

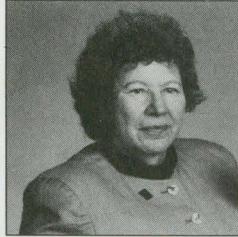
View

March 11, 1991 Vol. 1, No. 8

From

**California
State
University
Hayward**

ViewPoint



*Norma S. Rees,
President*

It has been eight months since I arrived at Cal State Hayward to serve as its third president. Hardly a day goes by that I am not asked how I like it here, and of course my answer is always positive. I had an image of the university even before I set foot on it, an image that has grown increasingly stronger. In particular, the events of this past month have turned an impression into a conviction that ours is a campus teeming with creative endeavors and vitality.

Black History Month has just come to a close. The number of activities, the discussion of issues and strategies, have been impressive. Most of the events were well attended by all segments of the campus. It is especially gratifying to see the interest shown by students, who organized nearly all the programs. In addition, the Department of Ethnic Studies and the Center for the Study of Intercultural Relations each initiated a lecture series. The effect of events like these is to heighten our sense of participation in our history, which after all is largely composed of the actions and attitudes of people—us. This university and many of its members are deeply engaged in the process of achieving equal access to, and enjoyment of, the social and political resources of this country for all citizens. It is a long, often tedious, often frustrating endeavor. Coming together in a celebration like Black History Month helps us to understand that we are engaged in fruitful and necessary work and that we are shaping the history of our time for the better.

The events of this past month have turned an impression into a conviction...

Even as the campus was celebrating Black History Month, other activities reflecting our commitment to diversity were under way. Many of our faculty and staff participated in the Fourth Annual Conference of Asian and Pacific Americans in Higher Education held in Oakland. On the CSUH campus the Center for Philippine Studies was formally opened and a fine exhibit of Philippine history and

art inaugurated at the Smith Museum in Meiklejohn Hall. Meanwhile we continue to measure our enrollment growth, noting that the recent increase of almost four percent is largely made up of minority enrollments. The work of such units as Student Academic Services, Student Affirmative Action, and the Office of Relations with Schools and other divisions in Admissions and Records is showing results. Certainly the recruitment and retention of underrepresented minorities at campuses like ours throughout the nation's educational system is one of the major stories of our time.

It is gratifying to see such a group come together to use their training and skills to aid students and colleagues.

The last issue of this publication carried an article on the "The Campus Quick Guide to the Pronunciation of Asian Pacific First and Last Names." Four busy members of our campus—Rhoda Agin, Asoke Basu, Colleen Fong, and Sterling Sakai—have undertaken the enormous project of developing not only a guide to pronunciation but a guide to cultural behaviors as well. It is gratifying to see such a group come together to use their training and skills to aid students and colleagues. The finished guide will be a help to all of us and will no doubt be used or copied on many other campuses.

Still another example is the teleconference on "The Challenge of Cultural Diversity in Teacher Preparation and Assessment: A National Crisis," which will take place on campus March 19. This conference is expected to have a significant impact on teacher training, because it brings together for the first time the body of knowledge that has been created on teaching diverse populations. Scholars and teachers who have worked in such different environments as Hawaii, Appalachia, and New York City will present their methods and findings. Another important feature of the conference is that the panel assembled to respond to the research is composed of individuals in key positions to influence funding and training. The conference, Cal State Hayward's first national teleconference, is a result of the vision and dedication to teaching of Etta Hollins and her colleagues in the School of Education.

On the international front, our work with Soviet visitors and our interest in the economic changes of the Eastern bloc have increased steadily over the past two years. Again there is a sense of history unfolding as we make plans for exchanges and training, keeping

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Save these dates: campus meetings with candidates for Provost, Vice President, Academic Affairs

March 11: Merrill Lessley, University of Colorado, Colorado Springs, 4:30-5:30 p.m., MI 2002

March 14: Frank Martino, Portland State, 4:30-5:30 p.m., MI 2002

March 15: Peter Dual, San Diego State, 4:30-5:30 p.m., MI 2002



BayView—The planned construction of a building to house Pioneer Bookstore and the Foundation offices has caused concern over potential obstruction of the campus' view of San Francisco Bay.

Planning underway for new campus structure; forums will solicit input to guide architecture and landscaping

Last December the Campus Physical Planning Committee approved the siting of the new Bookstore/Foundation Building between Meiklejohn and University Union. It was agreed at that time that maximum open space would be preserved and that a significant portion of the view to the Bay would remain.

President Rees, in approving the location for the new building, asked that the design incorporate attractive amenities for students and other users of the facilities. "Creative use of this location will afford the development of a variety of services not now available to users, and this prospect has helped me to reach my decision," she wrote in her memo of approval.

She also stated that "To sustain the spirit of broad involvement in decision-making that has thus far characterized the process, it is essential that the next steps, including detailed design and planning, involve representation from appropriate campus constituencies."

A series of meetings of the building committee oriented toward preliminary planning for the building have begun. The first of the campuswide forums intended to solicit advice on the activities that the new construction should accommodate will occur in April. Larry Cannon, the campus consulting architect, will lead the forums. Proposed design features emerging from the initial forum will be analyzed and estimated costs determined. At a subsequent forum, cost information will be used to set realistic priorities. The result will be a set of design criteria to guide the building and landscape architects.

Randall Porter, associate vice president in charge of facilities planning, emphasized that at this stage nothing about the design of the open space has been decided. "The building committee will await the results of the forums and the recommendations of the consulting architect before selecting any design features for the open space. The building committee is very intent on soliciting campuswide advice on the design of the space," says Porter. "We are excited about the potential for making this an active and interesting activity area."

The "Program Planning Guide" for the building, the document that sets out precisely what activities will be housed inside the building and the number of square feet each will require is available at the reserve desk of the Library and at Facilities Planning, ext. 3968. The new building will include conference facilities that will be available for campus use as well as to outside organizations.

The selection process for the architectural firm that will design the building will take place in March. The architect will begin work in May at the earliest.

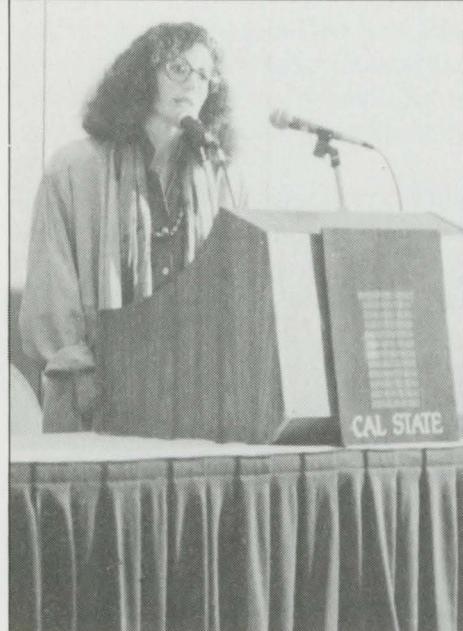
Need an excuse to buy candy bars? Now you have one



Leave some for an emergency—The emergency preparedness kit item for March is food. The Pioneer Bookstore is featuring one package of food for one person for three days for \$5.25 (regular price is \$7). It has a shelf life of five years. Above, Janell Baum, Reprographics, has her own kit including energy bars made of carob and peanut butter.

Second conference on the multicultural university takes shape for November 1991

Sessions will include a dialogue on opposition to multiculturalism



Part II—Gale Auletta, above, and Terry Jones of the Center for the Study of Intercultural Relations will follow up the Center's successful 1989 conference with another next fall. Several national and local projects grew out of the 1989 gathering.

"Each week we receive calls from colleagues asking if Cal State Hayward is holding another multicultural conference," says Terry Jones, co-director, Center for the Study of Intercultural Relations (CSIR).

"Cal State Hayward is beginning to be recognized as leaders in the field of multicultural education," according to Jones. "We are recognized as people who have an ability to effectively engage colleagues from across the university in these discussions. The first conference helped us form an enormous network of people who have expertise on issues of racism and discrimination that is probably second to none."

Cal State Hayward's first national conference on multicultural issues in higher education in October 1989, has prompted a repeat performance. "The Inclusive University: Multicultural Perspectives in Higher Education" is scheduled for November 7-10 at the Parc Oakland Hotel.

Sponsored by Cal State Hayward, CSIR, and Extension Division, conference workshops and panels include "Legal Considerations for the Multicultural University," which addresses affirmative action, academic freedom and tenure disputes; "Writing in the Multicultural Classroom"; "Cooperative Learning Strategies for the Multicultural Classroom"; and a mentoring workshop by Sonja Redmond of the Student and Faculty Mentoring Program at CSUH. Many workshops will be curriculum specific, addressing issues in math, science and the arts.

One of the more controversial topics included will be opposition to multicultural education. "We recognize that some faculty and administrators have reservations about the multi-cultural movement and we hope to start an open dialogue by offering a workshop and panel discussion on "Personal and Intellectual Resistance to Multiculturalism," says Gale Auletta, co-

director of CSIR. Conference participants will also be asked to submit data on the civility of institutional racism, what Auletta calls "the covert and coded forms of racism at universities today."

Speakers for the conference include author Maxine Hong Kingston; Dr. Henry Louis Gates, professor of English at Duke University; and Dr. Harold L. Hodgkinson, senior fellow, The Institute for Educational Leadership, Washington, D.C.

Editors of *Behavioral Scientist*, impressed with the 1989 CSIR conference, dedicated their November 1990 issue to "The Inclusive University." Auletta and Jones authored the primary article, "Reconstituting the Inner Circle." Sonja Redmond, Etta Hollins, and Glenn Custred also contributed papers.

Primarily investigators

CSIR, which developed from a California State University grant on cross cultural education in 1984, offers lectures, conferences, workshops, a newsletter, consulting services and videotapes. Auletta says they are primarily investigators. "We are not just creating knowledge, we are learning what is out there and bringing it out into the open. The diversity in music, art, literature, and history has always been there, just not in the Academy."

Currently, CSIR is working on multicultural projects with the city of Hayward, San Jose State University, Northeastern Illinois University, the East Bay Parks and Recreation District, and AT&T. They are also negotiating with Lockheed about a supervisory workshop on the multicultural workforce.—Ruth Carlson

View

The View from California State University, Hayward is published every other Monday except during academic recesses. Deadline for submission of material is Monday, 5 p.m. two weeks prior to the publication date. Please address all copy to The View, 908 Warren Hall. All copy over 50 words must be submitted on a disk or through e-mail to ~view. Copy may be edited for style, length and appropriateness.

The View is a publication of the Office of University Relations and Development.

Managing Editor: Linda Schneider
Photos: Chris Chenard and Peter van Court

Publication Dates

Listed below are the remaining dates of publication for The View for 1990-91.

Apr. 8 - Copy Deadline: Mar. 25
Apr. 22 - Copy Deadline: Apr. 8
May 6 - Copy Deadline: Apr. 22
May 20 - Copy Deadline: May 6
June 3 - Copy Deadline: May 20
June 17 - Copy Deadline: June 3

Printed on recycled paper

510 over and out—Alameda and Contra Costa get new area code

Starting September 2, 1991, the area code for Contra Costa and Alameda counties will change. The area code for East Bay communities, including Cal State Hayward, will change from the current listing of 415 to the new area code 510. When the new area code is effective, callers will need to dial 1 + 415 + the seven digit telephone number to call San Francisco, San Mateo, Marin or Santa Clara from the East Bay. Callers from the West Bay dialing the campus will have to use the new 510 area code. The charge for calls between the 415 and 510 area will remain the same, as will the seven digit telephone numbers.

Departments should review business records and printed materials to make sure the correct area code appears in September. Remember to update electronic equipment such as autodialers, speed call lists, modems, fax machines and alarm systems.

Contact the Telecommunications Office, ext. 3682, for additional information.

PG&E highlights Plant Op

TansMission Line, the newsletter of PG&E's Mission Division Marketing Department, carried an article in February featuring Cal State Hayward as the "Customer of the Month." The article is reprinted below.

Congratulations to the Plant Operations Department at Cal State Hayward for recently completing a major lighting retrofit project! The University received a rebate check for just under \$100,000 for the project, which they will use to finance their next energy efficiency project.

This lighting retrofit stood out because:

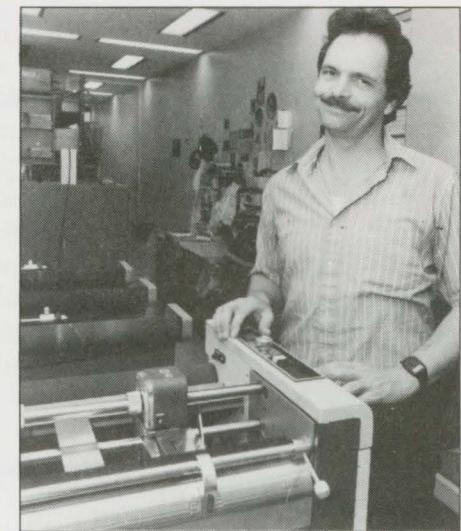
1. The University looked at each fixture type and came up with individual improvement strategies. Many fixtures were retrofitted with an electronic ballast. Some were retrofitted with reflectors, and others had customized improvements to direct the light where it is needed.

2. The scope of the project was very challenging. The project manager, Terry Beebe [energy manager at Cal State Hayward], thoroughly examined the lighting throughout the campus including such diverse buildings as the drama department's theater, classrooms, offices, and lab space. In all, Terry found a way to improve the lighting in eight buildings.

Overall, energy savings for the project was in excess of 1.5 million kilowatt-hours annually with a 360 kilowatt reduction in peak demand.

Get fit—with regalia

The representative for Herff Jones/Collegiate Cap & Gown will be in Pioneer Bookstore on Monday, March 11, 10-30 a.m. - 3 p.m. to assist in the purchase and fitting of faculty academic apparel.



Time saver—Mike Nascimento obtained a deleaver for the University and won \$269 for himself in the process.

The University takes a suggestion; invites others

"This is one of the few times virtue does not have to be its own reward," said President Rees as she presented Michael Nascimento, Computing Services, with a \$269 check. Nascimento was a winner in the state's Employee Suggestion Program. He plans to use the reward for new golf clubs.

On hand for the February 20 event was his mother Nadine Nascimento, who works in Admissions and Records.

One of Nascimento's responsibilities in Computing Services involves separating multi-copy mailers from office copies. He realized that doing this manually was inefficient, but the price tag on a "deleaver" machine was \$6,000. He contacted Tandem computers and persuaded them to donate the equipment.

Anyone who has an idea to improve University operations should contact Ron Kihara at ext. 3834. The result could be a cash award.

A thank you note

The Associated Students would like to thank all faculty and staff who participated in the Black History Month celebration, "Remember the Struggle: Wake Up African Americans." AS will also be sponsoring events for Multicultural Awareness Week, which runs April 29-May 3.

Women's Council develops series with campus experts

The Women's Council of the State University will present Helen Schulak of foreign languages and literatures speaking on "Perestroika and the Russian Woman," March 13 at noon in Arts and Education 1203. Dr. Schulak has just returned from a visit to her native country and will discuss whether the changes there have made any significant differences for women.

On April 18, Joanne Walker of KPE will present "The Role of Nutrition and Exercise as Preventative Medicine." She promises to get her audience out of their chairs and into the fruit and vegetable section of the grocery store. She will also speak in Arts & Education 1203 at noon.

The talks will last approximately an hour.

March

11 Monday

- Representative from Herff Jones/Collegiate Cap & Gown. 10:30am-3pm. Pioneer Bookstore.
- Percussion Ensemble noon concert. MB1039. Free.
- Men's tennis vs. Swarthmore College. 2pm.

12 Tuesday

- Baseball vs. USF. 2pm.
- Women's tennis vs. UC Davis. 2pm.

13 Wednesday

- Center for the Study of Intercultural Relations Lecture Series. "The Need and Rationale for a Multicultural Perspective in Society," Derald Sue, educational psychology. Noon. Biella Room.
- "Perestroika and the Russian Woman," Helen Schulak, foreign languages and literatures. Noon. Arts and Education 1203. Sponsored by the Women's Council of the State University.
- Men's tennis vs. USF. 2pm.
- Economics Seminar. "Latin American Debt and Development," panel with the Economics Student's Association and United Latin American Students. 2:40-4:30pm. MB 2605.

14 Thursday

- Biology Seminar Series. "Problems and progress in oyster culture," Will Borgeson, aquaculturist, Bodega Marine Laboratory. Noon. Science N321. Refreshments.

15 Friday

- Baseball vs. Stanislaus. 2pm.

16 Saturday

- Tennis vs. Whitman College. Men's 10am. Women's 2pm.

17 Sunday

- Baseball vs. Lewis & Clark. 11am.

19 Tuesday

- Teleconference. "The Challenge of Cultural Diversity in Teacher Preparation and Assessment: A National Crisis," a dialogue between scholars and policymakers produced at and by CSUH. 9-11am. Television Studio.

20 Wednesday

- ALSS Colloquium. "Human Rights, Armed Conflict Law, and the Middle East," Karen Parker, attorney specializing in international law. Noon. Biella Room.
- Softball vs. Notre Dame. 1:30pm.

21 Thursday

- Foundation/Bookstore Building Committee. 3pm. WA 702.

22 Friday

- Baseball vs. SF State. 2pm.
- Women's tennis vs. Diablo Valley JC. 2pm.

25 Monday

- Women's tennis vs. Air Force Academy. 10am.
- Men's tennis vs. Boise State. 2pm.

27 Wednesday

- Women's Council of the State University. Noon. A&E 111.

28 Thursday through 30 Saturday

- Softball: Pioneer Classic. Central Park in Fremont. TBA.

30 Saturday

- Baseball vs. UC Davis. Noon.

April

1 Monday

- Softball vs. BYU Hawaii. 1:30pm.

2 Tuesday

- Baseball vs. U. of Redlands. 2pm.

5 Friday

- Colloquia on Ethnicity: Sharing Ideas/Research. "Chicano Rhetoric in the 1960s and 1970s," John Hammerback, speech communication and Academic Affairs. Noon. LI 2203B.
- Softball vs. Stanislaus State. 1:30pm.
- Women's tennis vs. Mills. 2pm.

6 Saturday

- Men's tennis vs. Cal Baptist. 1pm.
- Baseball vs. Sonoma State. 2pm.

8 Monday

- Men's tennis vs. Cal Poly Pomona. 1:30pm.



Through March 14—Kim Mendenhall, above is one of the CSUH faculty members exhibiting her work at University Gallery. Behind her is "Kaiser 8:00," 1991, oil on linen, 52" x 72." Gallery hours are M-W 11am-3pm, Th 1-7pm, Sun 1-4pm.

Youth conferences draw hundreds of students to campus; keynoters include founder of the Omega Boys Club, Dr. Afriye Quamina

The African American Youth Leadership Conference will be held on campus Tuesday, March 26. It will be followed the next day, Wednesday, March 27, by the Chicano/Latino Youth Leadership Conference. Dr. Afriye Quamina, director of Children's Educational Development, Inc. and founder of Omega Boys Club, will be the keynoter at the African American conference. The Chicano/Latino conference will have Joe Coto, Superintendent of Schools, East Side Union High School District, San Jose and Anna Chavez, co-anchor on Channel 7 news deliver keynote addresses.

These popular conferences draw hundreds of high school students from Alameda and Contra Costa counties to the University for workshops and discussions. The theme for the Chicano/Latino conference is "Changing the World for a Better Tomorrow," while the African American conference will explore "African Americans: Defining Our Future." A long list of educators and professionals will participate.

The conferences are sponsored by the Student Affirmative Action Advisory Committee and coordinated by Student Affirmative Action.

Recreational Activities Program begins registration for spring

The Associated Students Recreational Activities Program is currently taking sign-ups from students, faculty and staff for the following:

M/W	Noon-1pm	Intro. to Body Sculpting
M/W	5:15-6:30pm	Aerobic Fitness
Tu/Th	5:15-6:15pm	Body Sculpting
Tu	6:30-9pm	Basketball League
Th	6:30-9pm	Volleyball League
F	Noon-1pm	Aqua-Aerobics
M-Th	7-9pm	Open Weight Room
F	1-3pm	Open Weight Room

For more information contact Julie Poerstel at ext. 3064 /4271.

Let one hundred Fulbrights bloom; apply by June 15 or August 1

The Office of Research and Faculty Affairs has received information and brochures on the Fulbright Scholar Program, 1992/93. Some 100 grants are available for research or teaching or a combination of both in over 100 countries, with assignments from two months to a full academic year. Virtually all disciplines and subfields participate; and all academic ranks are eligible. Foreign language skills are needed for some countries, but most lecturing assignments are in English. Deadlines are June 15 for Australasia, South Asia, most of Latin America, and the USSR; August 1 for Africa, Asia, Europe, the Middle East, Canada, and lecturing awards in the Caribbean, Mexico, and Venezuela. For further information or application packets, contact the Council for International Exchange of Scholars, 3007 Tilden Street, N.W., Suite 5M, Box NEWS, Washington, DC 20008-3009. The telephone number is (202) 685-7877. Information is also available from John Hammerback at ext. 3022.

Items in this section are printed in the order in which they are received in the Office of University Relations and Development. We receive numerous submissions each week and print them as space allows.

On January 11, **Joanna Dee Servatius** (Educational Leadership) delivered a keynote address to the Association of California School Administrators Special Education Conference on "Schools For All Kids." On January 24, she spoke to the Association's (ACSA) Superintendents' Symposium on "Instruction and Equity."

Delmo Della-Dora (Teacher Education) has been appointed to chair a "blue ribbon" panel on Governance and Member Participation by the national Association for Supervision and Curriculum Development (ASCD). The Association has asked the panel to propose actions which will result in ASCD being more responsive to members' needs, and to recommend changes in governance structure and operations.

Robert van Spyk (Accounting and Computer Information Systems) was on the January 14-18 Pacific Telecommunications Council Conference program in Honolulu with a workshop on ISDN and standards in the Pacific Region. He was elected vice chair of the PTC Research Committee.

J. William Gotcher (Management and Finance) delivered a paper January 23 to the California Association of Public Purchasing Officers, Inc. entitled "Computer Maintenance Planning."

Donald P. McKillop (Educational Psychology) served as an oral examination commissioner for the Psychology License Examinations held in San Francisco by the Board of Psychology, State of California.

David R. Stronck (Teacher Education) spoke on "Accepting Responsibility for Your Own Health" at the conference of the Council 3, Founder's Region, of the International Training in Communication meeting at CSUH on February 9.

Donald J. Knapp (Management & Finance) is an invited presenter at the Factory Automation and Information Management (FAIM) Conference, March 11-15, at the University of Limerick, Ireland. His paper, "Technical Support Considerations For Improving Device Interfacing and Data Collection in the Automated Factory," deals with unique aspects of factory automation.

Kathleen Kashima (Counseling Services) spoke at the California Specialized Training Institute Emergency Simulation Training program at California State University, Los Angeles, January 24, on "The Critical Incident Model; Psychological Considerations."

Rhoda L. Agin (Communicative Sciences and Disorders) was an invited speaker at the American Speech-Language-Hearing Association Conference titled Multicultural Literacy in Communication Disorders: Teaching Cultural Diversity in the Professional Education Curriculum held at Sea Island, Georgia, January 3-6. Her topic was "Voice Disorders in Culturally Diverse Populations." This presentation has been published, in part, in the resource manual titled *Multicultural Literacy in Communication Disorders*.

David B. Chan (History) was awarded a Fulbright Grant for study in Taiwan.

Richard E. Bozak (Chemistry) performed on the clarinet with Francis Smith's Slippery Gulch Band in honor of Emperor Norton's birthday, January 12 in Colma.

Carol Inberg (Accounting & CIS) was appointed a member of the newly established Loan Review Committee of the Department of Community & Economic Development for the City of Hayward. She also continues to serve her second year as a member of the board of directors for the Accounting Careers Awareness Program (ACAP) for the San Francisco Bay Area—a career development program for minority high school students.

Jay L. Tontz (School of Business & Economics) spoke February 14 to the Lake Merritt Breakfast Club on "Key Question: When Will The Recession End?"

Darril Hudson (Political Science) published an article, "*Du bist ja gar kein typischer Ami*," in *Edith Zeile, Fremd unter Deutschen*. Frankfurt: Fischer Verlag.

ViewPoint, continued from page one

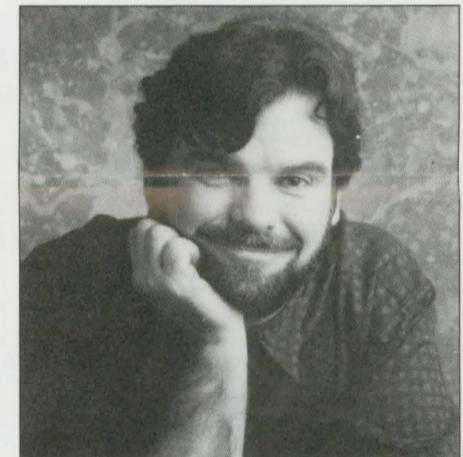
in mind the often dramatic daily developments in those countries. In line with the campus' interest in that part of the world, the Economics Seminar Series has brought to campus individuals who have firsthand knowledge of the Soviet Union and Eastern Europe.

I note, too, the ongoing activities in an area of our curriculum which may often be overlooked by the majority of campus members. The issues put forth generally require a preparation that many of us lack and, though they may be the very stuff of life, they are not often or directly the stuff of headlines. That area is the sciences. We have ongoing seminars in biology and chemistry and the Geology Club meets regularly to hear speakers. The biology department expanded its laboratory space last summer, enabling more students to get important hands-on experience.

It is often said that this country is scientifically illiterate; studies show that many of our citizens cannot correctly answer the most basic questions about the natural world. This alarming fact has consequences for the future of our country, causing deep concern about the inadequate number of students training in particular scientific disciplines.

One of my goals is to incorporate more information about the campus' efforts in the sciences in our publications and outreach materials and programs, and to recognize and congratulate those on our campus who are doing outstanding work in science education and research.

I have left much unsaid about the range of creative work at Cal State Hayward, but this column will give me many opportunities to salute those who make this University a stimulating and significant place to be.



Singer on the Hill—Larry Groce, host of "Mountain Stage" on PBS, will perform April 18 at University Theatre as part of *Imagi-Nation*, a seven-day art and literature expo organized by Sun Gallery. Call Sylvia Feldman at 581-4050 for information.

The View From California State University Hayward

University Relations & Development, CSUH, Hayward, CA 94542-3004