University Fundraising Triples to Record High Since 2000
Increased Emphasis on Private Support Responds to President’s Priority and CSU Trustees Goal

During the past two years, Cal State Northridge has achieved one of the largest fundraising gains in the 23-campus Cal State system, more than tripling total contributions to the university and setting a new $23.8 million record for gifts during 2001–02 year.

Since the arrival of President Jolene Koester in mid-2000 and her selection of Vice President for University Advancement Judy C. Knudson in early 2001, university fundraising has soared from $7.8 million in 1999–2000 to $12.4 million during 2000–01 and to $23.8 million for 2001–02. That is a 206 percent increase over those two fiscal years and a 92 percent gain during mid-2001 to mid-2002 alone.

The progress has enabled CSUN, now for the second consecutive year, to exceed the CSU Board of Trustees goal that each campus raise in donations and other income at least 10 percent of its state general fund budget. The university met that goal in 2000–01, but passed it by a wide margin last year, when the campus’ CSU-set goal was $15 million.

“While it’s important to meet our CSU commitments, the real purpose and value of university fundraising is that it enables the university to gain that extra margin of excellence in our programs that would not be possible with state support alone,” said Knudson, who oversees alumni relations, community and public relations and development.

CSUN’s fundraising success during the past year was reflected across the spectrum of colleges and departments, and included large cash and in-kind contributions from The Eisner Foundation, Countrywide Credit Industries, Mentor Graphics and Cadence Design, said Murray Wood, associate vice president of development.

During the past year, the CSUN Foundation, which also is part of advancement, established 12 new endowment funds valued at $7.65 million, with most of the proceeds targeted to support student scholarships and curriculum enhancements.

The $23.8 million in cash and non-cash contributions raised during the year included $18.2 million from corporations, $3.1 million from foundations, $1.6 million from individual supporters including faculty and staff, and nearly $770,000 from about 3,500 alumni donors. Beyond the $23.8 million, CSUN also received $5.4 million in pledges of gifts in future years.

1,600-Seat Performing Arts Center Planned for Campus

Seeking to enhance the artistic life of the San Fernando Valley and the university’s own arts programs, Cal State Northridge officials have unveiled plans for a future $75 million Performing Arts Center on the campus that would become the largest venue of its kind in the Valley.

The planned 1,600-seat complex is being proposed on a prominent site at the front of the campus, on the Music Lawn area at the northwest corner of Nordhoff Street and Lindley Avenue, near the buildings that house CSUN’s Music and Theatre Departments.

Campus officials said the project could be completed toward the end of the decade.

“This university serves very much as a cultural hub for the San Fernando Valley, and this is a way for us to expand and fulfill our mission,” said CSUN President Jolene Koester.

The president noted that the university already has a nationally recognized music program and a theater program that is well known in the industry.

College of Arts, Media, and Communication Dean William Tauttung, who has been spearheading planning for the project, said he envisions the university-managed complex as a partnership involving the university, the community and the arts. The venue would host both major university and community events.

CSUN Contributions

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<th>Fiscal Year (July 1–June 30)</th>
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In response to reader requests, optional first-class mail allows of $0.39 is available for $20 per year. Call (818) 677-2130.
CSUN Ranks Among Top Universities for Minority Students
Northridge Listed as 13th in Nation for Awarding Bachelor’s Degrees to Minority Students

Cal State Northridge ranks 13th among the nation’s colleges and universities in the number of bachelor’s degrees awarded to minority students, based on the latest statistics compiled by the magazine Black Issues in Higher Education.

The magazine’s June 20 issue ranked the nation’s colleges and universities on how well they serve students of color. The rankings were based on 2000–2001 graduation data reported by colleges and universities to the U.S. Department of Education. During 2000–2001, CSUN awarded a total of 1,789 bachelor’s degrees to students of color, 707 to men and 1,082 to women. That accounted for nearly 41 percent of the university’s graduates that year. The prior year in 1999–2000, CSUN had ranked 20th in the nation in bachelor’s degrees awarded to minority students.

According to the Black Issues rankings, Northridge was 10th in the nation in bachelor’s degrees awarded to Hispanics across all disciplines, 27th in degrees awarded to Asian Americans, 46th in degrees awarded to American Indians and 108th in degrees awarded across all disciplines to African Americans.

CSUN’s other Black Issues national rankings included:
- fourth in the nation (and tops in the Cal State system) in bachelor’s degrees awarded to African Americans in area ethnic group studies;
- fifth (and tops in the Cal State system) in bachelor’s degrees awarded to Hispanics in social science and history;
- sixth in bachelor’s degrees awarded to Hispanics in area ethnic group studies;
- sixth in bachelor’s degrees awarded to Asian Americans in education;
- sixth in master’s degrees awarded to Hispanics in English;
- seventh in bachelor’s degrees awarded to Hispanics in mathematics and psychology;
- eighth in bachelor’s degrees awarded to Hispanics in education;
- tenth in bachelor’s degrees awarded to Hispanics in English;
- 12th in master’s degrees awarded to Asian Americans in English;
- 14th in bachelor’s degrees awarded to Asian Americans in business;
- 17th in bachelor’s degrees awarded to Asian Americans in health sciences;
- 19th in bachelor’s degrees awarded to Hispanics in business;
- 19th in bachelor’s degrees awarded to Hispanics in health sciences;
- 20th (and tops in the Cal State system) in bachelor’s degrees awarded to Hispanics in biology; and
- 20th in bachelor’s degrees awarded to American Indians in English.

Performing Arts Center…

Project concept artist’s rendering of future CSUN Performing Arts Center.

“This university serves very much as a cultural hub for the San Fernando Valley, and this is a way for us to expand and fulfill our mission.”

—CSUN President Jolene Koester

Continued from page 1.

Project parking would be provided as a cultural hub for the San Fernando Valley, and this is a way for us to expand and fulfill our mission.”

—CSUN President Jolene Koester

Northridge is proud to be able to provide a quality educational experience for everyone.”

Hispanic Outlook in Higher Education magazine, in its latest report in May, ranked Cal State Northridge 11th in a national list of colleges and universities based on the most bachelor’s degrees awarded to Hispanic students.

Continued from page 1.

Performances and events off-campus parking lots and groups.

The planned arts center will be about three times the size of the university’s current largest performance space, the 500-seat Performing Arts Center now located in the University Student Union. Once the new complex is completed, Toutant said the smaller facility likely would focus more on campus uses and smaller performances.

Campus officials acknowledged that raising funds for the future Performing Arts Center will be a challenge. If two-thirds of Los Angeles County voters approve Proposition A, a county bond measure on the ballot this November to fund arts and science projects, CSUN would get $15 million of those funds and would have to raise another $15 million in private funds.

That would leave an additional $40 million to $45 million the university hopes to obtain from the state’s higher education bond funds that are allocated throughout the California State University system. President Koester noted, though, that the university intends to pursue the project regardless of the outcome of the county bond measure.

Toutant said the future facility would provide the San Fernando Valley a large visual performing arts venue suited to a region of 1.6 million people, capable of accommodating full-scale university and professional orchestral and theatrical performances. The Valley presently does not have an arts venue large enough for such uses.

The CSUN center would be comparably sized to UCLA’s Royce Hall (1,800-seats), the Cerritos Center for the Performing Arts (1,700-seats), and USC’s Bovard Auditorium (1,500-seats). Other than UCLA, the next closest such facility for Valley residents is the distant Thousand Oaks performing arts center.

As planned, CSUN’s project would total 163,000 square feet, including a 50,000-square-foot main hall, a 250-seat “black box” theater, 130-seat lecture hall, rehearsal hall, dressing rooms, three classrooms, lighting lab, design studio, recording studio and supporting shops. The complex also would house campus radio station KCSN 88.5 FM.

Project parking would be provided separately, from current CSUN surface lots between Etiwanda and Darby avenues north of Northhoff Street, and from an already-approved 1,700-space CSUN parking structure to be built in the same area in the next several years. Because most events would be in the evening, current campus parking could be shared.

Toutant said he has no doubt about the public appetite for such a facility. A preliminary market assessment showed, within a 15-mile radius of the university, 150,000 high-propensity households for traditional arts events and $800,000 mid-to-high propensity households for Broadway and popular entertainment.

Community Connection…

Continued from page 1.

that will result in a smoother and safer playing field. A new irrigation system will be installed and the field will be seeded, followed by new and permanent fencing. The new grass should mature and be ready for use by fall 2003.

North of Vincennes Street between Darby and Etiwanda avenues (West University Drive), you can see construction of a parking structure that will provide an additional 1,000 parking spaces on campus. This long-awaited project, the first of two planned new parking structures on campus, is scheduled for completion by July 2003.

I also want to let you know the university has a new series of Snapshots campus tours designed for the fall semester and we are taking reservations now. The tours that have not yet been filled are for Tuesday, October 8; Wednesday, October 23; Tuesday, October 29; and Wednesday, November 6. We have added some new venues to Snapshots this semester that I think folks will really enjoy. There are so many exciting programs to “show off” here at Cal State Northridge. If you would like to receive a copy of the tour schedule for any of these dates, just give me a call at (818) 677-2123.

California State University, Northridge • Community • CSUN • October 2002
CSU Trustees Name College of Education for Michael Eisner

Recognition Honors Eisner Foundation’s $7 Million Gift for Education Programs

The California State University system’s Board of Trustees voted July 17 to name Cal State Northridge’s College of Education after Disney Chairman and CEO Michael D. Eisner. The college now will be known as the Michael D. Eisner College of Education.

The board vote came two months after Michael and Jane Eisner, through their family’s Eisner Foundation, donated $7 million to Northridge for the establishment of a new teacher-training program. The gift is the largest single donation in the university’s history.

When the gift was announced last May, CSUN President Jolene Koester said she planned to ask the CSU Board of Trustees to rename the university’s College of Education in Eisner’s honor.

“T"o try federally funded seismic upgrades and cosmetic upgrades such as new paint after the 1994 Northridge earthquake, the layout of the building, its core systems for heating and cooling, plumbing and electricity, and much of its contents have remained basically unchanged since its opening in 1965.

“The programs we offer to our students are state-of-the-art in many areas, and we have acquired much state-of-the-art laboratory equipment and instrumentation in recent years,” said S.T. Mau, dean of CSUN’s College of Engineering and Computer Science.

“But it’s becoming increasingly difficult for our programs to keep pace when they have to operate in a building that was designed and outfitted in the 1960s,” said Mau.

As an example, CSUN and other universities didn’t even have computer science programs when the Engineering Building was built. So its core systems were never intended to carry the huge demands created in today’s world, where power-hungry computers are everywhere and where complex lab experiments require sophisticated environmental controls.

The university’s College of Health and Human Development, which also uses space in the building, would similarly benefit through improved facilities for its programs including physical therapy and environmental and occupational health. Both colleges also offer graduate programs, where the demands for sophisticated facilities are even greater.

In the early 1990s, now a decade ago, CSUN already had nearly completed plans to redo the Engineering Building. But then the Northridge earthquake struck and the renovation project was deferred as the campus’ focus shifted to its $400 million earthquake recovery.

With that now completed, the Engineering Building renovation is back as a top priority.

Under the plans, much of the current space inside the building would be reconfigured to meet modern educational demands, combining small, enclosed areas now into larger spaces. Data networks, lighting, acoustics, electrical systems and ventilation all would be redone. Classrooms, labs and restrooms would be modified to better accommodate disabled access.

The Cal State system, as well as the rest of public education in California, relies on voter-approved state education bond measures like Prop. 47 to fund most of its facility needs, since those typically are not funded through the state budget. If approved by a majority of state voters, the cost of Prop. 47 would be paid from state revenues, not through tax increases.

Of the $13 billion in school projects funded under Prop. 47, $11.4 billion would go toward K–12 education to relieve overcrowding, accommodate new students and upgrade aging school facilities. The remaining $1.65 billion would go toward California public higher education, including $496 million for projects in the 23-campus Cal State system.

While conceding that old and inadequate school facilities in California are a serious problem that needs to be addressed, opponents of Prop. 47 have argued that taking on more bond debt could harm the state’s finances. They also have complained that the state school construction process takes too long for new schools to be built.

Proponents of Prop. 47 have argued that students can’t learn and teachers can’t properly teach in overcrowded and rundown classrooms. They also contend the state needs new and renovated K–12 and higher education facilities to accommodate growing student enrollments predicted during the rest of this decade.
Tovar Named President of CSUN Alumni Association

Irene Tovar, executive director of the San Fernando-based Latin American Civic Association and a CSUN alumna, has been named president of Cal State Northridge’s Alumni Association.

Tovar, a recipient of one of the university’s Distinguished Alumni Awards in 2000, was elected president at the Alumni Association’s annual meeting in June. “It’s appropriate at this time in our history to have someone of Irene’s prominence leading our organization,” said D.G. “Gray” Mounger, executive director of the Alumni Association.

“Who better than a great impact in everything she has been involved in. We hope she leaves her mark on us as well.”

Tovar said she was honored to be chosen as the association’s new president. She said one of her goals will be to encourage all of the university’s graduates to join the Alumni Association and “show their appreciation for all that this campus has given to us, and to give back to it.”

Tovar said going to Northridge made an impact on her life. “I always tell people that the education I received in my life, both professionally and personally,” she said.

Tovar graduated from CSUN in 1969 with a bachelor’s degree in social science. She helped establish the Latin American Civic Association while she was a student. LACVA oversees Head Start schools throughout the San Fernando and Santa Clarita valleys.

Tovar also has served as vice president and president of the State Personnel Board, vice president and president of the Los Angeles City Civil Service Commission and founded San Fernando Valley Neighborhood Legal Services.

October Calendar

The A.S. Ticket Office in Norhoff Hall 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) 677-2488.

Art and Exhibits

Admission is free unless otherwise specified.

Von Dutch: An American Original

The ten year anniversary of the passing of Von Dutch, a popular artist best known for his sign paintings, pinstriping, mechanical and machinist skills.

Through Sat., Oct. 5

Performing Arts Center Gallery

Vacav Vaculovic: The Soul of the Sixth Sense

Vaculovic’s exhibition will feature 50 monoprints of figurative and abstract imagery, which are intimate and sensual revelations of life and after-life.

Fri., Oct. 18 through Sat., Nov. 16

Main Art Gallery

Fiber Optics

Starry knotting, whose history goes back several millennia, are fiber arts whose appeal has persisted over time. Sponsored by the Los Angeles Knotters Collective, the works of 20 artists from Southern California are represented.

Fri., Oct 18 through Sat., Nov. 16

Main Art Gallery

Music

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

Faculty Artist Series

Jerry Luedders, saxophone.

Karen Enin, marimba.

Fri., Sept. 27, 8 p.m.

Music Recital Hall

Faculty Artist Series

Jazz Faculty Artist Recital

Wed., Oct. 2, 8 p.m.

Music Recital Hall

Jazz “A” Band

Matt Harry directs.

Fri., Oct. 4, 8 p.m.

Performing Arts Center

CSUN Symphony

From the score of “Midnight Cowboy” to the theme of “Sesame Street,” Thieleman’s harmonica accompanied by Werner on piano and synthesizer.

Sat., Oct. 19, 8 p.m.

Performing Arts Center

CSUN Wind Ensemble

Glenn Price conducts.

Fri., Oct. 11, 8 p.m.

Performing Arts Center

Guest Artist Series

Jeffrey Jacob, piano.

Sat., Oct. 26, 8 p.m.

Music Recital Hall

Theater/Performance

Antigone

An unrelenting king and one woman’s rebellion provide the conflict in Sophocles’ immortal classic, presented here in modern dress. Directed by Jules Aaron and translated by Carl Mueller and Anna Krajewska-Wiezorek.

Fri., Oct. 18, 8 p.m.

Sat., Oct. 19, 8 p.m.

Sun., Oct. 20, 8 p.m.

Studio Theatre

$10 general; $7 faculty, staff, seniors and students

Cosi fan Tutte

Two sisters are in love with two officers, but they find their protestations of undying fidelity put to the test. This most sublime of Mozart’s comic operas will be sung in Italian with projected English subtitles. Music direction by David Alis. Stage direction by David Sannerud.

Fri., Oct. 25, 8 p.m.

Sat., Oct. 26, 8 p.m.

Sun., Oct. 27, 7 p.m.

Sat., Nov. 1, 8 p.m.

Sun., Nov. 2, 8 p.m.

Campus Theater

$15 general; $10 faculty, staff, seniors and students

Athletics

Men’s Basketball

10/29 L.A. Stars (Exhibition)

7:05 p.m.

Music Recital Hall

2003 Student Foundation Benefit Concert

Emilio Navaira, accordion

Cheska Fridel, piano

Fri., Oct. 4, 8 p.m.

Music Recital Hall

2003 Student Foundation Benefit Concert

Cheska Fridel, accordion

Emilio Navaira, piano

Fri., Oct. 4, 8 p.m.

Music Recital Hall