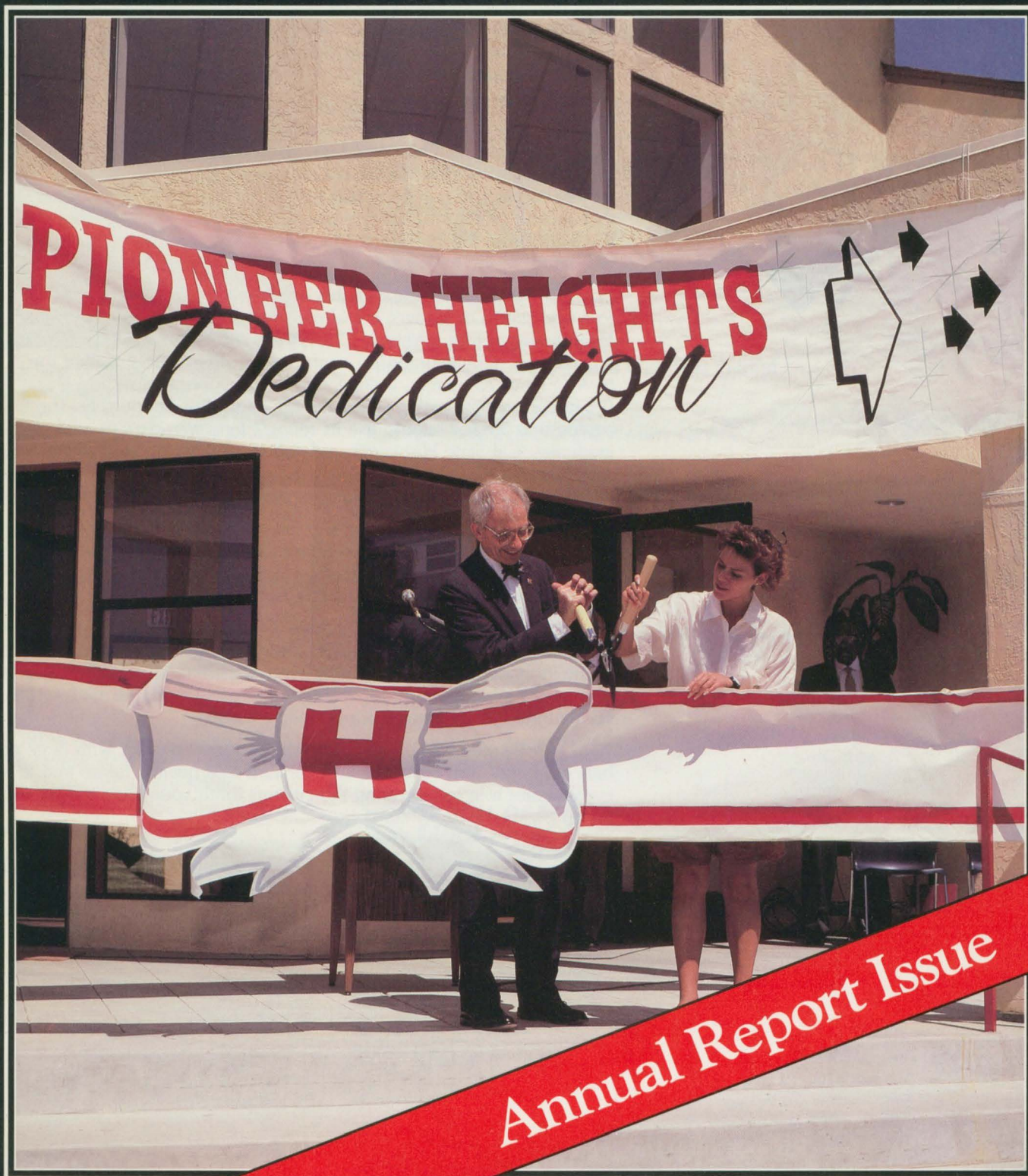


ACACIA

THE CAL STATE MAGAZINE FALL 1988





Honor Roll

With this issue of ACACIA we proudly enter our sixth year of publication. The intent of the magazine has always been to present a picture of the larger Cal State family, one that includes alumni and community supporters as well as faculty and staff.

For this year's first issue, we are deviating from our usual ACACIA layout: the only section that remains the same is the one you are reading. The Fall ACACIA has always included a special pullout section entitled, "Honor Roll of Donors and Annual Report of Gifts, Grants and Research," which was largely names and numbers. This time around, the editors have transformed that section of the magazine, expanding it with examples, interviews and highlights from the 1987-88 academic year. The Winter and Spring ACACIAs will return to the format some of you have grown so accustomed to.

I say some of you, because with this issue we also begin mailing the magazine to a new group of readers, the alumni we were able to locate through the Department of Motor Vehicles. In 1986, the CSU initiated a media campaign to encourage alumni to contact their alma maters. Called the "One In A Million" campaign, it engendered such a positive response that the Chancellor's office was able to take the effort one step further. The DMV agreed that the CSU could use its records to obtain current addresses of graduates. Cal State Hayward's updated alumni file jumped from 12,000 to 37,000 with these additions. Over the next year we will mail a sample copy of ACACIA to each of these newly-found alumni.

Our hope is that many more of our graduates will form a stronger bond with the University through the Alumni Association. This group and the Cal State Affiliates are fundamental to the growth of the campus, especially in areas which are not directly funded by the state.

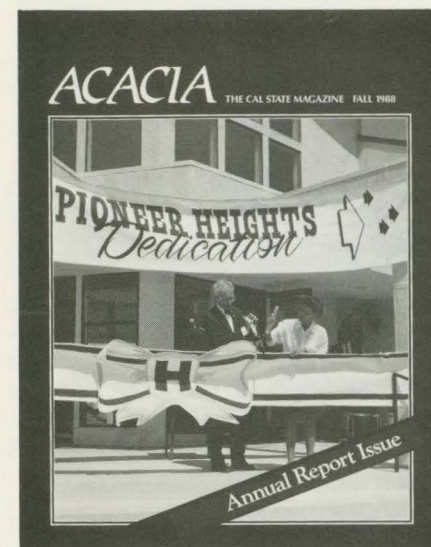
The margin of excellence at Cal State is sustained by the efforts of the Affiliates and the Alumni Association, and by the generosity and commitment of the individuals and organizations you see listed on the pages that follow. It gives me great pleasure to read the names of graduates, staff, faculty and community friends among our donors.

With their continued help and with our renewed contact with large numbers of alumni, Cal State can look forward to a healthy future and to an even greater role in educating the citizens (both young and not so young) of our region.

Sincerely,

Ellis E. McCune
President

ON THE COVER



The opening of Pioneer Heights, an on-campus housing complex for 404 students, was the major event at Cal State Hayward during 1987-88. President Ellis McCune and resident assistant Odie Brant cut the ribbon during formal dedication ceremonies on May 11.

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CAMPUS PROFILE/CAMPUS LIFE



Students

1987-88 marked the 31st year of Cal State Hayward. Enrollment reached 12,455 students in Fall, 1987, the fourth highest in the University's history and the largest since 1973. The academic year average enrollment was 12,030, the second highest in campus history and only 136 students below the 1972-73 peak.

Cal State's satellite campus in Pleasant Hill enrolled 1,317 students Fall quarter, 1,276 in Winter and 1,284 in Spring.

The largest growth in individual programs came in teacher education and related areas. In the past two years, the number of teaching credential students has jumped 39% and, in the past three years, the number of liberal studies majors (those preparing for admission to the elementary credential program) has skyrocketed by 75%.

Business administration remains the largest undergraduate major with over 3,800 declared students.



Faculty

Sixteen individuals were appointed to tenure track positions, bringing the total of faculty in that category to 437. Two hundred and fifteen lecturers were employed on campus during the past year. Eighteen faculty members retired.



Staff

Over 800 individuals were employed in non-faculty positions. Much like the workforce of a small city, these men and women ranged in job categories from public safety to maintenance to technical, clerical and managerial.

Left—Dr. Valerie Helgren-Lempesis, a faculty member in teacher education and director of Cal State's 1988 reading clinic program, works with a youngster on the software program "Writing to Read." The six-week summer clinic is staffed by students working on the reading specialist's credential.



Campus Speakers

"We learned banking from the bankers," he says smiling, "whatever they do, we do the opposite."

Dr. Mohammed Yunus of Bangladesh has been called a missionary figure. He started out as a university professor interested in the causes of poverty. He discovered that women in the marketplace could not profit from their work, because they had to borrow at such high rates to buy raw products for their goods. And the lender was the same person who then bought the finished goods and sold them elsewhere for profit.

Yunus went to the local bank to obtain loans for some of these women. When he was told the bank did not loan to poor people, he started his own bank. "We learned banking from the bankers," he says smiling, "whatever they do, we do the opposite."

Begun in 1976, the Grameen Bank has transformed the lives of thousands of Bangladeshis, 80% of them women, who otherwise would be eking out existences at the subsistence level.

His formula and word of the bank's success have spread around the world. He was in Africa, prior to coming to Cal State Hayward in May at the invitation of Dr. Willem Van Groenou, director of the Asian studies program.

Says Cal State lecturer and economic development specialist Barbara Johnson, "His work proves beyond a doubt where emphasis needs to be placed in lesser developed or developing economics—at the grass roots level." Commenting on his work with the South Side Bank in Chicago and the Cherokee Nation in Oklahoma, she says, "It is ironic and wonderful that we're learning from him things that can be applied here in our very developed country."

The bank's payback rate is an astonishing 98%. Its loan officers, now numbering 8,000, each cover a five-mile radius which they visit on foot. Borrowers have to be part of a five-person group before



Dr. Mohammed Yunus' ideas are changing the lives of poor people in his native Bangladesh and around the world.

their loan is approved. Although each loan is separate, the group exists to give moral support so the borrower can feel confident enough to take risks. Also, if disaster strikes, say a cow dies and the borrower cannot repay the loan, the group helps out. Group members also advise on whether the purpose for which the loan is sought is sound.

Most of the bank's loans are in the two digits. "Experts talk of millions," Yunus told his audiences here, "so they lose the poor who count in twenties."

Other distinguished individuals who spoke to Cal State audiences in 1987-88 included:

David Jones, executive editor, *New York Times*
Moctesuma Esparza, co-producer of the *Milagro Beanfield War*
Joanne Ryder, author of the Outstanding Science Book of 1985
Dr. Czeslaw Milosz, poet and Nobel laureate
Dr. Alvin Poussaint, author of *Why Blacks Kill Blacks*, associate professor of psychiatry, Harvard Medical School
Erwin Knoll, editor, *The Progressive*
Dr. Walter Williams, creator of the PBS documentary *The State Against Blacks*, professor of economics, George Mason University
Alamgir Hasmi, Pakistani poet

Smith Museum of Anthropology

It is first and foremost a laboratory for students and faculty.

For the second year, the Smith Museum focused on Native American art and culture. The 1987-88 exhibit was called "The Western Pueblos, Art and Architecture." It drew from the Acoma, Zuni, Laguna, Hano and Hopi communities and included exhibits, a scholars' conference and an arts and crafts show.

The works displayed were from the Museum's own significant collection as well as loans from the Lowie Museum, the California Academy of Sciences, the San Diego Museum of Man and the Heard Museum of Phoenix, Arizona. Professor Lowell Bean was the curator. Museology students designed the varied exhibits as part of their course work.

The Museum is a great reservoir of materials from many different cultures and time periods. It is first and foremost a laboratory for students and faculty. In April, Sharon Gallagher won first prize for the best paper by a graduate student at the Annual Social Science Student Research Conference in Los Angeles. Her paper, "Opium Paraphernalia of Yema-po: The Overseas Chinese of Lake Chabot Dam, San Leandro, California," was based on artifacts recovered on a dig led by Professor George Miller. The approximately 60,000 remnants recovered are now housed in the Museum.



In the Age of AIDS

AIDS education was a major emphasis across the campus last year. The AIDS Coordinating Committee, chaired by Assistant Vice President Edwin Reuling, sponsored 21 two-hour workshops for University employees. These were led by Carol Gonzales da Silva of the AIDS Project of the East Bay. Speakers were also invited to 14 classes.

Valentine's Day was selected as AIDS Awareness Day and 1,000 valentines with safe sex messages were distributed.

Other efforts included five issues of an AIDS bulletin edited by Dr. Lynne Elkin of biological sciences, an information brochure, and the development of an AIDS referral network through the Health Center.

In addition, Dr. Ann Heuer and Helen Sowers of biological sciences developed the course "Understanding AIDS," which dealt with medical and policy issues, as well as issues in AIDS education such as the psychological impact on counselors working with AIDS patients.

Below—Artisans from several Indian cultures participated in "Western Pueblos, Art and Architecture." Hopi weaver Ramson Lomatewama demonstrated his work during a two-day arts and crafts show.

HONOR ROLL OF DONORS

Acacia Society

Membership in the Cal State Acacia Society is extended to those donors who pledge a minimum of \$10,000 or more over a ten-year period. Gifts may be either a single contribution or annual support of \$1,000 or more.

Also an option for membership is a deferred gift of \$25,000 or more. This can be in the form of a bequest, life insurance or life income agreements. It allows donors to retain the use of the property or its income for as long as they live and still secure the future private support of Cal State.

New Members

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Technology Co.
Mr. and Mrs. Robert Howerton
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Pacific Telesis Foundation
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Members of the Acacia Society automatically become lifetime members of the Cal State Affiliates.

Tower Club

Tower Club membership is accorded to those who contribute a minimum of \$1,000 to Cal State during the fiscal year. Contributions may be designated for specific projects or as unrestricted for University use.

For the 1987-88 fiscal year, \$304,800 was contributed by Tower Club participants.

20,000-49,999

Ann and Gordon Getty Foundation
†Cal State Affiliates
Kevex Corporation
Stauffer Chemical Company

10,000-19,999

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Technology Co.
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Howerton, Mr. and Mrs. Robert
Pacific Telesis Foundation
United Cable of Bay Area

5,000-9,999

Arolla, Charles
Hospital Service League of San
Leandro Physicians' Hospital
McPartland, Ann

1,000-4,999

American Harp Society
Association of Old Crows
Bank of America
Belton, John
Centennial Bank
Clorox Company
Conner, Alan
CSUH Assoc. Students, Inc.
†CSUH Foundation

* Alumni † Affiliates
° Faculty § Staff

Right—Jim Phillips presents Dr. Alan Johnson of the accounting faculty with the first George and Miriam Phillips Outstanding Professor Award. The award carries with it a \$1,000 cash gift made possible through the generosity of the Phillips family and friends of George and Miriam Phillips.

§°CSUH School of ALSS
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Ernst and Whinney
†Franklin Optical
Farmers Group Inc.
Granger, Mr. and Mrs.
†°McCune, Dr. and Mrs. Ellis E.
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*Scott, Arthur
KASS Management Services, Inc.
Security Pacific Foundation
†Warren, Adair
*Warren, Richard
†Wilma, Mr. and Mrs. John

George and Miriam Phillips Outstanding Professor Award

"She did not seek honors or recognition for herself, but seemed to derive her greatest pleasure from helping others."

The Outstanding Professor Award was renamed this past year in honor of two longtime members of the Cal State Affiliates. The first George and Miriam Phillips Outstanding Professor Award was presented to accounting professor Alan Johnson.

The award is endowed from contributions made in memory of the couple and from contributions from the Phillips' children and their spouses, James and Melissa Phillips, George and Read Phillips, and Dick and Ann Phillips Duey.

When Miriam Phillips died in 1987 she was eulogized by President McCune in a special issue of the faculty and staff newsletter *Communique*. He wrote, "... her overwhelming generosity and

her many small and large acts of kindness to others set her apart as a truly unique person. She did not seek honors or recognition for herself, but seemed to derive her greatest pleasure from helping others."

"They both deeply valued education. My mother was a teacher, my father was an attorney and later a judge," commented Jim Phillips, who presented the award at the Founders Day ceremonies in May. "She pushed the Affiliates to establish an outstanding professor award and for the award to include a generous gift."

The gift, which was originally \$500, was increased to \$1,000 through an additional contribution by Jim and Melissa Phillips.

For the Phillips family, according to Jim Phillips, the award represents "a sense of continuity, a tie to the University. . . . We look forward to seeing the endowment grow."



The Pioneer

"That's one of the charms this place has for me. It's got a real get-down-and-do-it atmosphere."

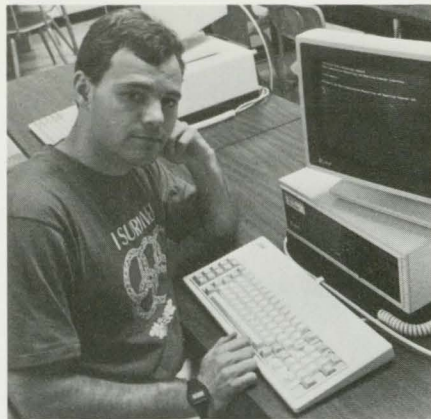
"Responsibilities drive me on," says Dave Wainio as he picks up one of *The Pioneer* office phones. The evidence is found in the scope of his daily activities. Though he is editor-in-chief of the school newspaper, *The Pioneer*, he answers any phone that rings. The day of this interview, he had just come from donating blood for the University blood bank account and will spend his lunch hour dubbing tapes for KSUH, the campus radio station. From his Fall 1987 experience as director of the station, Wainio knows they need the help.

As an undergraduate, Wainio, 23, worked full time and put in long hours at *The Pioneer*. Up until Summer quarter (he graduated in August 1988 with a B.A. in mass communication), he carried a full academic load.

One of 35 recipients of the 1987-88 President's Annual Service Award, he was recognized for his work as both editor of *The Pioneer* and assistant editor of the student magazine, *Escape*, as well as for his volunteer time as a director of KSUH, the campus radio station.

"I was a latecomer to journalism," he explains, "Cal State gave me the chance to try all aspects of the media. And the mass comm department has managed to pull off some feats of wonder, like the computer lab." Wainio estimates the computer editing lab has cut in half *The Pioneer's* production time. "But the practical application is the most important thing. The media world insists you use a computer," he says.

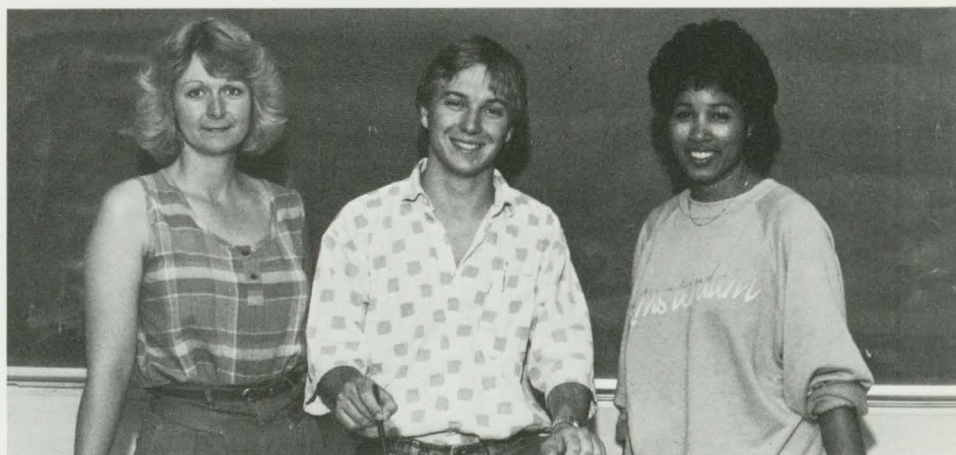
Wainio praises Cal State's diversity, saying, "I benefited from the student's different points of view. On *The Pioneer* I talked with a variety of students. I got the view of young working mothers, middle-aged housewives, and guys in their 30's here to get a degree to make things better for their families. That's one of the biggest charms this place has for me. It's got a real get-down-and-do-it atmosphere."



Dave Wainio, editor-in-chief of *The Pioneer* for three quarters in 1987-88, uses one of the twenty new PCs installed this past year in the mass communication department's reporting and editing lab. The computers and peripheral equipment were paid for by a \$100,000 allocation from the Lottery Fund.

Accounting Association/ Beta Alpha Psi

Arranging events helped her overcome a fear of talking to recruiters, "I got to talk to them on the phone, then face-to-face. I don't feel uncomfortable anymore."



Graduate student Cheryl Cox, left, and juniors Chris Moore and Vanessa Lindsey were officers in the campus' two accounting clubs. According to Vanessa, "The Accounting Association opened my eyes to options I wasn't aware of."

"In your job you are asked to design an ad campaign to promote a product that you don't believe in. Would you?"

Members of Cal State's Accounting Association are playing a game called "Pocket Principles" at their mid-quarter social. The faces in the room are set in serious consideration of the question.

"Ethics has everything to do with auditing," says Cheryl Cox, MBA candidate and treasurer of Beta Alpha Psi, the association's chapter of the national accounting fraternity. Playing "Pocket Principles" is an example of the many ways students "try on" business situations.

Cox feels that the Association is an important part of Cal State's accounting education. "Firms are fighting to get to the students here," she says, "The Accounting Association and Beta Alpha Psi help students get ready for this recruitment." Cox, who was recruited as an auditor by Arthur Andersen & Co., came to Cal State after completing a bachelor's degree in sociology at UC Berkeley. "I was here to get some MBA prerequisites out of the way. I was so happy, I chose to stay."

Chris Moore, president of Beta Alpha Psi, says that the networking function of the club is of utmost importance. Coming from Philadelphia, Moore joined the organization "...initially to make friends, but once you get involved you

find out how active the club is with a lot of the big firms. Members participate in picnics, pizza nights and socials all sponsored by accounting firms and corporations."

Lucy Munoz, committee chair for the Association, believes that staying active in the club gives students skills that are important when recruitment time comes. Arranging events helped her to overcome a fear of talking to recruiters, "I got to talk to them on the phone, then face-to-face. I don't feel uncomfortable anymore. I don't feel intimidated."

Moss Landing Marine Laboratories

"It's a field-oriented program right on the ocean. Other marine biology programs don't have this kind of access."

Moss Landing Marine Laboratories (MLML), located on Monterey Bay, is a 24,000 square foot research facility owned by the state of California and operated by a consortium of six California State Universities. Graduate and undergraduate students from the six campuses attend classes at MLML, but receive their degrees from their home campuses.

Mike Kenner is one of seven Cal State Hayward students who studied at MLML during 1987-88. His work led to a master's degree in marine science. He says the greatest advantage of the facility is its location. "It's a field-oriented program right on the ocean. Other marine biology programs don't have this kind of access. I studied subtidal ecology, tagging sea urchins. Because we have a system that pumps filtered sea water from the ocean directly to the labs, I was able to keep sea urchins for months, watching to see what effect the tagging was having, and then putting them back into the ocean."

Current faculty research covers a broad range of disciplines, from biology and chemistry to geology and oceanography. This combination of interests and expertise is beneficial to students. "It's

a challenge to work with people from such different backgrounds," says Kenner, "And because it's such an active research lab there are jobs available to students." His part-time technician position evolved into a full-time assignment relocating environmentally threatened sea otters. During his first year at the lab he was employed by the Department of Fish and Game's mussel watch program which is located at MLML.

Kenner acknowledges that the study is rigorous and the research can be slow going. Still, he wouldn't trade the experience. "I felt like I was studying what I wanted to. I really use my training."

He also acknowledges the fun. "There aren't many schools where you get to play volleyball with your professors. As a campus, Moss Landing is small so you get to know everybody. On sunny days we held student council meetings on the deck overlooking the water. It's a great place and a very good education."



Rich San Fillipo, biology undergraduate at Moss Landing Marine Laboratory, explains his research on the tidal migration of leopard sharks. "Sharks are hardy; they adapted to their saltwater environment. They've been around millions of years virtually unchanged in their appearance."

The California State University International Programs

Since 1963, 8,000 students from the CSU have traveled abroad to overseas centers. Seven Cal State students, each of whom received \$850 in scholarship aid from the Cal State Affiliates, studied abroad this past year: Gary Duncan, French and music, France; Terry Heil and Kevin Lee, computer science, Germany; Bruce McGregor, geography, Japan; David Palmer, business, Taiwan; Naomi Seifer, liberal studies, Israel; James Shaughnessy, business, Denmark.

Leroy Dorsey, a graduate student in speech communication, delivers one of the two commended papers at the 1988 Conference in Rhetorical Criticism. His paper was entitled "America's Response to Apartheid: An Ideological Analysis." The conference draws student presenters from throughout the Western United States. It was founded by Dr. Harold Barrett, speech communication, and has been hosted by Cal State Hayward for the past 23 years.

PIONEER HEIGHTS

In December of 1987, five days after Christmas, a gift wrapped in years of hope and preparation was opened at Cal State. Pioneer Heights Student Apartments is the newest addition to the Hayward campus since the construction of the Student Health Center in 1974.

The earliest sketches of Cal State indicated residence halls to be built on South Hill overlooking the entire Bay Area. The site was picked for aesthetic reasons, believes Lyle Edmison, vice president for Student Services, without any real understanding of the possible engineering problems involved in constructing residential housing on a hill. Despite these blueprints, the need for residence halls was not felt until 1974.

"Our first freshman class in 1963 consisted of a modest 140 students," Edmison recounts, "Even when our campus had two to three thousand students, we clearly had no need for housing. We looked at the composition of our enrollment in those early years and found our students to be local people coming to the campus from their houses and leaving after classes to return to families and jobs." He explains that in those years, the campus for the most part serviced older students interested in careers in the rapidly expanding teaching profession.

"When we began to grow quickly as a campus, reaching our zenith in 1974, we became serious about having on-campus housing," he explains.

Financing was the next step.

In the early 1960's, the Department of Housing and Urban Development (HUD) was granting loans to colleges for housing. But by 1974, HUD funds had diminished and Cal State's housing blueprints were shelved once again.

In an ironic twist HUD funds were again available in the late 1970's when recipients from the two previous decades began paying off their loans, but



Pioneer Heights, located on the southeast portion of campus, combines easy access to classes with comfortable living. According to Peter Quesinberry, lower left photo, "It gives you the privacy of an apartment along with the social life of a dormitory." Amenities such as a volley ball court and picnic areas help promote community life.

Pioneer Heights consists of five circular residential buildings and a community building. Plans are underway to use part of the 404-person facility as a conference center during the summer months.



"We continued to write HUD every year, asking them to please accommodate our type of institution."

new standards, which Cal State Hayward could not meet, had been instituted. In order to qualify for a loan, a significant portion of the campus population had to reside more than 100 miles from the university. This campus was, and continues to be, in Edmison's words, "a local, urban university," and thus unable to qualify for the funds.

"We continued to write HUD every year, asking them to please accommodate our type of institution. We reiterated the fact that similar universities existed which also needed housing," explains Edmison. The letters were to no avail.

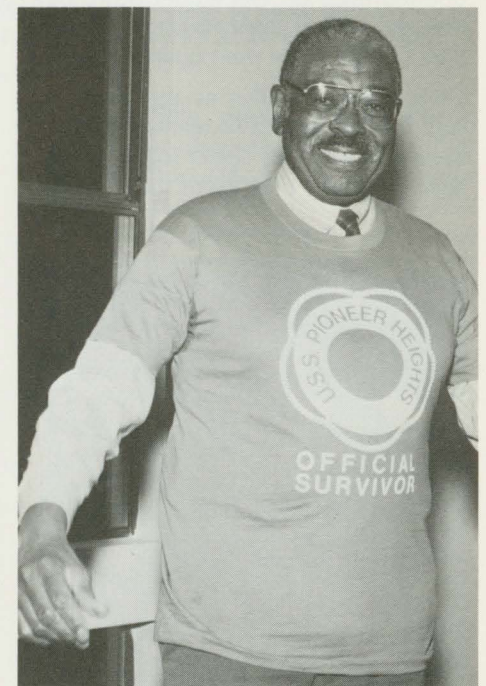
Funding for Pioneer Heights finally came in the form of the State Bonding Act, which enables universities to apply for bonds through the State University Dormitory and Parking Revenue Fund. This campus patiently waited in line with its application.

When Cal State Hayward's turn came, an on-campus housing committee consisting of students, administrators, and faculty was selected. Their job was to decide on the type of housing most suitable for Cal State students. The outcome was a plan to build a 400-student, apartment-style residence hall, located just east of South Hill.

The ground-breaking ceremonies were held in May of 1986; construction began four months later. According to Harold Hoskins, director of housing, the new facility was scheduled to open in August 1987, but difficulties with the construction delayed completion by four months.

December 30th turned out to be a dreary, rainy day. The first students to move into the complex dealt with mud, unfinished walkways, plumbing problems, and water leakage, yet they remained enthusiastic.

"They were truly a noble bunch," says Hoskins.



Bottom left—The first major event in El Dorado Hall, the community center, was a pizza party in honor of the Pioneer Heights "pioneers." Residents received blue t-shirts designating them "official survivors" of the facility's rainy-season opening. In the top photo are resident assistants Peter Quesinberry, Wendy Gleichenhaus, Odie Brant, Lisa Hansen, Debbie Fortner, Karen McFarland, Carmen Douglas and Nannette Woodson. Office staff member Pearl Claiborne, left, and housing director Harold Hoskins, right, also received the designation.

PIONEER HEIGHTS

"It was difficult, but it also seemed to bring those first students closer together and gave the place a sense of tradition."

Wendy Gleichenhaus, one of the students to move in on the opening date, recalls those first months. "It was difficult in the beginning because we, as resident assistants, had to support and encourage the new residents even though the building was still being built. We knew that they really shouldn't have opened even on December 30th, but they did so that students could get settled in before the next quarter."

Gleichenhaus smiles as she adds, "It was difficult, but it also seemed to bring those first students closer together and gave the place a sense of tradition."



Lesley Rogers, with the help of her mother Bonnie, was one of the first residents of Pioneer Heights. She is a freshman business major from San Lorenzo.

The administration responded to the difficulties experienced by these "pioneers" with a general meeting to air complaints and concerns. This was followed by a pizza party in their honor in the new Pioneer Heights community room. Each resident was given a t-shirt which read "I survived Pioneer Heights." The blue shirts were illustrated with a life preserver. Many campus administrators, including President McCune, turned out to share pizza and soda with the students.

Following the pioneer theme the buildings in the facility have names that hint of the Gold Rush. Calaveras, Coloma, Sierra and Sonora house 97 students each; Mariposa accommodates twelve students and the apartment of the resident manager.

Each of the 100 two-bedroom apartments is designed to accommodate four residents. They contain one bathroom, a kitchen, dining area, living room and storage closet. Some have balconies and many have exceptional views of the Bay Area. All of the apartments are furnished and carpeted. There are also four furnished single-occupancy studio apartments.

El Dorado Hall is the community building. It is located in the center of the complex and houses the staff and management offices, video game room, recreational areas, mail boxes, laundry facilities, student government room and resident service desk.

Lighted volleyball and basketball courts located on the south end of the complex are the constant stage for spirited games between buildings. A barbeque area, complete with brand new barbecues and rows of picnic tables, was the last addition to the facility.

"One of the concerns of managing a residence hall program is getting the residents out of their rooms and interacting with each other," comments Regina Metoyer, who became resident manager in July. "Residents can become isolated in their own cubicles. The design of these buildings helps to promote a sense of community in that they are circular and facing each other."

Sheila White, a freshman studying criminal justice and resident student office aide at the service desk, has a long list of aspects she likes about living at Pioneer Heights. She emphasizes that the people are friendly, but most importantly residents are able to cook their own meals and a curfew is not in effect.

"The building I live in is like one big family," she says. "You can go to almost any of the other rooms to borrow a cup of sugar or flour."

White, who moved here from Chicago after a tour of the California colleges in December, feels like "I've watched the place grow and become established since I've been here from the start."



Home-cooking is one of the reasons Nannette Woodson, above, prefers Pioneer Heights over a traditional dormitory. For Jim Adler, the ample laundry facilities make life a little easier.

"We believe it's going to be a lot more fun to attend Cal State with the influence of Pioneer Heights residents."

Roy Swiger, a pre-med student and president of the Pioneer Heights student government, says, "I'm not a dorm type person and wasn't about to sacrifice home-cooked meals or a big bed to live close to school. Pioneer Heights is a happy medium. You get privacy, a social life, home-cooked meals, and a nice bed all in the same place."

Swiger recalls that in March he and a group of friends began joking about starting a Pioneer Heights student government, but the jokers began to get serious about the idea.

"Our main goal as a governing body is to promote more of a college-type atmosphere by organizing all sorts of activities ranging from parties and barbecues to educational seminars." He is enthusiastic about trying to make campus life at Cal State "a bit livelier." Vice president Edmison shares this enthusiasm.



About the Author

Leslie Lutge (left), a resident of Pioneer Heights, will graduate Fall quarter with a degree in mass communication. She was the managing editor of *The Pioneer* and her story "Golden Throwaways," can be seen in the May edition of Cal State's *Escape* magazine. She is shown above with resident manager Regina Metoyer.



Members of UC Davis' basketball team get the cold shoulder from Pioneer Heights residents during pre-game introductions. Residents turned out in large numbers later in the year for the NCAA Division II West Regional Playoffs at Pioneer Pavilion.

"We have always been eager to have on-campus housing because of the known influence it would have on the character of the campus," states Edmison. "Cal State has always had an excellent academic program, but it certainly isn't considered as much fun as other campuses. We believe it's going to be a lot more fun to attend Cal State with the influence of Pioneer Heights residents."

The redesigning of the old cafeteria into the contemporary University Union in 1985 was the first step toward improving social life on campus. Pioneer Heights is a giant leap in that direction.

Pioneer Heights opens up another new avenue of activity at Cal State Hayward: summer conferences. The University hopes to begin booking the facility next summer. Organizations will be able to house their people in the suites and use campus classrooms for seminars.

There are other enterprises already feeling the impact of campus housing. Norma Schmitz, director of the university's bookstore, comments on the "flavor" the residents are adding to the campus. The bookstore has changed its hours to accommodate these students, staying open later and being open on Saturdays. Part of remodeling plans for the bookstore include a small convenience store.

Bernard Pitts, director of University Union, has also seen the effect of the resident population. He notes additional participation in Union events such as the movie series. "The series started with only about 30 students, but since Pioneer Heights opened, participation has soared to over 100."

The policy of the California State University system is that the state will provide housing for approximately ten percent of campus enrollment. With Cal State's 12,000 students and Pioneer Heights' ability to accommodate 404, less than four percent of the student body is being served. If all continues to go well, "phase two" of Cal State's plan will be implemented in 1992 with construction of additional housing, bringing the total closer to ten percent.

Sterling Sakai, director of the Office of Relations with Schools, is primarily concerned with the impact of housing on recruitment.

"Now that the campus has housing, Cal State will be more attractive to prospective students," he comments. "I think Pioneer Heights will force the University to get involved with itself. I see a whole new look budding over there."

Perhaps Vice President Edmison sums up the feeling best by saying, "Pioneer Heights is the first significant change in the character of the campus since the early '70's, but I doubt it will be the last."

— Leslie Lutge

HONOR ROLL OF DONORS

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Recognition as a Mission Club member requires gifts totaling \$500 to \$999 during the fiscal year. This year \$15,354 was contributed.

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More than 1,100 corporations participate in matching gift programs for higher education, check with your personnel office to obtain matching gift forms.

The following individuals and corporations contributed to Cal State during 1987-88.

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Every year many donors provide the University with gifts other than cash. Listed below are the sixty-five 1987-88 Gifts-In-Kind contributors and the University department or activity which received the gift.

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James Lewis fell in love with classical music when he was sixteen. Cal State benefited from this passion when Mr. Lewis donated his LP collection to the Music Library.

°**Mark Van Aken**
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FACULTY ACHIEVEMENT

Teaching

"Lynne is a naturalist and that's her approach. The students love her."

As a graduate student in botany, Lynne Elkin needed to record the result of an experiment. Photographing it seemed the only way. "I ran around the department trying to find a camera and someone handed me a Nikon. I was struck immediately by the feel of a professional quality camera."

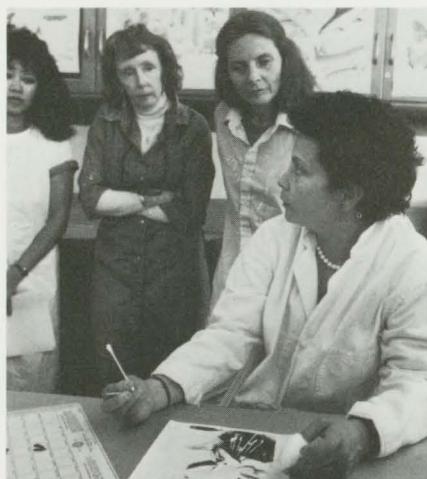
She joined the Cal State faculty in 1971 and began teaching the biological photography class in 1980. By that time she had taken three courses with Al Blaker, head of UC Berkeley's scientific photography lab, won an international photography competition sponsored by Nikon, and had a photograph featured on the cover of *BioScience*.

"Biological Photography" is offered once a year and draws students pursuing Cal State's minor in photography, as well as students from the biological sciences. According to Porky Calado, who teaches photography in the department of mass communication, "The course combines a marvelous teacher with a marvelous subject. Lynne is a naturalist and that's her approach. The students

love her. From the first day she taught it, the class' reputation has grown."

Professor Elkin also teaches "Introduction to Biology" for non-majors and the botany portion of "Foundations of Biology," but her teaching ability and intellectual energy have not been limited to the School of Science. Four years ago she created the course "Portrayal of Women in the Movies," for the women's studies program.

According to Elsa Garcia-Pandavenes, co-director of women's studies, Elkin "draws from her own extensive film collection and these unique class materials permit students to see and discuss both stereotypical and realistic portrayals of women in film." The class only has openings for 75 students and as many as 125-200 apply.



Lynne Elkin demonstrates hand coloring to her "Biological Photography" class. "If properly done, hand coloring communicates color better than color film," according to Elkin.

Research

The three authors focus their re-examination on the masses of ordinary Californians. They have written what they call "history from the bottom up."

Ten years of collaborative effort by three Cal State history professors have resulted in the publication of *The Elusive Eden: A New History of California*. This updated history, aimed at the general reader as well as at students, was written by Richard Rice, William Bullough and Richard Orsi.

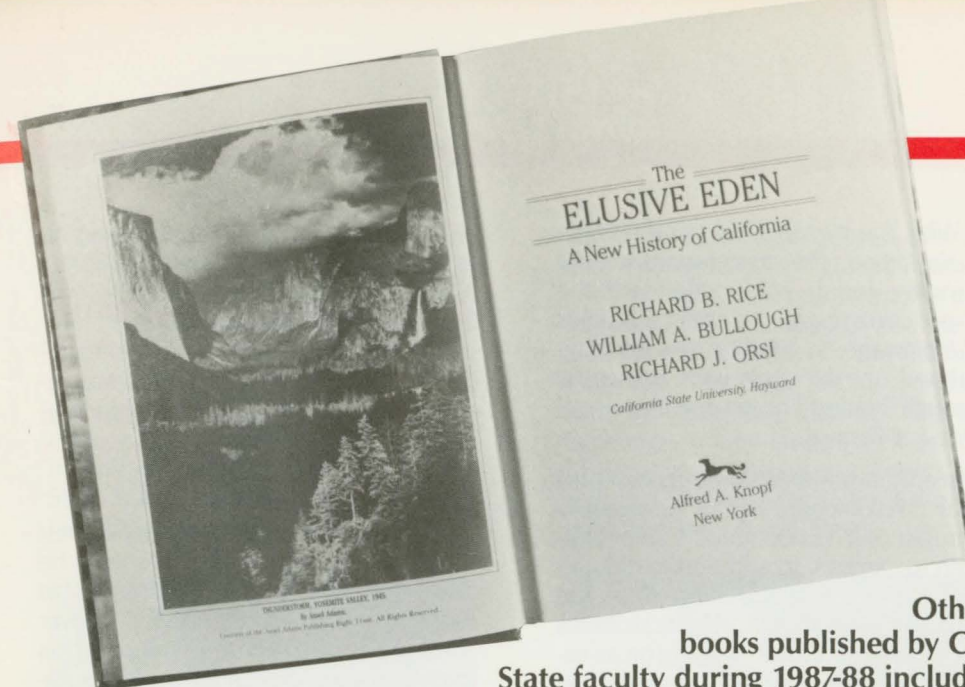
The book, published by Alfred A. Knopf, attempts to break down time-honored myths of a romanticized "Golden State" where tolerance and abundance welcome all comers.

The collaboration began when Rice introduced his colleagues to his idea of a text that would emphasize social, economic, and cultural history through dramatic and personalized accounts of historical events. Together they designed a book that encompasses narrative history but which departs from straight chronology to highlight issues and characters.

"I had the idea that this organizational style would grab the reader's interest in the period under study and persuade him to read the rest of the history of that period," says Rice.

"The book is a natural evolution of our own specialties," says Orsi. He contributed his research on extensive original evidence that changes the interpretation of the railroad from the negative, simplistic *Octopus* image to one of "a major creative force in more modern environmental policy."

Bullough's study of the Gold Rush period offers new insight into "the Americanization of California." He says, "I don't see it in terms of the romance of the 49ers, the Bret Harte point of view. This section of the book doesn't just deal with the discovery of gold. It deals with real estate development and the establishment of an educational system, some of the urban history that has been virtually overlooked."



Other books published by Cal State faculty during 1987-88 include:

Marcelline Krafchick (English), *World Without Heroes: The Brooklyn Novels of Daniel Fuchs*; **James Brown** (English), *Final Performance*; **Steve Sapontzis** (philosophy), *Morals, Reason, and Animals*; **Elizabeth Wolgast** (philosophy), *The Grammar of Justice*; **Harold Barrett** (speech communication), *The Sophists: Rhetoric, Democracy, and Plato's Idea of Sophistry*; **Donald Warrin** (foreign languages and literatures), *Cem Anos de Poesia Portuguesa na California*; **Basil Sherlock** (sociology), *Newlyweds: The Critical First Years of Marriage*; **Mark Van Aken** (history), *King of the Night: Juan Jose Flores, 1830-1864*; **Nancy Mangold** (accounting), *Changing Auditors and the Effect on Earnings, Auditors' Opinions and Stock Prices*; and **Emily Stoper** (political science, women's studies), *Women, Power and Policy: Toward the Year 2000*.

For his part, Rice felt the need to dispel the myth that California was less hard hit by the Depression than the rest of the country. In general, he feels that the 1920's and 1930's are neglected areas in California history. "Most people don't realize that the '20's brought one of the highest rates of expansion ever in California," he says.

The Elusive Eden strives to avoid what Orsi calls "ethnic and gender prejudices which have formed a white man's history." It introduces new material concerning the roles of women and minorities in shaping California's past. The three authors focus their re-examination on the masses of ordinary Californians. They have written what they call "history from the bottom up."

Service

"Ninety percent of businesses are, by definition, small businesses. I felt there was a gap in the curriculum."

"I had an interest in small business to start with. Ninety percent of businesses are, by definition, small businesses. I felt there was a gap in the curriculum. I thought we should devise a business program for small businesses. We are one of the first to formulate such a program. We have been getting calls from other campuses."

Pablo Vasquez, left, of Pablito's Restaurant in Hayward used the services of the Small Business Institute which Dr. Ricardo Singson, right, founded in 1974.



The curriculum changes Dr. Ricardo Singson had in mind led to Cal State's Small Business Institute (SBI), which he organized in 1974. It is part of a nationwide business counseling organization funded by the federal government's Small Business Administration.

SBI is a highly-structured program that draws its counselors from among seniors and graduate students in the School of Business and Economic's "Practicum in Small Business." Dr. Singson is the director of the Institute as well as one of the course's instructors. He identifies possible business clients, interviews the owners or managers, and then assigns cases.

This past spring, a Singson-supervised student consultant team consisting of Stacey Clover, Gary Norvell, and David Osterman won Cal State's SBI Best Case Award. Alan Crystal, who oversees the SBI program for the Small Business Administration has nominated the team's report for the national SBA-SBI Best Case Award. He calls their analysis for Foster Fireplace Mantles, Inc. "...superior, a model of how it should be done. Their sector analysis showed where the company's revenue was coming from and where its expenses were going. That's very valuable information."

Singson, who has been a member of the faculty since 1971, was honored for his work with the small business community by the San Francisco Chamber of Commerce in 1984.

Theatre

The Bacchae... was honored as the top production among its regional competition.

A recent review of a local professional production of *King Lear* marvelled at their use of techniques from Japan's classical Noh theatre. We can smile and recall that in 1982, our own theatre department presented *Oedipus Rex* in just that fashion.

The theatre department seeks to educate its students in the dramatic traditions of many periods and cultures, as well as to please and challenge audiences. This combination often puts the University's productions on the cutting edge of presentation and interpretation.

The 1982 *Oedipus Rex* production was our first entry, after several years of non-participation, in the American College Theatre Festival, a national program dedicated to fostering and rewarding excellence in college theatre. It won the regional competition and as a further honor was one of only six productions chosen to perform at Kennedy Center.

The department has continued its success in the ACTF competition. This past year *The Bacchae*, directed by Ric Prindle, was honored as the top production among its regional competition.

Theatre productions, ranging from major University Theatre productions to children's theatre brought 18,000 individuals to campus.

Over 6,000 attended regular season performances, filling the house to 80% capacity. Ten plays were presented by the theatre department in 1987-88. The five major productions were *The Visit*, by Swiss playwright Friedrich Durrenmatt, the extravagant *Bacchae*, *You Can't Take*

Right—Dramatic costuming and make-up, an original musical score and strong performances made *The Bacchae* the top production at the regional American College Theatre Festival.

It With You by Moss Hart and George S. Kauffman, the contemporary *Blue Window*, and, in conjunction with the music department, the opera *The Tales of Hoffmann*. In addition several original and one-act plays were presented through Readers Theatre and the annual One-Act Festival.

Our annual children's production—this year Shakespeare's *The Tempest*—brought over 12,000 grade school children to campus. In addition to delighting youngsters from throughout the area, this event trains Cal State students in the arduous task of working on an extended run. *The Tempest* was performed thirty times.

The talent of the theatre department extends beyond Cal State, with faculty, students and alumni enriching other Bay Area companies as actors, directors, playwrights, designers and technicians. Alumni are also working in New York, Los Angeles and other cities. Their affiliations include Joseph Papp's Public Theatre, the Cincinnati Playhouse, De Paul University's Goodman Theatre, New York University's School of Drama and the staff of Broadway designer Tony Walton.



Music

It is estimated that over 20,000 contact hours were spent in 1987-88 between faculty members in the music department and high school students in Cal State's service area.

The music department's primary interest is, of course, to prepare students to be fine musicians, but the community at large also benefits. Cal State has over twenty active performing groups. This past year they presented over 40 concerts and recitals. These groups include the Symphonic Band, Jazz Workshop, University Singers, University Chorus, Chamber Singers, Oratorio Society, the Percussion Ensemble, and Jazz Vocal Ensemble in addition to many small vocal and instrumental ensembles.

On a weekly basis during fall, winter and spring quarters, individuals can attend a musical event on campus. Many of these are free.

Supplementing performances of students and faculty, Cal State hosted several significant visiting artists and groups. As part of the annual Jazz Festival, jazz great Gerald Wilson and his orchestra performed on campus. Selma Epstein, foremost exponent of the works by women composers, presented a concert, workshop and lecture.

The Opera Workshop in conjunction with the theatre department presented six performances of *The Tales of Hoffmann* in University Theatre. Carrying on a long tradition, the group also performed excerpts from the production in local grade schools. Cal State's renowned jazz program was well represented at the 1988 Pacific Coast Collegiate Jazz Festival. Among the awards won by Cal State was the "best musician" title by drummer David Brownell.

Twenty-three alumni, most active as musicians in the area, returned to campus for the annual Sing Along Messiah scholarship benefit.

Recruitment of new students continues to rank high as an activity of the

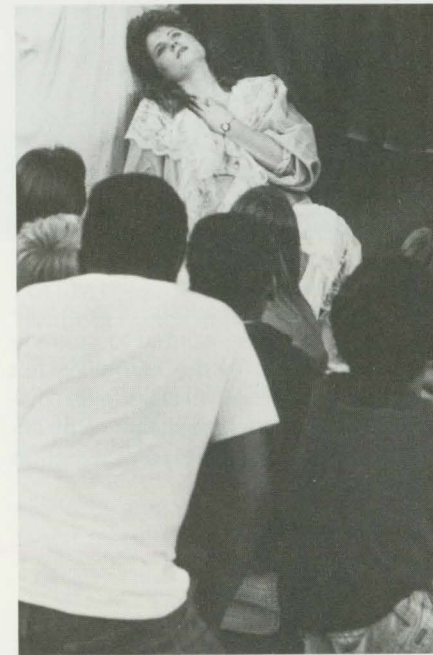
department. It is estimated that over 20,000 contact hours were spent in 1987-88 between faculty members in the music department and high school students in Cal State's service area. Prospective students are brought to campus through such activities as the annual Instrumental Music Festival, Invitational Band Festival and the All-State Solo Recital / Workshop and the Jazz Festival.



Above—Members of the music and theatre arts departments sang and swooned at area elementary schools as they introduced students to opera through an English version of *The Tales of Hoffmann*.

Right—Charles Shere, noted art critic, served as co-curator of "Art: Narrative or Not." The exhibit focused on the human form in works by six Bay Area artists.

Cal State's music department faculty are active professionally on local, national and international levels. Members participated in the International Institute for Chamber Music, Munich; the National Flute Association tour of China; and the German American Choral Directors Exchange in Germany as well as contributing as musicians, composers and scholars at events throughout the Bay Area and the United States.



Art Gallery

Over 2,200 people saw "Time's Toybox: A Collection of Childhood Treasures."

Nine thousand visitors attended the varied events offered at University Gallery. The 1987-88 year included six major exhibits, plus lectures, workshops and art media demonstrations.

Of the major installations, two created the greatest interest both on and off campus. During Winter quarter, over 2,200 people saw "Time's Toybox: A Collection of Childhood Treasures." This exhibit displayed the personal toy collection of alumnus Bill Hanlon of Castro Valley. Four local newspapers reviewed the collection and four area elementary schools brought students to tour the exhibit.

Seventeen hundred visitors attended "The Artful Book, Its Shape and Form." The materials for this exhibit were drawn totally from University Library's rare art book and broadside collections. In conjunction with the exhibit were lectures and demonstrations on paper marbling, producing hand-made paper, and the contemporary fine art book. Running concurrently with this exhibit was "Paper and Image," works done in handmade paper. This exhibit included pieces by Cal State faculty member Misch Kohn.

Respected art critic Charles Shere served as co-curator of the exhibit "Art: Narrative or Not." The six artists in this provocative show, Shere wrote in his catalog notes, "do not tell stories, familiar or novel; they invite discourse. . . . This discourse is about the making of art. . . ." Attendance at this exhibit exceeded 1,500.

Cal State was the only California stop of the national traveling exhibit of "Art Across America." Nearly 1300 individuals attended this exhibit.

University Gallery serves the mission of Cal State in many ways. In addition to providing quality exhibits for the general public, it provides display space for art students and training for members of art museum and gallery studies courses. These latter students design and mount the exhibits shown in the Gallery.

Men's Tennis

"Success brings success and brings visibility to the University."

"I guess you could call it a dynasty," says Stan Clark when asked about Cal State's tennis program. Clark, now chair of kinesiology and physical education, was the men's tennis coach from 1976-82. During his tenure the team won seven consecutive NCAC championships. Under coach John Nelson, Clark's successor, the team added five more championships.

In addition to their formidable reputation in Northern California, the team has consistently ranked among the top ten Division II teams nationally. In 1987-88 it finished tenth; in 1986-87, the team ranked third. Of last year's ranking, senior Manoj Kashyap, the team's leading player says, "There are schools around that would kill for that, but it was not one of our best years."

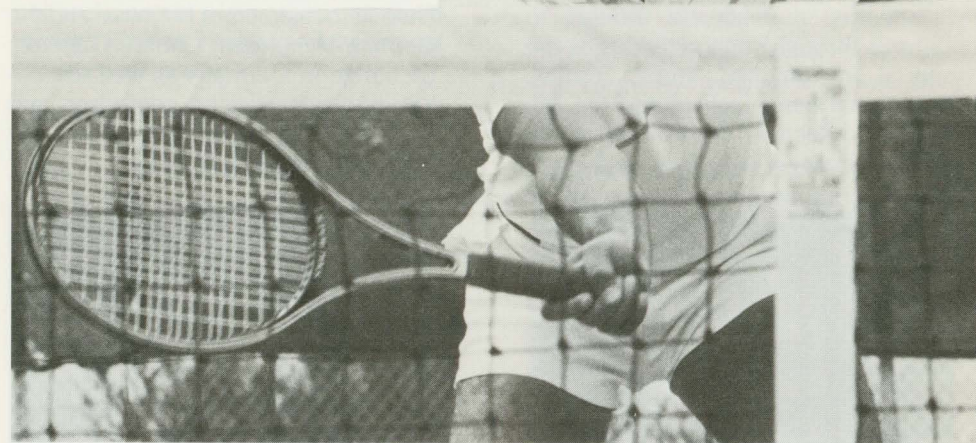
Kashyap has been a model of achievement on and off of the court. He was named NCAC Player of the Year and was named All-America in singles and, along with his partner Bill Peters, earned the honor in doubles as well. He also maintained a GPA of 3.6.

Like many of the team's players, he is a business major. The reputation of the School of Business and Economics was a factor in bringing him to this campus. "It's a strong pull," he says of SBE, "a lot of players are business majors. They want to be able to work and to manage their money." Jay Tontz, dean of the school, recognizes the particular bond between the team and the school. "He takes time out to talk to recruits and to show them around," says Stan Clark.

Another draw for players of Kashyap's quality is the challenging schedule the team plays. "The Bay Area is very strong in tennis. We compete with top Division I schools and do well," he says.

Clark agrees that the breadth of the tennis team's schedule is an important factor in its continuing success. "The better the competition you play against, the more quickly you progress and the

Manoj Kashyap, a Division II All-American, was drawn to Cal State by tennis and a respected business program.



more you learn. The administration supported us when we wanted to upgrade the schedule during the 1970's. We felt we could compete with anyone on a national level. To upgrade meant some additional money, but the administration

agreed with us. Success brings success and brings visibility to the University."

Kashyap sees the dynasty continuing. "We'll have a very strong team next year. We're only losing our number two player."

For the Record

17 sports
5 NCAC championships
309 athletes
40 coaches
18 trainers

Northern California Athletic Conference Champions

Women's soccer
Men's basketball
Women's track and field
Softball
Men's tennis

NCAC Player of the Year

Romy Guyse, track and field
Kim Johnson, soccer
Ignacio Navarette, soccer
Randy Gilbert, track and field
Manoj Kashyap, men's tennis

NCAC Coach of the Year

Gary Hulst, men's basketball
Bob McGuire, women's track and field
John Nelson, men's tennis

All America

Romy Guyse, track and field
Jenfer Clayton, track and field
Pioneer 400 meter relay team: Rhonda Colvin, Cherie Ford, Romy Guyse, and Jenfer Clayton
Manoj Kashyap, men's tennis

Special Honor

Gary Hulst, men's basketball,
Kodak West District Coach of the Year, Division II

Special Event

NCAA Division II West Regional Playoffs, CSUH, March 11-12

Women's Track and Field

"You carry a full load of classes and with away meets you pack your clothes and take a book bag too."

Just finishing her junior year, sprinter Romy Guyse has been NCAC Athlete of the Year twice and an All-American for three years.

Winning Athlete of the Year this past season was especially sweet for her because the Pioneers also won the NCAC Track and Field Championship. The previous year she won the title, but her team lost by two points to UC Davis.

A graduate of Ygnacio Valley High School, Romy began running at eight with the Berkeley East Bay Track Club. Her coach there was Willie White, assistant track coach at Cal State. Her mother met White at the doctor's office where she worked. Hearing that he was a track coach she told him about her daughter. Romy and Coach White have had a close relationship ever since. "He's like a father to me. If he sees me lagging, he'll lean into me," she says.

Although she displayed promise early, Romy does not consider herself a natural winner. "I really have to work at it. The coach pushes me. If I stop working out for two weeks I really feel it."

A liberal studies major interested in a teaching career, she says Spring quarter is particularly difficult for the student-athlete. "You carry a full load of classes and with away meets you pack your clothes and take a book bag too. You study on buses and planes and in hotels."

The payoff, besides the awards Romy has received, is the camaraderie of not only the members of the men's and women's track teams, but of the whole athletic program. "Everybody knows everybody else. The P.E. Building is the headquarters. You know people from their pictures on the bulletin board or in the paper or from watching their sport."

Men's and Women's Soccer

His affiliation with the Olympics began with coaching stints at the National Sports Festival and the Olympic Sports Festival.

Cal State Hayward soccer coach Colin Lindores deserves special... mention after being named to the U.S. Olympic men's soccer coaching staff.

In short, it's just another feather in the cap for Cal State's athletic department, which boasts one of the finest all-around coaching staffs in the country.

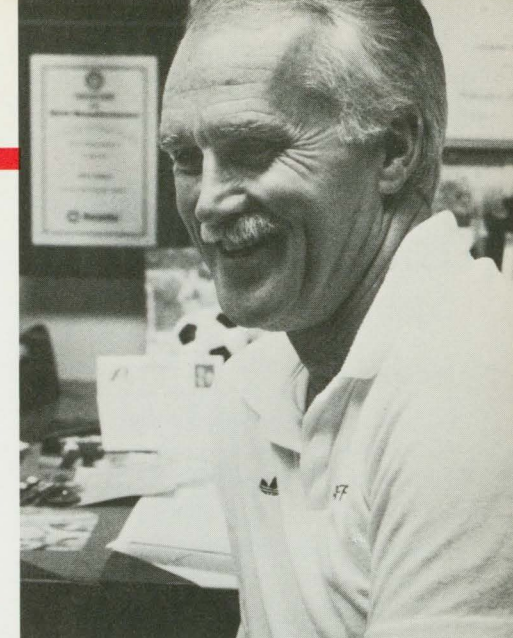
Daily Review, June 16, 1988

As the words of sports columnist Carl Steward indicate, Cal State's coaches are not like the proverbial prophets who go "without honor in their own country."

Yet coaching is a job with dimensions not seen by the average fan. "You could be at it 24 hours a day," says Lindores. He should know. In addition to getting his two teams ready for their seasons, Lindores and assistant coach Kulwant Singh recruit all year round.



Romy Guyse's association with Willie White began when she was eight. She credits the Cal State coach with making her an All-American.



"Little did I think in 1984 that I'd be coaching the next Olympic team," recalls Colin Lindores.

"We try to recruit people we think can help us position the team. We don't overrecruit. It gives us no satisfaction to have more players than can play. The whole idea is to get an education and to enjoy playing soccer."

Lindores, like most of his coaching colleagues here, is active in his sport on state, national and international levels. Much of this work aids in his recruitment efforts for Cal State. It gives him opportunities to watch prospects firsthand and it enhances the reputation of the University's soccer program. Lindores is on the selection committee that chooses California's All-Star team for boys 14½ through 19. He also referees high school games in the San Jose area. For the past eleven years, he has taught at coaching schools for the U.S. Soccer Federation.

His affiliation with the Olympics began with coaching stints at the National Sports Festival and the Olympic Sports Festival. He was active during the 1984 Olympics as the competition director for the soccer matches at Stanford. This year Lindores was chosen as one of two assistant coaches for the U.S. men's team.

Lindores' activity pays off. He and Singh have been able to bring to the campus the kind of talent that last year produced a men's season record of 15-2-2. They finished second in the NCAC with a 9-2-1 showing. The women's team finished 5-2-1 and claimed its fourth consecutive NCAC title.

HONOR ROLL OF DONORS

Grants, Research & Sponsored Activities

Federal

National Endowment for the Humanities

School of ALSS—\$27,500
Project Director—Elizabeth Wolgast

National Science Foundation

School of Science—\$15,000
Project Director—Joan Sieber
School of Science—\$36,200
Project Director—Charlotte Brunner

NASA

School of Science—\$49,812
Project Director—Arnold Stoper

U.S. Department of Education

Cooperative Education—\$53,065
Project Director—Don Warrin
School of Education—\$73,940
Project Director—Ann Halvorsen
School of Education—\$83,330
Project Director—Jacki Anderson
School of ALSS—\$11,100
Project Director—Asoke Basu
EXCEL Program—\$167,917
Project Director—Robert Mahoney

U.S. Forest Service

School of ALSS—\$42,090
Project Director—Carl Bellone

U.S. Department of the Navy

School of Business and Economics—\$6,960
Project Director—Ruben Krolick

U.S. Small Business Administration

School of Business and Economics—\$9,600
Project Director—Ricardo Singson

U.S. Science Support Program

School of Science—\$18,450
Project Director—Detlef Warnke

State

CSU Chancellor's Office

School of Education—\$199,000
Project Director—Louise Waters
School of Science—\$92,000
Project Directors—Kenneth Rebman and William Nico

Educational Opportunity Program—\$118,111

Project Director—Charles Ratliff
School of Business and Economics—\$9,983
Project Director—Loretta Graziano
Academic Programs—\$9,480
Project Director—Leigh Mintz

Department of Education

School of Education—\$67,490
Project Director—Janet McCowin
School of Education—\$12,000
Project Director—Esther Railton

Department of Fish and Game

School of Science—\$100,000
Project Director—Edward Lyke
School of Science—\$17,076
Project Director—Sam McGinnis

Department of Health

School of Science—\$21,912
Project Director—Ann Heuer
School of ALSS—\$12,000
Project Director—Richard Ames

Department of Parks and Recreation

School of Science—\$12,833
Project Director—Sam McGinnis

Department of Transportation

School of Science—\$6,477
Project Director—Sam McGinnis
School of Science—\$12,583
Project Director—Sam McGinnis

Public Utilities Commission

School of Business and Economics—\$63,893
Project Director—Ruben Krolick

Other

Kaiser Management Health Plan

School of Business and Economics—\$28,989
Project Director—Ruben Krolick

Lawrence Livermore Laboratories

School of Education—\$318,450
Project Director—Calvin Caplan

United States Military Academy

School of ALSS—\$40,625
Project Director—Elizabeth Wolgast

University of Oregon

School of Education—\$15,208
Project Director—Jacki Anderson

Total Sponsored Projects
Income—\$1,758,710

Education Grant

"We are committed to making sure that students can use the skills they learn in natural settings."

An \$85,000 grant from the United States Department of Education/Special Education Programs is enabling Cal State to continue its pioneering work in the field of education for severely mentally disabled individuals.

The grant, prepared by Drs. Jacki Anderson and Ann Halvorsen of educational psychology, has two major components. First, it addresses the shortage of teachers holding a Severely Handicapped (SH) credential and secondly, it provides training in new strategies for educating the severely disabled.

Called the "Community Intensive Specialist Training Project," the grant provides stipends and scholarships to support candidates at Cal State seeking the SH credential. These candidates receive classroom training in what is called "integrated community based programming," as well as doing fieldwork at eleven model schools.

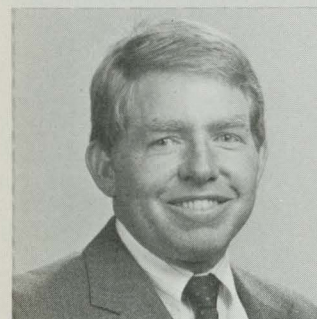
"Historically, people with severe mental disabilities have been institutionalized or they've gotten their education in segregated situations," according to Dr. Anderson, the project director. "Right now, there's very much a normalization movement afoot to get people services so that they can be successful participants in their own communities."

Drs. Anderson and Halvorsen were both teachers of the severely mentally disabled before earning their doctorates. "We are committed to making sure that students can use the skills they learn in natural settings. They learn money skills while at the grocery store or making a purchase at McDonald's. The curriculum is based on where are these skills used. It doesn't help to learn something that can't be applied to the students' current and future environments."

Founders Club

Alumni and friends of the University who annually contribute \$100 to \$499 to Cal State become members of the Founders Club. Annual support for 1987-88 was \$23,682.

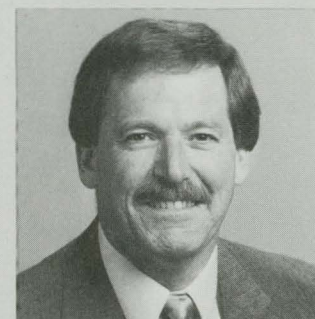
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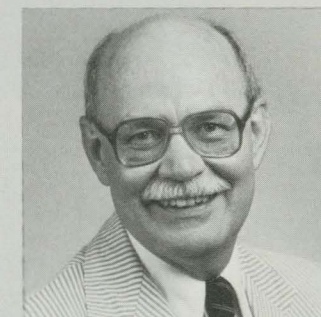
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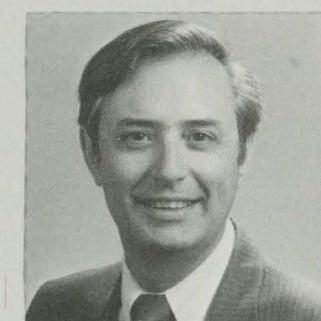
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Alumnus of the Year

[Linda] Lavin described Lawson as a "woman who has walked through fire."

At California State University at Hayward, [Barbara] Lawson said she thought she would find answers. Instead, she found courage—the "guts" to keep taking the next step to pursue what her heart told her. . . .

The Tribune, May 10, 1988

ACACIA featured 347 alumni in its pages during 1987-88. Dennis Lavery, former director of University Relations, was inspired to create the magazine when a graduate of Cal State told him how important it was to hear about the successes of other alumni. Since then ACACIA has been saluting successful graduates from all walks of life: from one of the few women horse teamsters in the country to an undersecretary in the United States Department of Education.

This year, Barbara Moon Lawson was selected as Alumnus of the Year by the Alumni Association. Ms. Lawson is the founder of a vocational training program for the mentally disabled affiliated with the popular Hayward restaurant Eden Express. Her work has drawn international attention. Her personal story is being made into a docudrama starring Linda Lavin. Lavin described Lawson as a "woman who has walked through fire."



Top—1987-88 Alumni Association President Maureen Morley, left, presented Barbara Moon Lawson with the Association's Alumnus of the Year Award at Founders Day ceremonies in May.

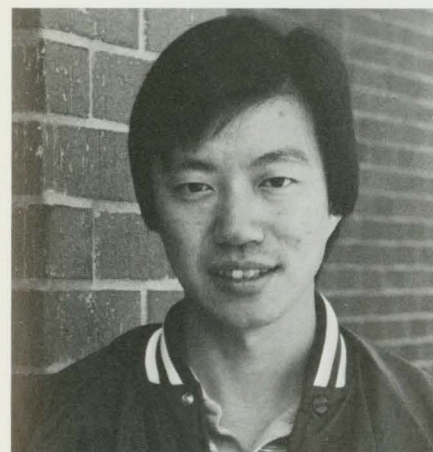
Right—Inducted into the Cal State Hall of Fame were from left: Willie Eashman, track and field; Michele Aubuchon, track and field; Janet Kramer, gymnastics; Margery Martin, former associate director of athletics; Michael Jacinto, football; and David Haber, track and field. The Hall of Fame is co-sponsored by the Alumni Association.

Matching Gift Program

"I wanted to give back some of what the school gave to me."

Robert Sin is one of the many Cal State graduates, who participated in the Matching Gift Program during 1987-88.

A communication technician with AT&T in Hayward, he learned about the program through a benefits manual at work. AT&T's matching contribution gave him an extra incentive to make a donation through the Alumni Association. "I know what I'm giving is getting twice the benefit. It feels like I'm helping more by giving more," he says. Sin also views the program as a benefit for his company as well as himself.



Robert Sin

Sin entered Cal State Hayward at 25 and earned his degree through an employee incentive program offered by AT&T. He worked full-time while attending college but still managed to graduate with honors in three years.

Sin is currently a life member of the Alumni Association School of Business and Economics chapter. For him his membership is a response to the bond he feels with Cal State, "I wanted to give back some of what the school gave to me."

See page 14 for more on the Matching Gift Program.

A special note to alumni who are not members of the Alumni Association:

ACACIA magazine is a benefit of membership in the Alumni Association. It is published three times a year. With each issue in the coming year, a rotating one third of all alumni will receive a sample copy.

The Alumni Association is the voice of alumni within the University and the community. Become a partner with Cal State through the Alumni Association. Join this group in spreading the word about the quality of a Cal State education and receive three copies of ACACIA magazine and numerous other benefits. Call (415) 881-4296 for information or return the coupon on this page.

Here's what I'm doing now. . .

Please include the following information about me in ACACIA's Alumni section:

Name _____

Name on student records _____

Degree received _____ Major _____

Home address _____

Business name and address _____

Home phone _____ Business _____

☐ Please send me information on joining the Alumni Association.

Mail this form to:
CSUH Alumni Association
908 Warren Hall, CSUH
Hayward, CA. 94542-3006

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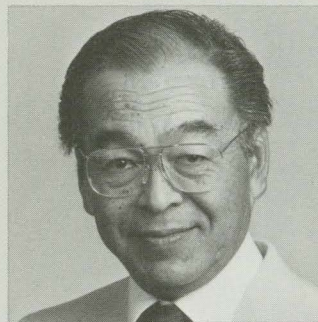
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*Singleton, Jack
*Sipes, Ann
*Sirott, Andrea
†Smith, Alan



Penni Jean Savage

*Smith, Diana
*Snider, Robert
°Snow, Lorenzo
*Soares, James
*Sol, Linda
†Soldahl, Thomas
Solt, Elsa
†Song, Young
*Songey, Jeannine
*Souza, David
*Sowole, Oladapo
*Spahn, Janice
*Spengler, Joan
Spingola, Betty
\$Spolerich, Denise
*Spore, Martha
*Spring, Rose
Sproet, Gerbert
*Stambaugh, Dennis
*Stathis, Andrew
°Stein, David
†Steinmaus, James
*Stepper, Karen
\$Stolle, Martha
*Stratton, Neil
*Strom, Kenneth
†°Stronck, David
°Strong, Donald
†Struble, Adelaide
*Suen, Brian
*Sullivan, Patricia
*Suter, Joyce
Swain, Alden
*Sweet, Laura

*Sweet, Susan
*Swihart, Virgin
Syntex, Inc
*Takeshita, Kenneth
*Tanksley, Arlene
*Tanner, Kylan
*Taylor, Douglas
Taylor, Elizabeth
*Taylor, George
*Taylor, Stuart
*Tedesco, James
°Tenenber, Morton
*Terry, Robert
*Teves, Kimberlee
*Thomas, Christine
†°Thomas, Joan
Thomas, Linda
*Thomas, Lorraine
*Thomas, Naomi
*Thorbrogger, Willard Jr.
*Tillman, David
*Tiner, Louis
*Tirado, Jeanne
*Toledo, Melanie
*Tom, William
†°Towner, Arthurlene
°Trapp, Mary
*Travel Depot
°Traversa, Vincenzo
*Trefz, Tami
†Tucker, Gary
†Tully, Griffith
*Ulrich, John
*Valdovinos, David
*Valle, José
°Van Groenou, Willem
\$Veale, Irma
*Venugopalan, Vimala
*Vida, Diana
*Vieira, Mark
*Vlahos, Georgia
*Votto, Leroy
*Vradenburg, Bryce
°Vrmeer, Richard
*Vukas, Joyce
*Wai, Eric
*Wallace, William
*Walther, John
°Walz, John
*Ward, Joan
*Warner, Mary
*Warren, Delton
°Warrin, Donald
*Watson, Marcia
*Waugh, Bryan
*Wedlake, Shohreh
*Wedlake, Tim
*Weichert, Bruno

*°Weinstein, Natalie
Wells Fargo Foundation
*Wenik, Edward
*Werner, Doreen
*Weston, Scott
*Westrich, Carol
*\$Wetzler, Vincent
°White, Helen
Whitney, Geraldine
*Wiesinger, Mark
*Wilkerson, Melvin
*Willett, Gary
*Williams, Jedidah
\$Williams, Norma
*Williams, Sharon
*Wilson, Jim
*Winnie, Rita
*Witt, Maureen
°Woehr, Richard
*Wolf, David
*Wong, Gary
*Wong, Nellie
*Wood, Lawrence
*Woodruff, Elaine
*Woodruff, Gary
†Wortham, Edwin
*Wright, David
*Wright, John



Martha Stolle

*Wucher, Jane
†Wyckoff, Richard
*Yee, Daniel
*Ying, John
*Young, Janice
*Young, Wilson
*Zane, Susanne
*Zaro, Catherine
†Zdral, Stanley
*Zepeda, Agueda
*Zieschang, Monika
°Zock, Richard
*Zona, Theodore

* Alumni † Affiliates
° Faculty \$ Staff

1987-88 ANNUAL REPORT

The 1987-88 Annual Report includes those individuals, corporations, organizations and foundations making contributions to the University and the CSUH Foundation between July 1, 1987 and June 30, 1988. Contributions by area of donor designation are depicted in the graph on the right. The grand total of gifts, grants, research and sponsored activities is greater than \$2.3 million—more than a 100 percent increase over last year.

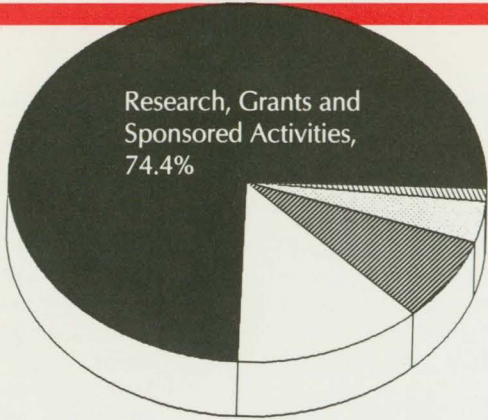
Faculty Research and Grants

The most significant change is an increase of \$825,000 in faculty research and grant monies. The 239 percent increase is largely the result of just two projects. These projects account for more than one half million research dollars: Professor Calvin Caplan of the School of Education received a \$318,450 grant from the Lawrence Livermore Laboratories and Professor Louise Waters, also of the School of Education, received a \$199,00 grant from the CSU Chancellor's office. Pages 26 and 27 allow a look at the diverse and interesting areas of faculty sponsored research.

In addition to these research funds, the University received \$348,573 for sponsored projects that support specific student programs: Cooperative Education, Summer Bridge, Intensive Learning and the federally-funded EXCEL program.

Scholarships

The opposite side of the academic coin from faculty research is represented by student scholarships. The 1987-88 year saw \$98,227 donated to the University and to the Foundation specifically marked for established scholarship funds. In addition, a total of \$72,725 was given as one time only donations and as scholarship money awarded to CSUH for specific students. More than \$9,000 was brought to campus by students who won personal scholarships through such groups as the National Merit Scholarship Corporation. As a result, scholarship dollars for this year represent more than a \$25,000 increase over 1986-87.



Funded Areas

Unrestricted Funds, 1.1%
Gifts-in-Kind, 3.8%
Scholarships, 7.6%
Restricted Funds, 12.8%

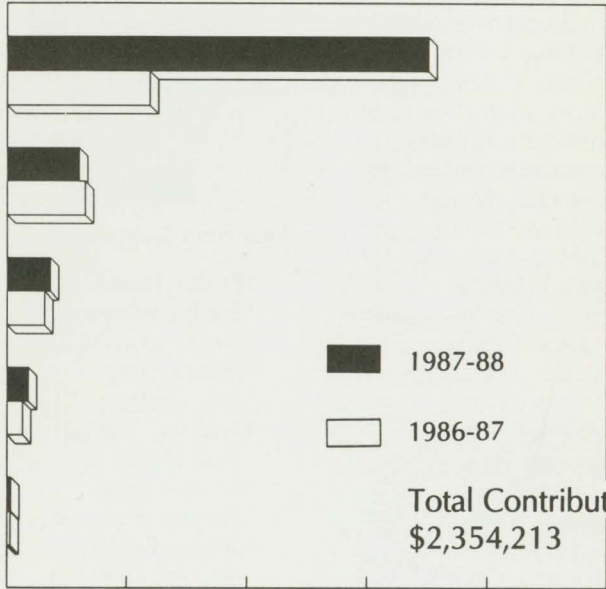
Research, Grants and Sponsored Activities
\$1,758,710
\$594,731

Restricted Funds
\$300,828
\$325,207

Scholarships
\$180,025
\$155,032

Gifts-in-Kind
\$88,490
\$63,570

Unrestricted Funds
\$26,160
\$13,558



Unrestricted Gifts

Due in particular to the generous response to the Anniversary Fund Appeal, unrestricted gifts to the University have almost doubled from \$13,558 in 1986-87 to \$26,160 in 1987-88. This is a very significant area for increase because it is the form of funding that allows the University to respond most flexibly to its self-determined needs.

Gifts-in-Kind

Fifty-six donors provided gifts-in-kind to the University. Gifts ranged from collections of rare books, old maps and musical scores to computer equipment and chemistry apparatus. The sum of \$88,490 represents the donor-declared value of 15 of the gifts; the remaining 41 were contributed without assigned value.

Cash Contributions

Cash contributions have grown slightly during this past year from \$444,135 to \$454,597. These contributions along with gifts-in-kind reflect the generosity of 1,163 members of the University constituency: Affiliates, alumni, staff, corporations and foundations.

For questions about the 1987-88 Annual Report or for further information about giving opportunities, contact the Office of University Relations & Development, California State University, Hayward, California 94542-9988; (415) 881-3878.

Academic Year Average Enrollment—12,030

Students by Class Level

Freshmen 12.0%
Sophomores 10.4%
Juniors 19.8%
Seniors 31.8%
Graduate Students 26.1%

Students by Sex

Females 60.2%
Males 39.8%

Students by Ethnic Origin

White 62.7%
Asian/Filipino 18.1%
Black 9%
American Indian 1.3%
Other 2.1%

FEATURING
ZASU PITTS
MEMORIAL ORCHESTRA

REUNION DAY, SATURDAY, NOVEMBER 5

For Alumni, Family and Friends

Schedule

7:30-10 a.m.

Reunion Run/Walk. Rain or shine registration begins at 7:30 a.m. for the second annual 2K Fun Run and 5K ReRun. At 8:30 a.m. run or walk the campus route. Prizes, refreshments and special awards categories.

10 a.m.-12 noon

Champagne brunches. Are you a member of the Silver Anniversary class of '63? Come reminisce with classmates and lost friends. Was 1978 a memorable year for you? Celebrate with alumni and friends who think of '78 when they think of Cal State. University Union.

11 a.m.-1 p.m.

It's a party. Live entertainment, campus tours, delectable food, and more. This is a special time for all alumni, family and friends to enjoy pre-game festivities. University Union.

1-4 p.m.

Homecoming game. Come cheer the Cal State Pioneer's to a victory when they match up against our rivals the San Francisco State Gators. Kickoff is 1 p.m.

4-6 p.m.

Fifth quarter reception. A post-game victory celebration in the University Union Puzzle.

For more information call 881-4296.

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Hayward, California 94542

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