

California State University Northridge

Did
You
Know...

Cal State Northridge has received a \$1 million, four-year grant from the U.S. Department of Education to help make college dreams a reality for 50 San Fernando Valley high school students from low-income families. The Upward Bound Project at CSUN will help get Reseda, Birmingham and Verdugo Hills high school students ready for college.

Professors Heinrich Falk and Nhut Ho are CSUN's newest Fulbright Scholar Program grant recipients. Falk, a theatre professor emeritus, departs in October to lecture on American drama and direct a play at Sri Lanka's University of Sri Jayewardenepura. Ho, assistant mechanical engineering professor and director of the Ernie Schaeffer Center for Innovation and Entrepreneurship, will travel to his native Vietnam in spring 2008 to conduct research aimed at improving the country's educational process.

Peer praise for CSUN's Marketing Department: The Academy of Marketing Science Review's Best Paper of the Decade Award—describing the motivations of luxury brand consumers—went to Franck Vigneron, director of CSUN's Wells Fargo Center for Small Business and Entrepreneurship. Northridge marketing students earned the American Marketing Association's Outstanding Communications Award for their topflight communications plan.

An AIDS hospice outside the Mexican city of Tijuana was headquarters this spring for nine students enrolled in CSUN's new minor in Spanish-language journalism. The young journalists told the stories of the hospice's inhabitants in a moving 48-page special edition of the campus' Spanish-language newspaper, beaming a spotlight on the issue of AIDS in the Spanish-speaking community.

July 2007
Vol. VII · No. 1

Published by
the Office of
Public Relations
and Strategic
Communications

(818) 677-2130