

PBI, Alumni forge ahead with new execs



Raphael J. Sonenshein, a noted professor, author and expert on the governance of Los Angeles and the region, has been named executive director of the Edmund G. "Pat" Brown Institute (PBI) of Public Affairs.

"I hope to further expand the Institute's impact on the daily lives of the people who live in our neighborhoods, our cities, our region and our state, and on the public policies that affect us all. For me, it's the opportunity of a lifetime," Sonenshein said.

An award-winning professor of political science and public administration, Sonenshein is renowned for his charter reform work for cities throughout the region. He has also written extensively regarding city governance and the relationships among racial and ethnic groups, and is sought after as a political expert by many local and national media outlets.



Maria Ubago, '98, '06, has recently accepted the post of executive director of Alumni Relations. She had served as acting executive director since June 2011. In this capacity, she leads the CSULA Alumni Association and oversees the responsibilities of the Office of Annual Giving. She previously served as coordinator of alumni and student programs and as assistant director of alumni relations. Ubago received both her bachelor's degree in business administration and master's degree in public administration from CSULA.

Ubago said, "I look forward to offering meaningful programs and services to alumni and students that engage, stimulate learning and positively enhance their affiliation to CSULA. I also want to focus on developing mutually beneficial collaborations on campus and in the community."

(continued from inside page)

Engineering, Computer Science, and Technology

The American Society of Engineering Education's Corporate Member Council (CMC) recently announced Cal State L.A.'s Professional Practice Program (also known as the Senior Design Program) as the recipient of its 2012 CMC Excellence in Engineering Education Collaboration Award. This year's Senior Design Expo will be held Friday, June 8.

Health and Human Services

The Department of Kinesiology and Nutritional Science has started collaborating with the School of Nursing to serve current clients in the Mobility Center who have recent and chronic wound care issues. Working together with physical therapist **Connie Wong** (r) and kinesiology students, Professor **Donna Scemons** (l)—a wound care specialist—will draw upon her skills and nursing students who are learning about wound care to assess the clients with those specific concerns.

A newly-released study by a team of undergraduate students in the Department of Public Health, supervised by Department Chair **Walter Zelman**, identified nutrition and the related obesity epidemic and access to health care and insurance as critical issues facing those on campus and in the neighboring community. The report, entitled "Health and Healthcare at CSULA & Surrounding Community," is based on survey results and research conducted last winter and spring.



Natural and Social Sciences

The San Nicolas Island Archaeological Field School Program was recently honored with the 2011 Governor's Historic Preservation Award by California State Parks and the State Office of Historic Preservation. The field school, offered every summer through the Department of Anthropology, is sponsored by the U.S. Navy as part of its cultural resource management program. For award video: www.youtube.com/watch?v=UCmmSmh1stE.

Through the system-wide Math and Science Teacher Initiative (MSTI), the CSU achieved its goal of doubling the number of math and science teachers it produces. At Cal State L.A., nearly 90 qualified math and science teachers are ready to enter the workforce each year. As a result of the system's success, the University has been included in the 100Kin10 national initiative to increase by 100,000 the amount of science, technology, engineering and math (STEM) teachers in the next decade. For info: <http://instructional1.calstatela.edu/msti/>.

Campus bids farewell to gifted leaders



Alfredo Gonzalez, dean of Undergraduate Studies and professor of social work, recently retired after decades of dedicated service to Cal State L.A. Gonzalez served as dean since 1989.

During his tenure, he established the University Writing Center, created the Partnership for Academic Learning and Success (PALS) mentoring program, and initiated both the CSULA Early Entrance Program and the Students Learning in Communities program.

Jaime A. Regalado, '87, a sought-after political expert, public policy guru and champion for California voters, has retired as executive director of the Edmund G. "Pat" Brown Institute of Public Affairs (PBI) where he served in that capacity since 1991. He was subsequently appointed emeritus professor of political science at Cal State L.A. Regalado will be honored with The Pat Brown Legacy Award during the PBI's 31st Annual Awards Dinner on Thursday, May 31.



QUICK CLICKS

Student Success Fee:
www.calstatela.edu/univ/ppa/publicat/ssf

CSU Budget Central:
blogs.calstate.edu/budgetcentral

Semester Conversion:
www.calstatela.edu/academic/aa/semester

TODAY:
www.calstatela.edu/today

Editorial Style Guide:
www.calstatela.edu/style

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 2012 issue (vol. 42, no. 3) should be received in the Office of Public Affairs by Friday, April 27, 2012.

Executive editor—Nancy Miron
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

Mural features soaring alumni



The University-Student Union Graffix and the Division of Information Technology Services collaborated to create a mural for the Union Link study room. Inviting each gazer to "Explore Your Horizon," the 29' x 6' black and white mural features two high-flying alumni, soon-to-retire Boeing CFO James A. Bell, '97, and astronaut Samuel Durrance, '72, '74, as well as a Cal State L.A. landscape. Inspirational quotes from Bell and Durrance are also on the adjacent wall and window.

'Early Start' to boost math, English skills

• What is the new CSU Early Start program?

Starting fall 2012, the CSU system has enacted a policy and program known as "Early Start," requiring incoming freshmen who do not demonstrate readiness for college-level math and/or English to begin remediation the summer before coming to the CSU each fall.

• What are the goals of the Early Start program?

Early Start aims to better prepare students in math and English before their first year, thereby improving their chances of completing a college degree.

• Who must participate in Early Start?

Students who score low on the Entry Level Mathematics (ELM) and/or the English Placement Test (EPT), or other assessment methods will be informed by Cal State L.A. that they need to attend Early Start, how and where to sign up (after they submit their Enrollment Confirmation Deposit, which is required of all newly-admitted students).

• Where are Early Start courses offered?

Students participating in Early Start may attend courses at the campus where they were admitted, at any other CSU, or at a community college. The standard fee is \$182 per unit, but the CSU will waive this fee for students who demonstrate need in their application for financial aid. At CSULA, one online course in English composition will be offered twice this summer, July 2-11 and July 30-Aug. 8. There will also be six courses in pre-college mathematics offered this summer. Course descriptions and registration information for these courses are available on the Early Start webpages listed below.

• Where can I get more info about Early Start?

For more information, visit www.calstatela.edu/univ/admiss/estart/ or www.csusuccess.org/earlystart.

Business alumna to keynote Convocation

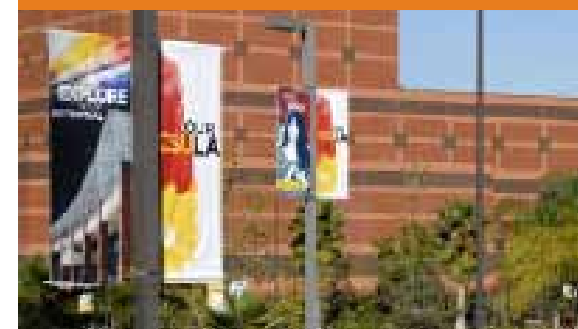


This year's Honors Convocation keynote speaker is **Noelia Rodríguez**, '86, director of the John F. Kennedy Jr. Forum at Harvard University's Institute of Politics.

Rodríguez, who received her B.S. in business administration at Cal State L.A., previously served as director of communications and press secretary to First Lady Laura Bush, deputy mayor and spokesperson at the Office of L.A. Mayor Richard J. Riordan, and vice president of corporate communications for Univisions Communications, Inc.

The Convocation will take place on Friday, April 27, 7 p.m., in the Eagles Nest Gym.

Signs of a 'banner' year



In vibrant color, the University's street banners reflect the spirit of collaboration, focus on community engagement and dedication to student success that are the core initiatives of the University's new Strategic Plan. Adhered to the light posts that surround campus, the banners feature images of some of Cal State L.A.'s accomplished students, alums and its striking architecture. The project is a collaboration between Public Affairs and University-Student Union Graffix.



University Reports

Briefly...

GE integration with high impact practices

Through funding from the national Give Students a Compass initiative, the Rosalinde and Arthur Gilbert Foundation, and Learn and Serve America, Cal State L.A. and East Los Angeles College have partnered to implement learning communities that integrate general education (GE) coursework in chemistry, English composition, and statistics. The pilot project, which focuses on environmental issues and related concerns of the community, is aimed at improving student success for underserved populations. The program will help to increase college attainment and completion rates in California by making the GE transfer curriculum more engaging, relevant and transformative. For info: www.calstatela.edu/programs/prestige/.

Korean teacher exchange

Cal State L.A. and Chonju National University of Education (CUE) in South Korea recently signed a Memorandum of Understanding to promote cooperation in educational and professional development activities, including the exchange of students and faculty members. Discussions are underway to develop an internship program in Los Angeles schools for CUE elementary teacher candidates through the College of Extended Studies and International Programs.

Supporting student success

Underscoring the University's commitment to quality advisement, Cal State L.A. recently hired 10 Student Services Professionals (SSP) in accordance with the CSU Graduation Initiative. These SSPs will significantly improve the student to adviser ratio, and provide more personalized advisement and support services to help students attain their college degrees in a more timely manner. The advisers have been assigned to several of the Colleges and the University Academic Advisement Center.

Mark your calendars...

GradFair 2012:
Wednesday and Thursday,
April 11-12, 10 a.m.-7 p.m.,
Eagles Nest Gym

Honors Convocation:
Friday, April 27, 7 p.m.,
Eagles Nest Gym

Commencement exercises:
Friday, June 15, 5 p.m., and
Saturday, June 16, 8 a.m.,
University Stadium

For more campus events, go to www.calstatela.edu/calendar.



As an introduction to the field of criminalistics, Professor Donald Johnson guides students participating in the "Journey to Success" event in a laboratory test to analyze forensic evidence from a mock crime scene.

'Journey' reaches out to 200+

Hundreds of potential students from local schools started their "Journey to Success" at Cal State L.A. early last month, exploring the possibilities and opportunities of going to college.

The "Journey to Success" college day is part of the CSU Asian American and Pacific Islander (AAPI) initiative to improve college access and graduation rates for AAPI students from underserved communities across the state.

Featuring an array of activities and live entertainment, the day's program included workshops on "Why College?" in English, Chinese (Cantonese and Mandarin), Korean and Vietnamese.

Nancy Wada-McKee, assistant vice president for Student Affairs, said, "[The 'Journey to Success' event] was highly successful and we received compliments from President **James M. Rosser** and Chancellor's Office representatives. Workshops, classes, activities, and entertainment were also very well-received. The organization and execution of our event was incredible due to the commitment, dedication and hard work of all those involved."

Additionally, as part of the CSU Super Sunday outreach to African American communities, President Rosser spoke to the Bible Enrichment Fellowship International Church congregation in Inglewood on Feb. 26. Student Affairs Vice President **Tony Ross** also addressed parishioners at two churches on Feb. 19 and 26.

Vocals resonate in Mahler's 8th

Showcasing Cal State L.A.'s high caliber of diverse musical talent, a group of faculty and students sang in the L.A. Philharmonic performance of "Symphony of a Thousand" from Mahler's 8th Symphony, which was conducted by Gustavo Dudamel.

Joining the chorus of 813 singers at the Shrine Auditorium on Feb. 4 were (pictured l-r) **David Olsen**, chair of Communication Studies; **Christina Sheldon**, instruction and reference librarian; **Lea Urpa**, biological sciences alumna; **Yulan Lin**, chemistry and music double major; and **Frances Chee**, communication studies major.

Professor Olsen said, "This is probably *the* classical music event of the year, if not the decade, at least according to the 5,400 seats sold."

To learn more about The Mahler Project: <http://www.laphil.com/tickets/performance-detail.cfm?id=4683>.



College highlights

Arts and Letters

The Hollywood Foreign Press Association (HFPA), best known for producing the Golden Globe Awards, has awarded Cal State L.A. a \$50,000 Higher Education Fellowship Grant for a second consecutive year. Through this grant, 19 graduate and undergraduate students studying film and television received \$2,500 each to complete thesis, research and creative projects. The HFPA president is **Aida Takla-O'Reilly**, an emerita faculty member and former chair of the Pan African Studies department at CSULA.

The 2012 Conference on Carlos Fuentes: Ancient Mexico, Modernity, and the Literary Avant-Garde will take place May 4-5 in the Golden Eagle Ballroom. Carlos Fuentes is one of the most acclaimed modern novelists in Mexico and a central figure in Latin America's literary "boom." The conference includes a full staging of one of Fuentes' plays, *Orquídeas a la luz de la luna* (1982). For info: conferenceoncarlosfuentes.blogspot.com/.

Business and Economics

CSULA students from different classes of ECON 303 "Money, Banking, and the Economy" and ECON 435 "Market Indicators and Federal Reserve Policy" will participate in the University Symposium on the Federal Open Market Committee (FOMC) Simulation at Cal State L.A. this May. Each team of four to six students must provide its own analysis of the economy, forecasts of gross domestic product (GDP), inflation, employment, and unemployment rate for the next year, and make recommendations. The students' forecasts will then be compared with the Federal Reserve Bank of San Francisco (FRBSF) forecasts. For info: www.frbsf.org/education/teachers/symposium/index.html.

The Cal State L.A. VITA (Volunteer Income Tax Assistance) Program is offering free income-tax preparation services every Saturday through March 31 to low- to moderate-income individuals (\$50,000 or less) who need assistance preparing and filing tax returns. In addition, the CSULA VITA site has launched the self-help I-CAN!® E-File program. For info: www.calstatela.edu/vita.

Education

Through a California Postsecondary Education Commission grant, the Division of Curriculum and Instruction is helping to train Alhambra and Montebello Unified School District teachers on the Common Core State Standards in English and mathematics, respectively. For info: www.cpec.ca.gov/PressRelease/Press2011-09-ITQ.pdf.

For the 16th year, the Division of Special Education and Counseling is offering the Education Specialist Intern Program through support of the California Commission on Teacher Credentialing (CCTC). For details: www.calstatela.edu/centers/spedintern. The CCTC also funds the CSULA/Montebello Multi-District Internship Project to recruit and prepare multiple-subject and single-subject teachers in the greater L.A. area.

Engineering, Computer Science, and Technology

Co-sponsored by the Center for Energy and Sustainability, the College will present the XII International Symposium on Environmental Geotechnology, Energy and Global Sustainable Development at CSULA on June 27-29, 2012. For info: www.isegnet.org/2012/.

One year into the three-year competition, Cal State L.A.'s ECST students have been hard at work in the EcoCAR 2 challenge. Recently, the team submitted a communication plan and presented its car design idea to Argonne National Laboratories. The team expects to receive a 2013 Chevy Malibu in June to begin work on its environmentally-friendly design.

(continued on back page)

Achievements

Cal State L.A.'s "Super Stars" **Australia Cazares**, **Tina Harding**, and **Benjamin Wu** made it to the top 10 in the American Institute of CPA's Fraud and Forensic Accounting Competition last fall. In consultation with Accounting Professor **Rick Hayes**, the team had to explore the process of working through a problem, assembling a case and presenting the video project to a panel of judges. View the team's semi-final entry at http://community.thiswaytocpa.com/competition/c/2011_accounting_competition/teamdashboard/229.aspx.

Jacqueline Kiwata, '11, who earned a Master of Science in kinesiology at Cal State L.A., has been honored with the 2010-11 WAGS/UMI Distinguished Master's Thesis Award. The award recognizes distinguished scholarly achievement based on originality, significance of the study, overall quality, and outcomes and accomplishments. Her thesis is titled "The Effect of Vigorous Exercise on the Content of Cholesteryl Linoleate, a Novel Antimicrobial Effector Molecule in Upper Respiratory Tract Secretions."

Jazma Tapia, a microbiology major, is one of only 11 students from seven different CSU campuses recently honored with the Howell-CSUPERB Research Scholar Award at the 24th CSU Biotechnology Symposium. Under the mentorship of CSULA Professor **Edith Porter**, Tapia will begin conducting research on "Assessing Lipid-derived Innate Immune Factors in Amniotic Fluid and Vernix Caseosa Protecting Against Intrauterine Infections." For info: www.calstatela.edu/univ/ppa/spotlight/archive/2012/Howell-CSUPERB2012.php.