

University Reports



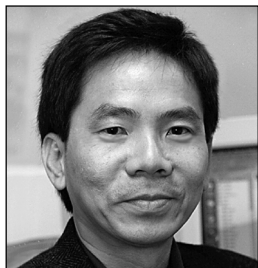
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Outstanding Staff Members Honored

At Cal State L.A.'s festive 25th Annual Staff Awards Ceremony, the **1999 Outstanding Staff Awards** were presented to **Jeff Tat-Peng Cheam**, information technology consultant for the School of Engineering and Technology, and **Stacy Truong**, chief acquisitions assistant and staff member of the University Library since 1987. The two honorees were selected from 23 nominees by a committee that reviewed nominations submitted by colleagues, faculty and students.

Raymond Landis (*dean, School of Engineering and Technology*) read from a nominating letter that praised **Jeff Cheam** as "service-oriented and a strong



team player." Throughout Cheam's 15 years of service to his School and the University, Landis read, "[Jeff] has been tireless in his dedication to the students, faculty and staff of Cal State L.A. ... In a constantly changing field, he never misses an opportunity to learn, exploring new areas and broadening his existing knowledge and skills."

Stacy Truong was recognized for "offering quality service with great efficiency."

"She believes in the team concept and pushed everyone to work together toward the common goal rather than getting bogged down in personalities," a nominating letter read.

A student working for Truong wrote: "When I made a mistake, she always encouraged me and explained what I did wrong. Her sense of humor created a

pleasant atmosphere, but at the same time she made sure everyone did their jobs and understood what they were doing."

Truong has been described by faculty, staff and students as "accurate," "meticu-



lous," "prompt," and the "great acquisitions lady."

In addition to recognizing the Outstanding Staff awardees, the University community gathered together to honor those employees with 35, 30, 25, 20, 15 and 10 years of service to Cal State L.A.

35 Year Awardees

John Brown, *Dining Services*
Roger Dorrel, *Modern Languages and Literatures*
Chris Gillett, *Undergraduate Studies*
David Suorsa, *Academic Technology Support*

30 Year Awardees

Lucille Burgess, *Administrative Technology*
Albert De La Cruz, *Facilities Services*
Candelario De La Cruz, *Facilities Services*
Judy Jenkins, *Educational Opportunity Program*
Elizabeth Ann Johnson, *Library*
Loma McMahon, *Reprographics*
Richard Perrigan, *Chemistry and Biochemistry*
Jackie White, *Communication Studies*

25 Year Awardees

James Bell, *Theatre Arts and Dance*
Frances Brown, *Records Office*
Sandra Conroy, *Communications Services Group*
Lawrence Farris, *Facilities Services*
Anita Gonzales, *Enrollment Services*
Ruben Huerta, *Facilities Services*
Christine Kurtmaker, *Library*
Raul Leyva, *Facilities Services*

(continued on page 3)

"A Noise Within" at Cal State L.A.

A **Noise Within**, Southern California's acclaimed classical repertory company, has entered into a long-term relationship with the **Harriet and Charles Luckman Fine Arts Complex** to become company-in-residence beginning with the 1999-2000 season.

In the eight years since its inception, **A Noise Within** has proven to be one of the fastest growing theaters in Southern California history, playing to 98 percent capacity at all performances in the last two years.

By this move, the Luckman Fine Arts Complex becomes host to the only classical repertory company based in an academic setting in America. The proposed schedule allows the Luckman to continue its varied selection of performing arts events throughout its annual season, providing an unusually wide range of Luckman season attractions.

Art Manke, co-artistic director of **A Noise Within**, with Geoff Elliott and Julia Rodriguez Elliott, praised the Luckman's "beautifully designed, very comfortable facility." Elliott added that the Luckman Theatre's location in a university setting "will be extremely stimulating for the resident artists."

Beginning with the 1999-2000 season, **A Noise Within** will perform its entire season of seven plays at the Luckman Theatre with performances from mid-September to mid-December 1999 and late April through June 2000.

(continued on page 2)

"The exercise of power will always be flawed unless and until the decisions of the powerbrokers and leaders are infused with the wisdom and the voices of powerful cultural diversity..."
—Congresswoman Maxine Waters, 52nd Commencement exercises, Cal State L.A.

Assistant VP for Student Affairs

President **James M. Rosser** announces the appointment of **Karl J. Beeler** as Assistant Vice President for Student Affairs—Enrollment Management, effective Aug. 1, 1999.

Beeler's duties will include planning, organizing, directing and evaluating activities in the following areas: outreach and recruitment, admissions, new



student orientation, registration and records, career planning and placement, and financial aid. He will also act as lead consultant on the campus regarding enrollment management.

Beeler was most recently associate vice chancellor for Student Affairs at the University of Missouri-St. Louis.

Beeler obtained his Ph.D. from the University of Connecticut and a post-doctoral certificate at Harvard University. ■

New Center for Student Programs

The Office of the Vice President for Student Affairs recently announced the transfer of administrative and advisement responsibilities from the Center for Student Life to the University-Student Union, effective June 21, 1999.

With this new move, the U-SU will manage the day-to-day formal recognition and advisement process for all student clubs and organizations at Cal State L.A. (including Greek-letter student groups), and will also begin providing oversight to all University-wide clubs and organization activities (e.g.: student organization orientation and involvement fairs, Commencement Festival) The transfer in administrative responsibilities will include the U-SU advisement to the Associated Students, Inc. (ASI) and the publication of the Eagle Handbook and Planner. Campus programs and activities (including S*U*P*E*R events), wellness programs, and student leadership initiatives will also be under the U-SU's supervision.

The office will be located in the U-SU, room 204, and will be called **Center for Student Development and Programs**.

For more information on the Center, contact its director, **Kevin Bolling**, at (323) 343-5110. ■

Luckman Season: 1999-2000

Asian Youth Orchestra. Sun., Aug. 22, 3 p.m. Directed by Maestro Sergui Comissiona.

David Sanchez and Tolu. Sat., Sept. 18, 8 p.m. Latin jazz band.

Rockin' in Rhythm: The Small Band Music of Duke Ellington. Sun., Oct. 3, 3 p.m. Celebrating the Ellington Centennial.

Chicago Blues (Part I). Sat., Nov. 13, 8 p.m. First time in Southern California.

Latin Jazz Christmas. Sun., Dec. 5, 3 p.m. A Bobby Rodriguez Latin Jazz Orchestra.

Story of the Nutcracker. Sat., Dec. 11 & Sun., Dec. 12, 2 & 5 p.m. Tchaikovsky's classic.

Lula Washington Gospel Kwanzaa. Thu., Dec. 30, 8 p.m. Two holidays, Christmas and Kwanzaa, together for a single program.

Montréal Danse. Sat., Feb. 5, 8 p.m. Innovative works by Canadian choreographers.

Chicago Blues (Part II). Sat., Feb. 12, 7:30 p.m. "West style" Chicago blues.

Dianne Reeves and Poncho Sanchez. Sat., Mar. 18, 8 p.m. Latin jazz.

Les Grands Ballets Canadiens. Sat., Mar. 25, 8 p.m. Inspiring Canadian troupe.

River North. Fri., Apr. 7, 8 p.m. Jazz dance.

Martha Graham. Sat., Apr. 15, 8 p.m. "One of the supreme model breakers in the history of the theater." - *The New York Times*.

Stephanie Gilliland: Tongue. Sat., May 6, 8 p.m. L.A.-based modern dance company.

Danza Floricanto. Sat., May 13, 8 p.m. Celebrating its 25th anniversary with classic folklorico to contemporary interpretations.

Ballet Folklórico del Pacífico. Sun., June 4, 8 p.m. A repertoire of dances from Mexico.

For tickets, call TicketMaster, (213) 365-3500, or Luckman, ext. 6600. ■

Noise (cont. from page 1)

From the outset, the plan includes the expansion of educational outreach programs for both A Noise Within and the Luckman. A Noise Within expects to provide performances for 24,000 students—twice the number that currently sees company performances. This additional outreach will directly benefit Cal State L.A. students and those of the campus-based Los Angeles County High School for the Arts.

Clif Harper, Luckman Complex executive director, said, "Bringing this internationally renowned theater company—one of the jewels of Southern California performing arts companies—to our campus is one of the most exciting developments for the Luckman Fine Arts Complex since its inception. We are thrilled to have A Noise Within as our company-in-residence and we look to the La Jolla Playhouse at UC San Diego, Yale Repertory Theatre, and American Repertory

Theatre at Harvard as models."

Harper continued, "In addition to enhancing the experience for the students on our campus, one of our missions, as a venue, is to bring the best in arts presentations to the east side of Los Angeles and to the cities that are near our campus. With this move, I am delighted to say that we are advancing both missions."

A Noise Within: 1999-2000 Season

Cyrano de Bergerac, directed by Art Manke, Sept. 10-Nov. 7, 1999

Under Milk Wood, directed by Dan Kern, Sept. 24-Nov. 12, 1999

The Taming of the Shrew, directed by Sabin Epstein, Oct. 15-Nov. 14, 1999

A Christmas Carol, directed by Julia Rodriguez Elliott and Geoff Elliott, Dec. 8-19, 1999

Cymbeline, directed by Art Manke, Apr. 21-June 18, 2000

The Misanthrope, directed by Sabin Epstein, May 5-June 25, 2000

Cat on a Hot Tin Roof, directed by Julia Rodriguez Elliott and Geoff Elliott, May 26-June 25, 2000



University Reports

University Reports is published three times each quarter during the fall, winter and spring, and once during the summer by the Office of Publications/Public Affairs. **All material must be sent by e-mail, <cselkin@cslanet.calstatela.edu>.** For copy 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 **Fall 1999 issue** (vol. 26, no. 1) must be received in the Publications/Public Affairs Office by **Fri., Aug. 6, 1999**.

Editor—Carol Selkin.

Assistant editor—Margie Oi Yu.

Copy editor—Ellen Stein.

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Layout production—Yuri Watanabe,

Margie Oi Yu.

Printing—Reprographics.

1999 Staff (cont. from page 1)

Margaret Lopez, *Admissions and University Outreach*
Rudolph Lucero, *EOP*
Denise Pike, *Admissions and University Outreach*
Trudy Sanders, *Health and Human Services*
Jill Setsuda, *Education*
Peggy Wong, *Library*

20 Year Awardees

Sheila Blaise, *Engineering and Technology*
Josie Del Valle, *Nursing*
Paul Drozd, *Facilities Services*
Sara Hart-Tobin, *Physics and Astronomy*
Terry Hunter, *Admissions and University Outreach*
Mary Joe, *Human Resource Management*
Thien-Thanh Loi, *IRM Operations*
Henry Matsumura, *Academic Technology Support*
Aileen Mori, *Educational Opportunity Program*
Cheryl Nash, *Library*
Linda Nunez, *Admissions and University Outreach*
Patricia Quan, *Biology and Microbiology*
Chris Rapp, *Information Resources Management*
Dean Riffle, *Reprographics*
Christine Torres, *Student Financial Services*
Denise Watson-Cross, *Human Resource Management*

15 Year Awardees

Kathy Anderson, *Registrar's Office*
Jeff Tat-Peng Cheam, *Engineering and Technology*
Sheila Davenport, *Anna Bing Arnold Children's Center*
James Divecchio, *Public Safety*
Christine Dosland, *Public Safety*
Brenda Edmond, *Continuing Education*
Richard Gutierrez, *Shipping and Receiving*
Dave Horvath, *Physics and Astronomy*

Debra Leos, *Art*
Ramona Martinez, *Cashiers and Disbursements*
Mitra Nasri, *Material Management*
Rosa Natividad, *Records Office*
Barbara Pereida, *Undergraduate Studies*
Connie Porras, *Theatre Arts and Dance*
Tony Salazar, *Student Financial Services*
William Stafford, *Music*
Janet Yup, *Financial Services*

10 Year Awardees

Jose Alvarez, *Dining Services*
Ricardo Betancourt, *Facilities Services*
John Davenport Jr., *Facilities Services*
Efren Flores, *Facilities Services*
Yolanda Galvan, *English*
Rosario Guerrero, *Facilities Services*
Drew Hall, *Mail Services*
Robin Hall, *Continuing Education*
Michael Hart, *Facilities Services*
Magdalena Jaurez, *Facilities Services*
Ronald Johnson, *Physics and Astronomy*
Gabriel Magana, *Facilities Services*
Brian Magness, *Physics and Astronomy*
Charles Mancillas, *Graduation Office*
Rosa Mejia, *Public Safety*
Teresa Metcalf-Yzaguirre, *Library*
Bernardina Montes, *Dining Services*
Lan Nguyen, *Financial Services*
Michael Obermeyer, *Electrical Engineering*
Lynne Osborne, *Student Financial Services*
Alma Sahagun, *University Auxiliary Services*
Cristina Seanez, *Finance and Law*
Thomas Smith, *Facilities Services*
Ramon Soria, Jr., *Enrollment Services*
Mary Strycharske, *Nurse Practitioner Program*
Linda Thome-Loera, *Continuing Education*
Michael Tureaud, *Facilities Services*
Janice Valentine, *Housing Services*
Norma Velasco, *Admissions and University Outreach*
Michelle Villanueva, *Health and Nutritional Sciences*
Matthew Warren, *President's Office*

ADMINISTRATIVE APPOINTMENTS

Director Carol M. Dunn, *Athletics*, announces the following appointment:

Brian Swanson, associate director, Intercollegiate Athletics, effective July 28, 1999. For the last five years, Swanson has been the assistant athletics director at CSU Northridge.

Dean Carl Selkin, *School of Arts and Letters*, announces the following appointment:

John Lion, chair, Theatre Arts and Dance, effective Fall Quarter 1999. Lion has been producing director of the American College Theater Festival at the Kennedy Center for the Performing Arts in Washington, DC for the past six years. He was founder and artistic director of the Magic Theatre in San Francisco for 23 years.

Dean David Soltz, *School of Natural and Social Sciences*, announces the following appointments:

Cristina Bodinger-de Uriarte, associate chair, Sociology, effective Fall Quarter 1999 through Spring Quarter 2002.

Marjorie Bray, acting chair, Pan African Studies, effective Summer Quarter 1999.

Norman Klein, acting chair, Anthropology, effective Summer Quarter 1999.

Robert Stull, associate chair, Geological Sciences, effective Summer Quarter 1999.

Wayne Tikkanen, acting chair, Chemistry and Biochemistry, effective Summer Quarter 1999.

PROFESSIONAL ACTIVITIES

Kazem Alamdari (*Sociology*) presented a paper, "The Trend Toward Democracy in Iran: From Idealism to Realism," for the Islamic and Near Eastern Studies conference, UC Santa Barbara, Mar. 27, 1999.

Jeff Benedict (*Music*) performed on alto saxophone with Bobby Rodriguez and the HMA Salsa-Jazz Orchestra at the Playboy Jazz at the Old Pasadena Summer Fest, May 30, 1999. Featuring more than 20 hours of live entertainment, Playboy Jazz has become a three-day jazz extravaganza held each Memorial Day weekend, attracting more than 100,000 people and including many of the best local artists from all over Southern California.

(continued on page 4)

Roger Dorrel



David Suorsa



John Brown



Chris Gillett



35 years at Cal State L.A.

Prof. Activities (cont. from page 3)

The Edmund G. "Pat" Brown Institute of Public Affairs held its 18th Annual PBI Awards Dinner, Apr. 1999, at the Biltmore Hotel in Los Angeles. An audience of more than 425 heard a keynote address by State Assembly Speaker Antonio Villaraigosa. The evening's award recipients included Rose Ochi, director, Community Relations Service, U.S. Department of Justice (Public Service Award); Nat Trives, board member, Crossroads School and the National Conference for Community and Justice (Community Service Award); Ann Marie Wheelock, president and CEO, Fannie Mae Foundation (Horizons Private Sector Award); and Harold Williams, president-emeritus, J. Paul Getty Trust (Pat Brown Legacy Award). The Institute also hosted and co-sponsored a forum, "The Race Convention: Implications for Social Justice Communities in Los Angeles," on campus, Apr. 29, 1999. The forum was attended by invited leaders of nonprofit organizations, civil rights attorneys, labor leaders, university scholars and administrators. The Institute's 1999 Distinguished Lecture and Forum brought professor George Lipsitz, UC San Diego, to campus, where he spoke on "White Privilege in the Context of Rethinking the Civil Rights Agenda," May 11, 1999.

Fary Cachelin (*Psychology*) gave the following presentations: with student Diane Lewis, "Women over fifty: Body dissatisfaction and drive for thinness still evident," and with student Catherine Veisel, "Disordered eating, acculturation, and treatment seeking in an ethnically diverse community sample of women," at the annual meeting of the Academy for Eating Disorders, San Diego, CA, June 1999.

In May 1999, Roberto Cantú (*Chicano Studies/English*) was an invited guest of the State Archives in Sacramento where he was commissioned to write a study of a mural done by Chicano artist George Yebes in Sacramento's Golden State Museum. Cantú presented a paper, "Mexican Diasporas in the Chicano Novel, 1959-1996," at the international conference, "Taking Charge of Economic Change: Exploring the Common Struggles of the Peoples of the Americas," on campus, May 21, 1999. He read a paper, "Mestizaje, Nationalism, and the Mexican Mariachi in the Work of Alvaro Ochoa Serrano," at the international conference, "Musical Cultures of Latin America: Global Effects, Past and Present," UCLA, May 1999.

Susan Coutin (*Criminal Justice*) presented two papers: "Of Clocks and Calendars: Temporalities within U.S. Immigration Law" and "Revisiting Foucault," at the annual meeting of the Law and Society Association, Chicago, IL, May 28, 1999.

Stuart Fischhoff (*Psychology*) was quoted on issues of television programming and decency in a book by author and former BBC executive Colin Shaw, *Deciding What We Watch: Taste, Decency and Media Ethics in the UK and the USA*, Oxford University Press, 1999.

Frank A. Gomez (*Chemistry and Biochemistry*) presented, with graduate students Joseph Heintz and Monica Hernandez, "Use of a Partial-Filling Technique in Affinity Capillary Electrophoresis for Determining Binding Constants of Ligands to Receptors," at the 217th American Chemical Society National Meeting, Anaheim, CA, Mar. 1999.

Ali Modarres (*Pat Brown Institute/Geography and Urban Analysis*) gave a lecture, "GIS in Urban Planning and Public Policy Development," at the Annual Conference of the California Geographical Society, CSU Channel Islands, May 1999.

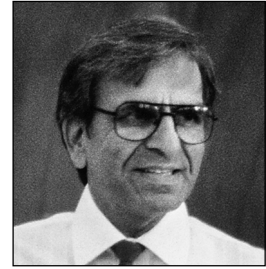
Mahmoud Omidsharar (*Library*) presented a lecture, "Orality, Textuality, and Fatuous Analogy in Shāhnāma Studies," at The University of Chicago's Center for Middle Eastern Studies as a part of its 1999 Spring Lecture Series, May 14, 1999.

Elliott Oring (*Anthropology*) gave a lecture, "Beyond the Punchline: Freud and Humor," in conjunction with the traveling Smithsonian exhibition, *Sigmund Freud: Conflict and Culture*, at the Jewish Museum in New York, May 11, 1999.

Jaime Regalado (*director, Pat Brown Institute*) served as a speaker for the session, "The Challenge of Our Cultural Inheritance: A Dialogue Among Directors of University-Based Centers for the Study of Los Angeles," at the Getty Research Institute's "Mapping L.A.: A Global Prototype Symposium," Getty Center, June 7, 1999.

Pamela Regan (*Psychology*) gave an invited address, "The Evolution of Desire: Lust, Love, and Mating," at UCLA, May 19, 1999. Regan also presented three papers at the 1999 meeting of the American Psychological Society in Denver, CO, June 4-5, 1999: "Motives for Short-Term Sexual Encounters: An Evolutionary Account"; with D. Jerry, D. Johnson, and M. Narvaez, undergraduates, Psychology, "Public Displays of Affection as a Function of Ethnicity"; and with A. Rosin, SUNY Albany, "Sexuality in Dating Relationships."

Narendra Taly (*Civil Engineering*) presented the following papers: "Location of



Resultant of Active Earth Pressure on Retaining Walls and Abutments," at the annual meeting of the American Association of State Highways and Transportation Officials Sub-Committee on Bridges and Structures, San Diego, CA, May 16-20, 1999, and "Guidelines for Design of Concrete Structures Reinforced with FRP Materials," at the 44th Society for Advancement of Materials and Process Engineering International Conference, Long Beach, CA, May 23-27, 1999.

Michael Paul A. Wong (*Housing Services*), resident director, presented a paper, "Reforming Faculty Work: Culture, Structure, and the Dilemma of Organizational Change," at the Reclaiming Voice conference on qualitative research at UC Irvine, June 5, 1999.

PUBLICATIONS

Kazem Alamdari (*Sociology*) published the following articles: "Globalization, Development in World Society: A Post-developmental Perspective," *Farhang-e Touseh (Culture of Development)*, A Cultural, Social, Political and Economic Journal, Tehran, Iran, nos. 37 & 38, Mar. 1999; "Society in Transition: Who Holds Power in Iran? Transition from Populism to Clientelism in Iran," *CIRA Bulletin*, Boston, MA, no. 17, Apr. 1999; and "Response to a Critique, Post-developmentalism: Transition From Replacement of State to Change of Society," Los Angeles, CA, *Negin/New Period*, no. 7, April/May 1999.

Stuart Fischhoff (*Psychology*) had an article, "Media-Violence Study: Thumbs Down," published in *The Forensic Echo*, a monthly news magazine of psychiatry, law and public policy, May 1999.

Frank A. Gomez (*Chemistry and Biochemistry*) published, with graduate students Joseph Heintz and Monica Hernandez, "Use of a Partial-Filling Technique in Affinity Capillary Electrophoresis for Determining Binding Constants of Ligands

Shirley B. Gray (*Mathematics and Computer Science*), with student **Tagui Malakyan**, wrote an article, "The Witch of Agnesi: A Lasting Contribution from the First Surviving Mathematical Work by a Woman," featured on the cover of Mathematic Association of America's *College Mathematics Journal*, vol. 30, no. 4, Sept. 1999.

Edmond C. Hallberg (*emeritus, Education*) had a book, *Holding Hands Again*, published by Ombudsman Press, Inc., 1999.

Julie Joyce (*Luckman Fine Arts Complex*), gallery director and curator, published an article, "Starblazers: new pop from Japan," in *Art Issues*, Sept./Oct. 1998.

Elliott Oring (*Anthropology*) published a review of *Rebellious Laughter: People's Humor in American Culture* by Joseph Boskin, in *Journal of Folklore Research*, 36, 1999.

Narendra Taly (*Civil Engineering*) and H.V.S. Gangarao published "Guidelines for Design of Concrete Structures Reinforced with FRP Materials," proceedings of the 44th Society for Advancement of Materials and Process Engineering International Conference, vol. 44, no. 2, May 23-27, 1999.

HONORS AND APPOINTMENTS

Joseph Aguirre (*University-Student Union*), assistant director for student development, has been awarded the 1999-2000 Rockefeller Brothers Fund Scholarship for Education Leadership. In addition to receiving this award, Aguirre will be participating in the Rockefeller Brothers Leadership Conference at the Westfield Center in Chantilly, VA, Aug. 1999.

Veteran film and video maker **Alan Bloom** (*Communication Studies*) won two awards in the last month for his recent documentary projects. His hour-long documentary for The Learning Channel, *Computer Illusions*, about the ongoing revolution in computer animation, won the prestigious CINE Golden Eagle, considered the most important award given exclusively to documentaries. Awarded by the Council for International Non-theatrical Events (CINE), the Golden Eagle is a prerequisite for films chosen to represent the United States in international festivals and competitions. Bloom was writer, director and co-producer of *Computer Illusions*. This is his third CINE Golden Eagle. Bloom also received a Telly, in the category of recruitment, for his

documentary, *Apprenticeship: California's Best Kept Secret*, narrated by Edward James Olmos and produced for the California



Department of Industrial Relations. Originally an award for advertising, the Telly is now given to recognize excellence in the use of film and video to communicate and persuade. Bloom served as producer, co-writer and director on *Apprenticeship*; this is his fourth Telly.

Kevin Bolling (*University-Student Union*), director for the U-SU's Center for Student Development and Programs, has received an Outstanding Service Citation from the National Association for Campus Activities (NACA) at the National Convention in Nashville, TN, Feb. 13-17, 1999. In recognition of his service, talent and contributions in the area of campus activities, Bolling serves as the communications coordinator for the NACA Far West Region, and publishes and develops marketing material for its regional schools and associate members.

Dwan Marie Bridges (*Kinesiology and Physical Education*) served as chair of the Ethnic Minorities Council of the American Association for Active Lifestyles and Fitness, an affiliate of the American Alliance for Health, Physical Education, Recreation and Dance, 1998-99, and was selected to serve as a representative to the Board of Directors of the American Association for Active Lifestyles and Fitness, Apr. 1999.

The office of **Financial Services** reports that, for the second year in a row, **Cal State L.A.** has received an award from the State Controller's Office for the quality and accuracy of the year-end financial reporting required by the State of California. To qualify for this award, state agencies must follow specific criteria in preparing and submitting year-end financial reports to the State Controller's Office. Information in the reports must be comparable to data submitted to the Department of Finance. Cal State L.A. received the award for achieving the highest quality in California government accounting and financial reporting for 3 out of 8 submitted funds for the fiscal year ending June 30, 1997. Last year, the Uni-

versity attained this high level for over 50 percent of the funds submitted, qualifying for 4 out of 7 submitted funds. This achievement acknowledges the diligent efforts of all the staff in the Financial Services area.

William A. Cohen (*Marketing*) was recently named one of four "Great Teachers in Marketing" by the Academy of Marketing Science during its annual conference in Coral Gables, FL. This is the first time the award has been presented. The Academy's selection committee had reviewed the nominations of 28 top marketing professors from around the world.

Susan Coutin (*Criminal Justice*) was appointed associate editor of the peer-reviewed journal, *PoLAR: Political and Legal Anthropology Review*, effective June 1999. *PoLAR* is an innovative journal that publishes cutting-edge papers on such issues as transnationalism, citizenship, law in the media, gender and violence. *PoLAR* also publishes grant proposals, course syllabi, bibliographies, book reviews, commentary, methodological pieces and announcements. It is a publication of the Association for Political and Legal Anthropology, which is a subsection of the American Anthropological Association.

IN THE NEWS

A Noise Within, the classical repertory theater company now in residence at the Luckman, was featured in the article, "Noise Within gets new home," in the "News Bites" section, *Orange County Register*, May 28, 1999. The company was also mentioned in the "Stage" section of the "Morning Report" column in the *Los Angeles Times*, May 28, 1999, and in an article, "Luckman Brings in the Noise," in *Back Stage West/Dramalogue*, June 3, 1999.

The **America Reads** project at Cal State L.A. was featured in a news brief, "Cal State L.A. Recognizes Dr. Seuss," in *Hispanic Outlook*, May 7, 1999.

The **School of Arts and Letters** announcement of a gift from the Ralph M. Parsons Foundation was mentioned in the article, "\$100,000 to Cal State L.A.," in *California Crusader News*, Apr. 22, 1999.

Cal State L.A.'s **Athletics Hall of Fame** inductees were featured with a photo in *Hispanic Outlook*, May 21, 1999.

Joseph Bragin (*Chemistry and Biochemistry*) was interviewed in the *Pasadena Star-News*, May 8, 1999, about a feasibility study to convert the Glenarm Generating

(continued on page 7)

CSU Approves Contract with CFA

Agreement includes retroactive pay, merit pay, and 5.2 percent average salary increase

On June 1, the California State University Board of Trustees' Collective Bargaining Committee unanimously approved a three-year contract with the California Faculty Association. The agreement, which was ratified by the CFA membership a week before, resolves all remaining issues including merit pay, compensation and the status of lecturers. The agreement includes the 1998-99 through 2000-01 fiscal years.

"The agreement signifies a new era of cooperation between the CSU and the CFA," said CSU Chancellor Charles B. Reed. "There are many challenges facing the CSU, including improving the public schools, addressing the shortage of teachers in our K-12 system, and the tidal wave of new students entering higher education. By working together, the CSU and CFA can assure access to quality higher education for all qualified students."

The new agreement includes the following:

1998-99 Compensation

- 5.2% average salary increase for 1998-1999
- 3% general salary increase effective Sept. 1, 1998
- 2.4% service step increase for about 6,000 faculty, most of whom are junior faculty, effective Sept. 1, 1998
- Merit pay retroactive to July 1, 1998

Merit Pay

- A merit pay pool at nearly 40% of the total salary pool
- A final appeals process by a panel of five faculty members at each campus
- Establishment of annual faculty academic reports and department-level faculty review committees for making merit pay decisions
- Service Salary Increases become part of the merit pay process in 1999-2000 and will be awarded based on "satisfactory performance" rather than awarded automatically
- Maximum merit pay award of 7.5% rather than 12.5%

1999-2000 compensation

- 6% average salary increase assuming the CSU receives the budget it requested
- 3.58% general salary increase
- 2.65% service-based salary increase

Other issues

- Two-year contracts will be awarded to more than 3,000 lecturers with at least six years of continuing service beginning in 1999-00 and 2000-01
- Maintaining the Faculty Early Retirement Program at five years
- No additional \$925,000 in salary increases for department chairs
- One percent additional general salary increase for counselors
- Counselors now eligible for sabbatical leaves
- Doubling of paid maternity/paternity leave for all faculty ■

Scott-Hayes on LACCD Board

Sylvia Scott-Hayes (*director, University Testing Center*) was recently elected to the Los Angeles Community College District (LACCD) Board of Trustees. She was officially sworn in on



July 2 by L.A. City Controller Rick Tuttle and Assemblywoman Gloria Romero (*Psychology*), a former member of the LACCD Board of Trustees.

As a board member, Scott-Hayes will be responsible for the establishment and approval of rules, regulations and public policy of the nine campuses within the district. These responsibilities include oversight of a more than \$500 million budget, establishment of long-range educational programs and plans, and promoting growth and development for district colleges.

Scott-Hayes, who received both her bachelor's degree in sociology and master's degree in urban education at Cal State L.A., began her campus career as a media assistant for the Library Audio Center. She was associate director of the University Writing Center, director of the Learning Resources Program, coordinator of the Learning Technology Program, and has taught basic writing and composition through the Cal State L.A. English Department and Summer Bridge Program. She is pursuing a Ph.D. in politics and public policy at Claremont Graduate University.

In the community, she has served on the L.A. County Commission on Human Relations and the L.A. County Judicial Procedures Commission. She was a mentor for the Pat Brown Institute's Gang Violence Bridging Project at Cal State L.A. and for the Latin American Professional Women's Association Little Sister Project. She is a board member of the Friends of the L.A. City Commission on the Status of Women and is past president of the Los Angeles Women's Appointment Collaboration. ■

Negrete is Director of Human Relations Commission for Board of Education

In Feb. 1999, Edward Negrete Jr. (*Administration and Counseling*) was chosen as director of the Los Angeles Board of Education's new Human Relations Education Commission.

The commission was created last August to replace eight ethnic and interest-based education commissions eliminated by the board in April 1998.

Negrete has worked with the Anti-Defamation League and was a teacher, counselor, administrator and evaluator in the Los Angeles Unified School District from 1968 to 1985. He came to Cal State L.A. in 1985 and will continue

to teach at the University while leading the commission.

"This job came at the right place and time in my life. I have all the tools, all the skills—now I have to use them," said Negrete.

Negrete says he would like to build programs that foster understanding between diverse people and that tackle prejudice at an early age. He also wants to work closely with like-minded organizations—within and outside the LAUSD—to spark a far-reaching effort.

The Cal State L.A. educator took over his new post in April. ■

Runners Support Cancer Research

Along with her husband Oliver and thousands of others, **Gladys Chamberlain** (*Analytical Studies*) participated in the Sixth Annual Revlon Run/Walk for Women on May 8, 1999.



It was a walk of support and encouragement for all women suffering from breast and/or ovarian cancer. Chamberlain was diagnosed with ovarian cancer in May 1998 and we are happy to report that she is now cancer-free. With sponsorship from her family, friends, Cal State L.A. friends and colleagues, and Pharmacia & UpJohn friends, Chamberlain and her husband raised \$675 for cancer research. Other walkers from Cal State L.A. included **Regina Nall** (*Business and Economics*), **Carol Soudah** (*Information Resources Management*), and **Barbara Pereida** (*Undergraduate Studies*). Together, breast and ovarian cancers are the major causes of cancer mortality in American women today. ■

News (cont. from page 5)

Station in Pasadena into a shared use education/contract biotech manufacturing facility for the California State University Program for Education and Research in Biotechnology (CSUPERB).

The **Edmund G. "Pat" Brown Institute of Public Affairs** was featured in the article, "Rose Ochi Receives Edmund G. 'Pat' Brown Institute's Public Sector Award," *Kamai Forum*, Apr. 23, 1999. A symposium organized by the Institute was featured in "'Seeking Justice' Symposium 1999 at Cal State L.A.," in the *Long Beach Reporter*, May 14, 1999.

Cal State L.A.'s engineering program and unique **Early Entrance Program** were praised in the article, "Cerebral Central," *Pasadena Star-News*, May 13, 1999. A news brief about Cal State L.A.'s

outstanding female staff and faculty appeared in the *News Herald and Journal*, Apr. 21, 1999.

Cal State L.A.'s **Cinco de Mayo celebration** was noted in the *Los Angeles Times*, May 5, 1999.

Cal State L.A.'s **1999 Commencement exercises** were featured in an article in the *California Crusader News*, May 27, 1999. It was also featured in the article, "Congresswoman Maxine Waters to Guest Speak at Cal State L.A.'s 52nd Commencement," *Pasadena/San Gabriel Valley Journal*, May 13, 1999.

Cal State L.A. alumnus **Stephen Cooley**, head deputy district attorney for L.A. County, was featured in the "Talk with Jackie" column of *The Tolucan Times*, mentioning his recent **Outstanding Alumnus Award**, May 26, 1999. He was also featured in "Spotlight on Steve Cooley: Deputy District Attorney," by Robert Greene, staff writer, *Civic Center News Source*, May 10, 1999.

Dance Kaleidoscope 1999 was announced in the article, "Dance Kaleidoscope Features 1999 Festival in L.A., July 16-24," in the *Long Beach Leader*, Apr. 29, 1999.

The Charter School of Education's **Day of the Teacher** event and its Golden Apple Award recipients were noted in the "Names in the News" column in the *Progress-Post Advocate*, May 20, 1999.

The **Early Entrance Program 1999** graduates were interviewed by education reporter Jennie Chen, *Chinese Daily News*, May 19, 1999. **Sherry Wasef**, the youngest Early Entrance Program (EEP) graduate this year, was featured in an article, "16-year-old Completes College," *Pasadena Star-News*, June 15, 1999. **Adam Witthuhn**, '98 EEP alumnus, was featured in the following articles: "San Pedro 'boy wonder' is LAUSD's youngest teacher," *South Bay Daily Breeze*, June 21, 1999, and "At 19, he teaches in L.A.'s schools," *San Gabriel Valley Newspapers*, July 2, 1999.

The **School of Engineering and Technology's** Mini-Baja vehicle was featured in the article, "Cal State L.A. Finished Mini Baja West Competition in First Place for the Third Time in the Past Four Years," in *California Crusader News*, May 13, 1999.

Comments by **Stuart Fischhoff** (*Psychology*) about the use of film in psychotherapy appeared in a front page *Los Angeles Times* article, "Psychologists are giving film therapy thumbs up," July 4, 1999. His comments about the new Spike Lee movie, *Summer of Sam*, and possible media exploitation of the original crime, appeared in a *Cleveland Plain Dealer*

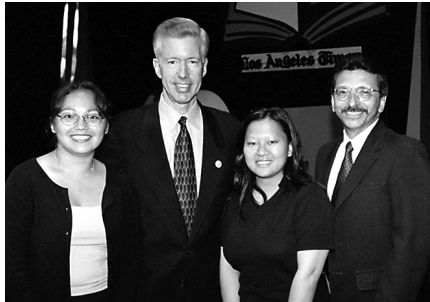
article, June 28, 1999. Fischhoff was also quoted about the appropriateness for pre-teens of the recent Austin Powers movie in the article, "Just How Groovy Is Austin Powers for Young Viewers?" *San Jose Mercury News*, June 19, 1999. He was interviewed on the CBS news program, *This Morning*, June 29, 1999, about two recent cases of infanticide, one by a father in Indiana and one by a mother in Philadelphia. He discussed his current research on memorable movie quotes and, for an hour, took calls from listeners as a guest on the Garry Lee Wright show, WGN radio, Chicago, live on June 12, 1999. Fischhoff was interviewed for an article, "Tyrannosaurus Sex: Hugh Hefner tries to shake off dinosaur image," *Boston Herald*, May 17, 1999. He also discussed the media-violence connection in an interview on *This Morning*, May 11, 1999; was interviewed on the history of public concern over entertainment media and violence on CBC Radio, Ottawa, Canada, May 5, 1999; was interviewed in an article, "Star Wars Fanatics," in the *Toledo Blade*, May 5, 1999; commented on prescriptive



medication and psychotherapy and their effects on creativity in an article, "Should Shrinks Exorcise Rock Demons? Psychiatry Can Help Musicians, or Can It?" by Chris Gennusa in the online magazine, *Woodstock '99*, Apr. 31, 1999; and was quoted for an online article by Claudine Chamberlain, "Shrinks on the Screen: Movie Psychiatrists Fail Reality Test," at the abcnews.com website in the Living section, Wed., Apr. 21, 1999. On the subject of the Columbine high school massacre, he was interviewed about copycat threats in an article by Anne Martinez in the *San Jose Mercury News*, May 1, 1999; commented on media and violence in an article, "'Idle Hands': Too close to Littleton massacre for comfort?" by Alison Roberts, *Sacramento Bee*, Apr. 30, 1999; was quoted about copycat threats in an article, "Rash of Threats Has Schools On Alert," in the *Chicago Tribune*, Apr. 28, 1999; consulted with ABC World News Tonight on Apr. 23, 1999 and KCBS TV news in Los Angeles, Apr. 27, 1999; and was interviewed about the impact

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Reading Advocates



Pictured (l-r): America Reads tutor Nubia Miguel (child development senior), Governor Gray Davis, America Reads coordinator Chi Un Kim, and EPIC director Jorge Uranga at the *L.A. Times*' "Reading by 9" campaign launch at Cal State L.A. on June 14. The America Reads project at Cal State L.A. is a response to President Clinton's challenge to have every child in America reading at grade level by the year 2000.

News (cont. from page 7)

of the mass media on teenage violence in the article, "Kids, online and off, feast on violence," by Karen Thomas, *USA Today*, Apr. 22, 1999.

Cal State L.A.'s **Free Summer Quarter Plus (FSQ+) Program** was mentioned in a *Los Angeles Times*' editorial, "Crank Up the Colleges," May 17, 1999.

Cal State L.A.'s **Future Educators Institute** was announced in a news brief in *California Crusader News*, May 27, 1999.

Christophe P. Lagier (*Modern Languages and Literatures*) had a humorous note published in Steve Harvey's column, "Only in L.A.," *Los Angeles Times*, Apr. 30, 1999. Lagier also participated in a live debate on "Talk of the City," NPR (KPCC-89.3), May 20, 1999. The debate was about reading proficiency curricula in primary school and comparison between the American and French education system.

Cal State L.A. alumnus **Bernard Luskin**, president and CEO of Global Learning Systems, was featured in a photo receiving the University's **Distinguished Alumnus Award for the Charter School of Education**, in *Golden Rain Leisure World News*, May 13, 1999. Luskin was noted for his award in the *L.A. Daily News*, May 23, 1999.

The **Latin American Studies Conference** at Cal State L.A. received coverage on KNX-AM, 8:35 a.m., May 20, 1999.

Cal State L.A.'s **Summer Academy of Business Leadership** was reported on KNBC-4 news, 5:38 p.m., Apr. 22, 1999.

Web Site is Model for New Publication

A new online publication, inspired by a popular Web site at Cal State L.A., will be **available for viewing at no cost** until Sept. 1, 1999. Called "**Biology Labs On-Line**," the subscription publication is modeled after Cal State L.A.'s **Virtual FlyLab**, which has topped 40 million hits, including 219,028 in one day.

"Biology Labs On-Line" <<http://www.biologylab.awlonline.com/FlyLab/>> is a partnership between the CSU and academic publisher Addison-Wesley-Longman, and features virtual experiment labs created by professors from Cal State L.A. and Sonoma State.

"The site is primarily designed for biology majors, and can be used for genetics education," said "Biology Labs On-Line" co-author **Robert Desharnais** (*Biology and Microbiology*).

The site will have a new version of

Virtual FlyLab and other biology applications including Demography-Lab, PedigreeLab, EvolutionLab, HemoglobinLab and more.

The virtual labs allow students to experiment outside a laboratory setting. Because the virtual experiments require no physical setup, numerous trials can be done in a short period of time even if a student makes a mistake.

Cal State L.A.'s Virtual FlyLab <<http://vflylab.calstatela.edu/>>, designed by professors Desharnais and **Gary Novak** (*Geological Sciences*), has been accessed as far away as Australia and Europe, and used in Advanced Placement high school biology classes as well as by upper division college students.

In fact, the University of Pittsburgh has designed an entire general education honors biology course based on Virtual FlyLab, said Desharnais. ■

UNIVERSITY ANNOUNCEMENTS

Retirement Celebrations

Two recent receptions celebrated the retirement and contributions of administrator **George Umezawa** (*Student Life*) and professor **Richard Roberto** (*Mechanical Engineering*).

George Umezawa has been the acting director of the Center for Student Life since Aug. 1996. He was the director of the University's Educational Participation in Communities (EPIC) program from 1973 to 1996, except for a three-year hiatus, from 1988 to 1991, when he served as Center for Student Life acting director.

During his tenure at Cal State L.A., he was responsible for launching the America Reads project on campus. An alumnus of Cal State L.A., Umezawa graduated in 1970 with a B.A. in political science/public administration.

As a Cal State L.A. student in the late '60s, Umezawa founded the Cal State L.A. chapter of the Asian American Tutorial Project and a campus service club for third-generation Asian Americans and supporters.

Richard Roberto, who joined the Cal State L.A. faculty in 1966, holds a B.S. from Cal State L.A. and an M.S. from

UCLA. He is a Registered Professional Mechanical Engineer, with expertise in machine design, dynamics and vibrations.

Roberto was notably the chief engineer, faculty adviser and "guiding spirit" in developing, manufacturing and racing Cal State L.A.'s national award-winning Solar Eagle solar-electric vehicles. In addition, Roberto served as faculty adviser for the Mini Baja team from 1979 to 1985 and again in 1999. Under his guidance, Cal State L.A. students achieved an extraordinary record in this off-road, all-terrain vehicle event, placing first or second nationally for four consecutive years.

Roberto has also received many awards including the 1991 Distinguished Alumnus Award for the School of Engineering and Technology and the 1991-92 Cal State L.A. Outstanding Professor Award.

New Student Union Team

Seven new full-time staff members joined the University-Student Union team on June 21, 1999: **Jennifer Celaya**, student development coordinator; **Intef Weser**, assistant director of programs; **Patrique Lindahl**, U-SU, Inc. assistant director; **Kirk Olescyski**, assistant director, Wellness and Recreation; **Fredrick Smith**, Cross Cultural Program coordinator; **Khoa Tran**, instructional computing consultant; and **Veronica Woo**, marketing coordinator. **Daria Yudacufsky** remains director of the Cross Cultural Centers.