

New unit to patrol campus



The University Police has recently formed a Motorcycle Unit consisting of two officers: Corporals **Ulysses A. Gutierrez** (r) and **John Martin** (l). The Unit is responsible for the enforcement of traffic laws and the investigation of traffic collisions that occur on campus roadways, parking lots and residential areas.

According to University Police Chief Joseph Curreri, the goal is to make the campus roadways safe for vehicles and pedestrians through education and directed enforcement of traffic violations. He said, "The unit also supplements other patrol units in the prevention and investigation of crime."

The Kawasaki KZ-1000 police motorcycles are equipped with the same emergency equipment as police vehicles. One of the other benefits of these police motorcycles is that they can access many areas on campus that are not readily available to cars, providing faster response times to calls for service.

Both officers, who are skilled in riding motorcycles, attended a motorcycle academy sponsored by the San Bernardino County Sheriff's Department Emergency Vehicle Operations Center. The rigorous two-week training course offers lessons in specialized motorcycle skills and riding techniques. The officers are also trained in the use of Radar/Lidar for conducting speed enforcement.

(continued from inside page)

Health and Human Services

The Department of Child and Family Studies has expanded the Pathways program to increase student retention and success. The program, under the direction of **Rita Ledesma**, employs a peer mentoring approach combined with a variety of best practices in student retention to ensure the timely graduation and success of their majors.

CSULA is part of a pipeline program funded by the Centers for Disease Control and Prevention (CDC) to support underrepresented students in earning graduate degrees that will help address health disparities. With Dean **Beatrice Yorker** as the principal investigator, the grant also provides summer internships in Los Angeles for students in public health, which includes travel to the CDC and Kennedy Krieger Institute at Johns Hopkins University.

The College of Health and Human Services, along with the Charter College of Education, launched a new minor in Developmental Disabilities in response to increasing awareness of the lifelong impact of developmental disabilities. The minor includes course selections from a variety of majors as well as internship opportunities at Children's Hospital Los Angeles and other service agencies.

Natural and Social Sciences

This summer, Cal State L.A. faculty and students will join the Coastal California Climate Change Research Project, a collaborative research effort sponsored by National Oceanic and Atmospheric Administration's Cooperative Remote Sensing Science and Technology Center, to investigate the implications of climate change along the California coast. New research indicates that global warming may lead to hotter conditions and more heat waves inland, but possibly stronger sea breeze and cooling along the immediate coast. The summer researchers will gather atmospheric data across Southern California using both Jet Propulsion Laboratory high altitude flyovers and ground-based sensors. Investigators at CSULA include **Paula Arvedson** (*Curriculum and Instruction*), **Steve LaDochy** and **Pedro Ramirez** (*Geosciences and Environment*), along with graduate and undergraduate student researchers.

Cal State L.A., Cal Poly Pomona and San Diego State partnered to offer a new online (four course) certificate in Clinical Trials Project Management. The courses have been developed by regulatory and industry professionals to teach the management of product development for Food and Drug Administration approval. For info: www.csufextension.org/ueeimages/ueeCertPDF/ClinicalTrial_flyer.pdf.

Here 4 You!



In support of the Student Success Initiative, the CSULA Public Affairs office has launched the Here 4 You campaign to build student awareness of resources on campus and to help foster a culture of

academic success at Cal State L.A.

The Here 4 You logo/slogan was chosen by student focus groups to communicate CSULA's commitment and readiness to assist students in their academic success and professional preparedness.

Last December, nursing grad student **Seu Na Park** (pictured above) was hired to communicate directly to the campus community, particularly students, through social media, word of mouth, collateral materials, and by partnering with student service departments. Students may interact with Seu Na on Facebook at www.facebook.com/CSULANews. This month, communication studies major **Mitchie Pardilla** was hired to work collaboratively with Academic Affairs and Student Affairs on this campaign.

QUICK CLICKS

Graduation Initiative:
www.calstatela.edu/academic/aa/gradinitiatives/

Strategic Plan:
www.calstatela.edu/univ/ppa/publicat/stratplan/

CSU Budget Central:
blogs.calstate.edu/budgetcentral

TODAY:
www.calstatela.edu/today

University Reports is published three times a year by the Office of Public Affairs. Email material to margiey@cslanet.calstatela.edu. For guidelines, go to www.calstatela.edu/univ/ppa/ur/urform.htm. (Call ext. 3047 if you have no access to the web.) Copy for the Spring 2013 issue (vol. 43, no. 3) should be received in the Office of Public Affairs by Friday, March 29, 2013.

Managing editor—Paul Browning
Editor—Margie Oi Low
Photographer—Bernard Kane
Layout—Gloria Twu
Printing—Printing Center

For expanded stories, faculty achievement listings and more, go to www.calstatela.edu/UniversityReports.



University Reports

www.calstatela.edu/UniversityReports

www.calstatela.edu gets a virtual makeover



With more than 4 million hits and counting since its redesign, Cal State L.A.'s new homepage—featuring a fresh, modern look and more accessible content—was launched last September.

The objective for the new webpage is to provide a user-friendly navigational structure that is web compliant, while connecting students to key portals, services and resources. The site is also designed to appeal to prospective students and the campus community, highlight quick links to the most frequently-visited

webpages, and reflect the academic excellence and diversity of the University.

The latest data shows that the three most popular links are the campus maps, student financial aid and the Virtual Tour. The data also indicates that the CSULA webpage was viewed by visitors from as far as India, China and the United Kingdom.

Currently in development are webpages for CSULA's Colleges, departments and offices that will ensure accessibility and align the website with the University's mission.

Cal State L.A. to welcome new deans



Eunsook Hyun, an established scholar and experienced administrator in higher education, has been named as dean of the Charter College of Education, effective June 1. Hyun will be chief academic, fiscal and administrative officer of the College.

Prior to Cal State L.A., Hyun was a professor of curriculum studies and associate provost at the University of Massachusetts, Boston, where she also served as department chair of curriculum and instruction. She was previously program director and co-director of graduate and undergraduate programs in the College of Education at Kent State University, Ohio.

Jun Xing, a scholar of ethnic studies, American studies and Asian studies, has been named dean of Undergraduate Studies, effective July 15. Xing will oversee the development and implementation of programs and policies related to undergraduate student success. He will also be responsible for the CSU Early Start program.

Since 2002, Xing has been a professor in the Department of Ethnic Studies at Oregon State University. He is currently assisting Hong Kong's Polytechnic University in Kowloon, and the region's eight public universities in their transition to a four-year U.S.-style undergraduate program.



Presidential honoree is keynote speaker



Hoping to inspire current CSULA students to become successful alumni in their respective fields, **Alejandro (Alex) Briseño**, '00, '04, assistant professor of the Department of Polymer

Science and Engineering at the University of Massachusetts, Amherst, will deliver this year's Honors Convocation keynote speech.

Briseño was named by President Barack Obama as a recipient of the 2012 Presidential Early Career Award for Scientists and Engineers, the highest honor bestowed by the U.S. Government to individuals in the early stages of their independent research careers.

At CSULA, Briseño conducted research in Professor Feimeng Zhou's chemistry laboratory through CSULA's Minority Biomedical Research Support-Research Initiative for Scientific Enhancement M.S. to Ph.D. Program, one of the University's Minority Opportunities in Research (MORE) Programs. He earned both his bachelor's degree in biology and master's degree in chemistry at CSULA.

The Convocation will take place on Friday, Apr. 26, 7 p.m., in the Eagles Nest Gym.

New home for LACHSA

The Los Angeles County High School for the Arts (LACHSA) will celebrate the grand opening of its new building with an all-day arts festival on Saturday, May 18. The festival, which will feature a guest performance by Grammy Award-winning Ozomatli, will include a showcase of LACHSA's music, theatre, visual arts, dance, musical theatre and cinematic arts programs. For details: www.lachsalive.com/program.html.



University Reports

From the Provost



Student Success

Thanks to the Student Success Fee (SSF), we now have a total of 45 staff advisers in place. With this significant investment in advisement, we have gone from a ratio of over 1,600 students per staff adviser to under 500. The SSF has also provided additional funding for tutoring and student engagement in their academic majors. For graduate students, we have improved and provided thesis completion assistance, tutoring in writing, and stipends for research.

In collaboration with Student Affairs and Information Technology Services, we are also looking to implement a critical student success tool for course scheduling and planning. This tool will enable a better alignment between student course demand, class schedule and classroom capacity, and assist in ensuring that the University is providing students with the classes they need to graduate.

Another key ingredient for student success is faculty support. To that end, the building of our infrastructure capacity to support faculty through the revitalized Center for Effective Teaching and Learning (CETL) has been, and will continue to be, one of the key drivers for Cal State L.A. in becoming an engaged University. CETL offers weekly themed programming on teaching and learning, accessibility, program review, and academic technology.

Community Engagement

Mike Willard, faculty director for community-based learning, is coordinating several activities that will improve engagement of our faculty and students with the community. In addition, we are continuing our work to build meaningful alliances with community partners.

Collaborative Culture

I will continue to host "Campus Conversations" with the faculty—a coffee hour devoted to discussion of various issues and topics of interest. The intent is to focus on interdisciplinary interactions, to share new ideas, and to discuss strategies for institutional growth. There are still two coffee hours remaining on Apr. 17 and May 22, both from 9-10 a.m. I look forward to making these conversations a regular occurrence on campus.

Achievements

CSULA graduate students Lauren Solie and Swara Shah's video pitch for KeVa Fitness took first place at the **2012 CSULA Business Pitch Challenge**. The event, themed "unleashing idea," was organized by the College of Business and Economics as part of Global Entrepreneurship Week. The annual campus challenge showcases videos that attempt to present a compelling case for investing in their businesses. Read more at www.calstatela.edu/univ/ppa/spotlight/archive/2012/businesspitch-2012.php.



Staff members representing the CSI team are: (l-r) Fabiola Juarez (exercise science major); Diana Torres (exercise science major); Jennifer Celaya-Davis, director; Marielena Becerra, campus involvement coordinator; Catherine Mueller (communication studies major); Natalie Padilla (liberal studies major); and Araceli Lopez (political science major).

Office shows off Homecoming spirit

Embracing Golden Eagle pride, the Center for Student Involvement (CSI) adorned its office to reflect the theme, "Wear Black, Bleed Gold," during the 2013 Homecoming Week. The Center was the winner of the Office Decorating Contest, organized by the CSULA Associated Students, Inc. CSI staff members will get a free catered lunch at their next staff meeting.

Briefs

The CSU and Southern California Gas Co. (SoCalGas) have collaborated to involve CSU students in service-learning activities that address energy efficiency and education. A \$50,000 grant from SoCalGas will fund demonstration projects that will lead to course implementation and curriculum development at CSULA and five other CSU campuses. Find out more: www.calstate.edu/PA/news/2012/release/SoCalGas.shtml.

California Governor Jerry Brown's 2013-14 state budget proposal, which was released in January, signals a renewed investment in higher education with the addition of \$125.1 million in state funding for the CSU. The Governor's budget also reinstates an additional \$125 million cut from last year's budget and was due to be reimbursed only with the successful passage of Proposition 30. Find out more: blogs.calstate.edu/pa/news/?p=246&source=homepage.

Search for new president commences

The CSU Board of Trustees began the search for a successor to **James M. Rosser**, who is retiring after serving as president of Cal State L.A. since 1979. The first meeting of the search committee was held as an open forum on Feb. 7, with input from the campus community.

Members of the Advisory Committee for the Selection of the President include: (back, l-r) **Noelia Rodriguez**, alumna; **Kevin Baaske**, chair, Academic Senate; **Nancy McQueen**, professor of biological sciences; **Susan Tsuji**, facilities-use coordinator; **Peter Quan**, vice president/chief technology officer; (front, l-r) **Carlos Gutiérrez**, professor of chemistry and biochemistry; **John Paul Isaacson**, vice president, CSULA Foundation; **Hector Escobar**, president, CSULA Associated Students, Inc.; **Herbert L. Carter**, community representative (not pictured) and **Horace Mitchell**, president, CSU Bakersfield (not pictured).

For details: www.calstatela.edu/univ/ppa/newsrel/csula-presidsearch-mtg.htm.



Cal State L.A. students Erik Boccio and Evan Manning were honored at the **22nd Annual CSU Media Arts Festival** awards competition. Boccio, who is working toward his M.F.A. in Television, Film and Theatre, nabbed a \$500 Rosebud Award for his music video of Red Letter Day's "Northern Lights." Evan Manning received second-place honor for his short screenplay, "The Ghost of Fairmount Heights." Read more at www.calstatela.edu/univ/ppa/newsrel/MAF-rosebud2012.htm.

During the **25th CSU Biotechnology Symposium**, CSULA biology major Gregory Alvarado was selected as a finalist for the Don Eden Graduate Student Research Award, while biology major Kathy Trang was selected as finalist for the Glenn Nagel Undergraduate Student Research Award. The symposium, which was held in January, was organized by the CSU Program for Education and Research in Biotechnology. Read more at www.calstatela.edu/univ/ppa/newsrel/CSUPERB-biotech2013.htm.

College highlights

Arts and Letters

On Apr. 12-13, the Art History Society, under the direction of Professor **Manuel Aguilar**, will present "Jaguars, Eagles & Feathered Serpents: Mesoamerica Re-explored," featuring Michael Coe, one of the most prestigious Mayanists of all time. Coe will also be presented with the Tlamatini Award for lifetime achievement. The symposium will unite 15 distinguished scholars who are leaders in the field of Mesoamerica. For more about the symposium, go to <http://www.facebook.com/pages/AHS-Art-History-Society-at-CSULA/425830835314>.

A new option in design and production to be offered for the bachelor's degree in theatre arts and dance. It is in the proposal stage of development.

Business and Economics

On Saturday, Apr. 20, Beta Alpha Psi will host a daylong Career Day that features workshops in the morning followed by lunch. The workshops will include topics, such as interviews, resumes and cover letters, personal branding, etiquette and business attire. In the afternoon, each department in the College of Business and Economics will present a panel discussion with professionals representing different career paths within each business discipline.

The Cal State L.A. VITA (Volunteer Income Tax Assistance) Program is offering free income-tax preparation services every Saturday through Apr. 13 for low- to moderate-income individuals (\$50,000 or less) who need assistance preparing and filing tax returns. For info: www.calstatela.edu/vita.

CSULA's newly re-branded Global Center for Innovation and Entrepreneurship is launching its first-ever FastPitch student business plan competition this spring. The event will be held May 15 in the Golden Eagle Ballroom.

Education

In the Division of Applied and Advanced Studies in Education, Professor **Ann Snow** and her colleagues have been approved to offer a Certificate of Teaching English Learners.

In the Division of Curriculum and Instruction, Professors **Fred Uy** and **Anna Chee** received grants to help teachers learn about the new Common Core Standards, which is likely to transform elementary and secondary education in California and throughout the nation. To learn more about the standards, visit www.cde.ca.gov/re/cc/.

In the Division of Special Education and Counseling, **Cheryl Kamei Hannan** has received a five-year, \$2 million grant from the U.S. Department of Education's Office of Special Education Programs to develop an application "app" for teaching/learning Braille.

Engineering, Computer Science, and Technology

Three senior design teams will present their projects at the 2013 Measurement Science Conference on March 22 at the Disneyland Hotel in Anaheim. The projects are entitled "Blunt High-Rate Impact Testing of a Subject-Specific Frangible Human Skull Model"; "Planetary Boundary Layer Wind Measurement Sensor for Trajectory Correction of High Altitude Sounding Rockets"; and "Experimental Sounding Rocket Design with Validation of Computational Simulation." For more about the Conference, go to <http://msc-conf.com/agenda/>.

Another senior design team will participate in the 8th Intercollegiate Rocket Engineering Competition on June 20-22 near Green River, UT. Sponsored by the Experimental Sounding Rocket Association, the competition is for students to design and construct as many parts of a rocket as possible. For details: www.soundingrocket.org/competitions.html.

(continued on back page)