

# @CSUN

Celebrating  Years of **Life-Changing** Opportunity

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## CSUN at 50: Coming of Age, Looking to the Future

*President's Announcement of \$5 Million Gift Jump Starts Anniversary Year*

**W**ith the Cal State Northridge 50th anniversary banners on display behind her, President Jolene Koester acknowledged the past and looked to the university's future in her August 21 annual convocation address.

"The Cal State Northridge of the future," she said, "will see its mission accepted, its mission celebrated."

For CSUN, the president said, its 50th anniversary represents a "coming of age," as it completes its formative years and begins an era that will realize the benefits from initiatives undertaken in 2008–09.

Proof that CSUN initiatives and mission fulfillment are bringing positive results came with Koester's announcement of a \$5 million gift from an anonymous donor who requested that the funds be used to support scholarships and student assistance. (See story, this page)

"Let me give you a wonderful example of how this university's regional mission has recently been reaffirmed, an example that is going to be replicated multiple times in our future," Koester said to faculty, staff and students gathered on the Oviatt Library lawn. In June, Vice President



President Jolene Koester delivers her 2008–09 convocation address.

for University Advancement Vance T. Peterson received a check in the mail. The check, from an anonymous donor in the amount of \$5 million, "was given to us to support student success."

To a boisterous round of applause, the president described the donation

as "tangible and, I would say, welcome recognition of the contribution of this university to the people of the region."

President Koester framed her discussion of the university's 2008–09 agenda with a vision of the university's next 50 life-changing years, in which she foresaw a continuation of CSUN's

regional mission, its focus on student success, the readjustment of "ways we teach to the ways that students learn," and the achievement of faculty/staff/administrative diversity.

To assure the president's vision of the future university, she set out the following objectives for 2008–09:

□ **Construction.** "Have you ever seen so much construction going on at CSUN?" Koester asked. A third parking structure for the university, 400 new beds for students who wish to reside on campus, a new science building, a new recreation center and "a world-class performing arts center" are in the works for the campus.

□ **Reaccreditation.** Work will continue on the Western Association of Schools and Colleges (WASC) reaccreditation effort.

□ **Student preparation.** Provost and Vice President for Academic Affairs Harry Hellenbrand will lead a move to improve K–16 student preparation by establishing a common culture for collaboration by schoolteachers, professors and administrators across the San Fernando Valley's K–16 spectrum. 2008 Convocation *continued on page 2.*

## Anonymous \$5 Million Gift to Support Scholarship Program

*Check 'Can Mean Difference Between Attending or Not Attending' College for Some CSUN Students*

**C**al State Northridge has received a \$5 million gift from an anonymous donor who asked that the money be used for scholarships and student assistance, President Jolene Koester announced during her August 21 convocation address.

University officials said the gift will be used to create the Scottsdale Endowment, which will support the university's Northridge Scholarship Program, specifically high-achieving freshmen. The name of the endowment comes from the location of the Scottsdale, Ariz., bank that issued the check.

"The gift of \$5 million to the university is an affirmation that Cal State Northridge has matured as an institution," Koester said. "As we celebrate our 50th anniversary, I'm pleased to say we are experiencing more and more the impact of support from alumni and friends who are grateful for what Cal State Northridge has meant in their lives.

"As a university, we pledge to be

good stewards of these funds. In this case, we will use them to support scholarships and student success.

"The timing is spectacular; our students need aid and it coincides with the university's 50th anniversary," said the president. "What better affirmation of who we are and what we are doing?"

The details of the endowment are still being worked out, but university officials said it would benefit the Northridge Scholars Program. In particular, officials said the endowment will support need-based scholarships for incoming freshmen who have been identified as high achieving.

Vice President of University Advancement Vance T. Peterson pointed out that demand for financial aid and scholarship support for Northridge students has increased by more than 160 percent in the past year alone.

"I hope the donor realizes what a huge, huge difference his or her gift will make in the lives of our students," Peterson said. "This can literally mean

the difference between attending or not attending college for some of our students."

Peterson was a "little skeptical" when his office received a call earlier this summer from a Scottsdale bank official representing a client who

wished to "make a large gift" to the university.

The gift, said the caller, would be for \$5 million. After a few seconds of stunned silence, the conversation continued.

Anonymous Donation *continued on page 2.*

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# 'The Green Revolution' is Focus of VisCom Center Ad

Imaginative Student-Produced Commercial on Ford's Focus PZEV Airs in September

Gas masks hiding their faces, men in black paint a fresco of obscure images on a long grey wall, accompanied by a melancholy Chopin prelude.

A woman in green appears with a can of glowing green paint. The masked men dip their brushes into the can and suddenly green is everywhere. To an energizing blast of Brahms, the color green spills onto the television screen and splashes onto the dark wall, where the outline of a small, sporty-looking automobile comes into focus.

"The Green Revolution," produced entirely by students in Cal State Northridge's Center for Visual Communications (VisCom), is one of only four student-created commercials selected from a field of 23 entries to air on Southern California television starting the week of September 8. Of the six entries submitted by CSUN, four were finalists and one, "The Green Revolution," made the cut.

VisCom's commercial was part of a first-of-its-kind student competition—the Southern California Ford Dealers' 2008 Ford Focus College Film Program, conceived and directed by Dailey and Associates Advertising of West Hollywood. The students' assignment: to create original 30- and 15-second commercials for the launch of the 2008 Ford Focus PZEV.

"The Green Revolution" was "a visual metaphor illustrating the consequences of uniformity and the possibilities offered by challenging the status quo," according to the VisCom "pitch" statement. Ford was sold on it.

"Everyone was passionate about the project," said Chris Oneill, concept and art director on the "Green Revolution" commercial. "We really formed a team." In addition to Oneill, the



VisCom managing director Dave Moon (foreground) and student Chris Oneill (second from right) show off a Ford Focus to students Nir Gutman, Mauricio Urquilla, Jenny San and Christine Choi (far right). Oneill was concept and art director for "The Green Revolution," a VisCom-created Ford Focus commercial to air in September. The car was donated to CSUN by the Southern California Ford Dealers.

team included graphic design and animation major Leslie Africa, Mike Rogers, '08; Tara Tucker, '08; Chris Landon, '08, and Sean Ruge, '07.

During the two to three months it took to develop the concept and storyboard, complete production work and shoot the video, it was a team that ran on fumes.

"They were sleeping here in the VisCom studio," said Joe Bautista, VisCom's creative director. "A couple of them got to know the custodian on a first-name basis."

"We basically fell off the face of the planet for three weeks," said Africa, who worked closely with Oneill on concept, music and other aspects of the project. "You woke up, you worked on it, you ate, you worked on it."

Africa and Oneill were among those who worked on all six commercials, keeping a tight schedule on top of other classes and other VisCom projects.

The commercial, arresting and vivid, shows no signs of the shoestring budget with which it was developed. "The resourcefulness of our students was mind-boggling," said Dave Moon, VisCom managing director.

Though it appears to have been shot on a stark green plain, intersected by the long grey wall, Oneill said "we actually shot it in the back lot of CSUN's Art Design Center." Except for the characters, all of the commercial's visual aspects—including the wall, the environment, even the paint on the brush and the paint splatters on the wall—were created digitally

within 3D space, he said. "The guys in the mask? That actually was one guy, reproduced over and over."

The gas mask was rented, the coat worn by the male actor (team member Rogers, doing double duty) was on loan and Oneill's own wardrobe was used for the rest of Rogers' costume. Tucker, also on the team, doubled as the mysterious lady in green, in a dress she purchased with her own funds.

Oneill took advantage of an overcast day—ideal for the use of chroma key (greenscreen or bluescreen)—and shot from 7 a.m. to 7 p.m. "I was very demanding," admitted the graphic design major, who will graduate in January with a concentration in motion graphics. "Sometimes I'd have them shoot one section 30 times. And Tara was freezing in that green dress."

Competing against Chapman University, the Art Center College of Design, the University of Southern California and Cal State Long Beach, CSUN shared top competition laurels with its sister CSU campus. Like the other schools, it received from the Southern California Ford Dealers a Ford Focus SES and a \$2,500 scholarship donation, proceeds from which will benefit future VisCom students, Moon said.

"One of the things Joe and I are most proud of is that the students really got involved not only in thinking deeply about the concepts, but in how to execute them," said Moon.

Like the other team members snapped up by industry standouts such as Fox Studios and the Barbara Barry design studio, Oneill did not have to look far for opportunity. He recently became one of the few international paid interns selected by Blind, a noted Santa Monica motion graphics firm. ■

## 2008 Convocation...

continued from page 1.

- **Enrollment.** The campus' new strategic enrollment plan will be implemented, encompassing a new marketing approach that will present the university with one institutional voice.
- **Student services.** Vice President for Student Affairs Terry Piper will conduct an assessment of the long lines students often confront when seeking services, to discover what can be done to move the lines more quickly, and, how to improve the experiences of not only students but of the staff who serve them.
- **Paper processing.** Vice President for Administration and Finance Tom

McCarron and Vice President for Information Technology and Chief Information Officer Hilary Baker will "rethink and streamline our basic business process," with an eye to reducing the campus' reliance on time-consuming paper processing.

- **New academic degree.** CSUN's first cohort of students studying for the applied doctorate in educational leadership begins in fall 2008.
- **Student academic and career planning.** The Career Center this semester will launch Pathways, an innovative career exploration and planning tool that allows students to organize a "master plan" for their

academic and career paths.

- **Educational costs.** The university will undertake this year to more explicitly educate students about the finances of attending college. CSUN's bookstore is piloting a book rental program to cut textbook costs by as much as 65 percent. Early textbook adoptions by faculty, along with increased online and hybrid course offerings, are contributing to lower costs.
- **Higher, clearer profile.** University Advancement will make CSUN's case to higher education and national media, and will strengthen the campus' Web environment.
- **Private fundraising.** Vice President

for University Advancement Vance T. Peterson will lead the effort to refresh CSUN's fundraising infrastructure, emphasizing an expanded annual fund. "The goal," President Koester said, "is to be ready in about two years to launch Cal State Northridge's first comprehensive campaign."

- **Talent management.** President Koester and the vice presidents will help implement a new Human Resources talent management program to develop the skills of managers and staff.

Visit [www.csun.edu/presofc/speeches/2008convocation.html](http://www.csun.edu/presofc/speeches/2008convocation.html) to read the convocation address in full. ■

## Anonymous Donation...

continued from page 1.

"I have to admit I had some doubts about whether the offer was real," Peterson said. "This was the first time in nearly 30 years of fundraising in higher education that I had experienced

the wonderful and very humbling feeling of such pure philanthropy."

In a matter of days, an envelope arrived in the regular mail containing a cover letter from the bank, a cashier's check for \$5 million, and a brief note

explaining that the anonymous donor wanted the money to be used for "scholarships and student assistance."

Peterson called the gift an example of the "highest and purest" form of philanthropy.

"Philanthropy means love of humankind," Peterson said, "and one of its purest forms is when the donor does not know the recipient and the recipient does not know the donor." ■

# To Russia, With Love: Students Dive into Language, Culture

Program Seeks CSUN Russian-Speaking Faculty to Work with Students—in Russian

If a language is the gateway to the soul of a people, the 12 students in the inaugural Russian Strategic Language Immersion Program at Cal State Northridge this summer discovered an amazing gateway to Pushkin, the balalaika, Solzhenitsyn and the complex Russian culture.

The dozen are among the first wave of students in the national Strategic Language Initiative (SLI), developed by the federal government in response to a post-9/11 plea from the U.S. Departments of Defense and State for linguists who can fill the nation's critical need for expertise in the languages spoken in global "hot spots." CSUN offers the Russian component in an SLI-funded California State University consortium that offers free intensive language learning in Russian, Mandarin, Arabic, Farsi and Korean.

For six weeks, students in the Northridge program—most are CSUN undergrads but a few hail from Pasadena City College, Cal State Long Beach and UC Santa Barbara—literally lived, breathed and dreamed in Russian. They took a pledge, said Northridge immersion program director Dina Mokhnatkin, to speak the language exclusively "in class, dorms—everywhere—just as if they were in Russia."

The summer language immersion segment of the program ended July 25 with a campus celebration full of Russian folk music, dance, food and song, but Mokhnatkin is on the lookout for Russian-speaking CSUN faculty who can work with the students throughout the academic year.

"We want to connect each student with a Russian-speaking faculty or community person who can advise them, work with them online or meet with them once a month until the end of the school year, in the student's major," said Mokhnatkin, herself a graduate of Leningrad State University in St. Petersburg. A business major, for example, might be paired with a business professor or a community entrepreneur. Together, speaking and working in Russian, they would build a business project



Firebird Quartet artist strums a bass balalaika at the end of the program's summer segment.



Frank Telles scans notes in a class that polished his Russian language skills.



Student Andrew Corral, in a Russian studies class, found the immersion experience "intense."



Linguistics major Sarah Caine seeks a career as a United Nations interpreter.

during the course of the year.

The idea, she said, is for students to reach the level of fluency required for future work in Russia, with businesses, science programs or other entities. None of it would have been possible, Mokhnatkin noted, without the support of College of Humanities Dean Elizabeth Say and Elizabeth Whirlledge, academic resources manager.

The program includes a six-week study sojourn in Russia during summer 2009, said assistant program director Helen Heinrich, also the Oviatt Library cataloguing coordinator.

The summer program's heavy regimen included Russian grammar, reading and writing, communication skills, Russian contemporary life

studies, Russian cuisine and field trips to observe Russian life in Los Angeles. Heinrich's information literacy background added valuable bilingual information retrieval skills to the program, whose rich spectrum of offerings presented both rewards and challenges.

Sarah Caine, a linguistics major who transferred to CSUN from the University of Arizona, saw the program as an invaluable springboard to a career as a United Nations interpreter, as a diplomat or in politics. The trip to Russia was an added enticement for the senior, whose family on her father's side fled Belarus in the 1920s.

With two semesters of Russian studies behind her, Caine was no

novice, but the level of Russian required for the program—intermediate or advanced—proved daunting at first. Even daily conversation could be frustrating. She began to nurture a "real empathy for people who come here and don't know the language."

But within a couple of weeks, Caine "got into the rhythm."

Frank Telles, who teaches physical sciences and geology at CSUN, signed up for the program after hearing about it from a fellow member of the Slavic Baptist Church in Hollywood. The intensive immersion segment appealed to him, as did the one-on-one interaction with program lecturers such as Stanislav Shvabrin of Princeton, Oleg Minin of USC's Department of Slavic Languages and Literatures and guest speaker Eugenia Khorosheva, a Caltech molecular biologist.

Part Native American, part Salvadoran, Telles had absorbed the colloquialisms of the "street Russian" he heard growing up in the Russian sectors of West Hollywood. He figured that learning proper Russian grammar from the ground up would prove essential for his short-term goal: to conduct missionary work in Russia.

Andrew Corral of Winnetka, a senior majoring in classical applied mathematics, is thrilled that his Russian language skills improved "drastically" during the immersion program. He now feels comfortable conversing in Russian, and intends to continue Russian studies this year "to keep up with what I've learned."

The program's rewards far outweighed its challenges, which included "a workload that left very little time for sleep." Corral describes the six weeks as "more intense than anything I'd ever done...At times I didn't know how I would find the strength to continue." He found it, and is "extra happy" that he did.

Faculty or university friends who wish to work with the Russian study students during 2008–09 should contact Mokhnatkin at [dina.mokhnatkin@csun.edu](mailto:dina.mokhnatkin@csun.edu) or (818) 677-3593. For more information on the program, visit [www.calstate.edu/FederalRelations/documents/SLI\\_1.pdf](http://www.calstate.edu/FederalRelations/documents/SLI_1.pdf). ■

## Flashbacks—CSUN's Golden Fifty The Past and Present of Cal State Northridge



Squash field, pre-Cal State Northridge

The first in a series about the people, events and memories that populate Cal State Northridge's remarkable 50-year history. Columnist Julia Venkateswaran thanks historian John Broesamle for material gleaned from his "Suddenly A Giant," a history of CSUN.

Cal State Northridge sits on prime farmland where squash crops and orange trees once flourished. In fact, banana squash stubble was cleared away in order to lift the first shovel of dirt at the official Valley State College groundbreaking in 1956.

The construction of the campus left piles of orange trees in its wake, presenting enterprising students with a prime opportunity to cut the wood

and carry it off for \$3 a cord. The vision of students busy at their task nearly prompted the first student body to adopt "The Woodchoppers" as its official moniker, but "The Matadors" carried the day.

Following the nation's first Earth Day on April 22, 1970, the campus took formal measures to ensure that its remaining eight-acre orange grove at the intersection of Zelzah Avenue and Nordhoff Street would be preserved. Since that time, the university has made several pledges to maintain the grove for its historic and scenic value.

Composed of more than 600 trees, mainly Valencia oranges, the grove is an important reminder of San Fernando Valley history, and of

an era when orange trees spread across the entire region.

Revitalization has come to the historic grove once again in the form of the soon-to-be-dedicated Sam and Mary Haskell Orange Grove Walk, a lovely retreat and walkway set off by a beautiful new koi pond located near the site of the Valley Performing Arts Center at California State University, Northridge.

For most guests attending ballet, opera or big production shows, it will be their first encounter with the magnificent Valley Performing Arts Center—a lovely stroll through beautiful trees scented with orange blossoms on the way to an evening of terrific entertainment. What could be better?

—Julia Venkateswaran

# Faculty in Limelight for Scholarship, Service, Creativity



Outstanding Faculty Award winners Gagik Melikyan and Carrie Saetermoe with President Jolene Koester at Honored Faculty reception

More than 10,000 Cal State Northridge students were candidates to receive honors and diplomas during ceremonies the week of May 19. Among those applauding longest were the people who helped the students earn their degrees: members of the CSUN faculty.

Nine faculty members were themselves applauded for distinguished scholarly activities at a campus reception hosted commencement week by President Jolene Koester and the Northridge Chapter of the California Faculty Association.

The nine, nominated by their peers, were recipients of the 2008 Faculty Awards:

## Outstanding Faculty Awards

**Gagik Melikyan** (*Chemistry and Biochemistry*) Melikyan has devoted years to a twofold mission: to develop novel methods in the field of organometallic radical chemistry (two new reactions were discovered at CSUN in 1997 and 2003) and to create original methods for breast cancer detection and treatment.

With more than 70 research papers and reviews published in peer-reviewed journals, 48 presentations at national and international conferences and more than 600 citations in journals, books and reviews, Melikyan's contributions to the scientific community are well documented.

His academic career has helped him pursue his desire to "identify and solve the societal problems of utmost importance." Teaching, he said, allows him "to communicate knowledge to students and watch them develop and grow professionally."

**Carrie Saetermoe** (*Psychology*) Recognized nationally in the field of psychology, Saetermoe has secured more than \$3 million in grants, much of it from the National Institute for Mental Health. In addition to enhancing her research efforts, the 2003 Don Dorsey Excellence in Mentoring Award winner has used grant funding to help mentor CSUN students.

Saetermoe, who has published more than ten peer-reviewed journal articles and contributed to several books, established Career Opportunities in Research, an honors program that helps underrepresented students advance to doctorate study in mental health-related fields.

She is the driving force behind a project in which CSUN students help Latino high school students and their parents seek opportunities after high school, and took two delegations of CSUN students to Guatemala for research on children with disabilities.



Scott Plunkett, Joyce Broussard and Katherine Stevenson with Provost Harry Hellenbrand

## Distinguished Teaching, Counseling or Librarianship Awards

**Joyce Broussard** (*History*) Broussard is "one of the most influential women and intellects on campus" and "nothing less than an amazing professor," wrote a former student.

Said to take teaching to another level when she enters the classroom, Broussard provides students with a positive learning environment, integrating her research and special projects into her teaching. Outside of the classroom, reports indicate she is a strong motivator who also provides consistent support and guidance for her students.

Director of CSUN's Natchez project, a hands-on historical research team that focuses on antebellum courthouse records in the old Forks of the Road enslavement market region, Broussard is rated high for her "interactive communication skills."

**Scott Plunkett** (*Family and Consumer Sciences*)

Plunkett earned plaudits for his complete revision of the Family and Consumer Sciences Department's curriculum beginning in the 2007-08 academic year and for leading the effort to bring online classes to the program.

His interest in preparing his students for doctoral studies extends to co-authoring numerous national conference presentations, research monographs, and journal articles.

Peer and student nominators cited Plunkett's "stress-free classroom," his deep knowledge of his subject matter and personal qualities—including

altruism, creativity and humor—in recommending him for the award.

**Katherine Stevenson** (*Mathematics*) Stevenson's colleagues have extolled her classroom skills for their clarity, student engagement, "focus on essential ideas" and "deep understanding of material."

She also receives enviable marks for innovation. Determined, for example, to guide her students through the art of writing a "rigorous" mathematics proof, she turned one traditional lecture class into a forum in which the students presented their own work.

Stevenson developed a new curriculum for the College of Business and Economics' math requirement and established "hybrid" math labs—half online and half in-class—as an important resource for students. "For the first time in my life," one student asserted, "I understand math."



Rafi Efrat and Steven Graves with Vice President for University Advancement Vance T. Peterson

## Extraordinary Service Award

**Rafi Efrat** (*Accounting and Information Systems*) Focusing his research on bankruptcy and taxation, Efrat is equally involved in the promotion of international business education on the CSUN campus. He established the new university certificate in international business and founded the university's Small Business Export Consulting Service, in which students provide local businesses with export and marketing services.

Students' study abroad opportunities expanded when Efrat helped create exchange agreements with Shanghai Normal University and with Niederrhein and Mannheim Universities in Germany. He helped 18 CSUN undergraduates secure stipends for study in China in 2008.

Efrat's efforts were recognized in February 2008 by the U.S. Department of Commerce, when he was presented with a certificate of achievement honoring CSUN's College of Business and Economics for its promotion of international trade in the Los Angeles region.

## Preminent Scholarly Publications Award

**Steven Graves** (*Geography*) The article that earned Graves this year's award, "Predatory Lending and the Military: The Law and Geography of Payday Loans in Military Towns," appeared in the *Ohio State Law Journal* in 2005 and has been making waves ever since.

Co-authored with Christopher Peterson of the University of Florida, it demonstrated that predatory payday lenders—offering short-term loans at interest rates exceeding 400 percent—were clustering near U.S. military bases to target military personnel.

The far-reaching effects of Graves' study—widely reported in media such as *The New York Times*, *The Washington Post* and *National Public Radio*—include federal legislation capping at 36 percent the interest rates on payday loans. Several of the lenders since have been shuttered, replaced by credit organizations with low-cost, short term loans.



The president with Liviu Marinescu, Luciana Lagana and Cynthia Rawitch, associate vice president for undergraduate studies

## Exceptional Creative Accomplishments Award

**Liviu Marinescu** (*Music*) "*Moto Perpetuo*," Marinescu's chamber ensemble work for oboe, bass clarinet, viola and percussion, inspired his selection as recipient of the Exceptional Creative Accomplishments Award. Called a "masterpiece of contemporary writing" by Robert Dumitrescu of St. Gallen Music School, the composition has been praised for its novel use of instrumentation.

In fact, said CSU Dominguez Hills music department chair Richard Kravchak, Marinescu's orchestration "created sounds that I have never encountered during my 30-year career as a performer of new music."

"*Moto Perpetuo*" premiered at CSUN in 2007. Another work, "A-Gain," was performed at Bucharest's Enescu International Music Festival. The composer has earned Harvard University's Fromm Prize and five American Society of Composers, Authors, and Publishers awards.

## Visionary Community Service-Learning Award

**Luciana Lagana** (*Psychology*) Lagana has worked with more than 100 CSUN students per year since she arrived at CSUN in 2000, involving them in service-learning projects at geriatric facilities in Los Angeles County. Specifically, Lagana focuses on computer and Internet training for older adults who reside in facilities that do not provide such equipment or training.

She has introduced computer video games to improve the cognitive functions of the elderly, and has discussed her geriatric work in 14 publications and 44 presentations.

Lagana has won grants from the National Institute of Mental Health on "The Impact of Computer Training on Older Adults" and from the National Institute of Health on "An Ethno-Geriatric Study of Older Women's Quality of Life."

The Samuel Goldberg and Sons Honors String Quartet provided music for the reception, at which the 2008-09 faculty officers were installed: **Jennifer Matos** (*Biology*), faculty president; **Edward Alfano** (*Art*), faculty vice president, and **Cheryl Spector** (*English*), faculty secretary. ■

# CSUN Celebrates Its Own—Hans Burkhardt Collection



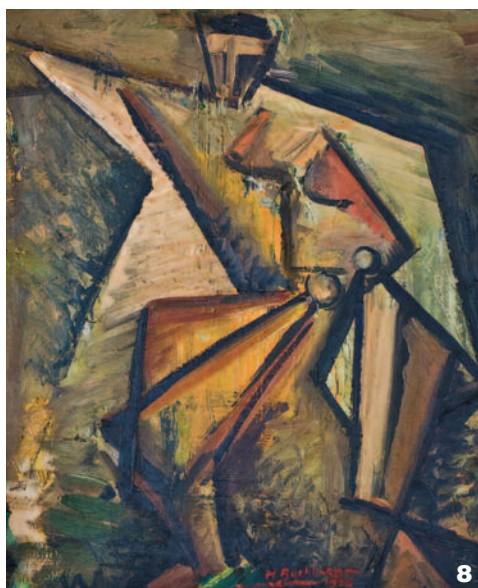
The art of Expressionist Hans Burkhardt will be exhibited in the Cal State Northridge Art Galleries from August 25 through October 11, in a compelling display of works drawn from CSUN's own collection of more than 1,000 pieces donated by the artist during his nearly 30 years as a CSUN faculty member.

Sponsored by the Mike Curb College of Arts, Media, and Communication with the support of the Hans G. and Thordis W. Burkhardt Foundation, "Hans Burkhardt: The California State University, Northridge Collection" includes numerous paintings, drawings and prints by the celebrated artist, whose pieces appear in major museums worldwide, including New York's Whitney Museum of American Art and the British Museum in London.

The range of works in the exhibition, curated by CSUN art professor Betty Ann Brown, expresses what Brown calls the late artist's "several visual languages: lyrical naturalism, modernist abstraction and potent expressionism."



- Clockwise from top left:
1. Hans Burkhardt
  2. CSUN 75.4, *Tropical Landscape*, 1955-56, oil on canvas, 50" x 61"
  3. CSUN 85.1, *The Dance*, 1981, oil on canvas, 32" x 42"
  4. CSUN 75.145, *America the Beautiful*, 1975, oil on canvas, 50.5" x 60.75"
  5. CSUN 75.158, *The Nightmare*, 1945, oil on canvas, 32" x 42"
  6. CSUN 75.1029, *Golden Voyage*, 1956, oil on canvas, 32" x 41"
  7. CSUN 75.162, *Artist and Model*, 1930, oil on canvas, 38" x 47"
  8. CSUN 75.137, *Figure*, 1938, oil on canvas, 17" x 13.5"
  9. CSUN 75.161, *The Cathedral*, 1950, oil on canvas, 42" x 25"
  10. CSUN 75.207, *Independence Day, Mexico*, 1956, oil on canvas, 40" x 48"
  11. CSUN 75.170, *Mexico*, 1968, oil on canvas, 42.75" x 33"
- (See Calendar, page 8, for more exhibition information)



# FYI

**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.

The deadline for the September 8 issue is Tuesday, September 2. 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](mailto:pubinfo@csun.edu), sending 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. ■

## Events

### Thursday, September 4 **Freshman Convocation**

The second annual Freshman Convocation, Cal State Northridge's official welcome to its new freshman, is set for 6 p.m., Oviatt Library Lawn. President Jolene Koester and a host of campus dignitaries in full academic regalia will greet the students, who will hear a keynote address by Barbara Ehrenreich, author of "Nickel and Dimed," her book about working in America. The entire campus community is invited to attend. *fmi*-Tom Piernik, [tom.piernik@csun.edu](mailto:tom.piernik@csun.edu) or x2393.

### Monday, September 8 **Erased: Vanishing Traces of Jewish Galicia in Ukraine**

Brown University Distinguished Professor Omer Bartov's topic will be "Erased: Vanishing Traces of Jewish Galicia in Present-Day Ukraine" in a lecture sponsored by the Office of the Provost and the Jewish Studies Program, 4:30-6 p.m., Oviatt Library Presentation Room. Bartov will describe his research of Ukrainian towns and reconstruct the histories of the vibrant Jewish communities who once lived in them. The speaker's book, "Erased: Vanishing Traces of Jewish Galicia in Present-Day Ukraine," will be on sale at the event. RSVP at x5473 and *fmi*-x2957 or x4724.

### Friday, September 12 **Faculty and Staff Benefits Fair**

Faculty and staff planning to make benefits changes during open enrollment, or who want information about their benefits, are invited to a Benefits Fair from 10 a.m. to 1 p.m., USU Grand Salon. Benefit provider representatives will be available, and therapeutic neck massages from the Student Health Center's trained therapists will be offered. During the annual benefits open enrollment—Monday, Sept. 15 to Friday, Oct. 10—enroll or add eligible family members to medical and dental plans, change health plans, enroll in FlexCash, Health Care Reimbursement and/or Dependent Care Reimbursement Account Plans, effective January 1, 2009. *fmi*-[www.admn.csun.edu/obrs/benefits](http://www.admn.csun.edu/obrs/benefits).

### Friday, October 3 **Atlantic History Lecture**

Award-winning historian and USC professor Peter Mancall will discuss his research on Native Americans in colonial America for the second annual Atlantic History Lecture, "Native Americans and the Atlantic World," 7-9:30 p.m., Whitsett Room, Sierra Hall 4th floor. Copies of Mancall's books will be available for purchase before and after the event, sponsored by the History Department's Atlantic History Center. *fmi*-Christopher Magra, [christopher.magra@csun.edu](mailto:christopher.magra@csun.edu).

## Public Meetings

### **USU Board**

Meets 1 p.m.  
Mon., Aug. 25  
USU Grand Salon

### **Academic Technology Committee**

Meets 1-3 p.m.  
Fri., Sept. 5  
University Hall 211

### **Educational Equity Committee**

Meets 11:30 a.m. to 1:30 p.m.  
Mon., Sept. 8  
University Hall 320

## Notices

### **Condolences**

The Physical Plant Management Department extends deep condolences to Jeff Rawlings (*PPM*) and his family on the passing of Rawlings' mother-in-law in May; to Gilmar Rodriguez (*PPM*) and family, on the passing of Rodriguez' mother in August, and to Paul Slater (*PPM*) and family, on the death of Slater's father, also in August.

University Advancement joins with the campus community in extending deepest sympathy to John Pepitone (*University Advancement*), whose mother passed away July 30.

### **Department Leadership Department Chairmanships**

(effective Aug. 20 to the end of academic year 2010-11, except where noted):

Behzad Bavarian, *Manufacturing Systems Engineering and Management*

Bonnie Ericson, *Secondary Education* (re-appointment)

Lawrence Fleischer, *Deaf Studies* (re-appointment)

Peter Grego, *Theatre* (re-appointment)

Robert Gustafson, *Cinema and Television Arts*

Doris Helfer, *Technical Services* (re-appointment), effective July 1 to the end of fiscal year 2010-11;

Werner Horn, *Mathematics*, effective June 1 to the end of academic year 2010-11.

David Kretschmer, *Elementary Education* (re-appointment)

Sheryl Low, *Physical Therapy*

Thomas Maddux, *History* (re-appointment)

Vicki Pedone, *Geological Sciences*

Martin Saiz, *Political Science*

Takashi Yakisawa, *Philosophy*

### **Acting Department Chairmanships**

(effective Aug. 20 to the end of academic year 2008-09):

Randy Cohen, *Biology*

Bruce Lammers, *Marketing*

Sandra Stanley, *Asian American Studies*

### **Reminder: Faculty/Staff Achievements Online**

The achievements of CSUN faculty and staff members are now presented online, keeping the campus community and visitors to the Cal State Northridge Web site up-to-date on honors, awards, research and sponsored projects, presentations and publications. Submit achievements information to: [pubinfo@csun.edu](mailto:pubinfo@csun.edu). Images of faculty or staff members, as well as book covers or other relevant imagery, may be included. To view the Faculty/Staff Achievements feature, go to the CSUN home page and click on "Public Relations," under "Resources." It is listed under "Campus Publications." Or you may simply go to <http://www.csun.edu/ua/publicrelations/facultyachievements/>.

### **Faculty Promotions**

President Jolene Koester is pleased to announce the following faculty promotions, effective Aug. 20:

#### **To Professor**

Eli Bartle (*Social Work*)

Susan Belgrad (*Elementary Education*)

Pamela Bourgeois (*English*)

Avi Dechter (*Systems and Operations Management*)

Rabia Djellouli (*Mathematics*)

Diane Gehart (*Educational Psychology & Counseling*)

Michele Haney (*Special Education*)

Werner Horn (*Mathematics*)

Gregory Jackson (*Educational Psychology and Counseling*)

Vickie Jensen (*Sociology*)

Leah Marcal (*Economics*)

Kathleen Marsaglia (*Geological Sciences*)

Stan Metzenberg (*Biology*)

Richard Mitchell (*English*)

Scott Plunkett (*Family and Consumer Sciences*)

Carrie Rothstein-Fisch (*Educational Psychology and Counseling*)

Louis Rubino (*Health Sciences*)

Kurt Saunders (*Business Law*)

David Wakefield (*Child and Adolescent Development*)

Deone Zell (*Management*)

#### **To Associate Professor**

Ardavan Asef-Vaziri (*Systems and Operations Management*)

Ian Barnard (*English*)

Dianne Bartlow (*Women's Studies*)

Kenneth Berry (*Secondary Education*)

Timothy Black (*Philosophy*)

David Boyns (*Sociology*)

Joyce Burstein (*Elementary Education*)

Douglas Carranza (*Chicana/o Studies*)

RosaMaria Chacon (*English*)

Tae Chang (*Elementary Education*)

Ranita Chatterjee (*English*)

James Chong (*Finance, Real Estate and Insurance*)

Barrett Cleveland (*Theatre*)

Shawna Dark (*Geography*)

Nicholas Dungey (*Political Science*)

Susan Fitzpatrick-Behrens (*History*)

Rosa Linda Furumoto (*Chicana/o Studies*)

Angie Giordano (*Family and Consumer Sciences*)

Nina Golden (*Business Law*)

Rosemary Gonzalez (*Child & Adolescent Development/Chicana/o Studies*)

Lynn Gordon (*Elementary Education*)

Steven Graves (*Geography*)

Leilani Hall (*English*)

Mohamed Hegab (*Civil Engineering and Applied Mechanics*)

Sarah Jaque (*Kinesiology*)

Yanbo Jin (*Finance, Real Estate and Insurance*)

Patricia Juarez-Dappe (*History*)

James Kelley (*Art*)

Robert Kladiško (*Educational Leadership and Policy Studies*)

Michael Laurent (*Educational Psychology and Counseling*)

Sheryl Low (*Physical Therapy*)

Oscar Marti (*Chicana/o Studies*)

Adilifu Nama (*Pan African Studies*)

Kathryn Peckham-Hardin (*Special Education*)

Alberto Restori (*Educational Psychology and Counseling*)

Kathleen Rowlands (*Secondary Education*)

Denise Sandoval (*Chicana/o Studies*)

Mary Jo Sariscsany (*Kinesiology*)

Enchao Shi (*English*)

Karin Stanford (*Pan African Studies*)

Belinda Stillwell (*Kinesiology*)

Patricia Watkins (*English*)

Jeffrey Wiegley (*Computer Science*)

### **2008-09 Distinguished Visiting Speakers Program**

The Office of Graduate Studies invites applications for the Distinguished Visiting Speakers Program, designed to bring well-known speakers to Cal State Northridge. Category I applications: up to \$700 for classroom visits or department seminars by guest lecturers. Category II applications: up to \$1,800 for individuals or small groups of scholars to participate in artistic performances, public lectures or topical conferences. Up to 30 percent of the honorarium for an international speaker may be withheld for taxes. Application deadline: Sept. 15. Application forms at <http://tinyurl.com/dvsp2008-2009>. *fmi*-Hedy Carpenter, x2138.

### **Calendar of Personnel Procedures**

President Jolene Koester on June 25 approved a June 19 policy item from the Faculty Senate Executive Committee: The 2008-09 Academic Year Calendar of Personnel Procedures. The calendar of procedures is online at [www.csun.edu/senate/policies/personnelcalendar2008-09.pdf](http://www.csun.edu/senate/policies/personnelcalendar2008-09.pdf). An index listing policies approved by the Faculty Senate is available on the Faculty Senate Web site at [www.csun.edu/senate](http://www.csun.edu/senate), under "Resources." *fmi*-Heidi Wolfbauer, x3263.

FYI continued on page 7.

# 'Cultivating Excellence—Valuing Diversity': CSUN Staff Shines

*Oviatt's Dunham Wins Presidential Award; Freshman Convocation Committee Takes Top Team Award*



President Jolene Koester and Oviatt Library development coordinator Joyclyn Dunham, 2008 Presidential Award winner

The Oviatt Library's Joyclyn Dunham, '98, received Cal State Northridge's Presidential Award at the university's 42nd Annual Staff Service and Excellence Recognition Event, at which more than 270 staff and administrators received certificates for university service ranging from five to 40 years.

Dunham, development coordinator for the library, described in simple terms her reaction to the recognition, presented to her by President Jolene Koester before an applauding campus audience. "I'm blown away," said Dunham.

"Cultivating Excellence—Valuing Diversity" was the theme for the June ceremony, at which nine university staff and administrators were singled out for longtime contributions or for extraordinary service during 2007–08. Of that number, the Presidential Award is reserved for individuals whose performances "raise the bar" in their departments, said President Koester, and "whose example shines among their peers."

When Dunham's supervisor, Cindy Ventuleth, took on a new role as Oviatt Library director of development, the honoree mastered an entirely new set of required skills, learning a new database, building university-

wide professional relationships and working with volunteers such as the Friends of the Oviatt Library.

"A wonderful ambassador of good will for the university" and an "indispensable team member," Dunham has earned the respect of her dean, associate dean, chairs and administrators, said the president.

Dunham's involvement in print publications has led her to seek a second degree from the university, in graphic design. Her handiwork is visible in the Friends of the Library Newsletter and in the bookmarks for the "One Campus, One Book" project launched in 2007.

Merit Awards are presented to individuals whose work reflects excellence over a sustained period of time, and who help improve or develop processes that result in increased productivity and/or cost savings. Winners and highlights:



**Suzan Brownlee** (*Admissions and Records*), described as "the force behind the success of DARS," the Degree Audit Reporting System used by faculty to help students plan courses.

help students plan courses.



**Martha Campos** (*Liberal Studies*), who tracks students through degree progress reports, "goes the extra mile" to locate actual transcripts, heads the annual Majors Fair, and creates the Liberal Studies Newsletters.



**Monica Cuthbert** (*Klotz Student Health Center*), who led the center to "two consecutive 'perfect' scores for quality of care and compliance with the Federal Drug Administration's Clinical Laboratory Improvement Amendment."



**Danny Reader** (*University Advancement*), who took the lead in the transition to a new, state-of-the-art donor database, and who collaborated with Admissions and Records to capture several thousand "lost" alumni and to weed out duplicate mailing addresses.

**Michelle Runkle** (*Klotz Student Health Center*), instrumental in implementation of the Health Insurance Portability and Accountability Act (HIPAA), in securing CSUN's status as a HIPAA-compliant entity, and in creating a model billing unit.



**Jane Santoro** (*Klotz Student Health Center*), co-creator of the Clinical Access Shadowing Experience, which provides students with their first hands-on experience in health care.



**Ray Solis** (*Klotz Student Health Center*), who has worked to make his x-ray facility feel "more like a spa treatment room than a medical examination room," and whose volunteer service includes emergency preparedness training.

**Muhammad Zaman** (*Information Technology*), whose positive, problem-solving approach helps him guide campus customers through changes in the campus' new e-mail system.

The Team Award, presented to a team whose project or initiative brings about positive change and increased productivity or reduced costs, went to the inaugural New Freshman Convocation Committee.

Freshman Convocation was conceived as "an introduction to academic tradition through a grand-scale event similar to commencement," attended by campus dignitaries in academic regalia. It also provides new students with a warm and personal CSUN welcome. (See the FYI "Events" section, page 6.)

Members of the convocation committee included **Tom Piernik** (*Student Development and International Programming*), **Christopher Aston** (*Student Development and International Programming*), **Frankline Augustin**, (*Science and Math Advisement*), **Nicholas Dungey** (*Political Science*), **Nagi El Naga** (*Electrical and Computer Engineering*), **Melissa Giles** (*Student Housing*), **Brian McConville** (*Physical Plant Management*), **Kevin Mojaradi** (*Associated Students*), **Janet Pinneau** (*Athletics*), **Hilda Putzel** (*Student Development and International Programming*), **Maureen Rubin** (*Undergraduate Studies*), and **Cheryl Spector** (*Academic First Year Programming*).

**Gregory Truex**, '67, associate dean of the College of Social and Behavioral Sciences, and systems analyst **Linda Newcomb** of Admissions and Records were acknowledged for 40 years of service.

To serve on the organizing committee for the 2008–09 recognition event, contact Human Resources administrative analyst Marianne Hudz at (818) 677-5246. ■

## FYI...

*continued from page 6.*

### Classes

#### Test Prep Classes Offered

The Tseng College offers fall 2008 test preparation classes to prepare students for the California Basic Educational Skills Test (CBEST), California Subjects Exam for Teachers (CSET), Graduate Management Admission Test (GMAT), Graduate Record Exam (GRE)-General Test and Law School Admission Test (LSAT).

Classes meet three to four times on campus, and fees range from \$295–\$425. For course and registration information, visit <http://tsengcollege.csun.edu/testprep.html> or call x2504.

#### Fall Safety Classes

"Aerosol Defense for Citizens, The Basics for Pepper Spray," the first of the Department of Public Safety's fall semester safety classes, is set for 5:30–8:30 p.m. Thu., Sept. 25, in the CSUN Police Department's second

floor training room, corner of Darby Avenue and Prairie Street. Materials fee for faculty, staff, students: \$10. For non-CSUN participants: \$20. To sign up or *fmi*-Daniel Foster, x5820 or [daniel.foster@csun.edu](mailto:daniel.foster@csun.edu).

### Deadlines

#### Human Subjects Research

Faculty and students performing research including the use of human subjects must submit their projects to

the Standing Advisory Committee for the Protection of Human Subjects. Submit a completed Human Subjects Approval Form, available at [http://www.csun.edu/research/03\\_Research/06\\_HumanSubjectsResearch.html](http://www.csun.edu/research/03_Research/06_HumanSubjectsResearch.html), and nine copies to the Office of Research and Sponsored Projects. For the September 23 committee meeting date, the deadline for submission of protocols is September 9. *fmi*-Office of Research and Sponsored Projects, x2901. ■ ■ ■

# Speak Your Mind Series' Focus in '08-'09: The Economy

'Nickel and Dimed' Author Opens Series as Freshman Convocation Keynote

It's the economy, people. At a time when Wall Street, the mortgage crisis and unemployment are contributing to a collective angst about the economy, the Cal State Northridge Speak Your Mind 2008-09 lecture series will bring to campus five speakers who know a thing or two about money matters.

"Consumerism, Economy and Debt" is the theme for this year's series, which will present CSUN students with thoughtful perspectives on timely issues such as money management, materialism and economic justice.

Barbara Ehrenreich, author of the provocative "Nickel and Dimed: On (Not) Getting By in America," will launch the series as keynote speaker for the second annual Freshman Convocation, set for 6 p.m. Thursday, Sept. 4, on the Oviatt Library lawn. Ehrenreich worked a series of minimum-wage jobs and wrote about the experience, igniting a national dialogue about the plight of the working poor.

"Nickel and Dimed," selected by the "One Campus, One Book" Freshman Common Reading program for 2008-09, will be incorporated into the curriculum of individual sections of freshman courses such as University 100. Campus wide, faculty are encouraged to examine the book's themes in their classes.

As the character "Reverend Billy," activist Bill Talen leads the Church of Stop Shopping, a performance group opposed to the consumer culture Talen believes has overtaken American society. Using a gospel choir and a live band to help project his message of economic justice and fair trade, Talen is scheduled to speak at 12:30 p.m. Thursday, Sept. 25, in the Plaza del Sol Performance Hall.

As a twenty-something, author Anya Kamenetz ("Generation Debt:



Barbara Ehrenreich



Bill Talen



Anya Kamenetz



Juliet Schor



Naomi Klein

Why Now is a Terrible Time to be Young") feels the pain of peers who are overwhelmed by student loan and credit card debt. Millions are said to read the online personal finance column the young expert writes for Yahoo! Finance. The Pulitzer Prize-nominated Kamenetz, set to speak at 12:30 p.m. Thursday, Oct. 30 in the performance hall, became one of the Village Voice's youngest columnists when her "Generation Debt" series became a column.

Author of "Born to Buy: The Commercialized Child and the New Consumer Culture," Juliet Schor will take her audience inside ad agencies and firms, uncovering controversial marketing tactics that target children. Schor, a sociology professor at Boston College, will examine the anxiety and family conflict produced by a mentality that promotes constant upgrades and non-stop shopping. She will speak at noon Wednesday, Feb. 11, in the performance hall.

Award-winning journalist and syndicated columnist Naomi Klein will take a look at "disaster capitalism," corporate re-engineering of societies overcome by world-changing crises, wars and natural disasters such as Hurricane Katrina, which leave victims struggling while others profit. Klein, who wrote the best-selling "The Shock Doctrine: The Rise of Disaster

Capitalism," will speak at 2 p.m. Wednesday, March 11, in the performance hall.

Free tickets will be made available for students, faculty and staff attending

lectures held in the 500-seat Plaza del Sol Performance Hall. Lectures will not be open to the general public. For more information, visit <http://usu.csun.edu/speakyourmind>. ■

## 'Sister Acts' for Sister Campus



To help CSUN celebrate its 50th anniversary, performers from its sister campus, Shanghai Normal University, will present an evening of Chinese theatre and song August 25 on campus. Dean Ben Zhao and other members of the Xie Jin College of Film and Television Arts will perform dramatic scenes from the Chinese classical novel "A Woman Killed in the Attic" and a short story called "The New Year Sacrifice." LingYing Zhu will present a selection of Chinese folk songs. (See Calendar for details)

## 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.

### Hans Burkhardt: The CSUN Collection

A selection from nearly 1,000 works donated by the artist to the university where he taught throughout the 1970s and 1980s.

Burkhardt's work engages lyrical naturalism, modernist abstraction and potent expressionism in painting, drawing and printmaking.

Runs Mon., Aug. 25 through Sat., Oct. 11.

Gallery Talk: Art history professor Betty Ann Brown, Mon., Aug. 25, 10 a.m.

Gallery reception: Fri., Sept. 5, 7-9 p.m.

Main Art Gallery

### Bianchi Planetarium

For ticket info, (818) 677-2488 or visit [www.csun.edu/physics/planetarium](http://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. 5, 7:30 p.m.

### Athletics (home games):



### Women's Soccer

8/29 Southern Utah 11:30 a.m.  
9/5 UNLV 4:30 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. Seating not guaranteed. For more info, call (818) 677-3192 or see [www.cinematheque.csun.edu/html/events.html](http://www.cinematheque.csun.edu/html/events.html).

### 'The Furies'

Directed by Anthony Mann. Wed., Sept. 3, 7 p.m.

### 'Rawhide'

Directed by Henry Hathaway. Thu., Sept. 4, 7 p.m.

### 'El Cid'

Directed by Anthony Mann. Wed., Sept. 10, 7 p.m.

### Music

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

### Faculty Artist Series

Jazz faculty.

Thu., Sept. 4, 8 p.m.

Music Recital Hall

### Theater/Performance

#### Sister Acts

Shanghai Normal University, CSUN's sister school, arrives on heels of Beijing Olympics with evening of one-act performances.

Directed by Ming Zheng Chen, AiShi Kang, and HongBo Guo.

One performance only.

Mon., Aug. 25, 7 p.m.

Campus Theatre, Nordhoff Hall 100 \$5-\$16

## @CSUN

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