



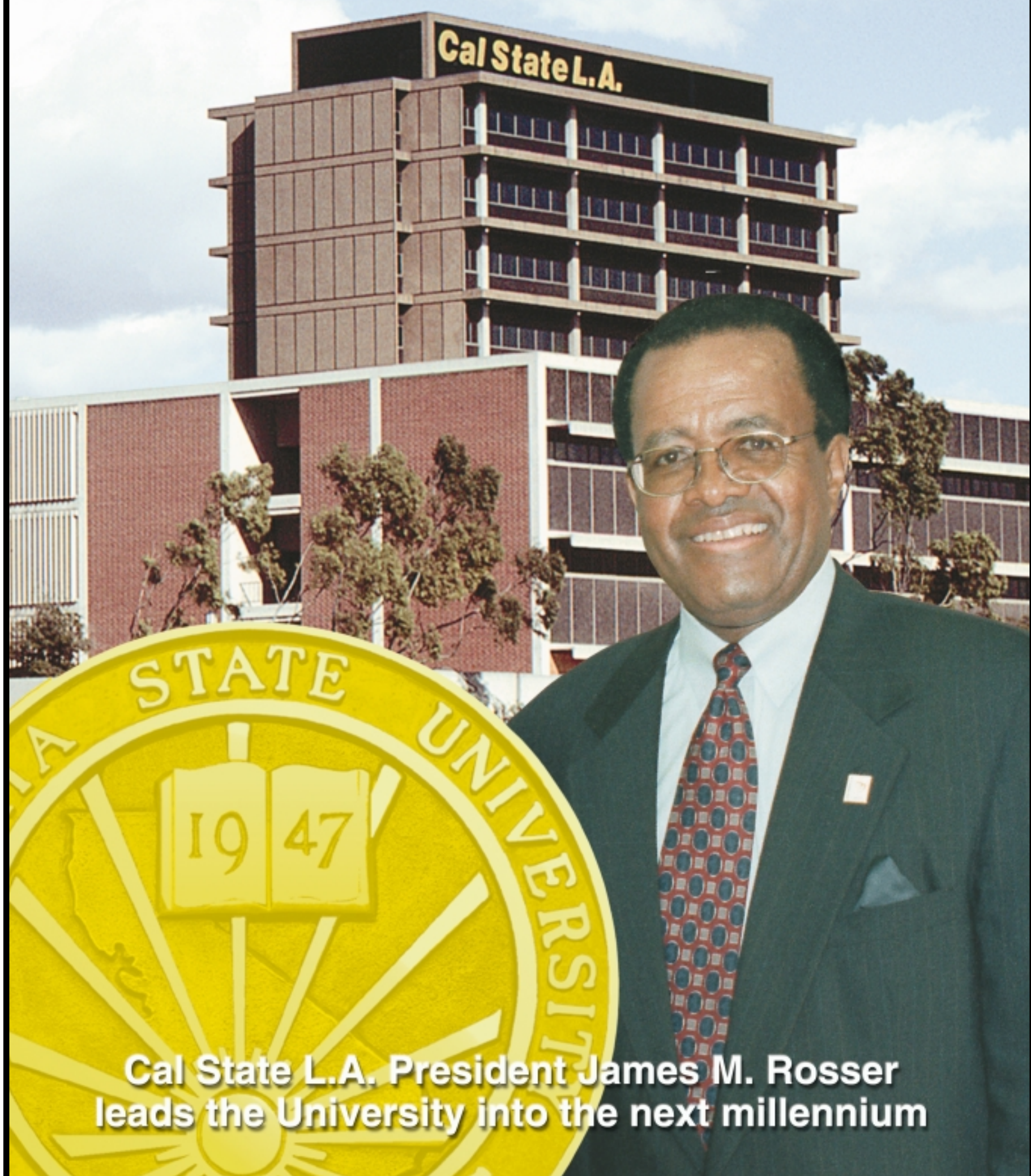
CAL STATE L.A.

T O D A Y

THE NEWS OF CALIFORNIA STATE UNIVERSITY, LOS ANGELES

WINTER 2000

Twenty Years of Progress



Cal State L.A. President James M. Rosser
leads the University into the next millennium

Dean Landis Honored by White House for Outstanding Student Mentoring

Recognition of Cal State L.A. educator earns University its second Presidential Award

Raymond B. Landis, dean of the School of Engineering and Technology, is one of 10 individuals recently selected by the President of the United States to receive the **Presidential Award for Excellence in Science, Mathematics and Engineering Mentoring**. The award, established by the White House, is administered by the National Science Foundation (NSF).

The 1999 awards were conferred at a White House ceremony on December 6 to 10 individuals and five institutions from across the country whose outstanding mentoring efforts were deemed most responsible for enhancing the participation of underrepresented groups in science, math and engineering. The honorees were each presented a \$10,000 grant to be directed back into the mentoring activity and a Presidential commemorative certificate recognizing them as exemplars to their colleagues and leaders in the national effort to help develop the nation's human resources in science, mathematics and engineering.

This is the second Presidential Award received at Cal State L.A. In 1996, chemistry professor **Carlos G. Gutierrez** was among the first to receive the then newly-established honor.

Ray Landis is a nationally-recognized expert in student development and student retention in engineering. Known as "the father of the MEP," Landis designed and implemented the Minority Engineering Program at California State University, Northridge, where he was professor of engineering from 1967 until 1985, when he joined the faculty and administration of Cal State L.A. At present, 20 engineering colleges in California alone have replicated the MEP program, now a national model for the education of economically and educationally disadvantaged students. As technical adviser for more than 60 universities across the United States, Landis continues to oversee the programs' effectiveness.

"Dean Landis has devoted his life and his career to increasing the representation of minorities in engineering," said Cal State L.A. President James M. Rosser. "His unparalleled achievements can be attributed to the combination of a unique personal commitment, a compulsive drive to make a difference, and a remarkable energy and work ethic."

In his capacity as a dean at Cal State L.A., Landis continues to teach and mentor students. Through his



Dean Landis and beginning engineering students, 1999.

textbook for college freshmen, *Studying Engineering: A Roadmap to a Rewarding Career*, he has reached more than 32,000 students at over 300 institutions across the nation. In addition, Landis has developed complementary approaches to help guide faculty members looking to establish successful mentoring relationships with their students. Emphasizing effective communication—especially cross-cultural communication—Landis' Faculty Advisors for Minority Students (FAMES) program builds skills that faculty need to be effective teachers, academic advisers, personal counselors and role models. His newsletter, *Success 101*, is popular with engineering and technology faculty; more than 700 engineering educators throughout the country have benefited from his NSF-sponsored Chautauqua short course.

Under Landis' tenure as dean, Cal State L.A.'s School of Engineering and Technology has risen to the ranks of the nation's top 20 undergraduate engineering schools and has received the highest rating from the Engineering Accrediting Commission of the Accreditation Board for Engineering and Technology. Landis' support of the highly-acclaimed Solar Eagle student designed and built solar car projects helped the team secure several national victories and a national first-place win against major research institutions and automotive teams in Australia's World Solar Challenges.

Derrick Hamilton, student team leader of the first Solar Eagle and now regional manager of Network Operations-Los Angeles for Pacific Bell, praised Landis'

mentoring skills: "I cannot begin to describe how much the Solar Eagle project meant to my teammates and me. . . none of it would have happened without Dr. Landis. He guided us, taught us, encouraged us, and challenged us."

Landis began his career in engineering as a member of the technical staff at Rocketdyne, a division of Rockwell International, from 1963 to 1967 and has continued to work with the industry as a consultant on issues related to minority engineering education. Throughout his career, he has garnered significant recognition for his work. Among his numerous awards are the 1998 American Society for Engineering Education Visiting Scholar Award, the Los Angeles Council of Engineers and Scientists' 1998 Engineering Project of the Year Award (Solar Eagle III), and the 1998 Spirit of Los Angeles Award from the Transportation Foundation of Los Angeles. In 1998, he was honored by the ARCO Foundation for his success in increasing the pool of underrepresented engineers, and in early 1999, he was among the first inductees into the National Association of Minority Engineering Program Administrators Hall of Fame. Also in 1999, Landis was honored as the first CSU administrator to receive the systemwide CSU Wang Family Excellence Award for administrative leadership.

Commenting on the Presidential Awards before the event, Rita Colwell, NSF director, said, "No personal influence is as powerful, long lasting and positive as that of a superlative mentor."

Private Gifts Will Help Build Luckman Intimate Theatre

A generous \$1 million gift from The Ahmanson Foundation and additional financial support from respected businessman, art patron and art collector Eli Broad, will enable the University to add another component to the multi-faceted Harriet and Charles Luckman Fine Arts Complex, a major arts venue with a large theater and art gallery that opened in 1994.

The facility is planned as a flexible performance space with multimedia capabilities for live presentations and distance education. Modular seating in the Intimate Theatre will allow the space to be adjusted for an audience of 99 to 250 (the main Luckman Theatre seats up to 1,200).

"Cal State L.A. is indeed grateful to The Ahmanson Foundation and Eli Broad for helping the University fulfill the promise of a comprehensive, world-class arts complex on our campus," said President James M. Rosser. "We envision the Luckman Intimate Theatre as a place where small companies stage plays, students learn their craft and develop new works, where educational opportunity, experimentation and growth are encouraged and where state-of-the-art distance technology enables the University to reach out beyond our campus' borders into the communities we serve."

Groundbreaking for the Luckman Intimate Theatre is scheduled for June 2000.



President Rosser greets Eli and Edye Broad at the opening of the exhibition, "Leon Golub: Selected Works from The Broad Art Foundation," at the Luckman Fine Arts Gallery, December 1, 1999. At the reception, Dr. Rosser announced the gift from Eli Broad toward the completion of the Luckman Intimate Theatre.

CAL STATE L.A. T O D A Y

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Congratulations, President Rosser: Cal State L.A. Salutes Your First 20 Years!

In September 1979, California State University, Los Angeles welcomed **James M. Rosser** to the campus as sixth in a distinguished line of University presidents. Twenty years later, among the nation's premier urban universities, we stand on the other side of the century with Dr. Rosser, looking back at two decades of momentous progress, and looking forward to the promise of this new millennium in our own sixth decade.

President Rosser encouraged the establishment, in **1981**, of the first **endowed chair** for mental retardation in the nation, and the very first endowed chair in the CSU—the **Matthew J. Guglielmo Chair in Mental Retardation**, housed in the Division of Special Education and made possible by The Broadway Department Stores. Since then, three more such prestigious endowed chairs have been established: the **Edward R. Roybal Chair in Gerontology and Public Service** (1989), the **Northrop Grumman Engineering Chair in Design and Manufacturing** (1996) and the **National Endowment for the Humanities Chair in American Community** (1999).

In **1981**, President Rosser accepted the Homecoming Committee's recommendation to adopt a new mascot that joined the power and dignity of the eagle with the golden promise of the State of California. Golden Eagle athletics teams (currently there are 12) have achieved notable standings over the past two decades and produced 6 Olympians and 3 Olympic medallists during that time.

By **1983**, President Rosser had put into motion plans for expansion and physical changes to the campus that would enhance student life at Cal State L.A. Designs were submitted and work was begun for housing that would eventually provide an **on-campus residence community** for up to 1,000 students. The first phase of housing opened in June 1984, the second in 1987. With the University-Student Union, housing has become an important center for student life today.

In his Inaugural Address, Dr. Rosser underscored his belief in the ability of diversity to strengthen the University. His continued commitment to this principle has resulted in a campus community that, in its variety of cultures, ethnicities, ages, talents and interests, mirrors our city and our world today. In **1983**, the campus began to see a sprinkling of pre-teens in the diverse mix of students with the founding of the University's **Early Entrance Program** for extremely gifted youngsters—the only such program in the nation. The program currently has an enrollment of 100 and has enjoyed continual national media coverage.

There is no single adventure in the past twenty years that has generated as much campus pride and international recognition as the **1989 to 1997 Solar Eagle** project. Each team member who designed, built and raced the University's three solar cars acknowledges the critical role that President Rosser's support and encouragement played in student success. Winning fourth, third and finally national first place in the Department of Energy's cross-country Sunrayce, the Solar Eagles established new records in solar car engineering against the nation's foremost universities.

Speaking at the dedication of the **Edmund D. Edelman Children's Court** in May **1990**, President Rosser described the partnership between the innovative court and Cal State L.A.'s School of Health and Human Services as one "certain to become a hallmark for our university." Through the collaboration, trained University personnel assist the court and its support agencies, while the facility provides a unique training ground for students. President Rosser had approved the creation of the University's **Child Abuse and Family Violence Institute** a year earlier.

In **1993**, anticipating a need for new paradigms in teacher education, Dr. Rosser and Dean Allen A. Mori led the University in one of its most important academic innovations—the establishment of the University's **Charter School of Education**. Freeing the school from certain bureaucratic state regulations, the charter allowed the school to develop responsive teacher education programs more quickly and has enabled it to become a national leader in education reform. One of the University's most exciting collaborations was established with The Accelerated School, a charter elementary school based on a model that uses powerful learning strategies.

In **1994**, laser light shows filled the sky as the **Harriet and Charles Luckman Fine Arts Complex** officially opened. This inaugural Luckman Theatre event featured Esa-Pekka Salonen conducting the **Los Angeles Philharmonic**, on whose board Dr. Rosser has been active since 1986.

In **1995**, President Rosser established the **President's Distinguished Professor Award**, to ensure recognition of exceptional teaching and scholarship on the campus after the conclusion of the CSU Trustees Outstanding Professor Award program in 1994. The honor, which carries a cash award, a campus lecture and other benefits, went to professor **William A. Cohen** (Marketing), and, in 1996, to **Donald Paulson** (Chemistry). The award subsequently was presented to professors **Stanley Burstein** (History) and **Ann Garry** (Philosophy). That same year, in an extraordinary tribute to President Rosser and Cal State L.A., alumnus **Sam Durrance**, astronaut and astrophysicist, took the President's Medallion into space on the **Space Shuttle Endeavour** in NASA's longest shuttle mission to that date.

Taking steps to ensure the campus' relevance in the information age and the new millennium, in **1996** President Rosser led the University in a **major two-year upgrade and renovation campaign** that resulted in an ecologically efficient campus air conditioning system, reduced utility costs, seismically safer campus buildings and a beautified campus that includes a redesigned University-Student Union with an expanded program of student activities. As **chair of the CSU Integrated Technology Strategy committee**, Dr. Rosser oversaw the creation of a long-range plan to provide access to the most modern technology for the CSU. On the Cal State L.A. campus, this has translated into more powerful and user-friendly computing resources for students, faculty and staff and ongoing upgrades, including the expansion of open access labs, training labs, "smart" classrooms and interactive media resources. Students benefit from more than 200 software packages and a student modem pool for off-campus access of e-mail, electronic library resources and the Web.

In June **1997**, President Rosser addressed the University's historic **50th graduating class** during the University's half-century anniversary celebration: "Even 50 years ago, we stood as a model for the modern urban university that we now are and that others strive to be. Fifty years ago, we dedicated ourselves to achieve academic excellence through inclusivity and have never wavered in its pursuit. And, because we have never strayed from this purpose, we have built the most successful culturally and ethnically rich institution of its kind in the nation."

In **1999**, President Rosser implemented a special limited enrollment CSU pilot program—**Free Summer Quarter Plus (FSQ+)**—which allows qualified students to earn their bachelor's degree and save on college fees. The **CEA-CREST** Center for Environmental Studies opened under a five-year \$4.9 million grant from the National Science Foundation. **State-of-the-art engineering and technology labs** began to open for classes in the \$31 million renovation project slated for completion next spring. President Rosser and Pasadena City College President James Kossler signed an historic agreement to furnish students interested in teaching **blended programs** and a **seamless transfer** from PCC to Cal State L.A.

In recent years, *U.S. News and World Reports* ranked Cal State L.A.'s Engineering and Technology program among the nation's top 20 such programs at primarily undergraduate institutions, and the School of Business and Economics among the nation's 100 best undergraduate business schools. The University has earned the highest ratings in its accreditation reviews, and Cal State L.A.'s talented faculty has become even further recognized within the State and the State University system.

The appointments of two Cal State L.A. faculty members to an important policy-making CSU position bracketed the decades: **Robert Kully**, professor of speech communication, was named by Governor Deukmejian as the very first CSU Faculty Trustee in **1983**, and, in **1998**, chemistry professor **Harold Goldwhite** was chosen by Governor Wilson to represent the statewide faculty in that post.

President Rosser's continued civic and private sector involvement on national and local levels continues to strengthen the University's connection to its community. He is an active member of the American Council on Education, the American Association of State Colleges and Universities and many other such organizations. He serves on numerous state committees, including the California Postsecondary Education Commission's Task Force on Women and Minority Faculty and Staff, and most recently, the Governor's Task Force on Diversity and Outreach. He has been appointed to select committees of the CSU, including the Public Schools Outreach Advisory Commission, and remains chairman of its Commission on Telecommunications Infrastructure.

Close to home, he has served in board or leadership positions with the Los Angeles Urban League, The Music Center/Performing Arts Center of Los Angeles County, Southern California Edison, FEDCO, Inc., Sanwa Bank of California, Los Angeles Philharmonic Association, Texaco Task Force on Equality and Fairness, LA's Best, the California Chamber of Commerce, the Los Angeles Theatre Center Study Group, the Los Angeles "Coalition of 100," the Woodrow Wilson Fellowship Foundation, and the Los Angeles Annenberg Metropolitan Project. He was lauded by Los Angeles civic and business leaders for organizing, with Dal Lee, a leader in the Korean-American community, the first African/Korean-American golf tournament following the Los Angeles civil disturbances in 1992. Most recent among his many honors are the City of Los Angeles Human Relations Commission Certificate of Merit and the Distinguished Alumnus Award from Southern Illinois University at Carbondale.

Congratulations, President Rosser! Cal State L.A. looks forward to your leadership in the new century!

20th
Anniversary

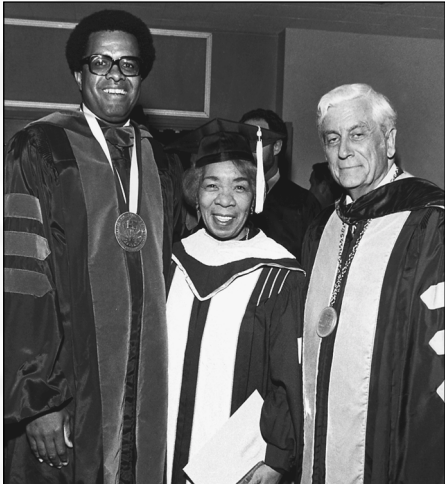
Twenty Years of Achievement and Progress

President James M. Rosser Leads the University Into the New Mill

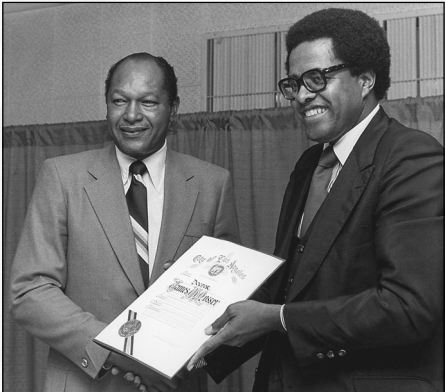
A visionary leader, Dr. James M. Rosser, sixth president of California State University, Los Angeles, has taken the University through its own mid-century mark and into a new millennium. Below, we take the opportunity to spotlight some moments from President Rosser's two decades at Cal State L.A.



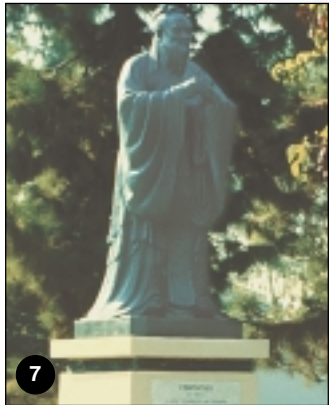
Dr. James M. Rosser, 1980.



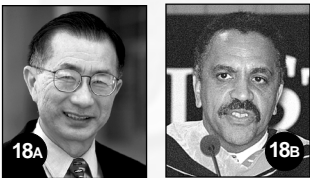
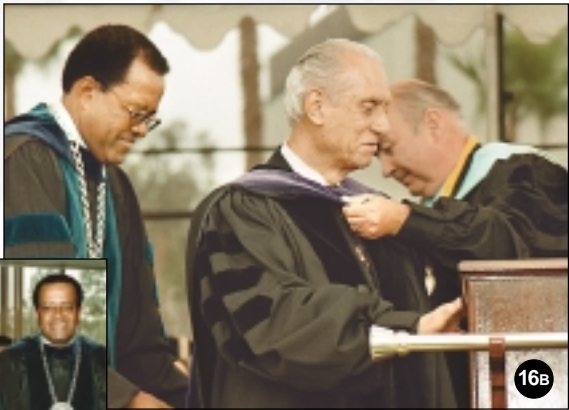
President Rosser, CSU Trustee Claudia Hampton, and CSU Chancellor Glenn S. Dumke at the Presidential Inauguration, May 20, 1980.



Los Angeles Mayor Tom Bradley presents proclamation to President Rosser at the Inaugural reception.



Progress: Annium



Legend

1. President Rosser's visionary leadership began as the State College and University system itself was beginning to solidify (it became the California State University in 1982). Dr. Rosser's first decade began with his support of the founding, in 1980, of Cal State L.A.'s Institute for Retail Management and creation of the first West Coast Retailing option in Business Administration. The Institute's college incentive and scholarship programs at inner-city high schools have become national models, recognized by the U.S. Secretary of Labor. Pictured are President Rosser, Professor of Marketing Bernard Codner, founder and director of the Institute, and 1990 Retailer of the Year Wilfred C. Stroud.

2. Under President Rosser's direction, a period of planning and expansion in the '80s resulted in the 1984 move of the Anna Bing Arnold Children's Center to a new facility at the north end of campus, where it remains today. The Center continues to expand its programs, and new construction will add four classrooms to the popular facility.

3. In accord with the Olympic spirit of unity, President Rosser helped to bring the XXXIII Olympics to the campus in 1984 through the creation of a professional, composite track in the University's athletic stadium. At the dedication of the new track, donated by ARCO and named for the great American track champion Olympic gold medalist Jesse Owens, the University hosted Mrs. Owens (pictured). That summer, Olympic athletes trained at the track, and Olympic judo events were held in the Gym. To complement the events, "Olympic Fantasy"—the world's largest ceramic mural by one artist, Bill Granizo, was commissioned and unveiled on the west wall of the P.E. building in July of that year.

4. In 1984, President Rosser's and CSU Chancellor W. Ann Reynolds' strong relationship with the State Legislature and the County of Los Angeles resulted in a plan for the establishment of an arts high school on the Cal State L.A. campus. With the help of a Cal State L.A. alumnus—L.A. County Supervisor Michael D. Antonovich—and State Senator Theresa Hughes, the L.A. County High School for the Arts opened in the fall of 1985. "LACHSA," one of the nation's most important public high schools for the arts, is now 500 students strong. Pictured at the dedication are (l.-r.) President Rosser, Supervisor Antonovich, LACHSA Principal Charles Stewart, and L.A. County Office of Education Superintendent Stuart Gothold.

5. In 1987, President Rosser and former Governor Pat Brown had the foresight to locate the Edmund G. "Pat" Brown Institute of Public Affairs—the University's public policy institute embodying the principles of California's "education" governor—in a city and university that today represent the future growth of the state. The campus-based Institute, recently celebrated for its award-winning Gang Violence Bridging Project, has become a widely recognized, non-partisan public policy center focused on community development and youth and family empowerment. Pictured are President Rosser, Governor Brown, and Provost/Vice President of Academic Affairs Margaret Hartman.

6. Toward the end of President Rosser's first ten years at Cal State L.A., in 1987, the last phase of student housing was completed (**A**), the University staged *Festival 40*—a year-long celebration of its four-decade anniversary, and a major earthquake shook the campus. Dr. Rosser's leadership during this natural disaster enabled the campus to quickly resume normal activities (**B**).

7. As part of *Festival 40* in 1987, President Rosser and Paul T. Mu, then acting associate vice president for Academic Affairs, joined with representatives of Taiwan, other cultural and civic leaders, and campus representatives, to preside over the unveiling of a 16-foot statue of Confucius near the main walkway. A gift of Taipei to its sister city of Los Angeles, the statue was the first Chinese sculpture to be installed on a CSU campus. "We at Cal State L.A. have set a standard of academic excellence for our students that can only be met by the full and equal inclusion of the best of human thought and accomplishments in our curriculum and campus life," said Dr. Rosser at the dedication, noting the Chinese philosopher and educator's emphasis on "Equal Opportunity in Education."

8. In March 1988, President Rosser, Charles Luckman, noted architect and former CSU Trustee, and his wife Harriet, unveiled the plans for a major theater and fine arts complex on the campus that would be the northern gateway to the University and provide the CSU and southern California with one of its finest performing and fine arts venues—the Harriet and Charles Luckman Fine Arts Complex. Pictured in the Luckman Fine Arts Gallery at the 1994 Gala Luckman opening reception are (seated) Charles and Harriet Luckman, and (standing, l.-r.) President Rosser, Anne Munitz and CSU Chancellor Barry Munitz.

9. 1989 marked the birth of the University Preparatory Program at Lincoln High School with support from Cal State L.A. The highly-esteemed UPP has been replicated at Garfield High School and used as a model locally at Bravo Medical Magnet, Crenshaw and Dorsey high schools. That year also saw formation, through National Science Foundation funding, of the ACCESS Center at Cal State L.A. President Rosser and CSU Trustee Professor Jewel Plummer Cobb (President Emerita, CSU Fullerton) set about to establish a center to prepare economically-disadvantaged middle and high school students to succeed in college and in math, science and engineering careers after graduation. The ACCESS Center now supports the UPP and has reached more than 35,000 6th-12th graders through numerous initiatives including the well-known Algebra Project, after-school science and math activities and science teacher training programs.

10. Building on the strengths of the School of Health and Human Services and his continuing commitment to the diverse populations of our neighboring communities, President Rosser enlisted the aid of Congressman Edward R. Roybal to open, in 1993, the Roybal Institute of Applied Gerontology in newly-redesigned Salazar Hall quarters. The Institute now has an enrollment of over 300 applied gerontology students and serves the greater L.A. area by implementing health promotion and disease prevention programs for a growing culturally diverse community of older adults. Dr. Rosser's open support for the Institute later prompted donor Donald Grant to establish a scholarship endowment for gerontology students.

11. Working with the MTA, the City and County of Los Angeles and local cities, President Rosser and a dedicated group of campus administrators were able to establish, in October 1994, the first

Metrolink commuter rail station on a college campus. Artist Terry Schoonhoven, working with Cal State L.A. students, unveiled the station's striking mural in February 1995.

12. The establishment of the Division of Institutional Advancement by President Rosser in the '90s led to the rapid growth of the **Office of Alumni Relations**. In 1996, **Larry Adamson**, immediate past president of the Alumni Association, was selected as **CSU Alumnus of the Year**, and Cal State L.A. could boast of an Alumni Association that had become a major force in the CSU. (Adamson is currently president of the CSU Alumni Association.)

13. 1997 was a banner year for Cal State L.A.: President Rosser flew to Colorado Springs for the final lap of Sunrayce '97 and had the honor of waving the checkered flag as **Solar Eagle III** sped across the finish line first in the national competition.

14. The Accelerated Schools Project at Cal State L.A. works to implement an innovative school reform process in more than 20 K-12 schools in Southern California—among them, The Accelerated School, an LAUSD charter school. At the 1997 gifting ceremony of the former California Fashion Industries (CFI) headquarters to The Accelerated School are (l.-r.) Simeon Slovacek, professor of Education and co-director of the CSULA Accelerated Schools Center; Allen A. Mori; dean of the CSULA Charter School of Education; Kevin Sved and Johnathan X. Williams, co-founders and co-directors of The Accelerated School; an Accelerated School student; Lieutenant Governor Gray Davis; Pamela Erwin, vice president of the Wells Fargo Bank Foundation; Lynda Guber, educator and former president of EDUCATION FIRST!; Carole Little, fashion designer and CFI co-president; Accelerated School parent Hekima Jaliwa, Leonard Rabinowitz, CFI co-president; President Rosser and CSU Chancellor Barry Munitz.

15. Focusing attention on the campus community during Spring Quarter 1998, President Rosser held a 50th birthday tribute for the Cal State L.A. community that culminated in the unveiling of Mattel's first collectible collegiate solar car—the Solar Eagle III Hot Wheels®—distributed world wide. A front-page L.A. Times feature story of the event praised the diversity of the campus, the achievements of the students and the commitment of the University's noted alumni to Cal State L.A. students of the future. Cutting the anniversary cake are (l.-r.) Grammy-winning alumna Florence LaRue, President Rosser, ASI President Abel Calderon, Alumni Association President Linda Wah, Academic Senate Chair Rosemarie Marshall, Emeriti Association President Frieda Stahl and 40-year staff member Dorothy Gang.

16. In 1998, at Cal State L.A.'s 51st Commencement Exercises—the first graduation of the University's sixth decade—new CSU Chancellor Charles Reed (**A**) joined the platform party, and the Hon. Edward R. Roybal—a major force in Congress advocating issues of public health and aging, and a long-time friend of the University—received the CSU honorary doctorate (**B**).

17. In twenty years, Dr. Rosser has seen more than 60,000 students graduate as productive, educated and informed citizens. Here he is photographed with students and faculty of the University's award-winning forensic (debate) squad in 1995.

18. During President Rosser's tenure, five university presidents were "nurtured" at Cal State L.A. They are (l.-r.): Cal Poly Pomona President Bob H. Suzuki (**A**), former dean of Graduate Studies and Research; Bowling Green State University President Sidney Ribeau (**B**), former communication studies professor and chair of Pan African Studies; Central Missouri State University President Bobby R. Patton (**C**), former dean, School of Arts and Letters; past University of Hawaii, Hilo Chancellor Edward J. Kormondy (**D**), former vice president for Academic Affairs; and National Dong Hwa University (Taiwan) President Paul T. Mu (**E**), former economics professor and associate vice president for Academic Affairs.

19. Pictured at the 1999 Fall Faculty Day are the University's 1998-99 Outstanding Professors (seated) Professor of Biology Robert Desharnais, Professor of Dance Hae Kyung Lee, Professor of Mathematics Marshall Cates, Professor of Education (TESOL program) Marguerite Ann Snow, and (standing) President Rosser, Provost and Vice President for Academic Affairs Margaret J. Hartman, President's Distinguished Professor Award recipient Professor of Philosophy Ann Garry, and Professor of Political Science Ted Anagnoson, chair of the selection committee. During President Rosser's tenure, Cal State L.A. faculty have earned five CSU Outstanding Professor Awards (for a total of 13 systemwide awards—more than at any other CSU campus), two California Professor of the Year awards, many top national honors in their fields and two distinguished White House Presidential Awards for Excellence in Mentoring.

20. President Rosser's involvement in University outreach has taken him to public schools throughout the L.A. basin. Most recently, in November 1999, during National College Week, he met with eighth graders at Griffith Middle School to encourage them to prepare early for college.

21. Into the future: A State Assembly bill, now a bond issue, would expand existing State crime labs and build a new regional forensic science facility at Cal State L.A. The state-of-the-art center for criminal investigation and crime lab staff training would be used jointly by the LAPD, the County Sheriff's Dept., the California Dept. of Justice and Cal State L.A. students and faculty. A press conference at Cal State L.A. in October 1999 brought together (l.-r.) Assemblymember Robert M. Hertzberg, Sheriff Lee Baca, Assemblymember Gloria Romero, L.A. Police Chief Bernard Parks, President Rosser, L.A. County District Attorney Gil Garcetti.

22. Beginning in the summer of 2000, work will begin on a new University Auxiliary Services building to replace Eagles' Landing cafeteria. Construction will begin after Commencement 2000 and take approximately two years. The new UAS building, envisioned as a "one-stop shop" for the campus community, will have a food court equipped to serve 500 people, a banquet/conference center with state-of-the-art technology for 600, and Barnes & Noble's West Coast showcase campus bookstore, which will be larger than the current store. UAS administrative offices, the Credit Union and Continuing Education's American Culture and Language Program will be tenants of the new building. Here, UAS Executive Director Raquel Soriano and President Rosser unveil the building plans to the campus community in December 1999.

Second “Billie Jean King Day” Raises \$100,000 for Athletics Scholarships

Twenty-time Wimbledon champion and Cal State L.A. alumna **Billie Jean King** donated her time for the second consecutive year to help raise \$100,000 for athletics scholarships. **Edison International**, which title-sponsored the October 1999 fundraiser, will sponsor the event again next year. The fundraiser included a tennis clinic, a celebrity exhibition tennis match, Pro-Am tennis tournament, a private reception with Billie Jean and her legendary friends, and a dinner and auction at the Ritz-Carlton Huntington Hotel in Pasadena.

Tennis great Rosie Casals, who helped organize “A Legend and Her Friends, Billie Jean King Day,” through her sports promotions company, Sportswoman, Inc., also participated in the fundraiser along with Tracy Austin, Pam Shriver and many other tennis professionals.

KCBS-TV sports anchor Jim Hill emceed the evening’s activities, and official radio station KRLA provided on-site live coverage at the Cal State L.A. tennis event.



Billie Jean King and her legendary friends (l-r): Rosie Casals, Peggy Michel, Stacy Margolin-Potter, Betty Ann Grout, Kim Sands, Pam Austin, Billie Jean King, Pam Shriver, Tina Karwasky, Pam Teeguarden, Tracy Austin, Kathy May, Jolene Watanabe and Nathalie Herreman-Bagby.

Athletics Thanks Its Corporate Sponsors for Their Support of Billie Jean King Fundraiser

Edison International agreed to be the title sponsor for “A Legend and Her Friends, Billie Jean King Day,” a fundraising event designed to provide scholarships for student-athletes and honor Cal State alumna and legendary tennis star Billie Jean King.

“Edison International’s commitment to higher education through its sponsorship helped the Division of Intercollegiate Athletics achieve its goal,” said Director of Athletics Carol M. Dunn. “We are also very grateful to all of our corporate sponsors.”

The following list of individuals and corporations helped make the event a success: Edison International, Maison Akira, Anita May-Rosenstein Foundation, Tracy Austin, Auto Club of Southern California, Bennetton Sport System, Birch Aquarium, Mitch & Rochelle Blumfeld, The Candy Factory, Chart House Restaurants, Michael Crawford, CSLA Alumni Association, CSLA Foundation, Dallas Cowboys, Disneyland, Disney Studios, Dixon Harwin, Eagle Glen Golf Course, Lu Elrod, Event Links International, Inc., Michael Feinstein, Hearst Castle, John Herbold, Anne Hess, IMG, In-N-Out Burger, J.S. Signet, Jorano International Club, Dan Jordinelli, KRLA Radio, La Quinta Resort & Club (KSL Desert Resorts, Inc.), Laugh Factory, Los Angeles Lakers, Los Angeles Turf Club, Inc., Los Angeles Zoo, Arlene Lugwig, Mary M. Photography at Nomi Wager Studios, Mattel, Inc., Myrna Marin, Modem Salon, Nevada Bob’s, Carolyn Nichols, Pasadena Playhouse, Pepsi, Philip Morris Companies, Inc., Dr. Val Norman, PM Sports, Pat Parsons and PriceNetUSA.com, PricewaterhouseCoopers, Prince, Promotion Sports, PUREBEAUTY, Radisson Valley Center Hotel Los Angeles, Carlo Ramirez, Mark Reffner, RLR Jarrin Advertising and Marketing, Saddle Peak Lodge, Sears (Hollywood), Carla & Michael Shamberg, Temecula Creek Inn, The Resort at Stallion Springs, Annalee Thurston, Trump Organization, Twin Palms Pasadena, Tyson Foods, Inc., Universal Studios, University Bookstore, Lyn M. Vandegrift, Wilshire Business Center, Wilson Sporting Goods and Yesteryear Picture Frames.



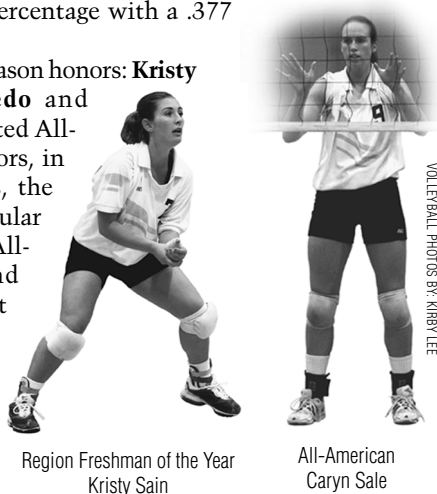
Edison International's Beverly Ryder and Billie Jean King

FALL SPORTS WRAP-UP

VOLLEYBALL – The Golden Eagle women’s volleyball team produced one of its best seasons ever. Cal State L.A. earned its first-ever CCAA championship trophy (co-champions with CSU Bakersfield) and received its sixth trip into the NCAA Tournament in the 1990s. The Golden Eagles lost to the eventual national champions BYU-Hawaii, but ended their campaign with a 26-4 overall record (this ties a University record for most wins in a season) and a 19-3 conference mark (a new record).

Leading the way for L.A. was junior middle blocker **Caryn Sale** who became only the third Golden Eagle women’s volleyball player in University history to earn All-American honors. She also collected First Team All-Pacific Region honors and was named the CCAA Player of the Year. Sale finished with the University’s second-best season hitting percentage with a .377 average (284-54-610).

Several teammates also collected postseason honors: **Kristy Sain**, **Kasey Jungwirth**, **Linda Saucedo** and **Myeetsha Coffey**. Sain, a 5-8 setter, collected All-Pacific Region Freshman of the Year honors, in addition to First Team All-CCAA kudos, the only freshman to be honored on that particular list. Kasey Jungwirth collected her third All-CCAA award and recorded her second consecutive GTE Academic All-District honor for her 3.88 GPA in accounting. Two-time First Team All-CCAA honoree Linda Saucedo also had a stellar season, as did All-CCAA First Team performer Myeetsha Coffey. Five Golden Eagles’ on the All-CCAA First Team list is also a new University record.



Region Freshman of the Year
Kristy Sain

All-American
Caryn Sale

VOLLEYBALL PHOTOS BY KIRBY LEE

MEN’S AND WOMEN’S SOCCER – Junior forward **Kristy Contreras** received her third consecutive All-CCAA award when she finished the 1999 season as the Golden Eagles’ top scorer (for the third straight year) with 22 points. She tallied nine goals and added four assists. In men’s soccer, two Golden Eagle freshmen began their careers receiving All-CCAA honors. **Nikos Gutrugianios** recorded a team-high 21 points despite suffering a mid-season ankle sprain, while **Robert Navarro** scored five goals and added two assists in 17 games played.

MEN’S AND WOMEN’S CROSS COUNTRY – Both squads advanced to the regional meet and performed admirably. On the women’s side, junior **Jinna Rohde** collected All-West Region honors after finishing the 6,000m race in 22:51.8, for a 10th place showing. She, along with sophomore **Maria Alba**, also received All-CCAA kudos for their performances at the league championships.

Athletics Hall of Fame to Induct Three at 16th Annual Event

The Cal State L.A. Division of Intercollegiate Athletics will induct three new members at an awards ceremony on Wednesday, February 2, 2000 at the Tower Restaurant in the Transamerica Building, in downtown Los Angeles. Tickets are \$75 each and may be purchased by calling, (323) 343-3080. The honorees are:

Berhane Andeberhan – Andeberhan was the men’s soccer coach from 1981 to 1986. In 1981, he guided the Golden Eagles into the NCAA Tournament and helped secure its best finish ever with a national runner-up trophy. For his efforts, he was named the *Metropolitan Life* Far West Coach of the Year. The five-time CCAA Coach of the Year award winner also collected two conference championships during his tenure. While coaching the Golden Eagles, Andeberhan mentored three professional athletes, three All-Americans and five Dean’s List honorees.



Jesus Gonzalez – Gonzalez was a four-year letterwinner in men’s soccer with the Golden Eagles from 1991 to 1994. In 1992, he was named the CCAA Player of the Year. Not only did he earn two Golden Eagle Most Valuable Player awards during his tenure, Gonzalez is still listed in numerous all-time career and season offensive record categories. He is second all-time in career goals (44) and points (99), and is second-best in season goals (23) and points (51). Gonzalez is the University’s all-time leader with five hat tricks (scoring three goals in a single game).

Ron Morris – Morris was associated with the men’s track and field program for 18 years (1960-78). In fact, he was a member of the coaching staff that produced Cal State L.A.’s first NCAA championship team (1978). During that championship run, he coached three pole vaulters who placed 1st, 2nd and 4th, collecting 23 points. In 1967 and 1977, he coached two teams to the CCAA championship crown. A 1960 silver medallist at the XVII Olympics in Rome, Morris was voted the second-best all-time pole vaulter by *Track and Field News*.



SAVE THE DATE: XXI Annual Michelob/Pepsi Golden Eagle Golf Tournament • Monday, May 8, 2000 • Via Verde Country Club



Dear Alumni,

At perhaps no other time in California State University, Los Angeles' 50 years of existence could the word "new" be used to encompass so much of the atmosphere on campus. We are experiencing growth, construction and renovation, and we are keeping pace in this age of advanced technology.

While these new directions are exciting, they must be approached by a unified body of faithful alumni. I urge each member of the Cal State L.A. family to unite in providing the support that is so crucial to the future of our fine institution.

Consider the many ways that you can help:

- Encourage prospective students to attend your alma mater
- Visit the campus often and take advantage of the many educational and cultural opportunities available year-round
- Become involved politically, so you can have a voice in the decisions that affect your University
- Make a gift though the Annual Fund in support of the President's Scholars
- Join or renew your membership in the Alumni Association and become involved in alumni activities
- Attend year-round athletics events

The list is virtually endless, but the point remains that each of us must find a way to support California State University, Los Angeles. Please accept this open letter as my invitation to visit us in the Alumni Association office. Let us show you around! And, as always, please call on us whenever we can be of service.

Randi Moore
Executive Director
Rmoore@cslanet.calstatela.edu



Your Call is Coming

If you haven't yet received a call, a student from the Annual Fund may be trying to reach you soon. Twenty dedicated students have been working hard calling Cal State L.A. alumni and friends on behalf of the Annual Fund. Over the last two years, generous alumni and friends have pledged more than \$480,000 to the Annual Fund, whose major focus is supporting the President's Scholars Program.

When your call comes, you can be confident that you are speaking to a current Cal State L.A. student. Housed in the University-Student Union, our students call Monday through Saturday in order to have the opportunity to personally contact each of Cal State L.A.'s alumni and friends. Reports have been positive on this program, with many commenting on how much they enjoy the opportunity to speak with a current student.

The Annual Fund is providing current students with real job experience. These individuals are learning to become excellent communicators and positive role models for their fellow students. Their efforts make scholarships for other outstanding students possible and help ensure Cal State L.A.'s bright future.

Among the outstanding students who may call you is **Michelle**, a junior sociology major who, in the year and a half she has worked in the Annual Fund Office, has raised over \$26,000. A relative newcomer to the Annual Fund is **Christina**, a graduate student also pursuing a degree in sociology. Christina has quickly become a valued team member and was "caller of the quarter" this winter, raising over \$10,000. The Winter quarter also welcomed the arrival of two new students—**Lianne**, junior theater arts major, and **Daniel**, a freshman business administration/sociology major. Both Lianne and Daniel enjoy sharing experiences as students with alumni and friends during their calls.

If you can't wait to receive a call from one of our students, please visit us on the World Wide Web at <http://alumni.calstatela.edu> to learn more about the Annual Fund. You can make a pledge from our website, send in the pledge form on this page, or call the office between 9:00 a.m. and 5:00 p.m. at (323) 343-4866.



We Need Your Talents & Expertise

More than 1,000 alumni and friends volunteer for Alumni Association programs each year.

At the helm of the Association is a Board of Directors and Association committees composed of alumni volunteers. Applications are currently being accepted for key leadership positions. Applicants must be CSULA graduates and Association members.

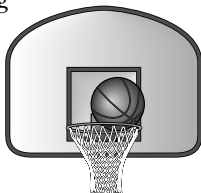
- Directors at Large
- General Counsel
- Membership Committee
- Awards Committee
- Scholarship Committee
- Legislative Committee
- New Student Welcome Calling Committee
- Financial Review Committee

Terms begin July 1, 2000. Application deadline is May 30, 2000.
To request an application, call (323) 343-ALUM.



HOMEcoming: We'll Supply the Pom Poms!!!

The Alumni Association booth will be right outside Eagles' Nest Gymnasium at this year's basketball Homecoming games on **Saturday evening, February 5**. Stop by beforehand for free pom poms, face decals and other goodies to help cheer on both the men's and women's teams! You'll also receive a discount if you present your alumni membership card when purchasing tickets! For more information about Homecoming, contact the Department of Intercollegiate Athletics at (323) 343-3080.



SAVE THE DATE

The 27th ANNUAL ALUMNI AWARDS GALA

TUESDAY, MAY 16, 2000
LUCKMAN FINE ARTS COMPLEX
CALIFORNIA STATE UNIVERSITY, LOS ANGELES

Tickets are available through the CSULA Alumni Association.
Discounts are available for CSULA staff, students, faculty and Association members.
For more information, call the Association at (323) 343-ALUM.

Join Us!

☐ YES! I want to support the Annual Fund. Enclosed is my donation of

- ☐ \$50 ☐ \$100 ☐ \$250
- ☐ \$500 ☐ \$1,000 ☐ Other \$

Please charge my credit card: ☐ Visa ☐ MasterCard

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☐ My employer's matching gift form is enclosed.

Please make check payable to **The CSLA Foundation**.
Thank you for your donation.



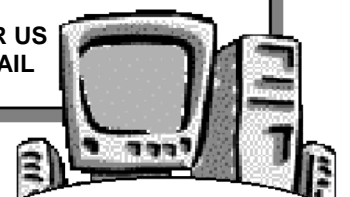
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alumni.calstatela.edu

As we approach a new millennium, we continue to forge new partnerships with old friends. On December 8, 1999, Cal State L.A. and Pasadena City College signed a special Memo of Understanding to expand access to the University's excellent teacher preparation programs. The current PCC/Cal State L.A. Program Agreements For Seamless Transfer involve **blended programs**—a new approach to teacher preparation in California, through which students who want to be elementary school teachers can receive a bachelor's degree and

The innovative program “blends” or integrates professional education courses—including classroom teaching experience—into the undergraduate multiple subject matter degree program. The program will be in effect beginning Summer Quarter 2000. PCC has historically been one of Cal State L.A.’s primary sources of transfer students.



UNIVERSITY
TIMES

Vol. LXXXIV No. 30

Wednesday, May 21, 1980

Inauguration draws 2,000

Educators, dignitaries pay tributes to Rosser

By MIKE EDERTS
Editor

Calling for "education of the whole person," Dr. James M. Rosser was inaugurated yesterday as the sixth president in the history of Cal State L.A. during a ceremony in the Men's Gymnasium.

Nearly 2,000 persons attended the inauguration ceremony, including Los Angeles Mayor Tom Bradley, city council members Arthur Snyder and David Cunningham, delegates from consulates of eight foreign countries and numerous presidents of colleges and universities.

"American education means nothing less than a call to greatness," Rosser said in his inaugural address. "If there is an American mystique, and I believe there is, it shines on our campus."

Rosser, who has served as CSLA's president for the last seven months, was invested with the presidency by California State University and Colleges Chancellor Glenn S. Dunne and Claudia H. Hampton, chairperson of the CSUC Board of Trustees.

Making students "whole persons" through education was the general theme of Rosser's inaugural address.

"The world is full of half men and half women," Rosser said. "Wholeness is vitally necessary today on a national and international scale."

Rosser said CSLA is unique for its cultural and ethnic diversity. "Among universities and colleges, largely because of our location, we have a greater proportion of minority students, and this proportion is likely to grow each year."

"Here majority and minority Americans live and work harmoniously together and, in addition, please turn to page 3


By TIMOTHY MANNING
Copy Editor

The career of Cal State L.A. President James M. Rosser has been a varied one that has taken him from Illinois to Kansas, New York and California. With degrees in health administration and epidemiology from the University of California, he received his Ph.D. in health administration from the University of Kansas. He served as Vice Chancellor for Academic Affairs at the University of Kansas. Prior to accepting the presidency

Coordinator, School Health Workshop, Annual Meeting of the American Medical Association of Health, Physical Education and Recreation, Detroit, Mich.; Consultant, Commission on Education, National Academy of Engineering, Washington, D.C.

Dr. Rosser is listed in "Who's Who Among Black Americans," 1976, "Men of Achievement," 1977 and "Who's Who in Health Care."

He has published works on health and the health care profession in "Analysis of Health Care Delivery," published in 1977.




A salute to Dr. James M. Rosser's 20 years of service to California State University, Los Angeles

MAIL TO THE CHIEF—Dr. James M. Rosser, inaugurated yesterday as the sixth president of CSLA, receives congratulations from Los Angeles Mayor Tom Bradley (top), and from his father, James.

PHOTOS BY KENDALL IN AND EVA JAMES