

Inside:

- 2** Switch to New E-Mail System
- 3** FYI
- 4** Bookstore Complex—Fresh Face for Fall
- 4** Calendar

‘Regionally Focused, Nationally Recognized’ Vision for CSUN

Academic Excellence, Student Success, Campus-Community Collaboration are Among Planning Priorities

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



President Jolene Koester delivers her annual convocation address to the campus community, emphasizing the university’s strengths and calling for greater national recognition.

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 immigrants,” said Koester, “are the heart of California’s success.”
Envisioning California *continued on page 2.*

California State University
Northridge

18111 Nordhoff Street, Northridge, California 91330-8242

Nonprofit Org.
U.S. Postage
PAID
California State
University
Northridge

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.



Muhammad Zaman (right), Information Technology systems administrator, and IT Project Management Office Director Christopher Xanthos work on details of staff and administrators' shift to new e-mail system.

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

through a Web-based client provided via Microsoft Exchange.

- Training classes and user guides are available at www.csun.edu/it/services/emailcalexchange.html.

When?

- Microsoft Exchange e-mail accounts will be available beginning September 10.

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/emailcalexchange.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 KPCC-FM; Karin Wang and Stewart Kwoh of the Asian-Pacific American Legal Center; Isabel Alegria of the California Immigrant Policy



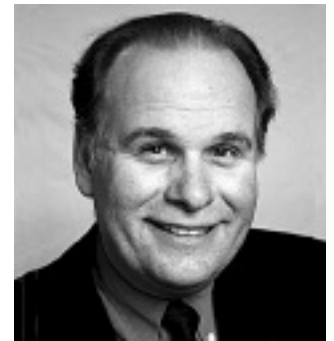
Val Zavala



Patt Morrison



Hector Tobar



Larry Mantle

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 Trasviña 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 at 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 \$500,000 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 3)

- 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 is set for 10:30 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*-Lizbeth De La Cruz, x4151.

Thursday, September 6 Inaugural Freshman Convocation

The entire campus community is invited as President Jolene Koester leads the welcome to first-year students at the university's inaugural Freshman Convocation, set for 6 p.m., Oviatt Library lawn. Environmental activist Robert F. Kennedy Jr. will give the keynote address, "Our Environmental Destiny." A reception on the Oviatt Library patio follows, after which the documentary "An Inconvenient Truth" will be screened on the Oviatt Library lawn. *fmi*-x2393.

Monday, September 10 Preview of 'Rashevski's Tango'

The Cal State Northridge Jewish Studies Film Series presents a free sneak preview of "Rashevski'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, 6731 Fallbrook Avenue, West Hills. A Q. & A. led by CSUN faculty follows. Co-sponsors: Valley Beth

For Your Information publishes announcements of events, public meetings, notices, classes and deadlines. Submission deadline is noon on Monday, one week before the next issue.

Shalom, Adat Ari El, Temple Judea, Shomrei Torah Synagogue and Temple Aliyah. Reservations and *fmi*-x4724 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 "Pirates in the Atlantic World: 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 Lussier* (*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 Reveal," *Charles Hatfield* (*English*); "War Themes in 'The Things They Carried,'" *Cheryl Spector* (*English*). Moderator: *James Kellenberger* (*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

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

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 Condolences

Cal State Northridge and the Communication Studies Department join in expressing deep sympathy for the family of professor *emerita* *Mary McEdwards* (*Communication Studies*), who died in August. A founding member of the Department of Speech at San Fernando Valley State College, later CSUN, McEdwards 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.

them to mail drop 8242 or faxing them to (818) 677-4909. E-mail is the preferred method of submitting.

Note: *fmi*-means for more information. ■

The Political Science Department and the campus community extend deepest condolences to the family and friends of *Eugene Price* (*Political Science*), who died August 1. A specialist in public law, Price served as chair of his department from 1980-89, and from 1992-94. Described as "a central presence in the department for 30 years," Price retired in August 1994 as professor *emeritus* of political science. A funeral service was held in August.

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/hrs/training/index.html. *fmi*-Sue Talavera, x3820.

- Workshops:
- "Understanding Style Preferences" Marianne Hudz, presenter. Tue., Sept. 18, 9 a.m. to noon

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_HumanSubjectsResearch.html. The 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



Javier Hernandez

really like, and at the same time demystify 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." ■

In Brief

Matador Bookstore Complex: Now a Place to Linger

Students, staff and faculty hurrying into the Matador Bookstore complex to buy books or grab a bite to eat are tempted to linger these days. Completely renovated for fall 2007, the complex off the Sierra Quad now offers campus customers a fresh, vibrant atmosphere in which to shop, enjoy meals and take care of business.

"It's more fun to visit," said Rick Evans, associate executive director of The University Corporation, which oversaw the transformation of the entire bookstore and food court area into a bright and user-friendly presence on the campus' south side.

The more spacious food court now features an array of new food selections from the popular El Pollo Loco, Panda Express and Juice It Up outlets. Dave Nirenberg, The University Corporation's director of commercial services, said all three new food outlets offer campus catering services.

"Among other things, there is a greater variety of healthy choices for an increasingly health-conscious campus clientele," said Nirenberg.

Evans said bookstore customers are enjoying its new environment. "The Freudian Sip coffee house has been opened to the bookstore, making both spaces more inviting and fun for the campus community," he said. In addition, modern new book and gift display fixtures have been installed,



Campus customers choose between food selections now available at the renovated, spacious Matador Book Complex's new Panda Express, El Pollo Loco and Juice It Up outlets. In addition to the food court, the renovation project included a transformation of the entire bookstore area.

and an increased stock of general and trade books is available.

"What's exciting is that, for the first time, the Matador Bookstore now has a real CSUN 'Matador' feel, using university logos and the campus colors of red and black throughout the store," said Evans. "Carpeting and cushioned seating help create a bookstore environment that invites people to come in and stay awhile."

Other new features include the relocation of Quick Copies to a more prominent location at the entrance of the complex, and an interesting new storefront display window.

Rediscovering Queen Bess



Elizabeth I—aka The Virgin Queen, Good Queen Bess, Gloriana—still fascinates. More than four centuries after her death, the redheaded monarch commands a wider audience today than was possible during the 44 eventful years of her reign as England's queen.

Coinciding with her September 7 birth date, the Oviatt Library this week opens "The Sun That Lights

the Rainbow: The Life and Times of Elizabeth I," a view of Elizabeth's many facets in the context of the literature, science, medicine, music, religion, history, agriculture, theatre and court life that characterized her reign.

The exhibit, curated by Tony Gardner, runs from September 4–December 20 in the C.K. and Teresa Tseng Gallery on the second floor of the library's West Wing. It is sponsored by Gus and Erika Manders and the Friends of the Oviatt Library.

Among the many period and modern books, pictures and artifacts in the exhibit are the personal Bible of John Underhill, chaplain to Queen Elizabeth; William Shakespeare's complete fourth folio; a 1605 copy of Sir Philip Sidney's "The Countess of Pembroke's Arcadia," and an 18th Century illustrated edition of poet Edmund Spenser's "Faerie Queene."

The powerful ruler presided over England's "Golden Age," an era of new ideas, religious turbulence, exploration and cultural riches, said Gardner. Mining the gems of its heritage was, he said, a curator's dream.

"Elizabeth I is one of England's greatest monarchs," he said, noting that "The Sun That Lights the Rainbow" is a reference to the Elizabethan motto *Non Sine Sole Iris*, or "No rainbow without the sun." Sir Francis Drake, Sir Walter Raleigh, Shakespeare and Francis Bacon all lived during Elizabeth's reign.

For more information about the exhibit, call (818) 677-2638. ■

Calendar

The A.S. 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) 677-2488. **To park on campus for performances, athletic events, lectures and other activities, guests must purchase a \$5 parking permit.**

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 Carried," stories about a Vietnam War platoon. Presents sociological, cultural, educational lessons of the 1960s. Features photos from Senator Robert F. Kennedy's 1968 visit to campus (Environmentalist

Robert F. Kennedy Jr. addresses Freshman Convocation Sept. 6.). Runs through October 7. Oviatt Library Lobby

'Life and Times of Elizabeth I'

"The Sun that Lights the Rainbow: The Life and Times of Elizabeth I" exhibit features period and modern books, pictures and artifacts from England's "Golden Age." Facets of Elizabethan literature, science, medicine, music, religion, history, agriculture, theater and court life explored.

Sponsored by Gus and Erika Manders and the Oviatt Library. Runs through Dec. 20. C.K. and Teresa Tseng Gallery, second floor, West Wing, Oviatt Library

Bianchi Planetarium

For ticket info, (818) 677-2488 or visit www.csun.edu/physics/planetarium. Telescope viewing follows second show.

"Summer Sky Show" and "Hubble Vision: A Fascinating Tour of the Cosmos—from Earth's Orbit" Fri., Sept. 14, 7:30 p.m.

Athletics (home games):



▲ Women's Soccer

9/14	Baylor	4 p.m.
9/16	UCLA	3 p.m.

Cinematheque

Screenings are free and take place in the Alan and Elaine Armer Theater on the first floor of Manzanita Hall at the southwest corner of campus. For more info, call (818) 677-3192 or see www.cinematheque.csun.edu/html/events.html.

'The Immigrant' and 'City Lights'

Directed by Charles Chaplin. Mon., Sept. 10, 7 p.m.

'Tokyo Story'

Directed by Yasujiro Ozu. Tue., Sept. 11, 7 p.m.

'The Rules of the Game'

Directed by Jean Renoir. Wed., Sept. 12, 7 p.m.

'Chaos'

Directed by Coline Serreau. Mon., Sept. 17, 7 p.m.

Film

'Rashevshki's Tango'

Sneak preview. Three generations of a Jewish family confront question: What does it mean to be Jewish? In French and Hebrew with English subtitles. Appropriate for teens and adults. Q. & A. moderated by CSUN Jewish Studies faculty. Limited seating at (818) 677-4724. Mon., Sept. 10, 7:30 p.m. Fallbrook Laemmle Theater, 6731 Fallbrook Ave., West Hills Free

Theater/Performance



▲ 'As It Is in Heaven'

Thought-provoking, all women's play. A utopian, 1830s Shaker community is disturbed by "newcomers" claiming to see angels. Fri., Sept. 14, 8 p.m. Sat., Sept. 15, 2 and 8 p.m. Sun., Sept. 16, 2 and 8 p.m. Tue., Sept. 18, 7:30 p.m. Wed., Sept. 19, 7:30 p.m. Thu., Sept. 20, 7:30 p.m. Sat., Sept. 22, 8 p.m. Sun., Sept. 23, 2 and 8 p.m. No performances during Yom Kippur. Studio Theatre \$8–\$16



is published biweekly during the academic year for the university community of California State University, Northridge. Copies are available without charge and on request. Direct inquiries to: Managing Editor Public Relations and Strategic Communications 18111 Nordhoff St., Northridge, CA 91330-8242.

voice (818) 677-2130 / fax (818) 677-4909 e-mail pubinfo@csun.edu Web site: www.csun.edu/pubrels/@csun

Jolene Koester, *President*
Vance Peterson, *V.P. for University Advancement*
Ken Swisher, *Asst. V.P., Public Relations and Strategic Communications*

Editorial Team

John Chandler, *Director, Public Relations and Strategic Communications*
Brenda Roberts, *Managing Editor*
Carmen Ramos Chandler, *Director of News and Information*
Lee Choo, *Photographer*
Tatsuo Kumagai, *Graphic Designer*
Randal Scot Thomson, *Director of Publications*
Sheena Gray, *Student Assistant*

