

Inside:

- 2** San Fernando Valley At-a-Glance
- 3** Academy High School
- 4** New University Logo
- 4** Calendar

Vol. I · No. 3

December 2001

Northridge Study Says Valley is State Entertainment Leader

Annual Report by Center in Business College Paints Economic, Demographic Picture of Region

After tripling its employment base in the sector during the past decade, the San Fernando Valley now has the largest concentration of entertainment industry production and distribution jobs in California, according to a new study by Cal State Northridge researchers.

Highlighting the importance of the entertainment industry to the region, the San Fernando Valley during 2000 was home to 58 percent of all entertainment industry production and distribution jobs in Los Angeles County and to 44 percent of all those jobs in California. Most of those entertainment jobs in the Valley are related to the motion picture industry.

"Clearly, the Valley is an attractive location for the entertainment industry, and its attractiveness has increased during the past decade," said economics professor Daniel Blake, director of Northridge's San Fernando Valley Economic Research Center. The findings are contained in the center's annual report on the state of the San Fernando Valley economy.

The Valley's employment base in the sector tripled from 35,400 jobs in 1992 to 105,383 jobs in 2000, driving most of the entertainment industry



Professor Daniel Blake, director of the San Fernando Valley Economic Research Center.

employment growth at both the county and state levels during those years. The Valley's 105,383 jobs in 2000 were among 180,900 countywide (58 percent) and 238,400 statewide (44 percent). Although the center's study generally

predicts a weakening economy overall and slowing or no job growth for the San Fernando Valley during the coming year, Blake said it is possible local entertainment production might be helped some by the reluctance of

celebrities and others to use air travel for distant on-location filming in the wake of the September terrorism attacks.

As in past years, the entertainment industry by far remained the largest single private-sector employer in the Valley during 2000. The production and distribution component's 105,383 Valley jobs accounted for 16 percent of total Valley private sector employment. The sector's \$6.1 billion annual Valley payroll represented 23 percent of the area's total private payroll.

CSUN researchers said the real impact is even greater. After adding other entertainment job sectors, total entertainment employment in the Valley grew to 119,500 jobs (18.2 percent of all Valley private jobs) and \$6.5 billion in payroll (25 percent of all Valley private payroll). And that still does not include the industry's many supporting businesses such as catering and legal.

The 90-page report by the university's research center is its fourth annual "Report of Findings on the San Fernando Valley Economy." The center, part of the College of Business and Economics, looks each year at trends in the economy, employment, Northridge Study *continued on page 2.*



Community Connection

By Judy Nutter, Director of Community Relations

Many of us know about the thousands of hours of volunteer service that Cal State Northridge students provide to our community each year. But Cal State Northridge employees also identify and fill needs by developing programs that benefit many parts of our community. I'd like to tell you about two special community service projects that were provided by university staff members.

A couple of months ago, we received a request from the Sherwood Forest Homeowners Association, saying they were planning a large neighborhood party and asking if Cal State Northridge would participate. They had heard that our Public Safety Department provides a fingerprinting service and requested that service at their event.

Scott VanScoy, the administrative lieutenant in the university's Public Safety Department, agreed to attend

the event to fingerprint neighborhood children. Before the day had ended, Lt. VanScoy had fingerprinted about 300 children and babies! Actually, babies must be palm-printed, as their skin is too fine to fingerprint.

He instructed parents on how to store the fingerprint card with other identifying materials as a safety precaution for children. Very young children should be fingerprinted every year until about age 9. Parents can bring their children to the university's Public Safety Department for those updates. To make an appointment, please call 677-2113.

Lt. VanScoy also provided public safety information to neighbors and responded to many questions about various types of crime and how to prevent it. I understand the Sherwood Forest folks plan to have this neighborhood event again next year. Cal State Northridge will be there too.

Community Connection *continued on page 2.*

Northridge Remains Third-Largest CSU Campus

Cal State Northridge remains the third-largest campus in the California State University system this year, boosted by an 8.2 percent growth in enrollment during fall 2001 that brought total campus enrollment to a near-record 31,448 students.

With many new and rebuilt facilities, popular Northridge President Jolene Koester well into her second year on campus and a series of successes buoying spirits, the university's fall

2001 enrollment is the second highest in Northridge history. The all-time high was 31,575 students in fall 1988.

Northridge also retained its leadership as one of the largest campuses in the 23-campus CSU system, with only San Diego State and Long Beach State serving more students. Northridge's 8.2 percent increase in enrollment for fall 2001 added 2,382 students to the 29,066-student population of fall 2000. ■

California State University
Northridge

18111 Nordhoff Street, Northridge, California 91330

In response to reader requests
Optional first-class mail delivery of
@csun is available for \$20 per year.
Call (818) 677-2130.

Nonprofit Org.
U.S. Postage
PAID
Permit 13
Northridge, CA

real estate, demographics and population of the Valley.

Professor Blake issued the report during the opening session of the Valley Industry and Commerce Association's (VICA) 13th annual Business Forecast Conference, held at the Warner Center Marriott Hotel on Friday, Oct. 26. The daylong conference included Los Angeles Mayor James Hahn's inaugural "State of the Valley" address to local government and business leaders.

"Given the concerns about the national economy and how it, in turn, affects the Valley, the report should be an even more valuable tool for local businesses, community leaders and residents as they make their daily business decisions," said Northridge President Jolene Koester. Koester also called the report's findings "a testament to the hard work and dedication of our citizens."

Overall, Blake said clear signs of a slowing national economy combined with the impacts of the September terrorist attacks have created "a lot of uncertainty." He said economists generally believe the third quarter of 2001 will be ultimately judged as the start of a national recession that could last several quarters through mid-2002.

Although total Valley private sector employment grew 0.2 percent to nearly 657,000 jobs during 2000, compared to 3.5 percent growth during 1999, Blake said various indicators, including rising local unemployment claims, suggest the coming year will be tougher. "It looks



Above: Daniel Blake, director of the university's San Fernando Valley Economic Research Center. Lower: William Hosek, dean of CSUN's College of Business and Economics; Blake; Cal State Northridge President Jolene Koester; and Cathy Maguire, VICA board chair.

like a weak economy in the San Fernando Valley," he said.

Another major area addressed in the report is the Valley's tight real estate market. During 2001, rising Valley home prices continued to reach new highs in the third quarter, when the median resale home price hit \$272,500, according to information provided by Dataquick. Median home prices by mid-2000 had eclipsed the prior high of \$235,100 set in the third quarter of 1989.

The inventory of available Valley homes for sale, as measured by the listings-to-sales ratio, also continued its decade-long decline through the second quarter of 2001. By that point, the ratio averaged just 2.8 listings for every sale, its lowest quarterly rate in the past decade. By comparison, the ratio in the Valley had been above 20 at times during 1992 and 1993.

In the Los Angeles city areas of the Valley's rental market, meanwhile, the vacancy rate continued to plummet to just 2.6 percent by the second quarter of 2001, compared to above 10 percent in early 1996. The Valley's rental vacancy rate has fallen faster and further than the citywide rate, which tallied at 3.6 percent by the second quarter of 2001.

Despite those record high home sale prices and low rental vacancy rates, residential building permit activity in the Valley has dropped steeply in recent months. "This lowered level of future housing construction is not going to spell relief for the current housing crunch," Blake said. ■

San Fernando Valley At-a-Glance

Population: The San Fernando Valley had a population of 1,698,135, according to U.S. Census data for 2000. That included 1,357,374 people in Los Angeles City areas north of Mulholland Drive, 194,973 in Glendale, 100,316 in Burbank, 23,564 in San Fernando, 20,033 in Calabasas and 1,875 in Hidden Hills.

The Valley's population grew 10.7 percent between 1990 and 2000, more than the countywide increase of 7.4 percent. The Valley now contains 17.8 percent of the population in the county. Similarly, the Los Angeles City portion of the Valley now accounts for 47 percent of the land and 37 percent of the population in the entire city.

Employment: The Valley had total private-sector payroll during 2000 of \$26.33 billion, up 4.7 percent for the year, spread among nearly 657,000 jobs. Total Valley job growth for the year was slightly above 1,000 jobs

for a 0.2 percent growth rate. The average private sector job in the Valley paid \$40,136 in annual salary.

The Valley under-performed the broader Los Angeles County area during the past year. Los Angeles County private sector employment during 2000 rose 1.1 percent while payroll rose 6.2 percent. Still, the Valley accounted for more than 20 percent of total county employment in these sectors: agriculture; construction; finance, real estate and insurance; and services.

Biotechnology: The Valley's biotechnology sector is a small but growing area. Its 17,742 employees accounted for 2.7 percent of the Valley's private sector employment, while its \$911 million annual payroll accounted for 3.5 percent of the Valley's total. Since 1997, the local biotech industry has added nearly 3,000 jobs. It now accounts for 19 percent of county biotech employment.

Ethnicity: During the past decade, the Hispanic population in the Valley grew by 43 percent, the Asian-Pacific population by 26 percent and the black population by 17 percent, while the white population declined by 5 percent. The Valley's ethnic breakdown, among major groups, now is 46.7 percent white, 39.1 percent Hispanic, 9.6 percent Asian-Pacific and 3.9 percent black.

Airports: Burbank Airport served 4.75 million revenue-paying passengers during 2000, continuing the small but steady growth seen since 1997. Flight operations at Van Nuys Airport, meanwhile, fell from 528,000 in 1999 to 483,000 during 2000.

School Enrollments: During the past seven years since 1993, public school enrollments in the Valley grew by 13.5 percent, including 14 percent for Los Angeles Unified, 24.1 percent for Burbank, 5.5 percent for Glendale, and 13.4 percent in the

Las Virgenes district.

Crime: The Valley's crime rates, after declining for most of the 1990s, have leveled out. The pattern is the same for the Los Angeles, Burbank and Glendale police departments: steady decreases in crimes per 1,000 residents until about 1998, then level crime rates in 1999 and 2000. Both reported hate crimes and gang-related crimes fell in LAPD Valley areas during 2000.

Commercial Buildings: The vacancy rate for office buildings in the Valley, excluding Glendale, was 10 percent for the first half of 2001, then spiked to 11.9 percent in the third quarter. That is up from levels under 10 percent during 1999, but had been below the national rate of 11.4 percent for the second quarter of 2001.

Source: 2001-2002 Report of CSUN's San Fernando Valley Economic Research Center

More recently, we learned from LAPD Officer Elizabeth Sandoval that the Devonshire PALS (Police Activity League Supporters) Youth Center needed some technical expertise to correct several problems in their computer room. Their equipment

was not functioning well enough to allow the PALS kids to use it for their homework or to practice their computer skills.

When the university's Information Technology Resources (ITR) unit heard about the problem, they visited the

Youth Center to assess the needs. This visit was soon followed by seven of our ITR technicians donating their lunch breaks to install software and sound cards, refresh the computer memories and network all of the computers. One of our technicians

also was able to have two printers donated to the Youth Center. Many thanks to Caleb Fahey, Greg Nicols, Mike Robinson, Carlos Rodriguez, Eric Senesac, Anthony Smith and Barrington Walker for reaching out to the community. ■

Academy High School Moving Toward Final Approval



LAUSD Says Project Could See Board of Education Vote in January

After months of study, the Los Angeles Unified School District is moving ahead with plans to develop a special academy high school on the Cal State Northridge campus in joint venture with the university.

District officials have completed a draft environmental impact report on the 115,000-square-foot project, which would be built on the university's 5.3-acre Zelzah Court property just south of the University Park Apartments. In exchange, Northridge would receive the nearby Prairie Street School site from the LAUSD.

The project would be the LAUSD's first new regular high school in the San Fernando Valley in 30 years. The school would have a special emphasis on preparing students for teaching careers, and would draw its students via applications from several LAUSD high schools in the surrounding area to help reduce overcrowding there.

The district held a public hearing on the project's draft EIR and its companion environmental assessment on Wednesday, Nov. 7, in the Grand Salon of the University Student Union. The hearing included presentations by the district and the opportunity for the public to comment on the reports.

As proposed, the high school would host about 800 students at any one time and total about 1,200

students on a year-round schedule in grades 9 through 12. The district expects the school to have 74 faculty and staff. Parking for students and staff would be provided in a 228-space underground parking garage beneath the school.

The school would include 38 classrooms, a library, an auditorium, administrative offices, a cafeteria and food service area, a fitness center and

a gymnasium, a student store, and basketball courts. The school also would use CSUN science and language labs, and 10 acres of CSUN athletic fields under a shared-use agreement.

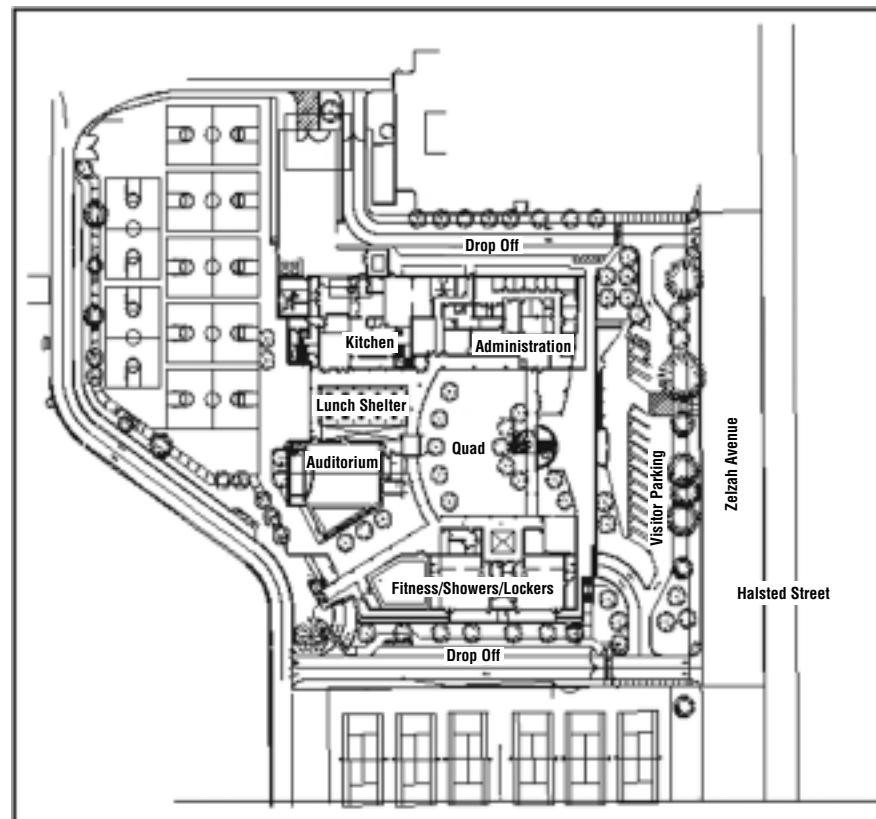
Ron Norton, CSUN's director of Environmental Health and Occupational Safety, said one issue raised in the project's documents was the discovery of some very low-level pesticide residues in topsoil on the

site, presumably from long ago when the area was used for agriculture. The LAUSD would have to remove such materials.

The LAUSD Board of Education is scheduled to consider certification of the EIR for the high school project at its afternoon meeting on January 22, 2002. To address the board, members of the public must register by calling the executive officer of the board at (213) 625-6273 no later than 10 a.m. on January 22.

Other details about the project:

- The high school would be the only one in the LAUSD located on a university campus, providing unique opportunities for collaboration between university and high school educators. High school students also would receive an early introduction to a university setting.
- The high school campus would be fully enclosed for security, and students would not be able to leave the school grounds unescorted during the school day. CSUN's police headquarters immediately adjoins the high school site.
- The high school has been planned to include a loop road that will circle the campus on three sides apart from Zelzah Avenue, giving parents convenient and safe drop-off zones for leaving youngsters without excessively backing up traffic on Zelzah.
- With about 800 students attending at any one time, the high school will be one-third to one-fourth the size of other traditional LAUSD high schools, ensuring quality interaction between students and teachers, and a small school environment. ■



Artist renderings of the planned academy high school, top left, from Zelzah Avenue looking west and, top right, from the university campus looking east. Above, the site plan for the 5.3-acre school site within the Cal State Northridge campus.

Professors Offer Financial Advice for Uncertain Times

Suggestions Include Establishing Emergency Fund and Updating Your Skills

With the stock market fluctuating and pundits fretting about the direction the national economy is heading, two Cal State Northridge professors are offering families financial advice for these uncertain times.

"Families need to employ some anticipatory management," said Allen Martin, a Family Environmental Sciences Department professor and director of the university's Consumer Resource Center (<http://bbd.csun.edu/consumer/>). "We need to start preparing, just in case something unfortunate happens like the loss of a job."

Martin suggests establishing an emergency fund that covers two or three months' worth of fixed expenses, such as rent or mortgage and car and credit card payments.

This also is a good time to start reducing your expenses and living within your means, he said. "One of the basic things is to reassess your goals," Martin said. "Decide what is important to you, and make your financial decisions and spending priorities match those goals."

"If you think you are in an industry that is likely to be hit hard by an economic downturn, go out and get

some job training and broaden your skills. Catch up on the latest technology so you are employable if something were to happen," Martin said.

William Jennings, chair of the Finance, Real Estate and Insurance Department, said regardless of the economy, families should get into the habit of examining their short-term budget and financial plans, as well as their long-term financial goals.

"They need to see how the two balance," Jennings said. "If people just got into the habit every three months or so of taking a look at their short-term financial plans for about three

to six months, and then looking further down the road at their plans for five, 10 and 20 years from now, they are less likely to make mistakes and be caught off guard when the economy changes."

Getting into the habit of making a regular review of your finances can be hard, Jennings conceded. But he said the effort is worthwhile.

"When people make mistakes, it generally is because they neglected one or another of those times," he said. "By regularly examining where they stand financially, families are more aware of what is going on in their lives."

New University Logo Will Help Strengthen Campus Identity

Bold, New Red and Black Trademark to Become Standard Campus Image for Visual Communications

As part of a move to strengthen the university's local and national image, Cal State Northridge has adopted a bold, new logo starting this fall that uses school colors black and red to visually highlight the university's Northridge identity and school name.

The new logo has been approved by Northridge President Jolene Koester and the president's cabinet, following several months of previews and consultation with a wide range of campus constituency groups. Those included the Faculty Senate, Associated Students and the university's Community Advisory Board.

"Cal State Northridge is indispensable to the region we serve," said President Koester. "This new university logo should help strengthen the university's identity both here and across the country, and help us carry our message that Northridge is the cultural, educational and economic

engine for our region."

The new logo from this point forward becomes the university's standard identifier in all visual communications, including print, broadcast and on the web. The new logo replaces the symbolic graphic image

mark, represents a much bolder, clearer identification of the campus. "To help increase support for the university, we need to expand awareness of the university, its mission and its identity. We need to be crystal clear," Knudson said.

California State University Northridge

of the Oviatt Library's columns that the university has used as its mark in recent years.

Judy C. Knudson, Northridge's vice president of University Advancement, said the new logo, known as a word

New design templates for university stationery, envelopes, business cards and mail labels—all of which incorporate the new university logo—have been prepared by the Public Relations and Communications Department.

The new university logo will be the only logo allowed on those university business collateral materials.

By Thanksgiving, the Public Relations Department's web site (www.csun.edu/~pubrels) should have downloadable image files of the new logo and initial style guidelines for its use.

The new logo incorporates the full name of the institution—"California State University, Northridge." Visually, the "California State University" text is displayed in smaller black letters directly above "Northridge" in larger type using Matador red. In single color uses, all of the text typically would be shown as solid black.

Within several months, Public Relations expects to produce a formal style guide for using the new logo that will be available in print and online. ■

December Calendar

The Associated Students 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 9:30 a.m.–5 p.m. Mon.–Fri. For prices not given, call (818) 677-3093 or x2488.

Art and Exhibits

Eyes on New York: Sept. 14-17, 2001

Exhibit includes 30 color photos that capture the tragedy and spirit of New York after the attack on the World Trade Center. The photos were taken by Northridge photojournalism student J. Jason Warner, and former students Ringo H.W. Chiu and Agustin Tabares. Through Fri., Dec. 21. Manzanita Hall, second floor balcony hallway.



▲ Earthlinks: Africa/China

Photographs by Alan Weissman, who contrasts the traditional and contemporary worlds in China and in southern Africa. Through Sun., Dec. 23. Performing Arts Center Gallery.



▲ More In Store: Fifth Annual High School Art Invitational

Fifty-two San Fernando Valley high schools are invited to participate in this exhibition including painting, ceramics, graphic design, video, drawing and sculpture. Mon., Nov. 26 through Sat., Jan. 12. Main Art Gallery.

Athletics (home games):

Men's Basketball

11/20	Dominican College	7:05 p.m.
12/16	Southern Illinois	4 p.m.

Dance

Nutcracker

This full-length production is performed with brilliant dancers and wonderful music by the West Valley Ballet Company. Fri., Dec. 14, 8 p.m. Sat., Dec. 15, 2 & 7 p.m. Sun., Dec. 16, 2 & 7 p.m. Performing Arts Center. \$25 premium seating; \$15 general; \$10 children/CSUN students/seniors.

Nutcracker

This condensed adaptation with narrator is performed with more than 100 dancers by the Pacific Dance Academy. Sat., Dec. 22, 4 & 7:30 p.m.; Sun., Dec. 23, 1:30 & 5 p.m. Performing Arts Center. \$25 premium seating; \$15 general; \$10 children/CSUN students/seniors. Info & Tickets: (818) 346-4447.

Music

Admission to all music events (unless otherwise specified): \$10 general, \$7 faculty, staff and seniors, \$5 students.

CSUN Guitar Ensemble

Ron Purcell directing. Thu., Nov. 29; 8 p.m.; Music Recital Hall.

CSUN Wind Symphony

Glenn Price conducting. Thu., Nov. 29; 8 p.m.; Performing Arts Center.

CSUN Jazz "A" Band

Matt Harris directing. Fri., Nov. 30, 8 p.m.; Performing Arts Center.

Afternoon Delight

Ron Borczon and Greg Newton directing. Sat., Dec. 1, 1 p.m.; Performing Arts Center.

CSUN Wind Ensemble

Glenn Price conducting. Sat., Dec. 1, 8 p.m.; Performing Arts Center.

CSUN Youth Orchestra

Camerata Strings
Kimberly Blake-Kilgore conducting.
Youth Symphony
Edward Kawakami conducting. Sun., Dec. 2, 3 p.m.; Performing Arts Center.

A Concert of Chamber Music

David Aks directing. Mon., Dec. 3, 8 p.m.; Music Recital Hall.



▲ CSUN Steel Drum Band

Gee Rabe directing. Wed., Dec. 5, 8 p.m.; Performing Arts Center.

CSUN Symphony

Glenn Price conducting. Fri., Dec. 7, 8 p.m.; Performing Arts Center.

Northridge Singers

Paul Smith conducting. Sat., Dec. 8, 8 p.m.; Performing Arts Center.



▲ Rubio String Quartet

Guitarist Paul Galbraith performs. Mon., Dec. 10, 8 p.m.; Performing Arts Center. \$24 general; \$19 seniors, \$7 students; \$5 CSUN students. Info: (310) 552-3030.



▲ Gregg Karukas, Shelby Flint & Friends

This intimate evening of all-acoustic holiday jazz features arrangements by pianist Karukas and vocals by Flint. Fri., Dec. 21; 8 p.m.; Performing Arts Center. \$15 general; \$12 seniors; \$9 students/children.

Theater/Performance



▲ The Three Musketeers

Swordplay, heroics, dark villainy, a dash of romance and barrels of fun. Wed., 11/28, 7 p.m. Thu., 11/29, 8 p.m. Fri., 11/30, 8 p.m. Sat., 12/1, 2 & 8 p.m. Sun., 12/2, 2 p.m. Little Theatre at Nordhoff Hall \$10 general; \$7 seniors/students/faculty/staff



is published monthly during the academic year for friends and neighbors of California State University, Northridge. Copies are available without charge and on request. Direct inquiries, comments, and suggestions to Managing Editor, Office of Public Relations, 18111 Nordhoff St., Northridge, CA 91330-8242.

voice (818) 677-2130
fax (818) 677-4909
e-mail pubinfo@csun.edu

Jolene Koester, *President*
Judy C. Knudson, *V.P. of University Advancement*
Dick Tyler, *Assoc. V.P. of Public Relations & Communications*

Editorial Team

John Chandler, *Managing Editor*
Carmen Ramos Chandler, *Director of News & Information*
Mayerene Barker, *Director of Editorial Projects*
Tatsuo Kumagai, *Graphic Designer*
Randal Scot Thomson, *Director of Publications*

Editorial Advisory Group

Oscar deShields, *Marketing*
Louise Lewis, *Art*
Cynthia Rawitch, *Journalism*
Shellie Smith, *Alumni Relations*
Maria Elena Zavala, *Biology*

Not printed at state expense.

