.

Strengthening our relationship with feeder institutions is crucial because ours is a supply-limited enterprise. Our enrollments are heavily determined by the number and quality of high school graduates and available college transfer. That our service area has the second lowest collegiate going rate in the state poses a special challenge for us.

We will accelerate our efforts in the years ahead to achieve more breadth and depth in the curriculum. As we expand our academic offerings, an important objective is to maintain proper balance between liberal arts and science programs and applied programs required by people in the region. I enthusiastically support the faculty and deans who are working vigorously to develop these new programs.

We have tentative approval from the Chancellor's Office to develop new baccalaureate programs in geology, physical sciences, business administration, management and legal studies and new graduate programs in social work, computer science, account ing, art, humanities, communica tion, mathematics education and educational administration.

Our goal is to train students for careers. We must educate and nurture them to train students for careers. We must educate and nurture emerging leaders of California at the undergraduate level.

Regional growth brings challenges

I am convinced that our university can prosper only to the extent that it continues to serve the needs of our region. Our region offers tremendous opportunities for our students.

For example, our region needs hundreds of new teachers each year. We must not only help meet that need but also add an increasing priority on improving the preparation of our school teachers.

Chancellor Sheila Kaplan, my counterpart at the University of California, Berkeley, stresses the need to address issues such as improving teaching methods and establishing better methods of student assessment, preparing more effective curricula and stimulating student motivation for learning. She firmly points out that tomorrow's teachers will face the added challenge of special educational needs.

Continued on page 7.
Athletes primed for championships
by Dan Durst
Sports Information Director
Cal State's high-flying Coyote women seek national championship... "The foundation of the team is strong. Adding the new recruits to the experienced upperclassmen equals 20 or more wins for the Coyotes," says Coach Floyd. The 1987-88 rates basketball team will use bigger guns and more firepower to disable opponents. With but one senior on last season's 13 and 13 squad, Coach Floyd returns the tallest four players of last season's starting five.

"The Coyotes are bigger this year. We'll throw the ball quicker and use our size to our advantage through the hoop," says Ducey, in his fourth year as the Coyotes head coach.

The Cal State intercollegiate athletic program also is in its fourth year. Following the program's auspicious debut, the Cal State teams are pointed toward national championship contention.

Much like pursuing a college education, the Cal State Coyotes are about to obtain a bachelor of arts degree — in national championships.

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Continued from page 3.

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1977

Pamela Newcomb, B.A. economics and geography, is assistant vice president for Miller and Schoener Financial, Inc., Solana Beach.

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Lori Ogata, B.A. liberal studies, M.A. education, 1984, reports she was married to the high school principal this year to teach English in the Moreno Valley Unified School District. She has taught in elementary schools for nine years.

1980

Debora Price, B.A. psychology, a school psychologist, is looking forward to participating in Hillsdale University School and to implementing the Learning Potential Assessment Device by Feuerstein.

1984

Elzie M. Ramsey, B.A. liberal studies, began teaching at Hillsdale University Demonstration School in September, after having taught two years at Muscog Elementary School. Both are in San Bernardino.

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Barbara Bray, B.A. liberal studies, is public relations coordinator for SanDiego Transit Agency in Thousand Palms. Previously she was a substitute teacher in the Colton Joint Unified School District and St. Andrew's School in Fontana.

Margie Chase, B.A. art, is now teaching second grade in the Hesperia Unified School District.

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Jo Neill Dart, M.A. administration, a voice student of Martha Abbott and a substitute teacher in the Riverside County schools, is heard regularly in recitals and concerts in the area. She has performed with the UCLA Chorale, the Riverside Master Chorale and as a soloist for Redlands churches. This spring she was a featured performer in a Sunday afternoon recital in the Norman Fieldhem Library in San Bernardino. She has placed three times in the Metropolitan Opera Regional Auditions and has taken first place in both the American and Musical Comedy Festival and the Southwest Youth Music Festival.

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Mike Bizler, B.A. administration, is a systems analyst for National Business Machines in Palos Verdes.

Patricia Anne Hatch, B.A. education, began this work as a second grade elementary school counselor in the Moreno Valley Unified School District.

New members

Wendy Allea, B.A., M.A., 1987
Linda Bedrosian, B.A. administration, 1987
Kerrick Bilber, B.A. administration, 1987
Mike Bizler, B.A. administration, 1987
Jennifer Blakely, B.A. sociology, 1971; M.A. education, 1979
Barbara J. Bonsdallam, B.A. liberal studies, 1987
Kerrick W. Bubb, B.S. computer science, 1987
Cynthia Carter, B.A. administration, 1987
John A. Cascio, B.A. history and social sciences, 1987
Lee Chen, B.A. administration, 1987
Steve M. Coffey, B.A. psychology, 1982; M.A., psychology, 1984
David Cowan, B.A. economics, 1987
Alma A. Cu不下, B.A. administration and Spanish, 1986
Shirley A. Curry, B.A. economics, 1987
John E. Diebolt, Jr., B.A., history, 1980
Barbara C. Dobbins, B.A. anthropology, 1987
Heidi Dutton, B.A. communication, 1987
Ralph E. Dustman, B.S. math, 1987
Rosalinda Fernandez, B.A., marketing, 1987
Deborah Garton, B.S. math, 1987

Mike Goldbach, B.A. administration, 1984
Cheryl Hardy, B.S. nursing, 1987
Patricia Anne Hatch, M.A. education, 1987
Kerrick Hawkins, B.A. communication, 1987
Eugene Hernandez, B.A. administration, 1987
Christopher W. Hodges, B.A. human services, 1987
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John David Jameson, B.S. communication, an administrative intern with the Fatima city government.

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Eugene Hernandez, B.A. administration, is developing a business firm from package with the Minority Business Development Center in Riverside to open his own business to manufacture his inventions. He also is engaged in new product development for three other inventors.

Christopher W. Hodges, B.A. human services, is an eligibility supervisor with the Department of Public Social Services for Riverside County.

John David Jameson, B.A. communication, is an administrative intern with the Fatima city government.

Nelson Johnson, B.A. administration, is a government contracts specialist with the Air Force at Norton AFB.

Carolyn L. Stacks, B.A. liberal studies and French, works part-time for the San Bernardino Area Chamber of Commerce as a division coordinator.

Mark Veyveris, B.A.L.A., is the office manager for K.N. Bachweller Co. in Rialto.

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We've been looking everywhere for our lost alum. If you know of any CSUSB alumna who haven't heard from us for a while, it's probably because we don't have current addresses for them.

Help us change their status from lost to found by sending their names and addresses to the University of California State University, San Bernardino, CA 92407, or call 714 887-7811.
Join the CSUSB Alumni Association

Benefits:
- Maintain contacts with classmates and faculty
- Receive invitations to alumni and university events
- Join a chapter affiliated with your school or department
- Volunteer your expertise by assisting students in your career field
- Receive free, confidential counseling at the Community Counseling Center on campus
- Participate in Alumni Association committees and programs
- Borrow from the Pflau Library
- Receive the quarterly publication Panorama
- Establish membership in the San Bernardino County Central Credit Union (ATM, VISA, auto and home loans, checking and savings accounts, discount warehouse memberships)
- Participate in group dental plan.

Memberships:
- $20 individual annual
- $500 individual life
- $30 joint annual
- $750 joint life

Chapters:
- Administration
- Black
- Education
- Hispanic
- Nursing

About yourself:
name_____________________________address______________________________
city________________ state______zip________________________
phone (____) __________ soc. sec. no.____________
year of graduation____ degree________________
major________________________spouse________________
is spouse a CSUSB grad? □ yes □ no if yes:________________
year of graduation____ degree________________
major__________________________

Information that you would like to share in Panorama. (Write here or attach additional page.)

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Alumni bulletin

Kirwan steps down; Penman assumes office

Alumni Association Pres. John Kirwan, B.A. '71, has resigned, and Vice-Pres. James Penman, B.A. '69, will assume the responsibilities of the president for the remainder of the term.

Kirwan explained he decided to resign his position because he needed more time for his family and his business, Paytalk, located in Walnut, California.

Kirwan served as association president since 1984, and from 1982-84 he was association secretary. He is credited with leading the association through a period of change and growth, which included such new programs as Homecoming, Alumni Career Day and the distinguished alumni awards.

"Dedicated volunteers like John Kirwan make a true difference in the life of the university," says Joanna Roche, director of Alumni Affairs at CSUSB. "The association and university are truly grateful for the many hours he contributed and for the time his wife Pat and their children shared him with us."

Penman, the city attorney for San Bernardino, will complete Kirwan's term, which expires July 1988. The Alumni Association Board of Directors has extended to Penman a pledge of support and cooperation.

"I hope to complete some of the projects initiated by John Kirwan," says Penman, "with particular emphasis on increasing membership and furthering the ability of the association to promote and support the university."