The student population at California State University, San Bernardo is not shaped by haphazard events. Students are attracted here because of the university's service to a growing region, its curricula and, not least of all, a well organized system of recruiting the students who define this university. The recruiting system is more than a series of programs; it is a sophisticated management plan backed by a staff who knows how to make it work for each individual student.

by Edna Steinman
Director of Publications

It's no accident that Cal State, San Bernardo has grown more than 55 percent in four years. The combination of a quality educational program and student recruitment efforts are responsible for the university's rapid expansion from 5,450 to 8,578 students in four years, believes Don Kajcienski, associate dean of enrollment services.

The university's rapid growth can be attributed to a unique enrollment management plan developed by Kajcienski, who coordinates the university's out-

The essence of his plan is market research, computer technology and specific goals, plus the support of other offices on campus. Underlying the mechanics of the plan is the basic premise of recruitment, which is to respond to the needs of each individual prospective student in a way that is meaningful to him or her.

Many universities use the same recruitment techniques; what is unique is the level of sophistication and the manner in which Kajcienski has pulled the elements together. "It is a combination of things I've learned over the nearly 20 years I've been in student re-
cruitment," Kajcienski says. "I seemed to do things in a systematic way, but I'd never written them down until I decided I'd been living a book, and I should put a table of contents to it."

The factors that have helped his three-year-old model work here would make it work any-

Support of management

"The single most important factor in the success of the re-
cruitment model here is the sup-
port of executive management," he adds. The financial backing and the verbal support by the president, who has made growth and service key priorities, are critically important to the strong upward curve in the enrollment chart.

The plan has the full support of President Anthony H. Evans, and working students.

Recruiting and information campaigns are stepped up
• Research, probably the most funda-
mental and important element
• Goal setting, involving the setting of numerical goals for student recruitment
• Inquiry control and tracking
• Recruitment strategies, the actual techniques used in sec-
uring names and contacting individuals
• Budgeting
• Establishing timelines
• Assessing the results
Research, Kajcienski believes, is probably the most funda-
mental and important element.

Through our research efforts we keep better informed about our own students, about our competition, about our prospective student population and about ourselves."

Kajcienski's secret weapon in the recruitment arena is a man-
agement plan: "Techniques, programs, personnel and bro-

Outreach embraces a wide range of activities, but the central focus is to increase public awareness of educa-
tional opportunities available.

On the front: Suzanne Espinoza, the senior member of the transfer-services staff, of the Chemistry College where she advises Walter Cable, a business-adminis-
tration sophomore, about the options at Cal State.

GROWTH BY DESIGN

FROM JUNIOR HIGH TO JUNIOR COLLEGE

Cal State, San Bernardo begins outreach programs as early as the junior-high level to motivate students to attend college. Recruited and information campaigns are stepped up at the high-school and junior-college levels.

Winter 1988/Panorama 1

Student outreach and recruitment

from the tenth to the twelfth. That also will give him reliable statistics on what the population influx in the Inland Empire has done to high school graduating classes. "I don't believe anyone else does this," he says.

The establishment of recruit-
ment goals is predicated on ex-
pectations for the university, set by the institution's leadership and the California university sys-
tem, and the pattern of past performance.

Kajcienski first projects how many current students can be expected to return. His formulas use data on averages computed from the detailed records of prior years. After that he estab-
lishes guidelines for how many new students must be enrolled to meet the goals. Finally, he de-
termines how many contacts must be made in order to have the desired number of accept-
ances by the beginning of the quarter.

Tracking contacts

Kajcienski's model requires keeping track of every contact made with the university and the stage of interest -- a lead, an applicant or an admitted student. The university responds to indi-
viduals' inquiries at their level of interest and informs other cam-

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College, San Bernardo is...
Six strategies for enrollment

The telemarketing program (marketing by telephone) involves calling prospects who have expressed some interest in the university to intensify the level of interest. The callers frequently are Cal State students who can speak at a peer level. The foundation for Cal State’s recruitment is found in six strategies defined by Kajcienski.

Many will choose us because of some emotional attachment that has developed between them and some aspect of our campus.

— Don Kajcienski

Image building. “We intend to convey publicly an accurate description of what Cal State, San Bernardino currently offers and the advantages of those offers. What we have been five years ago is not what we are today. As we change, it is incumbent upon us to tell the public of our current status,” he explains.

Creating an interest. “Most outreach efforts are designed to react to prospective students. Our program is aggressive in that we actively work to find potential students and then build their interest in Cal State so they will request information from us.”

Developing an emotional bond. “Although some students will attend CSUSB simply because of convenience, many will choose us because of some emotional attachment that has developed between them and some aspect of our campus.”

Providing incentives. “Incentives can provide those extra reasons for a student to enroll.”

Overlooked. Those institutions that make a conscious and planned effort to provide superior service will positively influence a student’s decision to enroll,” he added.

The budgeting of adequate funds for the student recruitment model has been one way in which the university administration has demonstrated support for the Kajcienski program. In traditional systems of budgeting traditional system or budgeting by function (for example, supplies, telephone, travel, duplicating, postage), Kajcienski’s plan permits him to allocate the amount of money spent against the results achieved. Because the educational process occurs over a continuous cycle and prescribed activities occur at specific times of the year, timelines and deadlines are important. Keeping concurrent, overlapping and new activities on schedule simultaneously demands adherence to pre-established schedules, the admissions dean maintains.

The results of each year’s recruitment cycle must be evaluated and adjustments made as necessary, as Kajcienski says, “the prospective student market is fluid and so are the political priorities of a public, state supported institution. Proper assessment provides the data necessary to adjust our outreach efforts.”

Kajcienski considers his model refined, perfected? “One can perfect pieces of the model; we’re not practicing the plan as fully and as perfectly as we can at this institution. Certainly we can refine it, but we can’t explain it, as technology and the institution continue to change.”

Her work on student recruitment materials also is guided by the strategies set in the plan.

Campus-wide commitment

The campus-wide commitment to student recruitment is the most exciting change reported by Dr. Gilbert Sanchez, who is director of precollegiate outreach, a division of Enrollment Services. That commitment has been communicated to the community and thus the results achieved at large, and the resources have been made available to implement the recruitment plan, he reaffirms.

“We have a reputation in the Cal State system for the most sophisticated enrollment plan of the 19 campuses,” Dr. Sanchez adds.

All high school students who take a tour of the San Bernardino campus immediately get materials from the university administration with very good results, according to Dr. Sanchez, whose office is responsible for outreach to underrepresented students. The grade level of the student determines which office administers the program. Relations with High Schools reports to Dr. Sanchez, while the Transfer Services Center is under Weese’s direction.

Dr. Sanchez also directs Project Upbeat (University Preparation by Early Academic Training), a unique program for long range, precollege outreach. It introduces students in the seventh, eighth and ninth grades to the opportunities and careers available with a higher education.

The strategies in the enrollment management plan apply equally well to the 19 educational institutions represented groups, we also schedule events for students who do not meet the qualifications for regular admission but could succeed in an Educational Opportunity Program. Nearly 35 percent of all freshmen enrolled last fall came from the schools we serviced during the year,” Sanchez said.

The computer support system enables the recruiters to see the results of their work by school and to determine where they need to reinforce their activities or contact prospects.

— Edna Steinman

Alumni association recognizes graduates

The Cal State, San Bernardino Alumni Association will recognize outstanding alumni at their ninth annual awards program on April 16.

The featured speaker for the 1988 awards event will be Jeffrey Steben, director of public affairs for the CSU system at the chancellor’s office in Long Beach.

Alumni chosen for the awards demonstrate outstanding service to the community and the university, as well as attain distinction in their chosen professions. An award is made to an alumnus from each academic school of the university. Candidates for the distinguished alumni awards are nominated by association members and faculty and staff from Cal State.

The alumni awards program was initiated in 1980 by former association president Dr. John Kayka and past president John Kittner, ’74, M.A. ’80. The program was revised in 1985 by past president John Kittner, ’74, M.A. ’80 to recognize one alumna per academic school. For information about the awards dinner, contact Joann Roche at 887-7811.

— Anita Rivers

The people who work behind the scenes

The people in Enrollment Services whose daily work is guided by Don Kajcienski’s enrollment plan find it helps them in various ways.

“The computer support helps us to follow up on phone calls, letters and personal contacts in an organized way so that no one falls through the cracks,” says Suzanne Espinosa, the senior member of the Transfer Services Center staff.

“Goals are clearly defined, so I can plan my recruitment strategies for my schools,” explains Espinosa, who is responsible for six community colleges in San Bernardino and Riverside Counties. The systematic approach to the recruitment process helps her prioritize her schools and her individual activities for each. “There’s so much going on, so much paper work,” she finds.

Continued from page 1...
CAMPUS FLOURISHES IN THE DESERT

by Sam Romero
Public Affairs Assistant

Just as Jack's magic beans sprouted a giant stail overnight, so Cal State's Coachella Valley Center has blossomed beyond the wildest expectations of university administrators at the San Bernardino home campus.

For the second year in a row, enrollment at the university's new permanent off-campus site in Palm Desert has outstripped estimates projected during strategic planning procedures in 1985. This past fall Cal State officials tallied 403 students—a 70 percent increase over fall 1986 enrollment and only a few short of the 1989 projections. "Our original growth projections were very modest," says Dr. Catherine Gannon, director of the Coachella Valley Center, explaining that the satellite site was expected to attract 300 students in fall 1987. The campus nearly achieved that goal in 1986 with an enrollment of 271 during the site's first year of full-time operation.

While Cal State is benefiting from the population boom in the Coachella Valley, credit for much of the enrollment growth should go to Gannon who has seized every opportunity to raise public awareness of the university's presence in the local desert, recruiting 485 students this past year, vice president for academic affairs.

Basketball squads leap to fast starts

The Coyotes are jumping. And slamming, shooting and rebounding as well. Men's and women's basketball is in full stride, and both squads could be headed for post-season competition.

Coach Jim Ducey's Coyotes are filling the university's trophy case. In addition to winning the University of Redlands tourney, the Coyotes competed in the championship game of the Claremont Colleges tournament (finishing second) and were finalists in the CSU Chico tourney. The men's tourney featured several NAIA and Division II schools that offer scholarships.

The Cal State men's team is led by center Mark Warren, a 6-foot 8-inch transfer student from UC Irvine. Warren note
deserves all the credit that his teammates in nine offensive categories but is one of the nation's scoring leaders within NCAA Division III. Averaging more than 26 points a game, Warren scored 34 points in one game—still a school record—in the championship game of the Redlands tourney.

Rebounding the retumees is last year's sophomore sensation Gerald Duncan, Gardenia High, who averaged nearly 20 points per game to lead the Coyotes to a 13-13 season. Also back, with

Among the promotion tactics Gannon has used are brochures printed in both English and Spanish distributed to local chambers of commerce, public-service announcements disseminated to area radio stations, posters placed in hospitals, pizzerias and business offices; appearances before several community groups; interviews on radio and television; and systematic visits to 41 schools in the area.

In addition to those energetic measures, Gannon also harvests potential students who are attending classes at the College of the Desert where Cal State has separate teaching and administrative facilities under a five-year land lease. Undergraduate students at COD can continue their education at Cal State.

"Convenience is one advantage Gannon emphasizes when promoting the desert campus. Academic counseling, financial aid and mandatory testing are available, and Gannon is working on providing emergency funding for students. The desert campus also has an on-line hookup with the mainframe computer in San Bernardino that permits Coachella Valley students to register for classes in Palm Desert and avoid the 100-mile round trip to the university's main campus.

Among other demographic markers that Gannon is interested in culturing are the non-traditional students who are employed full time and can only attend classes at night. During the past year these efforts have produced results. "The size of the evening programs has grown up astronomically, and we've doubled the number of classes we're offering this year," she notes.

The addition of a business administration degree also has generated more reentry adult students, thanks in part to the perseverance of one woman who complained about the absence of a business program in Cal State's Coachella Valley campus.

Soccer team ranks third in nation

The sports highlights of the fall quarter was seeing the soccer team advance to the NCAA Division III final. A victory in the quarterfinals eliminated the Coyotes from the national championship round, but they ended the season in third place in the nation.

Three Coyotes were named to the national soccer coaches association All-West Team. Jerry O'Hara, Fontana High, the high-scoring forward, was named to the first team. Goalie Randy Green, Pleasant Valley High, and forward Hector Urbe, Redlands High, were named to all-academic honors. The 1987 squad set offensive records enroute to the university's best regular-season finish of 13-2-3.

The women's volleyball squad also received an invitation to the NCAA West Region playoffs, where they advanced to the regional finals before being eliminated by the eventual national champions, UC San Diego. They finished the season in third place in the nation in Division III. Two players were named All-West Region—Laura Isbell, Norco High, and Lori Peters, Ygnacio Valley High in Concord. Isbell and Peters, blockers and hitters, kept Cal State opponents at bay while the team captured more than 30 wins for the season.

Soccer team established the school's best-ever record. They advanced to the NCAA Division III final and finished third in the nation.

Celeste Gates, Pacific High, and Teri Paine, La Sierra High, are team captains. Paine is a sophomore who is pouring all of 10 points per game to lead her team in offense. The 5-foot 10 Paine has increased her average points per game by five in her second season, and she has two more seasons to go. Bly is confident that Paine will be an all-American this season or next.

Gates, the team's defensive leader for the past two seasons, is a senior and will not be returning next season. "Celeste Gates is giving our opponents a clinic in rebounding every time she gets on the court," says Bly. The 1986 squad also appears to be her Coach Bly's best shooting team as well. With the NCAA ratifying the three-point play for women this season, the Coyotes are hoping for a successful season.

Others starters are sophomore Tammy Shearer, Norco High, who will see a larger role this year, guard Scott Baldwin, Pacific High, who is the only four-year starter in Cal State history, and guard Shelly Reed, Norco High. Golf, tennis, baseball and softball

Waiting in the wings to start their respective seasons are the Coyote golf squad (ranked fourth in preseason), the men's and women's tennis teams and the second-year men's baseball and women's softball teams.

—Dan Durst
New administrators focus on goals

by Edna Steinman
Director of Publications

Dr. Juan Gonzalez, assistant to the president

Both Dr. Juan Gonzalez and his emerging job desire reflect diversity and that bodies well for the new assistant to President Anthony Evans.

Under the broad umbrella of "assisting the presidents," Gonzalez gets involved with the life of the campus and the community. He makes presentations and speeches, and as a part of the community relations network, he responds to requests for data and serves on a number of committees, including the Administrative Council, Senior Management Committee, Intercollegiate Athletics Committee, and he is the lead administrator for the University Advisory Board.

Analysis and points of view

"My focus will be to provide the president relevant and timely information, to pursue substantive and critical analysis and different points of view," he says. Emerging himself to work with a variety of people, both on and off campus, Gonzalez emphasizes his role is not simply to work with higher administration, but his function is to understand the diversity of perceptions and needs. He expressed "a keen interest" in working with affirmative-action and educational equity programs and said a longer range goal is to bring together a consensus of focus on the needs of minority students.

Dr. Gonzalez believes his training and professional experience in evaluating educational programs will be valuable in his new position.

Prior to arriving on the San Bernardino campus in the fall, Dr. Gonzalez was a visiting research associate at the Higher Education Research Institute at UCLA and a consultant to the California Postsecondary Education Commission and the Tomás Rivera Center in Claremont. Earlier he had been director of the Academic Achievement Program at UCLA and coordinator of the undergraduate bilinguality special education project at the University of Texas at Austin.

Two concerns for segments of our campus doing well in our educational system, specifically, the low income and the underrepresented minorities the blacks and the Hispanics," he says. "The task of the university and the president is to reach an equilibrium between equity and excellence of education." Dr. Gonzalez said.

Dr. Sidney Ribeau, dean of undergraduate studies

What causes a student to drop out of college sometimes as early as the first quarter? No one seems to have the answer to this nationwide concern in higher education, but Dr. Sidney Ribeau, the new dean of undergraduate studies, has some ideas that he is going to try at Cal State, San Bernardino.

Ribeau came to the San Bernardino campus last September from Cal State, Los Angeles where he was involved in a number of programs to keep young people in school. At Cal State he is responsible for some of the services that might help turn the retention problem around.

Retention and advisement

"A lot of factors contribute to a student's leaving school before he or she graduates," says Dr. Ribeau. "They could be financial need, personal problems, academic difficulty, relational problems or a lack of support from the university." His challenge is to develop a plan that meets all of these needs. For a starter, he's tackling advisement.

"First, I'm meeting with the school deans to develop a school-based plan. Next, I hope to develop a mandatory advising policy. The computer center will develop a program for monitoring high-risk students and getting their grades out immediately to faculty advisors."

In his personal life, Dr. Gonzalez finds diversity as well. On the way to work from his home to the Spanish radio stations; at home in the evening, he enjoys jazz. While he loves Mexican food, he now is enjoying learning to cook Chinese. While he loves Mexican food, he now is enjoying learning to cook Chinese.

Three new administrators bring a diversity of experience to Cal State, San Bernardino.

Four to visit are Dr. Juan Gonzalez, assistant to the president; Dr. Sidney Ribeau, dean of undergraduate studies; and Dr. Aubrey Bonnett, dean of the School of Social and Behavioral Sciences.

Although Aubrey W. Bonnett did not know where San Bernardino was located before he came out from New York City the first time, he quickly decided Cal State, San Bernardino was the ideal place for him. He is an academic and an administrator, has served in a fellow's position this year's president's office, has been a fellow in the second-largest system of higher education in the country and has secured a large training grant. At some point, I needed to put my experience in focus," he says.

As dean of the School of Social and Behavioral Sciences, he sees himself as a pioneer — the first black school dean on the San Bernardino campus. He's been a pioneer before, as the first black graduate of the doctoral program in sociology at the City University of New York (CUNY).

"When you're the first of anything, there is added pressure to do well. I take it in stride but I'm conscious that I have to succeed. If I am a role model, I must take that responsibility very seriously."
Children-and-divorce topic earns reputation for Teyber

by Cynthia Pringle
Director of Media Relations

While Dr. Joyce Brothers was charming an audience of several hundred at Cal State in November, the university might well have boasted that one of its own Psychology Department faculty, Dr. Edward Teyber, had been developing a name for his work on parental custody issues and children and divorce. As a book author of *Helping Your Children with Divorce,* Teyber has appeared on a variety of radio and television talk shows over the last year and a half, including Oprah Winfrey, Tom Snyder, AM Los Angeles, Mid-Morning Los Angeles and the Michael Jackson show on KABC Talk Radio. He also has written newspaper articles for the Los Angeles Times, Washington Post and Gannett News Service, as well as feature articles with Dr. Charles Hoffman, professor and chair of the Psychology Department, for *The Single Parent* and *Psychology Today* magazines.

Promoting and negotiating

His presentations have not been by accident, since the paperback edition of *Helping Your Children with Divorce* was published in December 1985, Teyber has been working hard to promote the book. He has been calling, writing letters and sending copies of the book to the media. He currently is negotiating to be a guest on Good Morning, America. "This is a new aspect of my professional life. It’s not my nature to be an extrovert, but the more I do it, the more I like it and the easier it becomes to be in front of very large audiences,” he comments.

While his promotion of the book has helped to generate sales of 1,500 copies a month, Teyber also has altruistic motives. He believes his book is unlike any other, offering "practical guidelines for parents that can help kids adjust to the trauma of divorce. More than one million American children will experience divorce," he says, noting that the book will enable their parents “to respond more effectively to the typical questions and concerns that divorce arouses for children.”

Teyber has imparted some of his insights to family-law judges and attorneys by discussing parental custody and visitation arrangements in an effort to ensure that fathers actively participate in the upbringing of their children. He has informed legal professionals that the traditional arrangement for alternate-weekend visits effectively means children lose touch with their fathers while mothers are overwhelmed with the burden of single parenting.

‘Two-parent relationship’

"There is not one universal custody-violent prescription, but each family does need to establish an arrangement that will ensure children of a continued relationship with both of their parents," Teyber states. "This means that kids need over-night stays with the father every week, and some families even want to establish equal-time, shared-parenting arrangements. In adolescence the child will usually want to live with the same sex parent." Teyber’s expertise in this area is frequently called upon in family courts when he is asked to testify in custody cases. The increasing demands for his consultation services are a measure of the success of his book and his growing reputation.

As a therapist I’ve always been rewarded by helping a few children and families at a time, but when I can have an influence on family law judges and attorneys or speak to national audiences of several million viewers, it broadens my sense of social impact and makes me feel more effective,” he says.

Public-service TV program

Toward that same end Teyber is working on the final editing of a public-service, educational television program for which he has served as producer and moderator on the topic of cooperative custody. The show, which also features a family law attorney, judge and mediator — will be distributed to courts throughout California in the near future.

Meanwhile he maintains a small private counseling practice in San Bernardino, teaches at Cal State; directs the university’s Community Counseling Center, which offers citizens free private counseling throughout the academic year, and awaits the distribution of his new textbook, *Interpersonal Process in Psychotherapy.*

Of the forthcoming book he says, "That’s where my heart is these days. I have never found a text I liked for teaching the graduate practicum course in counseling, and over the last five years I’ve taught it in every format imaginable. A lot has been written but not in an integrated way for the beginning counselor. This text focuses on the therapeutic relationship — the interaction between the therapist and clients," he adds. "It is a personal approach that brings family therapy concepts to bear on individual counseling in a way that has never been done before. More so than others, this text also explores the personal history, aspirations and conflicts in the therapist’s own life and how those may affect the therapeutic relationship. Although this is challenging for therapists in the short run, in the long run it enables therapists to use themselves more effectively in working with their clients.

Such commitment to the profession seems to be the essence of Ed Teyber — he has dared to make a difference and thereby has brought distinction to Cal State, San Bernardino.
1968
Phyllis Mary Ann King, B.A., history, teaches first grade in the Fullerton city schools.

1971
David F. Adams, D.D.S., B.S. biology, graduated from the USC Dental Examiners. David and his wife, Gabriela, have four daughters together. In addition to his full-time practice, he serves as an examiner on the California State Board of Dental Examiners. David and his wife Gabriela have four daughters.

Robert Gordon, B.A., English, is listed in the American edition of Jazz West Coast: the Los Angeles working in community mental health, his daughter teaches in Redlands. Vicki Powell, Award for outstanding accomplishment 1986, are both P.E. Lynn, to be released last fall. His wife, has been working in community mental health for 10 years.

1977
David Alvarez, M.A., education, at age 54 is one of California's youngest college supermarket superintendents. He heads the Grochella Valley Unified School District. After leaving Cal State, he was a high school counselor in Palm Springs and Beaumont, as assistant principal in Beaumont, principal of Palm Desert Middle School, director and then assistant principal of educational services for the Grochella Valley USD.

1978
Danny Bilson and Paul De Meo, in 1983, bars, enabling the collaboration they began on campus. Their latest screenplay is a new film. The Wrong Guys, now being shot in the Los Angeles area. The movie probably will be released between next March and June. Last February they signed a deal with Warner Brothers to develop new shows. They have been writers with Empire International Pictures for nearly four years, and several of their scripts have been made into movies. Bilson directed and De Meo produced one of the films, Zone Troopers.

1979
Renato Cervantes, B.A., Spanish, teaches Spanish in the San Bernardino city schools.

1982
Allen D. Jascar, B.A., administration, in manager of Special Projects, Network Technology at Northrop Aircraft Division. He is responsible for planning, installation and operation of local and national networks. His wife, Priscilla, is a 1982 graduate in administration.

1983
Marion M. Lavin, B.A., political science, is a program analyst with the Riverside County Public Job Training Department.

1984
Carroll Hall Akinson, b.s. nursing, works in pediatrics and obstetrics at St. Bernardino’s Hospital in San Bernardino and is working on a Ph.D. at University of California at Los Angeles, a farming community of Arman First Class, California.

1985
Angela M. Lavin, B.A., political science, is a program analyst with the Riverside County Public Job Training Department.

1986
Julie Acton, M.B.A., is a marketing research analyst with AT&T Corp. in San Francisco. "I’m certainly having a love affair with San Francisco. It’s so busy and exciting. I especially like the diverse cultures," she writes.

Morna Bernard, B.S., nursing, is a registered nurse at Kaiser Permanente Hospital in Fontana.

Air Force Capt. Christopher M. Broyhill, M.B.A. national security analyst, was a pilot with the 78th Tactical Fighter Squadron in England.

Kelli Bruld, B.A., history, is assistant manager with the Automobile Club of Southern California in San Bernardino. She has also started graduate work at UC Riverside, focusing in Latin American studies.

1987
Robert J. CassbieUl, B.S. in education, is a staff accountant with Applications International Corp., in San Bernardino.

Paul De Meo, M.S. psychology, has been made into movies. The Wrong Guys, next March and June. Last February they signed a deal with Warner Brothers to develop new shows. They have been writers with Empire International Pictures for nearly four years, and several of their scripts have been made into movies. Bilson directed and De Meo produced one of the films, Zone Troopers.

1988
Stephen D. McClure, B.S. in teaching chemistry and honors chemistry at Chino High School. He became chairman of the science department in 1984 and will finish his master’s degree in education in June.

1989
Jeanne M. (Di Roma) Ruvolo, B.A. criminal justice, is a bookkeeper with Thompson and Coleman, a Riverside law firm. Her husband, Thomas, earned his B.A. in 1981.

Rita K. Somers, B.A. liberal studies, began a special M.A. program at Cal State in composition—English, Spanish and Latin—this past September.

Lela Spears, B.S. biology, is a research assistant for the division of biological science at U.C. Santa Barbara.

Diana Lynn Fraser, B.A. psychology, received her B.A. in 1985. She is a specialist in secondary education at Cal State, Fullerton. She earlier worked two years in a methadone maintenance program and five years in a continuing care program in mental health.

1990
Emmanuel Humphreiers, B.A. psychology, M.S. psychology 1982, a marriage, family and child counselor, is a mental health clinician for San Bernardino County.

1991
Lawrence A. Salazar, B.A. geography and environmental studies, was recently appointed assistant transportation engineer at Caltrans, where he has worked for five years.

1992
Geneva Bond, B.A. English, is a member of Mensa and was listed in the American edition of Who’s Who Among Young Americans.

1993
Diann is an educational consultant, a co-founder of the 730th Munitions Support Squadron in Belgium.

Deborah Nottingham, B.A. art, is a member of the Riverside office of Price Waterhouse.

1994
Robert J. CassbieUl, B.S. in education, is a staff accountant with Applications International Corp., in San Bernardino.

In Beaumont, principal of Palm Desert High School for six years. Other positions he has held during his 14 years with the Jurupa Unified School District include speech and debate teacher, coach, high school athletic director and principal of the continuation school, Nueva Vista High School.

Carroll Hall Akinson, B.S. nursing, works in pediatrics and obstetrics at St. Bernardino’s Hospital in San Bernardino and is working on a Ph.D. at University of California at Los Angeles, a farming community of Arman First Class, California.

1995
Linda M. Horden, B.A. political science, is a staff accountant at Romy and Waller, CPAs, in San Bernardino.

Diann Kudela, B.A. child development, and her husband, former college basketball player, is a counselor-advisor with the Family Courts Services in Rancho Cucamonga. She earlier worked two years in a methadone maintenance program and five years in a continuing care program in mental health.

Diana “Jill” Miller, B.A. criminal justice, B.S. in social work, in 1987, is teaching seventh grade social studies and language arts at Arnow Intermediate School in San Bernardino and is working on her M.A. in secondary education at Cal State.

1996
Julie Acton, M.B.A., is a marketing research analyst with AT&T Corp. in San Francisco. "I’m certainly having a love affair with San Francisco. It’s so busy and exciting. I especially like the diverse cultures," she writes.

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Deborah M. Carter, B.S. computer science, is a computer programmer with Science Applications International Corp., in San Diego.
University Art Gallery opens Evans ceramic collection

The Evans Collection of Asian Ceramics will be displayed in the University Art Gallery February 25-March 24. Fifty-six works from the 213-piece collection given to the university by President Anthony H. Evans have been selected for this exhibition.

Pieces in the exhibition date from 1000 B.C. to the 19th Century. The Evans collection includes examples from the major ceramic centers mainland East Asia and also early Korean pottery. The collection is dominated by export wares, a distinct category of Asian ceramics, which were made to be sold outside the country of manufacture. Highlights of the collection are the Korean and Thai pieces.

"All of this material will provide a new aesthetic and cultural experience for the greater part of the Inland Empire audience," says Dr. Julis Kaplan, professor of art history. The Evans collection will be a traveling exhibit that will be made available to schools, libraries, galleries and museums.

"The ceramics exhibit is representative of the university gallery's commitment to display works from the history of art at least once every two years. It is the university's goal to be a major cultural resource in the community by offering access to works of art of the highest quality that otherwise could not be seen," explains John Nava, director of the University Art Gallery.

A reception on February 24, 5:30-7:30 p.m. will premiere the exhibit. During the reception President Evans will conduct an informal walk through of the exhibition and comment on the formation of his collection. Two noontime lectures in the Visual Arts Building also are planned in conjunction with the exhibition. On March 2 Dr. Robert Fisher, guest curator of the exhibit and author of the exhibition catalog, will speak on the ceramics in the collection. On March 16 Dr. Robert Brown, assistant professor of art at UCLA, will offer "Thai and Cambodian Ceramics: Their Social and Cultural Connections."

The University Art Gallery is open 9 a.m.-4 p.m. Monday-Friday and from 6-9 p.m. on Monday and Tuesday.

A Kalong wine bottle from Thailand that dates from the 14th-16th Centuries is a fine example of the ceramics in the Evans Collection.