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 adopt 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.

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 environmentalist Paul Cash, who will entice the grounds with his magic in the morning and then perform on stage at 2:30 p.m. Also entertaining audiences will be storyteller and folk singer Barbara Shields and the singing groups (Actual Size and Hot Yule).

Environmental contests will be held for 5- 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 Environmental Resource Center at Ext. 5681.

Last year’s expo drew 8,000 enthusiasts.

MATH WEEK

The California Math Show runs April 24-26 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 Addison at Ext. 3562 for more information.

A GOOD COUPLE OF WEEKS FOR THEATRE

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 appearing 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 Jones, were given an ensemble award. The cast includes Rebecca Wollman, Stephanie Kress, Keri Hoisett, Andrea Ellis, Ginger Davis, Amy Bunlong, Michael Prather, Vint Shorttiff and Thomas Wiebel.

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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 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.
Luther King Observance, he spoke at 18 Danish Commercial Colleges, including Aalborg, Horsens, Silkeborg, Aarhus, Vejle, Slagelse, Federicia and Tonder. 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 Business & 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).

MARTKETING

Mary F. Smith

SOCIAL WORK

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

Melvin G. Hawkins

Psychology


Parviz Asheghian — "International Economics"

Economics

Education


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

Diane Halpern — "Changing College Classrooms"

Richard J. Sternberg — "Assigning, Responding, Evaluating"

Leo Connolly — "Test Item File"

Diane Halpern — "Changing College Classrooms"

William Shut — 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"

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 ongoing 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


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"


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.
A NOTE FROM HUMAN RESOURCES

OPEN ENROLLMENT

The 1995 open enrollment for PERS Health and related CSU plans will be held May 1-May 31. Eligible employees may enroll, add family members, or change carriers during this period. Employees may enroll also in the Flex Cash plan during this time.

Note that there are several changes during this new period of coverage.

• New 17-month period of coverage effective Aug. 1-Dec. 31.
• Safeguard Dental added. PMI Dental no longer offered.
• Expansion of out-of-state coverage for Kaiser, PERSCare, PERSChoice, Arvest and Maxicare.
• CaliforniaCare no longer offered.

CSU Contributions and Monthly Premiums

The monthly premiums for the individual medical plans have been established for the 1995/96 contract year effective Aug. 1-Dec. 31. The employer contribution for employees in units 1, 2, 5, 6, 7, 8, 9 and retirees has been determined as indicated.

Eligible employees may enroll, add family members, or change carriers during this open enrollment period. Those employees currently covered by PERSChoice will be enrolled in the Safeguard Dental plan.

The employer contribution for employees in units 3, 4 and those who are non-represented (Management/Confidential) is currently unkown. Therefore, these employees are urged to consider the "worst case" employee cost shown. You will be informed of the final employer contribution rate as soon as it has been determined.

Safeguard Dental

Effective Aug. 1. Safeguard Dental will replace the coverage previously offered by PMI. Those employees currently covered by PMI will be transferred to the Safeguard plan. If your current dentist is also a Safeguard dentist, you will remain with that dentist. If your current dentist is not a Safeguard dentist, you will be assigned a dentist based on your zip code area. If you would like to select a dentist prior to having one assigned to you, you may do so during this open enrollment period by contacting the Human Resources Office.

CaliforniaCare

CaliforniaCare will no longer be offered. Those employees currently covered by CaliforniaCare must enroll in a new plan during the open enrollment period. Failure to do so will result in loss of medical coverage.

Booklet Distribution

PERS will mail the "Health Plan Guide" directly to your mailing address. If you have not received your guide by May 10, contact the Human Resources Office.

EMPLOYER MONTHLY CONTRIBUTION RATES

(Safeguard Dental determined.)

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EMPLOYEE MONTHLY PREMIUM COSTS

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THANK YOU ... From Harry Larson (Parking Services): "I would like to thank the campus community for the kudos I've received in my name. Lesley and I appreciate your generosity. I hope to see you all soon."

IN MEMORIAM

Dr. Wallace Cleaves (Professor Emeritus in Psychology) died March 28. He had taught at Cal State since 1971. A memorial service was held at Cleaves' home on April 9.