As Cal State Northridge approaches its 50th anniversary, the campus must take its place on the national stage as one of America’s finest regional universities, President Jolene Koester told a capacity audience of faculty, staff and students at her August 21 convocation address. The president called on the campus community to join with her in pursuing the realization of the “regionally focused, nationally recognized” vision.

Stressing that the university must firmly retain its historical regional focus by continuing to offer academic programs that reflect the needs of the San Fernando Valley region, President Koester cited a long list of the university’s indisputable strengths and achievements. She also pointed to a number of powerful reasons Northridge’s national presence must be fortified.

“Until we become more ‘top of mind’ in regional, state and national contexts,” said the president, “we will miss out on academic and donor partnerships that will bring added resources to bear on our mission.”

In addition, Koester said, a higher profile will enhance the university’s ability both to recruit and retain students within a tightening college-age market, and to attract top-notch faculty and staff.

“And finally,” she declared, “the simple fact is that success breeds more success. People like being part of a winning team.”

To achieve the vision of a Northridge known to the nation for its key attributes—academics and scholarly research that reflect regional needs, excellent faculty, and strong commitment to students—Koester said CSUN must:

- Continue to establish the university’s strategic focus and to formalize annual plans. At the top of the list as planning priorities are 1) academic excellence, 2) student engagement and success, 3) campus and community collaboration, 4) user-friendly business processes and 5) resource enhancement—broadened to include grants and contracts, University Corporation earnings and Tseng College programs.
- More clearly articulate “who and what we are—first to ourselves, and then to a combination of prospective students, future faculty and staff, and to key segments of the public at large.” CSUN must strive for “top of mind” recognition within the higher education and business communities as well as among those who study and critique higher education, said the president.
- Adopt a strategic approach to enrollment management. The results of a recent study of student and alumni perceptions about CSUN, she projected, will help university leaders craft a comprehensive outreach and recruitment plan.

Activities for the next two years at CSUN, said Koester, include:

President’s Convocation continued on page 2.

Questions, Answers—Forum Tackles Immigration Issues

‘Envisioning California’ Conferees Will Gather at Skirball Center on September 19 to Probe Ins, Outs of Issue

What is a “typical” Californian? Where would California be without its immigrants? Can we all get along?

These and other probing questions about the impact of immigration on the Golden State will be explored at a conference to be sponsored September 19 by Cal State Northridge’s Center for Southern California Studies and the Center for California Studies at California State University, Sacramento.

The annual Envisioning California Conference, this year entitled “Immigration in California: Conflict, Resolution, Transformation,” will take place at the Skirball Cultural Center. Political, business and community leaders will join with academics in addressing immigration from cultural, linguistic and economic perspectives.

“The contributions of our immigration conference continued on page 2.
New E-Mail System Planned for Staff, Administrators

Beginning September 10, Shift will Provide Integrated System to Manage E-Mail, Calendaring

In a move to stabilize Cal State Northridge’s current Mirapoint e-mail system, Vice President for Information Technology (IT) and Chief Information Officer Hilary Baker in early August announced that campus staff and administrators soon will transition to a new e-mail and calendar system.

The transition to the Microsoft Exchange system, beginning September 10, will provide a collaborative and integrated system to manage e-mail, calendaring and contacts, as well as easy-to-use remote access to e-mail, calendars and contacts.

Baker said the shift is one of several actions that IT has taken to stabilize the Mirapoint system.

In addition to the transition of administrators and staff from Mirapoint to the Microsoft Exchange system, the Administration and Finance Division will move from its current e-mail system to the new one.

Faculty and students will continue to use the Mirapoint system. After the Exchange transition is completed, IT plans to evaluate alternative e-mail options for them as well.

The transition at-a-glance:

- What?
  - PC users will use the Outlook e-mail and calendar desktop client.
  - Mac users will use the Entourage desktop client.
  - When off-campus, users can access e-mail, calendars and contacts.

- Impact?
  - Campus e-mail addresses will remain the same.
  - E-mail and calendaring will be combined in one desktop application.
  - Microsoft Outlook for PCs, Entourage for Macs.
  - Campus phone voice mail will appear both on users’ phones and as e-mail messages.
  - If requested, department and meeting room e-mail accounts can be migrated to the Exchange system. IT is not automatically migrating all 600 such accounts, many of them are duplicates.
  - Use of Majordomo, the tool used to administer CSUN e-mail distribution lists, will continue.

For more information, visit www.csun.edu/it/services/emailexchange.html.

Envisioning California…

continued from page 1.

grants have made California a global innovator in industry, arts and science,” said Matthew Cahn, chair of CSUN’s Political Science Department, home of the Center for Southern California Studies. “Whether one views immigrants as partners or competitors, it is clear that immigration from all over the world has come to define the character of the state.

“This year’s conference will examine immigration through the lens of the state’s most pressing issues,” Cahn said. “Each panel is designed to assess the impact of immigration on a specific area, historically, presently and into the future.”

Speakers and panelists include Val Zavala, anchor of KCET television’s “Life and Times” news magazine program; Los Angeles Times columnist Patt Morrison; Los Angeles Times reporter Hector Tobar; radio host Larry Mantle of “AirTalk” public radio station 89.3 KPCF-FM; Karin Wang and Stewart Kwoh of the Asian-Pacific American Legal Center; Isabel Alegria of the California Immigrant Policy Center; Robin Toma, executive director of the Los Angeles County Human Relations Commission; the Rev. Eric Lee, executive director of the Southern Christian Leadership Conference of Greater Los Angeles; John Travolta of the Mexican American Legal Defense and Education Funds; Blair Taylor of the Los Angeles Urban League; and Pilar Marrero of the La Opinión newspaper.

One panel will take a look where California would be without immigrants. “Our immigrant communities provide pivotal support to our local communities in ways that few people understand,” Cahn said. “This panel examines the often subtle role our newest residents play in holding our communities together.”

Other panels will explore the definition of a “typical Californian,” delving into issues of multiculturalism and race relations; the hurdles facing immigrants in the areas of representation, legal protection and public safety; whether immigrants represent competition for American jobs or a positive impact on the state’s economy; how well California’s educational systems are serving its newest residents; and how the health care crisis impacts immigrant communities.

For more information about the conference, call the Center for Southern California Studies at (818) 677-6518, e-mail the center at cscs@csun.edu or visit its Web site at www.csun.edu/~cscs/.

The Center for Southern California Studies was established in 1996 to provide research, education and service on public policy issues facing Southern California.

President’s Convocation…

continued from page 1.

- Laying the groundwork, in 2007–08, for the public phase of the campaign to fund the Performing Arts Center project, which in summer 2007 received new funding from the Los Angeles County Board of Supervisors: $2 million from Chair Zev Yaroslavsky, and $550,000 from Supervisor Mike Antonovich. Under the leadership of Performing Arts Center Director Ralph Hoskins, an agreement with the downtown Music Center to explore joint programming opportunities was signed.

- Continuing efforts to foster student success, dramatized by the start of a new tradition: the university’s first Freshman Convocation, set for 6 p.m. Thursday, Sept. 6, on the Oviatt Library Lawn. (See FYI, page 5.)

- Continuing the enhancement of CSUN’s physical campus environment, with building projects that include the new Arbor Court convenience store and grill near Jacaranda Hall, and a remodeled Matador Bookstore Complex. Construction will begin this year on the Science 5 Building, a third parking structure on Zelzah Avenue, and a 400-bed expansion of student housing that will strengthen services for first-year students.

In fall 2008, President Koester said, The North Campus-University Park Development Corporation will break ground on Devonshire Downs, a residential community for faculty and staff.

To read the president’s convocation address in full, visit the CSUN Web site home page at www.csun.edu.
**FYI**

**Events**

**Wednesday, September 5**

**EOP Month Opening Ceremony**
The official opening ceremony for Educational Opportunity Program (EOP) Month will be held for 10:50 a.m. to noon, Bayramian Hall lawn. Provost Harry Hellenbrand will help launch September EOP-sponsored activities: a free speech event, 11 a.m. Sept. 12, Matador Square; and live performances, 11:30 a.m. Sept. 19, Plaza Del Sol. President Jolene Koester will attend the Bayramian Hall lawn closing ceremony, 1 p.m. Wednesday, Sept. 26, when a time capsule will be buried. *fmi–Lizzbeth De La Cruz, x1515.*

**Thursday, September 6**

**Inland Empire Freshman Convocation**
The entire campus community is invited as President Jolene Koester leads the welcome for 10:50 a.m. to noon, Bayramian Hall lawn. Environmental activist Robert F. Kennedy Jr. will give the keynote address, “Our Inconvenient Truth.” It’s appropriate for teens and adults, it screens at 7:30 p.m., Whitsett Room, Sierra Hall. Rediker will speak on “Pirates in the Atlantic World.” Free and open to faculty, students and community. fmi–History Department, x3566.

**Monday, September 10**

**Preview of Rashkevich’s Tango**
The Cal State Northridge Jewish Studies Film Series presents a free sneak preview of “Rashkevich’s Tango,” a film in which three generations of a family grapple with what it means to be Jewish. Appropriate for teens and adults, it screens at 7:30 p.m., Fallbrook Laemmle Theater, 6751 Fallbrook Avenue, West Hills. A Q & A led by CSUN faculty follows. Co-sponsors: Valley Beth Shalom, Adat Ari El, Temple Judea, Shomrei Torah Synagogue and Temple Aliyah. Reservations and *fmi*-x724 or *jewish.studies@csun.edu.*

**Tuesday, September 11**

**The Real Pirates**
The Center for the Study of Atlantic and Economic History at CSUN sponsors a talk by award winning historian Marcus Rediker of the University of Pittsburgh to launch its annual speaker series, 7 p.m., Whitsett Room, Sierra Hall. Rediker will speak on “The Real Pirates of the Caribbean.” Free and open to faculty, students and community. fmi–History Department, x3566.

**Wednesday, September 19**

**A Look Back at the Vietnam War**
The Center for Ethics and Values presents “A Look Back at the Vietnam War,” 9:30 a.m. to noon, Oviatt Library Presentation Room, with special focus on “The Things They Carried,” a collection of stories about a Vietnam War platoon that is required reading for freshmen this year. Virginia Lassiter (Political Science) will provide a war timeline, and presentations will include: “The Vietnam War: The Political Scene,” Tom Hogen-Esch (Political Science); “Cartoons of the Vietnam Era: What They Revealed,” Charles Hatfield (English); “War Themes in ‘The Things They Carried,’” Cheryl Spector (English); and Moderator James Keilenberger (Philosophy, Center for Ethics and Values). The event is free. *fmi*-x4854.

**Public Meetings**

**Personnel Planning and Review Committee**
Meets 2–5 p.m. Wed., Sept. 5 University Hall 277

**Academic Technology Committee**
Meets 1–3 p.m. Fri., Sept. 7 University Hall 211

**Educational Equity Committee**
Meets 11:30 a.m. to 1:30 p.m. Mon., Sept. 10 University Hall 277

**Educational Resources Committee**
Meets 2–4 p.m. Tue., Sept. 11 University Hall 211

**Educational Policies Committee**
Meets 2–4 p.m. Wed., Sept. 12 University Hall 211

**USU Board**
Meets 1 p.m. Mon., Sept. 17 USU Grand Salon

**Notices**

**Deepest Condemnations**
Cal State Northridge and the Communication Studies Department join in expressing deep sympathy for the family of professor emeritus Mary McDowars (Communication Studies), who died in August. A founding member of the Department of Speech at San Fernando Valley State College, later CSUN, McDowars was “a committed mentor and advocate for women” who helped develop the first course on women in the university and was the first woman elected Faculty Senate president in 1972. Memorial donations may be sent to the Mary McEdwards Fund of the Department of Communication Studies.

**Deadlines**

**Human Subjects Research**
Faculty and students performing research with human subjects must submit their projects to the Standing Advisory Committee for the Protection of Human Subjects, using Human Subjects approval forms. Download the form at www.csun.edu/research/03_Research/06_HumanSubjects/humansubjects.asp. Original form and nine copies must be submitted. Next deadline date: Sept. 11, for the Sept. 25 meeting.

**$1 Million Grant Fuels College Dreams for Valley Students**

*CSUN Program to Prepare 50 Low-Income Valley Students for Rigors of College Work*

A $1 million, four-year grant from the federal government will help Cal State Northridge make college dreams a reality for 50 San Fernando Valley high school students from low-income families. CSUN’s Upward Bound project, funded by the U.S. Department of Education, will work closely with students, parents and counselors at Reseda, Birmingham and Verdugo Hills high schools to help give students in grades nine through 12 the skills and support they need to earn college admission, and to succeed once enrolled.

The impact will be felt not only by these high school students, but by their family members, friends and everyone else they encounter,” said Javier Hernandez, director of CSUN’s Student Outreach and Recruitment Services. “They will be the embodiment of the message that college is possible for everyone.”

Beginning this fall, the project will provide participants with academic instruction in core subjects such as mathematics, lab science, composition, literature and foreign languages. One-on-one tutoring, academic and financial counseling, mentoring and cultural enrichment opportunities also will be provided.

Regular visits to college campuses around the Southland, including a five-week stay at Cal State Northridge, will be scheduled to give the students “a taste of what going to college is really like, and at the same time de-mystify the college,” Hernandez said.

Parents of participants will receive information about early college preparation, the college application and financial aid process and, most importantly, how to support their child’s dreams of a college education. First-generation college students often have to battle the pressure to give up school in order to help support the family. Hernandez said: “We have to help some families realize that a college education doesn’t just benefit the one child, but the whole family. A professional career will ultimately increase that student’s lifetime earnings, which in turn affects his or her family.”

The deadline for the September 17 issue is Monday, September 10. We strive to include all items submitted by deadline occurring until the next issue. Submit future items by e-mailing them to pubinfo@csun.edu, sending them to mail drop 8242 or faxing them to (818) 677-4999. E-mail is the preferred method of submitting. Note: *fmi–*means for more information.

**Classes**

**Professional Development Staff Training**
Professional Development Programs provides free training workshops for CSUN staff members in the Oviatt Library, room 16, garden level. Enroll by the day preceding the workshop at www.admn.csun.edu/bv/training/index.html. *fmi–*Sue Talavera, x3920.

**Workshops**

- Understanding Style Preferences
  - Marianne Hudz, presenter.
  - Tue., Sept. 18, 9 a.m. to noon
Art and Exhibits

For gallery info, call (818) 677-2156. Main gallery hours: Mon. through Sat. 12–4 p.m. and Thursdays noon–8 p.m. Admission is free unless specified. For library exhibits, call (818) 677-2285.

EDGE: Faculty and Emeriti Exhibition
Cross-generational exhibition showcases 36 CSUN emeriti and full-time studio faculty artists. Photography, graphic design, painting, sculpture, video, textiles and mixed media.
Runs through Sept. 22.
Reception: Sat., Sept. 8, 5–7 p.m.
Gallery talk: Mon., Sept. 10, 10 a.m.
Main Art Gallery

Our Collective Memories: The Sixties
Exhibit ties in with CSUN’s Freshman Common Reading Program book selection, “The Things They Caught,” stories about a Vietnam War platoon.

The Ticket Office in the University Student Union sells tickets to many events on campus, except for some held by outside groups.
The Ticket Office is open from 10 a.m. – 6 p.m. Mon. – Fri. For prices not given, call (818) 677-2486. To park on campus for performances, athletic events, lectures and other activities, guests must purchase a $5 parking permit.