After a year of study and consultation, Cal State Northridge has unveiled a draft campus master plan to help guide the physical development of the university during the coming 30 years. More than 150 people turned out Tuesday, March 1, to preview the proposal at a pair of campus/community open forums.

The university currently is accepting campus and community comments on the nearly 90-page draft proposal that is the product of the university's Envision 2035 planning process. The full proposal document and an eight-page summary are both available online via the Envision 2035 link on CSUN's home page.

Professor William Jennings, chair of the university's 25-member Campus Physical Master Planning Committee that has helped guide the process, said the university and its consultants will spend the coming two months reviewing comments and refining the plan before returning with a formal plan before returning with a formal review of the comments and the proposal at another pair of open forums on Thursday, May 19.

"This has been very much a collaborative effort of finding out what things work and what things don't as we go about building our campus plan," said Jennings, who separately serves as chair of the Valley Performing Arts Center Executive Committee. "The projects you see in the plan deal with strengthening the campus' identity and visibility through perimeter improvements, identifying ways the campus can add about 1.1 million square feet of academic-administrative environment and open-spaces system, and adding new faculty/staff and student housing, mostly on and near the largely undeveloped North Campus area.

"The projects you see in the plan are the largest of its kind in the area and serve as a cultural hub for the region. Members of the new Valley Performing Arts Center Executive Committee include biotech pioneer Al Mann, chairman/CEO of Mannkind; Latham & Watkins counsel David Fleming; actor/producer Richard "Cheech" Marin; J.D. Power and Associates Chairman J.D. Power III; retired California Community Foundation President/CEO Jack Shakely; and Alex Yemenidjian, chairman/CEO of Metro-Goldwyn-Mayer, Inc."

"The members of the Valley Performing Arts Center Executive Committee are some of the most prominent and accomplished individuals in the region. They are dedicated to helping Cal State Northridge bring a new level of culture to the San Fernando Valley," said Cal State Northridge President Jolene Koester. "The unique assistance they can provide and their commitment to bringing this project to fruition are a great start for this campaign."

The executive committee represents the area’s leaders in business, arts and entertainment, law, philanthropy, and public service. Mann will be the committee's chair, while Fleming will be its vice chair. The committee met for the first time in March to discuss strategies for funding the $100 million project. (The current Executive Committee roster is listed on page 2.)

"Strong volunteer leadership is the key to success in a campaign like this," said CSUN Vice President for University Advancement Judy C. Knudson. "We have been laying the groundwork as an organization to position ourselves to reach this point. We are fortunate to have access to the talent and vision of these very impressive community leaders."

The Valley Performing Arts Center will be located on the CSUN campus in the San Fernando Valley, at the northwest corner of Nordhoff Street and Lindley Avenue, just west of the campus' historic orange grove. About half of the project's $100 million funding is expected to come from state funds, with the other half from private contributions.

The fundraising campaign for the Valley Performing Arts Center will begin this July. Much of the preparatory work for the campaign already has been completed, including a feasibility study. The goal is to raise about $50 million to finish the project by the end of the decade.

"The projects you see in the plan Envision 2035 continued on page 2."
Envision 2035…

continued from page 1.

will be phased into the campus over a long period of time,” said architect Richard Thompson of the urban planning firm AC Martin Partners, which is leading CSUN’s team of planning consultants. Ultimately, the Envision 2035 plan is scheduled to go to the Cal State system’s Board of Trustees for approval.

Another feature of the plan would give CSUN room to serve an expected growing student population in the decades ahead. The draft master plan envisions the campus’ capacity expanding from 25,000 full-time equivalent students (FTES) to a new planning capacity of 35,000 FTES during the 30-year life of the plan.

Campus housing is another major plan component. The plan envisions up to 2,500 additional beds of student housing being developed through the years, both within the existing University Park Apartments complex and along Plummer Street. In addition, most of CSUN’s available North Campus land would become a mix of up to 600 units of faculty/staff housing.

After reviewing campus and community comments on the draft plan, a final proposal will be presented Thursday, May 19, at another pair of campus/community open forums in the presentation room of the Oviatt Library. To accommodate schedules, a morning session will begin at 9 a.m., and a repeat session in the evening will start at 6:30 p.m.

Comments on the draft proposal can be e-mailed to envision2035@csun.edu.

Performing Arts Center…

continued from page 1.

to “educate and enrich the community, to enhance the cultural and economic growth of the Valley, and to better define the area as an attractive cultural destination.”

Local business leaders, when surveyed by the San Fernando Valley Business Journal last year, said a local performing arts center would improve the Valley’s image and quality of life, and many said they would financially support such a project.

“Having support from so many businesses and cultural leaders is a great indicator of the future of the Valley Performing Arts Center,” President Koester said. “The key to the center’s success is a vibrant partnership with community and area arts organizations. It is encouraging that we continue to receive feedback that the time for this project is now. The place is Cal State Northridge.”

Valley Performing Arts Center

Executive Committee members include:

Sherry Barrat
Chairman and CEO, Northern Trust Bank of California

Lod Cook
Vice Chairman and Managing Director, Pacific Capital Group

Gordon Davidson
Artistic Director, Center Theatre Group

Debra Farar
Member, California State University Board of Trustees

David Fleming
Counsel, Latham & Watkins, LLP

Stanley Gold
President and CEO, Shamrock Holdings

Larry Gould
Counsel, Sheppard, Mullin, Richter & Hampton, LLP

Ed Landry
Partner, Musick, Peeler & Garret, LLP

Al Mann
Chairman & CEO, Mannkind

Richard “Cheech” Marin
Actor, Producer, Musician and Artist

Barry Mintz
President & CEO, J. Paul Getty Trust (honorary member)

Charles Noski
Retired Vice Chairman, AT&T Corp.

Sanford Paris
President, Paris Industrial Parks

Clyde Porter
Founder, West Valley Playhouse

J.D. “Dave” Power III
Chairman, J.D. Power and Associates

James Ring
Principal, Ring Financial

Jack Shakely
Retired President and CEO, California Community Foundation

Larry Thomas
Chairman Emeritus, Guitar Center, Inc.

Robert Voit
President & CEO, Voit Companies

Alex Yemendjian
Chairman and CEO, Metro-Goldwyn-Mayer, Inc.

The Main Gallery is open Monday-Saturday, 12–4 p.m. For questions, please call (818) 677-2156.

Until next month…
‘Teaching the Holocaust’ Forum Sponsored at CSUN

Announcement of New Modern Jewish Studies Degree Coincides with Three-Day Event

The United States Holocaust Memorial Museum and Cal State Northridge’s Michael D. Eisner College of Education is presenting “Teaching the Holocaust,” the Fifth Annual Southern California Teacher Forum on Holocaust Education, in CSUN’s Northhoff Hall.

Some 200 Southern California public school teachers are attending the forum free of charge, courtesy of a special donation to the Holocaust Museum. The March 24–26 event represents the first time CSUN hosts the Teaching the Holocaust event.

“We feel privileged to partner with the U.S. Holocaust Memorial Museum on the Southern California Teacher Forum,” said Philip Rusche, dean of the Michael D. Eisner College of Education. “Teachers throughout the nation have praised the museum’s ‘Teaching the Holocaust’ forums as an outstanding professional development opportunity.”

Designed for secondary and preservice teachers, the Holocaust Education forum explores the content, methodologies and rationales for teaching the history of the Holocaust, placing special emphasis on literature and the use of technology. The forum is open to the public.

Holocaust survivors are participating with teachers at special forum sessions, as are representatives of Los Angeles area Holocaust organizations, who are conducting programs and providing resources.

Among the scheduled speakers are Claudia Koone of Duke University on “The Nazi Conscience,” William Membrecke of the U.S. Holocaust Memorial Museum on “The Realization of Ideology: An Overview of Holocaust History,” and Barry Van Driel of Anne Frank House in Amsterdam on “Anne Frank and the Holocaust.”

Building on the three-day forum, CSUN’s Jewish Studies Program this summer will offer a graduate level course called “Teaching the Holocaust and Genocide” in the Roland Tseng College of Extended Learning. State Center for Holocaust and Genocide Education directors Sam and Carol Edelman of CSU Chico will teach the course, which will focus on teaching the Holocaust in middle and high school courses.

A $10,000 grant from the 1939 Board of Jewish Education and the Jewish Studies Program, call Myers at (818) 677-3007 or visit www.csun.edu/jewish.studies

Speaker Series Brings Top Executives to Northridge Campus

Students Fill Rooms to Hear How Execs Found Success in Business, Government

Three of the country’s most talented and high-powered executives met with Cal State Northridge students on March 3 to share insights culled from their experiences in the worlds of business and government.

The university’s new Executive Speaker Series brought Dole Food Company, Inc. chairman and CEO David Murdock, Hawaii Governor Linda Lingle and philanthropist/travel company founder/commercial real estate developer and owner of residential and commercial real estate company is the world’s largest producer of high-quality fresh fruit, vegetables and flowers, and is recognized as an industry leader in nutrition education and research. The executive also is chairman and CEO of Castle & Cooke, Inc., a leading developer and owner of residential and commercial real estate in more than 25 states.

Active in civic and philanthropic activities, Murdock supports a number of educational, medical and cultural programs.

Edward Hogan is founder—with his wife, Marilyn—of Pleasant Holidays LLC, a travel firm offering packages featuring more than 400 top hotels and 30 airlines serving nearly 600,000 clients per year traveling to Hawaii, Mexico, the South Pacific and Asia. He now focuses on Pleasant Aircraft Leasing and Pleasant Travel Service, a real estate development and hotel ownership/management company.

Another major involvement is the Hogan Family Foundation, established to promote understanding of travel, tourism and entrepreneurialism as a route to inter-cultural communication.

Linda Lingle, elected in 2002 as the first female governor of Hawaii, received CSUN’s Distinguished Alumni Award in 2004. After earning her journalism degree from CSUN, she founded the Molokai Free Press, served five-two-year terms on the Maui County Council and was elected mayor of Maui County in 1990. An education advocate, Lingle formed the Citizens Achieving Reform in Education advisory group to raise academic achievement in Hawaii’s public schools.

The U.S. Holocaust Memorial Museum in Washington, D.C., (far left) is co-sponsor of the March teachers’ forum on the 1933–1945 Holocaust. Images include shoes confiscated from Majdanek extermination camp prisoners, a prison’s jacket and a milk carton capsule that was buried beneath the Warsaw ghetto containing poetry, eyewitness accounts and other archives of ghetto life.

President Joanie Koester (second from right) is joined by Pleasant Holidays LLC founder Edward Hogan (far left), Dole Food Co., Inc. chairman/CEO David Murdock and Hawaii Governor Linda Lingle, with plaques commemorating campus presentations.
Alumni Events

For info or to RSVP, www.csunalumni.com unless otherwise noted.

Music Workshop
An evening of continuing education using music in speech and language therapy for young children.
Hosted by the Communication Disorders and Sciences Alumni Chapter and the CSULN Language, Speech and Hearing Center.
Wed., March 30, 6:45–10:15 p.m.
CSUN Monterey Hall
For more info, contact Denise Middleton at SpeechDM@pacbell.net

Networking Evenings
Masters in Public Administration Alumni Chapter mixers:
Tue., April 5, 6 p.m.
B’nai B’rith House, 461 W. Esplanade Dr., Oxnard
Thu., April 7, 6 p.m.
All Corked Up, 28340 Diamond Place, Santa Clarita
RSVPs to Shelli Hedvina, (818) 677-5541.

“Carousel” Dinner Theater
Dinner and the classic Rodgers and Hammerstein musical.
Dinner, University Club,
Sat., April 9, 6 p.m.
Followed by 8 p.m. performance,
Campus Theatre, Nordhoff Hall 100
Alumni Asn. members $25, non-members $35

Sacramento Area Alumni Reception
CSUN and other CSU alumni groups.
Mon., April 11, 5:30–7:30 p.m.
Firehouse Restaurant,
1112 Second St., Sacramento
Free.

Education Expo
Info for alumni interested in teaching.
CSUN Career Center hosts.
Wed., April 13, 12–4 p.m.,
University Student Union (USU) Reservations: Patricia Gaynor,
(818) 677-2388.

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

African Art in the Life Cycle
Sculptures, paintings, photographs and textiles.
Runs through Sat., April 9.
Exhibit will be closed Thu., March 31, for Cesar Chavez Day.
Cal State Northridge Art Galleries

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.–4 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 $4 parking permit.

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