This year, Cal State L.A. furthered its mission of providing a quality education to students from all walks of life, graduating more than 5,000 professionals in the fields that make California work. Its 20,000 students and more than 185,000 alumni continue to serve the region, and the research and cultural enrichment programs the University launched this year will benefit not only students, but the whole of Los Angeles.
Working for California—and for L.A.

For 58 years, Cal State L.A. has been highly successful in opening professional, social and economic doors for our more than 185,000 alumni. The close proximity of the University to the heart of the state’s most powerful city enables it to foster strong, cooperative relationships with the surrounding community, and allows our students to have the advantage of learning in a setting that is truly representative—and at the heart of a vital and changing world.

The University adds an annual $30 million in tax revenues and more than 9,000 jobs to the economy of the region and the state. The result of an impact study conducted by the CSU Office of the Chancellor showed that for every $1 invested in Cal State L.A., taxpayers received the equivalent of $4.29 in returned investment.

California State University, Los Angeles graduates head major corporations, are public servants, political leaders, engineers, scientists, nurses and academics. In earning power, alumni have taken home at least $1.5 billion more than they would have received without their Cal State L.A. degrees.

This 2004-05 Year in Review highlights California State University, Los Angeles’ mission to serve the educational needs of its great city and state—through diversity, access, and excellence.

James M. Rosser
President
College of Arts and Letters
- Cal State L.A. hosted its first entertainment industry forum, joining fellow CSUs and entertainment industry leaders to develop a plan for preparing highly skilled graduates for radio, TV, film, entertainment and digital media careers
- Held second annual U.S. Latino film festival, Reel Rasquache, which showcased works of more than 20 recent independent U.S. Latino-produced films and videos from across the nation
- The British Council-USA partnership brought renowned British Afro-Caribbean poet and novelist Anthony Joseph, and the world’s first reggae poet, Linton Kwesi Johnson, to campus.

College of Business and Economics
- *The Los Angeles Business Journal* ranked the MBA program among the top ten graduate programs
- *U.S News & World Report* “America’s Best Colleges” issue again ranked the University’s business program among the nation’s best undergraduate programs
- Its Institute of Entrepreneurship trains students to succeed in small business, and offers guidance to professionals about organizational culture, change management, and other current issues relevant to their businesses.

Charter College of Education
- Ranked by the California Commission on Teacher Credentialing as the CSU’s largest producer of credentialed teachers, and also of bilingual teachers
- Received one of 10 California Comprehensive Teacher Education Institute grants to work with the Los Angeles Unified School District to improve math and science education in low-performing schools
- Rated 12th nationally by *Hispanic Outlook in Higher Education* in attainment of education master’s degrees for underrepresented students.
A year to advance.

Javon Johnson (’03, MA ’05) discovered at a young age that he had a gift for speech and debate. With encouragement from his mother, he entered his first competition, and never looked back.

On the horizon:

With his CSULA degrees and approximately 500 speech and debate awards under his belt, he’s pursuing his Ph.D. in critical performance studies at Northwestern University, combining three of his passions: artistry, academia and activism.

Notes:

• Five-time national Intercollegiate Speech and Debate champion
• Brovero-Tabor Award for best all-around speech and debate competitor.

“Cal State L.A.’s wonderful program in Communication Studies and my professors have helped shape me as a scholar. I was also inspired by my mother, who was the first teacher to tell me school was my thing. They all put me on the right track.” — Javon Johnson
College of Health and Human Services
- Author Joseph Wambaugh ('60, MA '68) returned to his alma mater to read from his book, The Blooding, for a California Forensic Science Institute lecture, and also to act as host for the 2004 Alumni Awards Gala
- U.S. News and World Report “America’s Best Graduate Schools” edition ranked the nursing master’s degree program among the top in the nation

College of Natural and Social Sciences
- Biology major David Nguyen ('05) received Phi Kappa Phi's prestigious Graduate Fellowship, and microbiology major Erika Reynoso ('05) graduated with a 4.0 GPA, receiving full funding to attend Harvard University's Ph.D. program in immunology
- Cal State L.A.’s Society for Biological Anthropology presented its first-ever Forensic Conference in the fall, featuring a diverse group of speakers including L.A.’s Chief Medical Examiner/Coroner, who shared their experiences and expertise in forensic anthropology, forensic odontology, pathology and criminalistics
- Renowned Science magazine's April NetWatch featured Cal State L.A.’s interactive global warming web site www.sciencecourseware.com/
A year to launch a career.

California sunshine combined with a renowned criminalistics program lured Sherille Cruz (MS ’05) here from her native Virginia. As a grad student, she worked for Cal State L.A.’s California Forensic Science Institute. Her demonstrated ability led to a job offer from the L.A. County Sheriff’s Department Crime Lab. The L.A. Regional Crime Lab, now under construction and set to open in 2007, will partner Sherille’s new employer with the Los Angeles Police Department, the California Department of Justice and her alma mater, Cal State L.A., in a unique joint venture benefiting the community at large.

Notes:

• Presented graduate thesis at International Association of Forensic Science 2005 Conference in Hong Kong
• Focused on forensic science in order to apply her strength in science to serve the community
• Area of interest: DNA.

“The faculty and people who work here have been amazing. It’s the kind of campus where you get to know your professors personally, and they encourage you to succeed. This year I went beyond what I thought was possible.” —Sherille Cruz
This year has been one in which Cal State L.A. has embarked on a renaissance. Its changing face reflects the constantly evolving city in which it is situated. Several projects will enhance the campus, and its state-of-the-art facilities will be a match for the caliber of its curriculum.

A year to rebuild.

A state-of-the-art University-Student Union will provide space for programs, an expanded computer lab, fitness center, a 200-seat theatre and increased meeting facilities. The red brick building will complement the architecture of the Luckman Complex and The Golden Eagle, to which it will be connected by a third-floor bridge.
A year to serve justice.

Cal State L.A. has distinguished itself in forensic science, and has one of the leading upper-division Criminalistics programs in the nation. The campus was the clear choice for a Los Angeles Regional Crime Lab. The partnership among Cal State L.A., the California Department of Justice, the Los Angeles Police Department, and the L.A. Sheriff’s Department will create forensic science internships and research opportunities for the next generation of criminalists.

A year of strengthening learning.

This cutting-edge science complex will provide students with the latest in science technologies, modern laboratories and high-tech lecture halls. Wing A of the complex will house biology, chemistry, kinesiology, and health and nutritional science labs. Wing B will house physical science labs including organic chemistry, geology and physics.
“Our country needs strong future leaders, and a solid education is the best way of ensuring this.” —Richard Lewis

A year to ease struggles.

Richard Lewis overcame many challenges to become CEO of a highly successful placement service, specializing in finding temporary and permanent employment opportunities for accounting professionals. His experiences helped him recognize the vital role education plays in achieving success. After working hard all his life, he wanted to make the educational path easier for those facing great obstacles by establishing several full scholarships for Cal State L.A. students.

Notes
- First Southern California job: selling candy near Marineland (closed in 1987)
- Has written five books of poetry
- Sends handwritten inspirational notes to CSULA Richard Lewis Scholars
- A student wrote to him: “People have complimented me on the bright future I have ahead, but they don’t know the struggle I’ve had outside the classroom. I want to thank you dearly for easing my ‘outside-the-classroom struggle.’ Now I have only one job and I’m able to focus on school.”
- Lewis’ one request of his scholars—that every day, they do at least one good deed for someone.
A year to achieve.

When senior Miguel Angel Sanchez was notified that he would receive CSULA’s Richard Lewis full scholarship, he breathed a sign of relief. “My job was helping my mom pay rent and bills, but it wasn’t enough for school,” he says. “I couldn’t believe it. It changed my life.”

On the horizon:

Plans to complete his BS in electrical engineering in 2006, then work toward a Ph.D. through CSULA’s Minority Opportunities in Research (MORE) program.

Notes:

- As president of the Society of Hispanic Engineering and Science Students, doubled its membership
- Lectures to middle- and high-school students about the importance of pursuing higher education
- Study group leader for the University’s Educational Opportunity Program
- Received 2002-2003 Alumni Scholarship, HENAAC/SBC Foundation Scholars Award, and the PepsiCo/Frito-Lay Student Award
- Involved in satellite-precision-pointing research at CSULA’s NASA SPACE Lab.

“Never underestimate the power of scholarships, because without them I couldn’t have pulled through school. The scholarship I received this year changed my life.”

—Miguel Angel Sanchez
CSULA helps make the state truly golden

Since opening its doors in 1947, Cal State L.A. has been central to the economic well-being of our golden state. Today the University adds nearly $600 million per year to the regional economy through operational, auxiliary, alumni, and campus community spending, and is responsible for creating more than 9,000 jobs locally.

Did you know that—without even factoring in the economic impact of CSULA alumni—for every $1 the state invests, Cal State L.A. returns $4.29 in direct economic benefits? That’s a whopping 429% return on investment even the most touted wizard of Wall Street would find difficult to match.

Not only does Cal State L.A. improve the earning power of the approximately 3,800 students who graduate each year, but the state depends on Cal State L.A.’s exemplary workforce to do vital 21st Century jobs. As the leader in awarding the most teaching credentials in the CSU, the University is also a leading training ground for the teachers who are intimately involved in enhancing the knowledge and skills of California’s workforce.

By the time you add up all of the economic benefits that Cal State L.A. generates—including $30 million each year in external funding, $4 million in fees from out-of-state students, and the increased earning power of Californians with college and post-graduate degrees—the long-term economic impact is even more impressive: the state invests more than $3 billion in the CSU, but gains over $13 billion in economic activity and over $700 million in taxes. The value added to California as a result of its well-educated population, and the creative energy Cal State L.A. contributes to the rich life of California, is incalculable.

You can find the entire CSU economic impact report at www.calstate.edu/impact/losangeles.shtml
A year to shine.

Arlene Lim (’05) has always been interested in journalism, but it was Cal State L.A.’s Television, Film and Media Studies program that put her on a film production career path. “I never expected it, but I ended up falling in love with broadcast journalism,” she says. Arlene’s professors encouraged her to gain hands-on experience through various news and entertainment internships—trial runs that convinced her she’d chosen the right career.

On the horizon:
After interning at the L.A. Metropolitan Transit Authority, Arlene will seek a job in television production. She hopes to one day become a producer for a local news program or a television news magazine. “I need to get out there and live and breathe news,” she says.

Notes:
• News intern at E! Entertainment Television, Fox News Channel and PBS’ Tavis Smiley Show
• Loves photography and watching films, but says, after numerous editing classes, “I’ll never watch movies the same way again!”

“My professors, who encouraged me to get experience in my field this year, are some of the best I’ve ever known.” —Arlene Lim
A year to mentor others.

Michelle Pearlman Windmueller’s (MA ’86) passion for education extends far beyond the classroom. After a 23-year teaching career, she turned her talents to working on federal grants that fund vital literacy programs in California, and consulting throughout the country. Michelle earned her Ph.D. in reading literacy, writing about her research while at CSULA. Recognizing the great importance of a college education, she and her husband Steven endowed a scholarship for CSULA students, and became members of the University President’s Associates.

Notes:
- Coordinator for Project PLUS, a federally funded literacy intervention program
- Charter College of Education's Distinguished Alumna 2003
- CSULA instructor of special education
- Avid traveler
- Co-authored book Interventions for Reading Success.

“A college education gives students the ability to navigate through all stages of life. It instills a great sense of accomplishment, and the confidence to achieve anything.”
—Michelle Pearlman Windmueller

President’s Associates
- University friends, alumni, civic and corporate leaders
- Provide a minimum of $1,000 in unrestricted funds to the University each year
- Support President’s Scholars, drawing top students to the University
- Further the University’s mission of providing academic excellence so that graduates contribute productively and responsibly to society
A year of improving lives.

Whether running the administrative side of the College of Health and Human Services or teaching in the classroom, Eleanor Ferguson-Marshalleck’s aim remains the same: to help students find fulfillment in their educational experiences and explore ways they can make significant contributions to their communities.

Notes:

• Specializes in Public Health Nursing—a community-based practice that focuses on promoting healthy communities through interventions such as health screenings, disease prevention education and program planning
• The campus’ diversity, the quality of faculty and programs, and the Los Angeles location attracted her to the University in 1991
• Accomplished vocalist who has sung with numerous choirs and performed as a soloist throughout the United States and Europe
• Reminds students that every person they serve is worthy of respect and dignity.

“Our professors and students worked together this year to improve the health of the community and bring about positive change in the quality of life.” —Eleanor Ferguson-Marshalleck
A year of enriching culture.

Joseph A. Bailey II, M.D. is the first African American to establish an endowed chair in the California State University system. His gift to CSULA’s American Communities Program funds vital research on “what it means to be an American” that examines the impact of transitions from heritage cultures to American cultures and values.

Notes:

• An orthopaedic surgeon, Dr. Bailey published more than 30 papers in medical journals and developed six medical inventions
• Changed world literature on the subject of dwarfism with his book, Disproportionate Short Stature
• Supports the Saturday Science Program for elementary school students at the CSULA-affiliated Accelerated School in central Los Angeles
• Funded a CSULA Charter College of Education project to develop educational materials for inner city youth.
• Established a Charitable Remainder Trust through the Planned Giving Office
• A jazz aficionado, owns an enormous collection of vintage recordings from the 1950s and ‘60s.

“It gives me great pride to know that this year my endowment facilitated the research of talented faculty and students, contributing to the understanding and recognition of the contributions diverse groups have made to the fabric of American society.” —Joseph A. Bailey II
Kindergarteners from the Anna Bing Arnold Children’s Center donated money and hand-drawn pictures to the San Gabriel Valley American Red Cross to support victims of the devastating tsunami in Southeast Asia.

The Edmund G. “Pat” Brown Institute of Public Affairs at Cal State L.A. received six grants totaling more than $1 million, from the Weingart Foundation, James Irvine Foundation, California Wellness Foundation, Community Technology Foundation, Washington Mutual, and Union Bank of California, for programs benefiting underserved communities and community leadership.

President James M. Rosser celebrated his 25th year at the helm of Cal State L.A.

Senior men’s track and field standout Stuart Richmond was named 2005 California Collegiate Athletic Association Male Scholar Athlete of the Year. Eight student athletes representing four sports earned All-America honors.

Volunteers from Cal State L.A.’s EPIC/IBM E-Mentor Project and 30 fourth- and fifth-graders from Ann Street Elementary School toured naval ship USS Rushmore in June upon invitation from the ship’s lieutenant, who received their Valentine’s gift while stationed in Iraq.


Funded by a grant from the Bernard Osher Foundation, the University, in collaboration with its Edward R. Roybal Institute of Applied Gerontology, began an array of lifelong learning classes especially designed for adults over 50.

For more information on supporting valuable programs and activities such as these, please contact the Office of University Development, at (323) 343-3075.
California State University, Los Angeles

Unaudited Financial Statement
for Fiscal Year July 1, 2004-June 30, 2005

**REVENUES**

- **STATE APPROPRIATION**: $112,889,748
- **OTHER REVENUE**: $2,095,563
- **STUDENT FEES**: $55,186,276

Total Revenue: $170,171,587

**EXPENSES**

- **$80,404,219**: Instruction
- **$338,007**: Research
- **$1,873,221**: Public service
- **$17,352,066**: Academic support
- **$12,224,424**: Student services
- **$24,246,171**: Institutional support
- **$17,212,950**: Operation and maintenance of plant
- **$15,752,533**: Student grants and scholarships

Total Expenditure: $169,403,591

General Fund only—legal accounting (including encumbrance)
For detailed financial statements, visit
www.calstatela.edu/05fs
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