



# University

The Campus Community Newsletter



REPORTS

<http://www.calstatela.edu>

Winter 2005, vol. 35, no. 4

Published by the Office of Public Affairs

## Sounds of music add to campus spirit



The sounds of musical groups have always made campus events more exciting. Most recently, music majors in the Golden Eagles Jazz Combo welcomed guests to the Los Angeles Regional Crime Laboratory groundbreaking. At February's CSULA Preview Day, students in the Golden Eagle Pep Band attracted a huge crowd as they did at the Super Eagle victory parade and celebration last summer.

The staff-studded Student Health Center Blues Band has set the tone at the University-Student Union's Summer Java and Jam Series.

And, last June, students in the CSULA Wind Ensemble inspired parents, guests and graduates at the University's 57th Commencement ceremony.

But we suspect you may not have heard of "Très L.A."—Cal State L.A.'s newest faculty and staff band. You certainly would have heard them if you were among the guests at the October 9, 2004, retirement celebration for Michael W. Roffe, former chair of the Psychology department.

Members include vocalist **Andy "Flaco" Pesich** (*Information Technology Services*) on bass, **Ronald Lemos '70** (*Information Systems*) on guitar and **Theodore S. Bell** (*Psychology*) on saxophone and flute. The group performs jazz and traditional '50s band music, and is seeking a faculty or staff drummer.

An information technology consultant by day, Pesich has been part of the ITS team since 2000 and has worked in the computer industry for more than 25 years. But, during his off hours, his hobby is his passion. Holding a master's degree in music along with his bachelor's degree in computer science, he is a published composer, pianist, and previously, was a community college music instructor.

The two other band members also have impressive music backgrounds and academic credentials. Bell, chair of the Psychology department and former professor in the Department of Communication Disorders, is a veteran saxophone player and skilled flutist who holds a bachelor's degree in music. He performed with Ella Fitzgerald, Buddy Rich and Jose Feliciano, as well as the Louisville Orchestra in the '70s. A recognized expert in his field, Bell specializes in speech, hearing science,

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## John Mack to speak to students at convocation

On Friday, April 22, the University Honors Convocation will recognize 2,328 students whose academic record places them in the upper fifth percentile of their peers.

Recipients of scholarships, grants and alumni certificates of honor, and general education honors program participants (1,192 students) will also be highlighted.

In addition, 149 freshmen will be recognized for having entered the University with a 3.5 GPA or higher on their high school records.

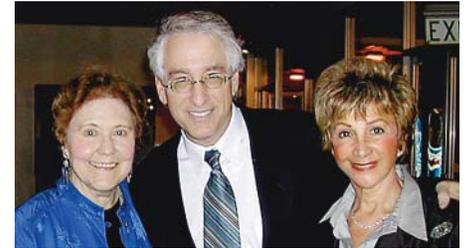


This year's speaker is John W. Mack, president of the Los Angeles Urban League.

The ceremony will begin with a formal procession led by faculty

robed in colorful academic regalia. Immediately following the Convocation, honorees and their guests are invited to programs hosted by their Colleges. For more information, call ext. 3-3808. LA

## Panel kicks off Jewish Studies Program



Pictured (l-r): Sabell Bender; Brad Lemack; and Barbara Minkus.

On Jan. 13, the College of Arts and Letters presented a panel discussion, "The Legacy of the Yiddish Theatre in Contemporary Entertainment," to kick off its Jewish Studies Program.

Organized by M.A. theater candidate **Brad Lemack**, the panel explored the fascinating ways the entertainment we consume today has been influenced by classic live and filmed Yiddish theatrical productions. Panelists were educator Sabell Bender, one of the foremost experts on Yiddish theatre in North America, and actress Barbara Minkus, who has extensively researched the life of Yiddish theatre and crossover star Molly Picon.

"The roots of L.A.'s Jewish community go back to Cal State L.A.'s neighborhood—the Boyle Heights area," says **Carl Selkin**, dean of the College of Arts and Letters. "But today, the area's demographics have changed, and most of our students don't have any contact with the Jewish community. As part of the American Communities Program, Jewish Studies at Cal State L.A. will enhance our students' understanding of this community's part in the shared struggle to balance American identity with cultural heritage, to achieve social and economic justice, and to find new ways of express

*(continued on page 2)*

For the expanded University Reports go to: [www.calstatela.edu/UniversityReports](http://www.calstatela.edu/UniversityReports)

## 'Reel Rasquache' to expand festival offerings

*ReelRasquache 2005*—*Festival of the U.S. Latino Experience in Film & Art* returns for its second year. The Festival will be held at the Luckman Intimate Theatre on Friday, April 29, through Sunday, May 1. *Reel Rasquache 2005* will present approximately 20 new independent Latino films and videos from across the nation, guest filmmaker Q & A sessions, panel presentations, celebrity awards, and a high school student film showcase.

The event will pay tribute to award-winning writer/director Jesús Treviño's landmark *Raíces de sangre/Roots of Blood*, which depicts the struggle to form an international union of garment workers in a Texas border town. The first co-production involving Mexican and Chicano actors from both sides of the border, it was selected as one of the 25 Most Significant Films of Latin American Cinema at the 1991 Annual International Film Festival.

Treviño, who began his career by documenting the 1960s Chicano civil rights struggle, is internationally known for his PBS documentaries that include



Jesús Treviño presents Career Achiever award to actress Lupe Ontiveros at the 2004 Reel Rasquache festival.

*America Tropical, Yo Soy Chicano, La Raza Unida, Chicano Moratorium, and The Salazar Inquest.* Noted television directing credits include *NYPD Blue, ER, The Practice, Chicago Hope, Dawson's Creek, Star Trek: Voyager* and *Deep Space Nine*, among many others.

*Reel Rasquache 2005* will also include an art exhibit, and multimedia performances of music, poetry and spoken word to provide a unique West Coast celebration of works by and about U.S. Latino communities and experiences.

*Reel Rasquache 2005* is co-sponsored by the College of Arts and Letters, Department of Communication Studies, the Hollywood Foreign Press Association, SONY Pictures Entertainment, and Metro. This year, *Reel Rasquache* will be preceded by a forum sponsored by the CSU and Cal State L.A. on the role of the CSU in building the entertainment workforce. For updated program and Web site information, call Festival director **John Ramirez** (*Chicano Studies/Communication Studies*) at ext. 3-4207. LA

## Students selected as future engineering leaders

Recognized for their leadership potential, mechanical engineering majors **Akilesh Vedartham** and **Gina Parodi** were among only 25 students nationwide recently selected to participate in the first Society of Automotive Engineers (SAE) Leadership Development Program in San Antonio, TX.

This was the first of many new offerings to SAE's younger members under the SAE Power Track, a career pathway



Akilesh Vedartham



Gina Parodi

designed to help accelerate students' careers.

The program helps students develop skills that are imperative for leaders in SAE and the mobility industries. SAE covered the travel expense, hotel accommodations and meals for each participant.

Parodi and Vedartham were 2004 members of CSULA's national award-winning *Super Eagle* supermileage vehicle team. LA

## Jewish Studies Program (continued from page 1)

ing their experience and values through the arts."

This occasion inaugurated the Jewish Studies Program, made possible by an endowment to underwrite classes, research and public events that present the contributions of the Jewish community to the

values, culture and history of America. A component program of the National Endowment for the Humanities-sponsored American Communities Program, the Jewish Studies Program promotes an understanding of the nature and continuing evolution of American Identity. LA

## Recent PBI grants total more than \$1 million

The Edmund G. "Pat" Brown Institute of Public Affairs (PBI) recently received six prestigious grants totaling \$1,060,000, which will fund a wide array of programs benefiting several groups, including youth and underserved communities, as well as community leaders.

"These grants illustrate how the Pat Brown Institute has become recognized, as has our University, for our strong commitment to improving the lives of residents in communities most in need," says **Jaime Regalado**, PBI executive director.

The Weingart Foundation's \$410,000 grant will help reestablish PBI gang and youth violence intervention, prevention and mentoring programs.

A James Irvine Foundation \$400,000 grant will support operations and programs associated with PBI Public Policy Education Programs.

The California Wellness Foundation \$135,000 continuation grant supports staffing and operations of the PBI Health Policy Outreach Center.

A \$75,000 grant from the Community Technology Foundation enables the PBI to conduct research to determine how technology could improve the state of community development in the region.

Washington Mutual's \$20,000 grant supports the PBI Public Policy Internship & Fellows Program that places CSULA students in congressional internships.

Union Bank of California's \$20,000 continuation grant supports The California Agenda lecture series, designed to educate and engage policymakers and decision-makers in significant state, regional and local public policy issues. LA



### University Reports

*University Reports* is published by the Office of Public Affairs. All material must be sent by e-mail, <cselkin@cslanet.calstatela.edu>. For submission guidelines, see <<http://www.calstatela.edu/univ/ppa/ur/urform.htm>>. (Call ext. 3047 if you have no access to the Web.) Copy for the Spring 2005 issue (vol. 35, no. 5) must be received in the Public Affairs Office by Fri., Apr. 1, 2005.

*Executive editor*—Carol Selkin; *Editor*—Margie Oi Yu; *Copy editor*—Nancy Miron; *Contributing writer*—Laura Ferreira; *Photographer*—Stan Carstensen; *Layout production*—Yuri Watanabe; *Printing*—Print Center.

## Partnership brings poets to campus

This spring, British Afro-Caribbean poet and novelist Anthony Joseph, and Linton Kwesi Johnson—the world's first reggae poet—will be on the Cal State L.A. campus!



Anthony Joseph

As part of a writer-in-residence program developed by the British Council-USA—the United Kingdom's international organization for educational and cultural relations, noted Trinidad-born writer **Anthony Joseph** will teach students and give readings of his work from April 4 to May 2.

Joseph's post at Cal State L.A. represents the first British Council-USA Writer-in-Residence program in the West. This begins a three-year pilot program that, each year, brings a different British poet to Cal State L.A. for a one-month residency.

The British Council-USA writer-in-residence program forms partnerships between the British Council-USA and major American universities, introducing U.S. students to exciting and contemporary British writers. The CSULA residency is supported by the Virginia E. Smith Fund for Poetry and Poetics.

On April 21, **Linton Kwesi Johnson** will be the featured speaker for the 20th Annual Jean Burden Poetry Reading. Johnson is internationally known as a reggae performing artist and the founder of "dub" poetry—performance poetry that uses reggae rhythms.



Linton Kwesi Johnson

The annual poetry readings were established in 1986 to honor Altadenan Jean Burden for her influence as a poet, essayist, anthologist, teacher and editor, and for her long-standing support of poetry on campus. Last year's Virginia E. Smith bequest of over \$660,000 expands the Jean Burden Annual Poetry Series and increases access to living poets and their works by students, faculty and staff in the communities. This year, the event is supported in part by the British Council-USA.

The writer-in-residence program and this year's poetry series are coordinated by **Lauri Ramey** (*English*), currently serving as a British Council liaison to generate literary and creative writing activities between British and U.S. universities. LA

## Did you know?

**Publisher's Picks:** Cal State L.A. was one of 19 CSU campuses listed on the tenth annual *Hispanic Outlook in Higher Education's* Publisher's Picks, a national list of colleges and universities that the publication rated as having solid records in "recruiting, enabling, and graduating Hispanic students." Also listed among the Publisher's Picks last year, Cal State L.A. is a federally designated Hispanic-Serving Institution, with 52.4 percent of the University's students identifying themselves as Hispanic.

**New certificate program:** A series of specialized courses, designed in consultation with leading textile industry companies in the Los Angeles area, were recently approved for a new certificate program in textile production and management granted by the Division of Extended Education. Courses are held at Fashion Business, Inc., at the New Mart in downtown Los Angeles. **Carol Tuntland** (*Art*), associate professor in the fashion and textile program, says, "The courses we're offering will broaden and enhance the expertise of anyone working in the textile and apparel field."

**Students get money for college:** As of this halfway point in the academic year, the Center for Student Financial Aid reports that 14,257 CSULA students (67%) are receiving financial aid. Financial aid info: <<http://www.calstatela.edu/univ/finaid/>>.

**Online plagiarism prevention service:** For professors and students who are concerned with the possibility of plagiarism, there is now an online plagiarism prevention resource called *Turnitin*. It can be found at <<http://www.calstatela.edu/academic/aa/ess/fitsc/>>. *Turnitin* prevents and detects plagiarism by comparing submitted papers to the entire Internet as well as to an exclusive database of previously submitted papers to the site. *Turnitin* is a commercial service made available through the Faculty Instructional Technology Support Center.

## Department receives School status

The Department of Kinesiology and Nutritional Science is now the School of Kinesiology and Nutritional Science, effective Summer Quarter 2004.

"The switch to School status recognizes the unit's professional accreditation and certification requirements," said Acting Dean **Mitchell Maki** of the College of Health and Human Services.

The change also reflects the close ties between physical activity, nutrition and good health; the plans to secure external funding for research programs and community service projects; and overall improved services.

The School offers B.S. and M.S. degrees in kinesiology and nutritional science. One of the newest B.S. degree options in kinesiology focuses on rehabilitation and therapeutic exercise, where students learn to develop activity programs for older adults and for people with disabilities.

A Coordinated Dietetics Program—one of only two in California providing internships for registered dietitian exam students—is also offered by the School. Upon passing the national exam administered under the direction of the American Dietetic Association, graduates are recognized as registered dietitians. LA

## Très L.A. (continued from page 1)

statistics/research design, acoustics, and audiology.

Ronald Lemos mastered the guitar as a teen—joining his first band at 16. He continues to perform in several bands during the weekends. Lemos, a faculty member since 1993, also held positions as dean of CSULA's School of Business and Economics, dean of the School of Management at CSU Dominguez Hills, and assistant vice chancellor for Academic Affairs for the CSU system.

Pesich notes, "The concept for forming a faculty/staff band was to provide a complement to student and semi-professional jazz groups as entertainment for campus functions."

Très L.A.'s next gig will be at a Long Beach location. To catch this performance, e-mail <[flacopescado@yahoo.com](mailto:flacopescado@yahoo.com)>. LA

## Children's Center tots give to Tsunami victims

In January, 24 kindergarteners from the Anna Bing Arnold Children's Center presented \$500 that they collected in support of tsunami victims to the San Gabriel Valley American Red Cross in Pasadena. The field trip by the five-year-olds and their teachers was the culmination of a month-long project about the disaster.

"To help them sort through their feelings, our teachers began talking to the children about what they had heard and seen. The kids then came up with the idea to help children homeless from the effects of the 'big wave,'" said **Pam Kisor**, director of the Children's Center.

The pint-sized students found South-east Asia, Africa, and the Indian Ocean on maps, drew pictures to cheer up their friends across the Pacific, held a bake sale, and collected relief money and goods from relatives.

"One boy emptied his piggy bank and brought \$11 in pennies to the Red Cross—his lifetime savings," said Kisor. "It brought tears to our eyes. How many of us give every-



thing we have when people are in need?"

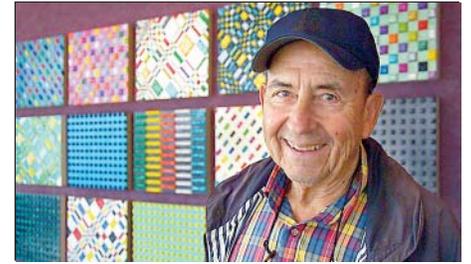
Toys the children collected were donated to the Salvation Army and Goodwill. The Red Cross sent a book of the children's drawings and messages to Red Cross volunteers in Thailand for distribution to children and families, said Jim Goodrich, Children's Center program coordinator.

Additionally, Cal State L.A. students have been rallying to raise money for victims of the tsunami in South East Asia since day one, says **Rose Gaw**, president of Associated Students, Inc. (ASI).

Immediately following the tsunami, ASI volunteers set up an informational table on the Main Walkway to educate students about the resulting devastation. The booth featured informative posters and pictures.

CSULA's fraternity *Phi Sigma Kappa* also raised \$500 for victim relief at a fundraiser. Other student organizations, including sorority *Lambda Theta Nu*, organized clothing and food drives. These efforts are ongoing. LA

## Artist adds to Luckman painting collection



Los Angeles painter Albert Contreras has generously donated 15 of his recent paintings to the Luckman Fine Arts Complex. These colorful, abstract, geometric works, a stunning addition to the Luckman's growing permanent collection, have recently been installed together on the balcony level of the Luckman Theatre, where they will remain for an unspecified amount of time.

Contreras was born in Los Angeles in 1933, but only a short time ago returned to painting after a 25-year hiatus. His paintings are amazing grids of color and impossibly thick and luscious, frosting- or candy-like surfaces, and, for the past several years, have been the focus of critically acclaimed exhibitions in both Los Angeles and New York.

This is Contreras' second major donation to the Luckman's permanent collection, which follows a gift of 24 smaller paintings that were donated in late 2003. LA

For campus events, go to: [www.calstatela.edu/calendar](http://www.calstatela.edu/calendar)

## Around campus...



On Feb. 3, the campus community gathered along the Main Walkway to take part in the festivities of the annual Homecoming Parade and Spirit Rally. This year's float decorating contest winners were: Housing Services (1st); Public Safety (2nd); and G.E. Honors Club, Asian Unified, University-Student Union, and Anna Bing Arnold Children's Center (3rd). Additionally, EOP/Student Affairs was the winner of the office decorating contest.



Despite a downpour on Feb. 19, hundreds of prospective students packed Preview Day, held at the Administration Building Patio. With sunshine occasionally breaking through, campus tours and engineering labs stayed busy throughout the day. Above: **Narendra Taly** (*Civil Engineering*) explained how the Universal Testing Machine in the Strength of Materials Lab gives students hands-on experience in testing materials used for construction and for making machines.



On Feb. 11, 50 volunteers from Cal State L.A.'s EPIC/IBM E-Mentor Project and 50 fourth- and fifth-graders from Ann Street Elementary School made "goodie bags" and Valentine's Day cards for U.S. Marines stationed in Iraq. These gifts were distributed by Camp Pendleton personnel on Valentine's Day. (Pictured: CSULA student and American Reads tutor Jane Portillo with Ann Street's fifth grader Suyapia Abigail Amaya)