

## Library's new 'special' addition

### *Movement's mementos enhance East L.A. Archive project*

Like sheet music to the score of the Chicano movement, a collection of political flyers, broadsides, newspapers, books, buttons, posters and photographs conveys the emotion and events of Chicano activism from 1967 to the late 1970s.

The materials, gathered and preserved by community activist Gloria Arellanes, were recently donated to the John F. Kennedy Memorial Library's Special Collections.

Through the efforts of Chicano Studies Professor **Dionne Espinoza** and University Librarian **Alice Kawakami**, the University Library acquired the Arellanes Collection to augment its recently established East Los Angeles Archive. This archive documents the history of a community central to the social, political and cultural history of the Chicano/Latino community in the United States.



L-r: Library Special Collections staff Christine Gladish and Renee James.

Arellanes is perhaps most recognized for her role as minister of finance and correspondence of the Chicano Brown Beret organization's founding East Los Angeles chapter in the late 1960s.

Her collection joins the repository of literary, historical and cultural treasures of the University Library's aptly named Special Collections.

Housed on the second and fourth floors of the Palmer Wing, the collections contain between 4,000 and 5,000 linear feet—approaching close to a mile—of rare library materials that enrich the educational and

historical resources of the Los Angeles community.

**Christine Gladish**, special collections librarian, and **Renee James**, special collections assistant, work mostly behind the scenes to manage the extensive compilation.

"The collection," said Gladish, "has special meaning to the University. It involves preserving the history of Cal State L.A. and an important period in the local community. It also serves as an educational resource to faculty, staff, students, alums, community friends and researchers. The Gloria Arellanes Collection is definitely a wonderful contribution."

According to James, "Our mission is to preserve and maintain; but it is also to provide access, allowing these materials to be utilized by scholars...It is beneficial for CSULA students to learn that they can refer to these primary sources—the actual documents—here for their research, as opposed to going online to secondary sources."

The Special Collections materials are available for viewing by making an appointment in advance at ext. 3-4435.

*For more details: [www.calstatela.edu/UniversityReports](http://www.calstatela.edu/UniversityReports).*

## Who are VIPs? 300 give clues

About 1,800 very important people visited Cal State L.A. Feb. 12 for the University's annual VIP Day orientation. The visitors included roughly 1,200 new admittees—mostly transfers, but also first-time freshmen—who are considering Cal State L.A. for next fall. Welcoming and helping them were dozens of faculty and staff who volunteered their Saturday morning, many of them arriving early.

Those first-time freshmen who attended received a promise of "blocked registration" with a three-course guarantee. Transfer students will receive priority registration if they attend orientation.

Here's what a survey of more than 300 guests revealed:

### Who are these VIPs?

About 54 percent of those attending VIP Day 2010 are potential transfer students; 46 percent would be new freshmen. They cited roughly 40 different majors, led by criminal justice (11.2 percent), business (9.3), nursing and psychology (both at 8.1).

### How do they communicate?

By e-mail.\* Almost as much as all other modes combined, e-mail is what respondents cited when asked, "What's the best way to reach you?"

Following e-mail (with its nearly 49 percent share) were phone (26 percent), text (14 percent) and mail (11 percent). About 90 percent of those surveyed said they use the social-network MySpace; about two-thirds use Facebook; and about 15 percent use Twitter. (\*Results may be skewed because the VIP Day invitation was delivered via e-mail.)

### What do they consider important?

Collectively, for these students, the most important type of support they want is academic advisement. Here are others in rank of importance: tutoring resources, library facilities, student jobs, computer labs, student activities and clubs, leadership opportunities, and food facilities.

### Hidden treasures in the University Library's Special Collections

- ✦ The Klemm Scott Chaucer (printed in 1896), considered one of the greatest examples of fine printing in the modern era
- ✦ Anthony Quinn Collection of Film Scripts
- ✦ Leonardo da Vinci's Codex Atlantis (ten-volume facsimile set)
- ✦ Bookplate Collection (turn-of-the-century hand-drawn engravings)
- ✦ Author Joseph Wambaugh Collection of Manuscripts
- ✦ World War II Patriotic Poster Collection
- ✦ California Arts Commission Collection of Orchestral Scores and Parts
- ✦ American Composer Roy Harris Collection of Musical Scores and Personal Papers
- ✦ Ernest E. Debs and Mervyn M. Dymally: Public Officials Papers Collections
- ✦ Munitz Chess Collection (currently displayed on the Library first floor)

Other resources can be found at [www.calstatela.edu/library/scTOC.htm](http://www.calstatela.edu/library/scTOC.htm).



## Boeing & bouncing on Mars

Engineering students' prototype airbag lander among industry-sponsored learning experiences

Will it bounce? They hope so. Mechanical engineering students David Bogdanchik, Heather Doornbos, Jeffrey Ko, and Jesus Yepiz—members of this year's senior design team sponsored by Boeing—are redesigning, fabricating and testing an inflatable structure that will allow a landing craft to deliver an instrumentation payload safely to the surface of Mars.

Under the direction of faculty advisor **Lih-Min Hsia** and a Boeing industry mentor, the team developed a 9- by 10-foot airbag system—weighing about 150 pounds—to overcome explicitly prescribed technical challenges.

According to Yepiz, "The objective is to protect the instrumentation payload when the inflatable structure enters Mars' atmosphere, allowing it flexibility to bounce and settle once it hits the ground. Once it lands safely, the system needs to eventually deflate and an inner ring will inflate to expose the instrumentation that will measure and determine the pressure, temperature and amount of water vapor in Mars' atmosphere."

Additionally, two industry-sponsored projects are taking students far beyond Los Angeles. One design team is in New Mexico working with Harvey Mudd College students on a project sponsored by Los Alamos National Laboratory. Its goal is to develop a prototype non-intercepting thermal-imaging concept that will determine proton-beam location and power-distribution information for the lab's particle-accelerator facility. Another team, sponsored by Space Systems/Loral, is in San Jose working on a deployment system for solar-power panels in space.

Other industrial partners include the Aerospace Corporation, DirecTV, EMCycle, MedTronic MiniMed, NAVSEA, Northrop Grumman Aerospace Systems, Pratt and Whitney Rocketdyne, SEMPRA, Southern California Edison, and U.S. Printing Company.

Cal State L.A.'s ECST Industry-Sponsored Senior Design Initiative, spearheaded by College Dean **Keith Moo-Young** with the assistance of Mechanical Engineering Professor **Adel Sharif**, was launched as a pilot program last year. Since then, the interdisciplinary program has grown from seven projects to 18. **Trinh Pham**, professor of mechanical engineering, is director of this year's program.

"The program," Pham said, "compels students to apply

classroom and textbook knowledge into these engineering projects that are also beneficial and relevant to the companies. Students can understand the concepts a lot better when they can literally employ the information learned. It is also an opportunity for students to network with future employers and learn to be critical thinkers and effective problem-solvers."

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**To initiate a corporate-sponsored senior design project, please contact Lily Nguyen of ECST at ext. 3-5604 or Lisa Farella of University Development at ext. 3-3066.**



Mechanical engineering student Jeffrey Ko provides a human scale for his team's airbag system. (Photo courtesy of Jesus Yepiz.)

## Client: OzNet

Marketing students research companies

Cal State L.A.'s College of Business and Economics offers students opportunities to gain business experience

by providing services to small and large companies.

As class assignments, students have developed retail analysis, case studies, management plans and marketing campaigns for such companies as Coffee Bean and Tea Leaf, Rocky Mountain Chocolate Factory, American Apparel, Inc., and Stellar Microelectronics.

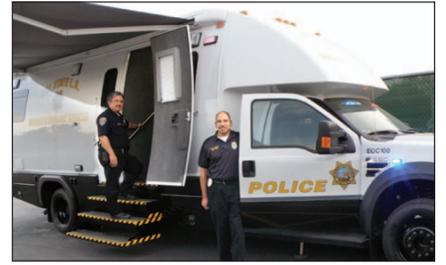
Students and local businesses also utilize the University's Entrepreneurship Institute and Asian Pacific Business Institute.

Last year, Professor **Shirley Stretch**'s marketing students were challenged to help OzNet Systems. The company specializes in environmentally sustainable approaches to information technology. The students conducted marketing research, developed business ideas and gathered demographic details. OzNet was looking for ways to promote a mobile-coupon and mobile-ticket strategy for one of its clients.

The project was initiated by Anthony Ozogu, founder of OzNet Systems. Ozogu attended Cal State L.A. in 1998. He wanted to give students the opportunity to work side-by-side with technology companies in the competitive business world.

According to Regina Thomas, OzNet Systems business development and marketing representative, "I highly recommend corporations take advantage of the brainpower right in their backyards by leveraging the knowledge of university students—it's a win-win! When OzNet Systems starts hiring, our first source for potential employees will be the students at Cal State L.A."

## 'McV' hits the road



UPD Lieutenant John Hernandez (l) and Detective John Martin (r) introduced Cal State L.A.'s new "McV" mobile command vehicle recently. Hernandez said, "Designed for an extended time of deployment, the mobile unit gives us command-and-control response capability to manage a critical incident." For more details, go to [www.calstatela.edu/univ/ppa/spotlight/archive/2009/mobile-command.php](http://www.calstatela.edu/univ/ppa/spotlight/archive/2009/mobile-command.php)

**Some helpful tips from the Department of Public Safety (compiled by Jonathan Avalos, crime prevention/special events coordinator):**

1. Realize that crime can occur at anytime, anywhere.
2. Always be aware of your surroundings, especially at night.
3. Always lock your office, dorm room, home and car whenever you leave, even if you will only be gone for a minute.

For more campus safety tips, go to [www.calstatela.edu/UniversityReports](http://www.calstatela.edu/UniversityReports).

## Updates

### Hydrogen facility augments curriculum

Paving the way to a more sustainable future, the Hydrogen Production and Research Facility—to be built on the CSULA campus—is in its design phase. There will be a groundbreaking soon.

To be situated on Circle Drive across from Lot 10, the facility will complement the existing Power, Energy and Transportation curriculum that focuses on the study of renewable energy and applied research in alternative fuel.

A team of four engineering graduates—led by technology faculty advisor **David Blekman**—has already begun to develop a prototype to dispense fuel accurately to hydrogen-fueled vehicles. It is part of its senior design project supported by SEMPRA.

### Residency welcomes first cohort

The first cohort of 25 students selected for the new Los Angeles Urban Teacher Residency Program will begin this July. Supported by a five-year \$8.8 million Teacher Quality Partnership grant from the U.S. Department of Education, it aims to strengthen teacher preparation and improve student academic achievement. Highly talented individuals from diverse backgrounds who are committed to becoming teachers within the Los Angeles Unified School District will be placed in a year-long, school-based residency. For details: [www.laurt.org](http://www.laurt.org).

### H1N1 411 info

To date, the Student Health Center has provided more than 1,400 doses of H1N1 vaccine and more than 2,000 doses of seasonal flu vaccine.

The Center continues to provide the H1N1 vaccine free of charge to students, faculty and staff. The supplies of seasonal flu vaccine are presently very limited, but those of H1N1 vaccine have greatly increased throughout the country.

According to **Dr. Monica Jazzabi**, director of the Student Health Center, "We continue to recommend people get the H1N1 flu vaccine. Although H1N1 disease activity has decreased recently, it has not gone away completely. Knowing the H1N1 flu started spreading last April, it is possible to be stricken with another wave of it."

People should still follow the respiratory etiquette, hand hygiene, self-isolation when sick, and other tips to prevent the spread of flu.

## Service learning makes honor roll

When it comes to connecting learning to community service, Cal State L.A. is on a roll—again.

For the third straight year, Cal State L.A. is on the President's Higher Education Community Service Honor Roll for exemplary service to America's communities. Established in 2006 by the Corporation for National and Community Service, the honor roll recognizes more than 700 institutions nationwide, including 14 CSU campuses.

At Cal State L.A., efforts are anchored in the Educational Partnership in Communities (EPIC) program, directed by **Jorge Uranga**, and in the Office of Community Engagement, directed by **Michelle Hawley**; EPIC's **Anh Hong** serves as the campus's Community Service Learning Coordinator.

The Honor Roll, according to Uranga, "is recognition from the highest levels of the federal government of our commitment to service and civic engagement...(and) of the historical commitment that our University has made to serve our surrounding communities."

CORRECTION: The name of Math Professor Debasree Raychaudhuri, director of the MOEBIUS program, was inadvertently omitted from the cover article in the fall 2009 issue of *University Reports*.

## Courtyard honors Ferguson

Chemist's legacy goes far beyond CSULA

Recognizing the legacy of **Lloyd N. Ferguson**, the quad between La Kretz Hall and Wing B of the Wallis Annenberg Integrated Sciences Complex will be officially named the "Ferguson Courtyard."

Ferguson, who taught in Cal State L.A.'s Chemistry and Biochemistry department for 21 years, served as director of CSULA's MBRS (Minority Biomedical Research Support) program from its inception in 1973 through 1984. Ferguson has served as a role model for hundreds of under-served students who have gone on to careers in science and technology. He was recipient of Cal State L.A.'s 1973-74 Outstanding Professor Award and the 1980-81 CSU Trustees' Outstanding Professor Award.

Ferguson's scientific contributions have had national and international impacts. Before arriving at Cal State L.A. he taught at Howard University for 20 years. He authored more than 50 journal articles and seven chemistry textbooks. He was a National Science



Pictured (l-r): At the 15th annual Lloyd N. Ferguson Distinguished Lecture on Friday, Jan. 29, President James M. Rosser presented Ferguson an artistic rendering of the Ferguson Courtyard plaque that will be installed once the construction of Wing B of the Complex is completed.

Foundation fellow at the Swiss Federal Institute of Technology; and he served as chairman of the American Chemical Society's Division of Chemical Education and on the National Cancer Institute's chemotherapy advisory committee.

## New team heads Administration and Finance



**Lisa Chavez** took the helm as interim vice president for administration and chief financial officer, effective Jan. 1, 2010. Chavez assumes the post previously held by

George A. Pardon.

Chavez provides overall direction to the University's Division of Administration and Finance, which encompasses Financial Services, Human Resources Management, Facilities Services, Public Safety, Facilities Planning and Construction, Student Housing, and Administrative Technology and Support Services. Chavez also carries fiduciary responsibility for the boards of the CSULA Foundation, University Auxiliary Services, Inc., and the University Development Corporation. She oversees the Associated Students, Inc. and the University-Student Union.

Along with Chavez's appointment,

**Jose Gomez** has been named interim associate vice president for administration and finance to provide overall direction to the areas of Business Financial Services, Student Financial Services, Administrative Technology, and Procurement and Contracts.



He will also serve as the interim executive director of Cal State L.A. University Auxiliary Services.

In addition, **Mae Santos** has been named interim assistant vice president for administration and finance to provide overall direction to Budget Administration, Planning and Construction, and Student Housing.



## Congrats...

Major grant awards, journal publications, honors and other professional achievements by Cal State L.A. staff, faculty and programs are noted in **University Reports** online:

[www.calstatela.edu/UniversityReports](http://www.calstatela.edu/UniversityReports).

For example, details can be found there about these recent faculty achievements:

\* **Domnita Dumitrescu** of Spanish was elected honorary president of Sigma Delta Pi.

\* **Barry Hibbs** and **Andre Ellis** of geology received a \$250,000 grant to launch a program in hydrology and water policy.

\* **Paul Cheng-Hsin Liu** of technology was honored by Northrop Grumman's Socio-Economic Business Programs.

\* **Valentine Villa** of social work earned the L.A. mayor's appreciation for her work on behalf of the elderly.



## Virtually, thousands touring campus

With 21,000 visitors and counting, the University's increasingly popular online virtual tour allows prospective students and others to choose their own guide to see the campus from different perspectives. Follow the lead of Lorraine, Serinah, Max or Willie—or select a self-guided general tour—to learn about campus life, academics, athletics, student services and facilities. The virtual tour was unveiled by CSULA Public Affairs Dec. 18. You can take it anytime at [www.calstatela.edu/virtualtour](http://www.calstatela.edu/virtualtour).

## Afro Latin Ensemble heading to China

The Afro Latin Ensemble, under the direction of Music Professor **Paul De Castro**, has been invited to perform at the 29th World Conference of the International Society for Music Education (ISME), a gathering of thousands of music professionals and educators this summer in Beijing, China.



The Ensemble—comprised of 20 undergraduate and graduate students—will perform two concerts at the six-day conference and then again in the city of Tianjin.

The Ensemble has performed with famed salsa pianist Larry Harlow and many other guest artists of international stature, including Pablo Menendez, Orestes Vilato, Frank Emilio Flynn and Edgardo Cambon.

For more than a decade the Afro Latin Music program has prepared students for careers as arrangers, composers and performers. Cal State L.A. offers the only master's degree in the United States that specializes in Afro Latin music.

### Quick Clicks

**Giving portal:** (new feature)  
[www.calstatela.edu/philanthropy](http://www.calstatela.edu/philanthropy)

**Furlough and campus closures:**  
[www.calstatela.edu/academic/aa/furlough](http://www.calstatela.edu/academic/aa/furlough)

**Summer Quarter 2010 classes:**  
[www.calstatela.edu/exed/summer2010](http://www.calstatela.edu/exed/summer2010)

**CSU Budget Central:**  
[blogs.calstate.edu/budgetcentral](http://blogs.calstate.edu/budgetcentral)

**Quarter to Semester Conversion:**  
[nss-nemo.calstatela.edu/semester](http://nss-nemo.calstatela.edu/semester)

**WASC Accreditation:** [www.calstatela.edu/wasc](http://www.calstatela.edu/wasc)

**Cal State L.A. TODAY:** [www.calstatela.edu/today](http://www.calstatela.edu/today)

**President's newsletter:**  
[www.calstatela.edu/univ/ppa/president/newsInfo\\_3-2010.html](http://www.calstatela.edu/univ/ppa/president/newsInfo_3-2010.html)



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