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For University Alumni and Friends

EAST BAY TO BROADWAY

The rise to Tony-award fame as Aladdin's genie was no accident for CSUEB alum James Monroe Iglehart

CHIEFS OF CHANGE

Regional law-enforcement leaders and Cal State East Bay graduates talk challenge, change, and common ground



Winter 2015

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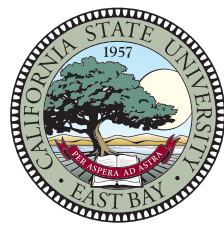
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PRESIDENT'S MESSAGE



PHOTO: GARVIN TSO

I am inspired to see so many Pioneer success stories in our regional community and beyond, and watch our alumni become leaders in their fields. While there are so many things that contribute to each individual's success — family, culture, values, mentors, life experiences — all started their career paths at Cal State East Bay. Here, education is about more than mastering knowledge in a single discipline; it is about being able to absorb, adapt, and respond quickly to change — changes in jobs, the demands and needs of employers, the economy, and technology.

Our students graduate with the ability to leverage their major of choice and flexibility to match an evolving career. By making these skill sets the foundation of the University experience, and by being intentional about the educational process that prepares students for the next steps in their lives, we create lifelong learners who can address complex challenges. Our graduates have what it takes to succeed in any environment — to be a leader in any field.

Ranked as the most diverse university in the continental United States by the *Chronicle of Higher Education*, Cal State East Bay is recognized for its leadership role in producing well-rounded, well-prepared graduates for the regional workforce, economy, and industry of the Bay Area. In this issue, we applaud alumni who are paving the way for more and more of our students to pursue their dreams with the confidence that their CSUEB education has given them the tools they need to succeed. The many law-enforcement officers who are graduates of Cal State East Bay, Michael Jedlicka, vice president of technology at The Walt Disney Studios, Lanette Jimerson, our 2014 Distinguished Young Alumna, and James Monroe Iglehart, the Tony-award winning Genie from *Aladdin* on Broadway are just a few examples of our graduates who have reached for the stars.

Go Pioneers!

Leroy M. Morishita

Dr. Leroy M. Morishita

UNIVERSITY NEWS

HAYWARD PROMISE NEIGHBORHOOD PROGRAM

Gets Boost from AT&T

Cal State East Bay has received \$276,500 from AT&T to expand the Hayward Promise Neighborhood (HPN) initiative, a program that aims to improve the lives and academics of more than 10,000 residents and 3,000 students in the ethnically diverse, low-income Jackson Triangle neighborhood.

The grant is part of AT&T Aspire, the company's signature education initiative focused on school success and career readiness. The funding will pay for dropout prevention specialists to work with high school counselors and help at-risk students stay in school.

The HPN program was created in 2012 with a five-year, \$25 million U.S. Department of Education grant.

Cal State East Bay was one of the first five organizations — and the only university in the nation — selected to pilot the Promise Neighborhood Initiative.

"We were fortunate to get the initial Department of Education grant," said Cal State East Bay President Leroy M. Morishita. "It brought the community together in a special way, helping youth and families in the Jackson Triangle. Working with parents, their children, teachers, principals, and others to prepare our youth for success in school is critical. This support from AT&T is going to help us move the needle forward and make the initiative sustainable. AT&T has taken a big step forward with us."

Because of the HPN initiative's early success supporting and motivating traditionally underserved students to stay in school and prepare for their next steps in life, Cal State East Bay and the HPN program were selected from more than 1,000 applicants nationwide to

share nearly \$12.5 million in Aspire grants.

"AT&T is pleased to support CSU East Bay and the Hayward Promise Neighborhood program through our Aspire commitment," said Ken McNeely, president of AT&T California. "Solving the drop-out crisis and preparing kids for college and career success takes more than just in-school support. Programs like Hayward Neighborhood Promise are critical because they empower

the entire community, as well as individual students — and AT&T is proud to be a partner in this effort.

A component of AT&T's collaboration with HPN supports student mentoring. According to a recent report, students with mentors are more likely to aspire to enroll in and graduate from college than those without mentors (76 percent vs. 56 percent). Carolyn Nelson, dean of Cal State East Bay's College of Education and Allied Studies, said the grant will allow the

university to double the number of mentors in schools and provide case management at both Hayward High and Tennyson High.

John Taylor, Hayward Unified School District board president, said, "HPN's partnership has proven to be critical in providing invaluable services to our students, families and communities while improving the ability to serve students from cradle to career. This partnership and the contribution from AT&T will give us the needed resources to expand services to all of our children in the Hayward community, especially the Tennyson corridor, our targeted area."

The HPN initiative, led by Cal State East Bay, is managed by a collaborative of more than nine local organizations. — **Todd Prepsky**



PHOTO: GARVIN TSO

All Smiles: Students of CSUEB and President Morishita receive AT&T's gift on behalf of the President of AT&T Northern California, Ken McNeely.

President Morishita signs American Colleges and Universities President's Climate Commitment

BRINGING SUSTAINABILITY TO THE FOREFRONT OF 2015

On Jan. 26, President Leroy M. Morishita made campus history by signing the American Colleges and Universities President's Climate Commitment (ACUPCC). The commitment joins Cal State East Bay with hundreds of other higher-learning institutions across the nation in the goal of all campuses becoming climate neutral.

Cal State East Bay will be the 10th CSU to sign on. Director of Sustainability Jillian Buckholz will be spearheading efforts to meet the ACUPCC through a Campus Sustainability Committee, working with Academic Affairs and Administration and Finance. Buckholz said, "As an educational institution, CSUEB has a responsibility to mitigate (climate



Before making the commitment official with his signature, President Morishita shared his thoughts on the pressing issue of climate change

change) and educate our future leaders about pressing global issues such as climate change. It's an exciting time on campus."

And some things are already happening. Professor Karina Garbesi is currently teaching Environmental Studies-Applied Field Studies, in which students are conducting a campus greenhouse gas emissions inventory. That inventory will provide the official baseline emission reductions pursued under the president's climate commitment. Garbesi said, "I'm

so proud of our university for taking this step. It is tremendously exciting to see. This is a way, not only to prevent catastrophic climate disruption, but to recreate the world in a much more vibrant, community-oriented fashion."

For more information about ACUPCC visit: www.presidentsclimatecommitment.org/.

— Krista Dossetti

CAL STATE EAST BAY Ranked Most Diverse University in California

Cal State East Bay's student body is the most diverse in the state, and the fifth most diverse in the nation, according to a ranking of four-year public universities by *The Chronicle of Higher Education's Almanac*.

The annual *Almanac of Higher Education's* latest ratings analyzed data compiled during the 2012-13 academic year, ranking the country's 15 most-diverse campuses, including those enrolling international students.

"Diversity figures prominently into the mission of Cal State East Bay," President Leroy M. Morishita said. "We are committed to preparing students to meet the demands of increasingly diverse local, state, national, and global communities; and by having an inclusive campus, we are better able to provide our students with an academically rich and culturally relevant educational experience."

The Almanac's "diversity index" uses a scale of 0 to 100 to determine the probability that any two students at an institution are from different racial or ethnic groups. Cal State East Bay received an 80.39 on the diversity scale. By comparison, the nation's No. 1-rated university, the University of Hawaii, Hilo, received a score of 87.32. The data for four-year public universities show California leads the nation with 36 of the most-diverse campuses, followed by Hawaii with 14 and New York with 10.

Broken down by ethnicity, CSUEB's enrollment included 26.1 percent Asian Americans, 11.9 percent African Americans, 23.3 percent Hispanic, 1.1 percent Hawaiian/Pacific Islander, and 22.3 percent white.

NEW LEADERSHIP ARRIVES to Cal State East Bay in 2015

Vice President for University Advancement: Tanya Hauck

Ms. Tanya Hauck, a seasoned and respected fundraising professional with nearly two decades of comprehensive higher education and campaign experience, has been appointed vice president for University Advancement and president of the Educational Foundation Board of Directors.

Hauck is a graduate of the CSU system, having earned her bachelor's degree in Recreation and Leisure Studies from CSU Long Beach, and a master's in Business Administration from Cal Poly San Luis Obispo.

For the past year, Hauck served as the Vice President for Institutional Advancement at Mills College in Oakland. Ms. Hauck was previously the Associate Vice President for Development at Cal Poly, San Luis Obispo, where she launched the university's \$500 million Learn by Doing Promise campaign. Ms. Hauck personally raised more than \$80 million in support of mission-focused initiatives at the university.



Tanya Hauck

Vice President for Student Affairs: Dr. Julie Wong

Dr. Julie Wong, a distinguished leader in the areas of student engagement and success, has been selected to lead Cal State East Bay's Student Affairs division.

Dr. Wong's most recent appointment was the regional associate vice chancellor for Student Affairs at the University of South Florida St. Petersburg, and she has more than 24 years of experience in higher education administration,

including positions at the University of Colorado Boulder and the University of Texas at El Paso.

Dr. Wong holds a Ph.D in Higher Education Administration from the University of Southern California. She received her M.A. in Student Affairs from Michigan State University, and her B.S. in Recreation from San Jose State University.



Julie Wong

Director of Intercollegiate Athletics: Joan McDermott

Ms. Joan McDermott, director of a nationally recognized NCAA Division II program known for its success in graduating student-athletes, as well as for winning numerous conference and national championship titles, has been appointed director of athletics at Cal State East Bay.

McDermott's tenure as athletic director at MSU Denver included 71 Rocky Mountain Conference Championships, and her teams have made 114 NCAA postseason appearances in 14 sports, with several championships and 196 All-Americans.

McDermott earned her bachelor's degree in Sociology and Physical Education from the University of San Francisco, and she holds a master's degree in Educational Administration from Stanford University.



Joan McDermott

THE BIG PLAN

Cal State East Bay alumnus James Monroe Iglehart (BA Theater, '98) won critical acclaim — not to mention a Tony and a Drama Desk Award — for his Broadway performance in *Aladdin* ... just as he'd planned.

BY JEFF BLISS

THERE IS NOTHING SMALL ABOUT JAMES MONROE IGLEHART.

From his smile to his laugh, from his show-stopping performances to the big hugs he doles out to fans — there is absolutely nothing small about the Cal State East Bay alumnus.

Especially his plans.

FROM THE START

As a teen, Iglehart imagined a different kind of showbiz career: professional wrestling or playing for the Harlem Globetrotters. He even toyed with the idea of becoming a rapper or R&B singer, but it was a heart-to-heart chat with his father, James, that set the young Iglehart on a different path.

"I did not want to go to college," Iglehart said. "I was sick of school and I told my parents I was done with this. I said, 'I'm not going to school anymore.' My father

looked at me and said, 'Look, you've got a choice. You can either go to school or you can pay rent.'"

It was all the prodding the future Broadway star needed.

Well, that and a special visit to the movies with his mother. In 1992, she took him to see the animated Disney movie *Aladdin* as a high school graduation gift.

It was the gift that would keep on giving.

In an interview with the *New York Post*, Iglehart claimed, "When 'Friend Like Me' came on, I leaned over to my mom and said, 'God, it would be so cool to do something like that!'" Iglehart later bought the soundtrack on cassette tape and played it over and over until he wore it out. Then he bought another copy, which he proceeded to wear out, too.

With his Genie character's sly grin he added, "It was like someone was trying to tell me something."

Someone would. ►

Eight Days a Week: Iglehart's grueling show schedule of eight performances per week is all worth it for the role he always dreamed of.

PHOTO: CAROLYN COLE

LOCALLY GROWN

"I had no skills *whatsoever*. I was a good actor, but nobody knew who I was," Iglehart said.

As a singer, he showed early promise with his talent for hitting the right notes. Singing at Hayward's Palma Ceia Baptist Church, Iglehart found a receptive audience, and his calling. "I had my first solo in church at age five. I heard the applause and I was hooked!"

In addition to singing in church, he sang in his high school's show choir (where he met his future wife, Dawn), and his mom also continued to guide him. But just because his parents and an uncle were Pioneers, choosing "that school on the hill" was not automatic.

"I could tell you I chose Cal State East Bay because it was a wonderful college or because my mother, father, and uncle all went there. But the truth is that I happened to be at [Hayward's] Tennyson High School — where my mother taught music — and a guy by the name of Dr. Carter from the music department came in and heard me sing. He asked my mother, 'Who is that young man?' and my mom said, 'That's my son.' Then he said, 'I think we can do something with that,' and he offered me a music scholarship to go to Cal State. I couldn't believe that somebody actually wanted me to go to college!"

'I CAN REALLY DO THIS'

It wasn't long before the performing bug got the best of the freshman and restlessness set in. As a music major, Iglehart was doing some singing, but he spent most of his time steeped in music theory and sight-reading. "My first year, I was in the music department the entire time and doing very little performing," he recalls.

In an interview with the *San Francisco Chronicle*, he added, "I was doing terrible, failing my classes. I was in *A Game of Chance* for the school's opera workshop, and one of the other students said I should audition for a summer theater production of *Oklahoma*. That put everything together for me. It was the one place where



Friend Like Me: Even as a child, young James was at home in the spotlight.

I could sing, act, and dance, and maybe make a living at it. I told my mom, 'I can really do this.'" After a year, Iglehart switched his major to theater.

ONE PERSON MAKES A DIFFERENCE

Along the way, Iglehart noted, he "kept [his] goals in mind," while also keeping his mind open to learning some important lessons.

"James was very special. He did it all," said Professor Thomas C. Hird, chair of CSUEB's Department of Theater and Dance. "He could sing, dance, act, and he would even work backstage. And he's still that way today."

"I think I'm successful because of a lot of nice people along the way who said, 'This kid has potential. Let's push him.' It was also hard work ... but also that's all I ever wanted to do. This is the drive. This is it. I wanted this really, really bad. I didn't really think of a backup plan at all," Iglehart told CSUEB's student newspaper, *The Pioneer*.

Chief among his supporters at Cal State East Bay was Celestine Ranney-Howes, the very same person he would choose to salute during his 2014 Tony Award acceptance speech.

"Celestine was the costume shop supervisor but became my mentor," Iglehart said. "All that advice ... and the life lessons she

taught me, all while sewing costumes at the same time! She helped keep me focused on school and on my goals.

"When I was having some troubles and having issues with life as a college student," Iglehart remembers, "She was the one that was telling me to hold fast, and be strong, and I can get through it. 'It's just college. You can get through this. If you can get through college, you can make it through the real world. If you can't make it through college, there's no way you're gonna make it through the real world,' she would say.

"I credit Celestine with the reason why I stayed in college," he adds. "She was there for me, and I will love her for the rest of my life for that. I told her, in the costume shop, I said, 'Celestine, if I ever win a Tony, I will say your name on the stage,' and I have not ▶

PHOTO: THEO WARGO



Black Tie Affair: Iglehart gives thanks for the Tony award with his signature Praise Dance.

“The best feeling in the world was when I got married, and the next best was winning the Tony that night.”

James Monroe Iglehart
(BA Theater '98)

forgotten that. I graduated in 1998, and 2014 I won ... and I said her name on television. Later, we talked and she thanked me and told me that she loved me. I told her, 'Listen, I told you that I love you and I told you that without you, this wouldn't have happened, so I wanted to give credit where credit was due.'"

THE BIG TIME

During his senior year, Iglehart was given the opportunity to turn pro. He kicked off his career — and gained notice — with roles in *Bat Boy* at TheatreWorks in Palo Alto, and in *Grease* at San Jose's American Musical Theatre. From there, he "took the big step" and earned a coveted Actors' Equity [union] card while performing in the national tour of *Show Boat*. Iglehart made his way east for his Broadway debut in 2007 as a replacement in *The 25th Annual Putnam County Spelling Bee*. Then he landed the breakout role of Bobby in *Memphis*, which kept him busy — and earned him rave reviews — for close to three years.

Not long after, Iglehart joined one of three regional theater companies that were working the kinks out of Disney Theatrical's planned Broadway presentation of *Aladdin*. To say it had problems early in the process is an understatement, but after reworking characters, songs and scenes, the producers finally hit the right chord.

Because Iglehart was one of three actors playing the Genie character, there was no promise he would be off to New York. But then came the proverbial 'magic' phone call from producers. The same young man who had fallen in love with Disney's *Aladdin* all those years ago would not just be heading to The Great White Way, he would be taking over one of the most iconic animated characters of all time.

And he rose to the occasion.

Almost immediately, theater critics, fellow performers, and audiences were hailing Iglehart as *the* star — not just of the show, *but Broadway itself*.

The six-foot, 295-pound actor, who looks more like a linebacker (albeit one in glitter and make-up) than most musical theater performers, won critical kudos and standing ovations show after show. With his all-out song-and-dance performances, Iglehart wowed audiences with his deft combination of power and subtlety. Rather than mimicking the well-known cartoon version, he crafted a Genie of his own ▶



PHOTO: James Monroe Iglehart as Genie in the musical *Aladdin*. (Cylla von Tiedemann / New Amsterdam Theatre)

Becoming Genie

The challenge of becoming the iconic Genie from *Aladdin* is all the more complicated when your predecessor is an icon in his own right — the late Robin Williams. For Iglehart, whose love of Williams' Genie helped inspire his career, the answer was clear: "I was going to do an homage to Robin Williams" he told NorthJersey.com of his dream role. But producers had a different idea. They wanted to return to the original concept for Genie as a jazzy bandleader-type in the image of Cab Calloway, Fats Waller, and old Hope-Crosby flicks. The result? An entirely fresh genie that is 100 percent Iglehart. For example, instead of Williams' memorable impersonations, Iglehart steps into the voice of Oprah, taps alongside coat-and-tails-clad dancers, and adds his own signature fist-bumps with Aladdin — all done with such intense energy that he is quickly becoming the new hardest working man in show business. Spoiler alert: standing ovations ahead.



Hi De Ho! Legendary jazz singer Cab Calloway was famous for his inexhaustible energy and love of the crowd — trademarks of Iglehart's reinvented Genie.

— a bigger-than-life character who is a mix of wickedly sharp comedy, hyperkinetic dancing, and powerful singing.

In June of this year, Iglehart and fellow cast members performed “Friend Like Me” on the annual Tony Awards stage. By the time the signature piece from *Aladdin* had concluded, there was little doubt why Iglehart was nominated for Best Performance by an Actor in a Featured Role in a Musical. The standing ovation from Broadway’s stars was shared with his cast members, but Iglehart had clearly won the night.

Later, he did so again. When his name was called, he climbed the stage to pick up his Tony, and he performed an impromptu “praise dance.”

“I’ve watched the Tony’s since I was around 17 years old,” Iglehart said. “I would watch it every year and say, ‘Wow, what must that feel like? Wow, what does it feel like to actually sit in the seats — not to sit at home and watch it — but to sit in the seat there, and know that someone is going to put the camera on you, and your name’s going to be shown ... what does that feel like?’

“And then to be up there and actually get the blessing of winning, and then for my peers to stand and say, ‘We think he’s good. We think he’s one of us.’ To be embraced by the Broadway community has been a fantastic feeling,” he adds. “The best feeling in the world was when I got married, and the next best was winning the Tony that night.”

So how has life changed for Iglehart?

“I still have eight shows to do a week,” he says with one of his deep laughs. “So I really don’t know what, how to answer, but I will say, it does feel awesome to know that the work I’ve done over all these years is finally starting to pay off. But there are some funny moments when I go to [restaurants], and I sit down and eat, and some person walks over to me and says, ‘James,

can I have your picture?’ and I’m thinking, ‘Oh my gosh, you know my name.’ That’s the weird part.”

While his family is proud of the recognition Iglehart has received, they are “keeping [him] grounded,” he says.

“The fun part about my family is — this is going [to] sound crazy — everybody’s extremely proud. But my wife puts it best. Not to sound conceited, but this was the goal,” he says.

“My mom ... there every day, taking me to every rehearsal, taking me to every class that I had to go to [in order to] be better. My wife sacrificing when I got out of college, when I graduated, and her being the breadwinner while I was running around to every regional theater I could find to act and making \$500 a week, and her steadily being there to keep a roof over our heads until something happened.

“This was the goal that the team worked for,” Iglehart affirms. “Even my younger brother would call me up and say, ‘Man, it’s going to be okay. Don’t worry about it. You’re going to be fine.’ That team of people — those family members — my grandmothers, my aunt who was a dancer. Those folks, they were my foundation, and those were the shoulders I stood on to get here. And so they’re proud and they’re happy, but this was the goal.

“I think that some people, when something like this happens to them, they say, ‘I didn’t know what I was thinking. I didn’t know where it came from,’” he explains. “For me — and this is no joke — this was the goal. All the sacrificing, all the going broke, all of the student loans, all of that stuff. This was the goal — to get to Broadway, to be in this community, have a living, and hopefully, luckily, with a blessing, win a Tony someday.”

The big plan paid off. Big. ■

“My wife puts it best. Not to sound conceited, but this was the goal.”

James Monroe Iglehart
(BA Theater '98)



CHIEFS AMONG US

LAW-ENFORCEMENT LEADERS ACROSS THE BAY AREA SHARE
COMMON GROUND AS CAL STATE EAST BAY ALUMS

BY GENNY HOM-FRANZEN

There's a reason why police are always in the limelight. Gritty crime shows, classic detective novels, the evening news — we are fascinated, outraged, demanding, critical of, and grateful for police at any given moment.

And police have the daunting task of responding to these many voices, needs, and shifting priorities all at once. Putting on that badge every morning means committing your life to being a leader, civic servant, and protecting others from harm, even when the risk is great — and personal. You, a cop, are responsible for the lives and safety of hundreds of others.

Now imagine being chief.

As a chief of police, not only do you shoulder the burden of a jurisdiction's crime rate, safety, community outreach, public relations, and more, you have the lives of officers and wellbeing of an entire organization on your hands. You are a leader among leaders.

Now imagine you're Oakland's chief of police. Or a key player in rebuilding BART after the infamous

Oscar Grant shooting. Or heading up a police department like Hayward's — bisected by major freeways that carry hundreds of thousands of people through the city each day.

Or, like chiefs everywhere, trying to maintain public safety and peace while negotiating the swift-moving currents of protests, riots, public unrest, police-brutality cases, assaults and murders of officers, social media, lawsuits, third-party consultants, national scrutiny, and more.

It isn't easy being chief, but these men and women are meeting the challenge, effecting change, and finding solutions for California's toughest problems. Here, some of the Bay Area's high-profile law enforcement leaders share their challenges, accomplishments, and lessons learned.

And while each of these leaders oversees a jurisdiction that has a unique set of constituents and issues, they share something similar: All of them are graduates of Cal State East Bay. ►

“If gangs own the park, people are afraid. If the police own the park, that's oppression. But, if the community owns the park in support with the police department, the community thrives.”

Sean Whent (CJA '11)
OAKLAND CHIEF OF POLICE

The Job That Never Sleeps: Whent's role is 24-7 but it's what he prefers — after a class on cost derivatives at CSUEB, the finance major quickly switched to criminal justice.

SEAN WHENT (CJA '11) OAKLAND CHIEF OF POLICE

Unless you live in Oakland and truly know its charm and amazing diversity, the name alone is enough for many people to think of crime. While it is undeniable that the city has a long rap sheet, it also has culture, recreation, food, entertainment, and an influx of new business development. The struggle to deal with crime, however, has intensified over the last several years due to public unrest, ranging from the protracted Occupy movement, to protests against allegations of police brutality. Through the years, the Oakland Police Department (OPD) has also faced institutional challenges, such as claims of racial profiling, unnecessary use of force, disorganization and delayed response times, and noncompliance with federal mandates for more than a decade. The call for reform is great, and the road ahead is challenging. Enter Sean Whent.

Changing of the Guard

As the City of Oakland's police chief, Sean Whent (CJA '11) maintains a simple, straightforward philosophy: "Build rapport with residents and good things will happen."

Whent stepped into his permanent role as chief of police in May 2014, after serving as interim chief for a year. A 19-year veteran of the department, Whent has a range of experience across several divisions, including patrol, criminal investigations, and internal affairs — and he's also spent time as an instructor for the police

academy. With these qualifications under his belt, he was chosen from a competitive pool of 27 candidates after a rigorous national selection process.

As chief of police, Whent's staff of 1,063 is responsible for the safety of more than 406,000 residents, which are less than ideal odds for a city of Oakland's size and history. In addition to restructuring the department into five new districts, Whent has made community relations the heart and soul of his new tenure — to positive effect. Admitting that relationships

with Oakland's citizens have been "strained" in the past, he says, "Building better relationships with the community must be a top priority if we are to be successful in the future. If gangs own the park, people are afraid. If the police own the park, that's oppression. But, if the community owns the park in support with the police department, the community thrives."

Community Connection

His plan is working. Under Whent's leadership, OPD has implemented several community programs, like a community policing coalition that strategically targets crime prevention at three levels: block, neighborhood, and citywide. By actively engaging in social media and websites like Nextdoor (a network that groups users together by neighborhood), Whent has created a direct line of communication with citizens that is free of typical

barriers and red tape. On Nextdoor, for example, an area captain gives regular updates and also when serious events occur, which Whent says eliminates the maze of the organization. As one example of success, Whent mentions a peeping Tom who was caught through social media efforts by citizens tracking the perpetrator's license plate.

“It's all about our youth. The more connections we have with them, the better the dividends to our community in the long run. We need to increase the positive interactions with police at all levels.”

Sean Whent (CJA '11)
OAKLAND CHIEF OF POLICE

Other results are even more impressive: By the close of 2014, murders were down 11 percent, residential burglaries 28 percent, shootings 13 percent, and robberies 31 percent.

Whent's community efforts also focus on Oakland's youth, with particular emphasis on the city's high-school dropout rate. (In 2013, the *San Francisco Chronicle* reported an improvement of 25 percent, but that number is still roughly twice the national average.) This past summer, OPD established a Youth Citizens Police Academy. In the free program, youth ages 16-21 are invited to OPD's downtown offices one night a week for three months. Participants get an unprecedented, behind-the-scenes look at the department, and they learn from police officers and division heads about crime prevention, procedures, criminal law, and how the department works.

"It's all about our youth," Whent says. "The more connections we have with them, the better the dividends to our community in the long run. We need to increase the positive interactions with police at all levels." OPD maintains its touch with those who have passed through the program via an alumni association that keeps young adults working in partnership with police through annual events and fundraising.

Resource Management

Even with strong community relationships, limited resources and low officer numbers have been longstanding issues for OPD, exacerbated by attention-grabbing violent crimes and large-scale demonstrations like the recent closure of I-80 in Berkeley. The attraction of Oakland to the burgeoning tech set also raises an interesting issue: Is the influx of new money, business, and housing demands a good thing for Oakland? Whent says yes: "The police department has a role to play in economic development, and it's our job to reduce crime." However, he also cautions that newcomers often have high expectations for beat policing — and despite improvements in the economy, OPD's resources have yet to catch up. While some residents are more vocal, he explains, they might not have the greatest need. Therefore, resources need to be shifted accordingly. "The demand for our services is high," he says. "We are not a huge police department for a city of this size. It's a constant triage of priorities.

We need to adapt to emerging trends. Ultimately, the priority is the preservation of human life above anything else."

In part, Whent's time at Cal State East Bay primed him for this type of resource allocation. Dr. Marc Nethercutt, professor emeritus of criminal justice, made a lasting impression on Whent for his laser focus on efficiency: "He used every single minute of class time," Whent remembers. "He had a great sense of pride. He'd tell us, 'you are paying for your education, and I am going to give you that.' His work ethic was inspirational."

As to what motivates him to rise to Oakland's considerable challenges, Whent agrees his job is hard but adds, "Anything worth doing is often a challenge, and if it's not, then it's not worth doing. You have to keep your foot on the gas pedal at all times and never let up. It just goes and goes and goes."

JANEITH GLENN-DAVIS (CJA '84, MPA '11) DEPUTY CHIEF FOR PROFESSIONAL STANDARDS AND TRAINING AT BART

BART transports more than 400,000 passengers to and from 44 stops along 104 miles of track each and every day.¹ With its own dedicated police force, BART is nearly like a city unto itself, one that sews together all of the Bay Area, connecting three counties into a distinctive region. The very nature of what BART is — a transit system — means that police must deal with the challenges of not just one city, but many at the same time. While BART operates with impressive efficiency and safety for an agency of its size, events like the Oscar Grant shooting, or a more recent accidental shooting of a BART officer by a colleague, have led to protests and questions about internal operations. The task is daunting, but the BART Police Department is actively rebuilding its image and strengthening community relationships, while simultaneously responding to fresh concerns over passenger transport and safety. ►



Her Calling: Glenn-Davis' smarts led Dr. Benjamin Carmichael to recommend law school not law enforcement during her time at CSUEB — fortunately, she didn't listen.

PHOTO: ERIC MILLETTE

The Right Choice

Janeith Glenn-Davis (CJA '84, MPA '11) has never shied away from a challenge. After an 18-year career with the Oakland Police Department and nearly eight years as Cal State East Bay's chief of police, she has taken on reforming the fifth largest transportation system in the country — BART.

Deputy Chief Glenn-Davis joined the BART Police Department (BART PD) in 2011. Since 2012, her title has been deputy chief of professional standards and training. Her role on the BART PD executive team, however, was created directly in response to the shooting of Oscar Grant by a BART officer. To deal with the public outcry, the agency brought in consultants like the National Organization of Black Law Enforcement Executives (NOBLE), a research team with nearly 40 years' experience helping police departments deal with issues like racial profiling and use-of-force policies. As part of the new executive team, Glenn-Davis has been instrumental in managing several initiatives recommended by the consultants, including establishing a Recruitment and Retention Advisory Council alongside another deputy chief.

Tactical Considerations

While some of her work takes place behind the scenes, Glenn-Davis' specialty in professional standards and training may forever change the way BART police hires its officers, and how those officers respond to stressful, violent, and combative situations — factors that underscore a more permanent, long-range institutional shift in BART police operations. And it

starts with education. Under Chief Kenton Rainey's command, Glenn-Davis has expanded the list of courses BART officers are required to complete, including additional training in communication, diversity, handling emotionally disturbed persons, and community policing. "Verbal judo" is also an area of focus, which helps officers learn how to prevent and respond

“The potential for abuse is great — there has to be a strong system of checks and balances. If (the officers are) doing the right thing, there's nothing to be uncomfortable about.”

JANEITH GLENN-DAVIS
(CJA '84, MPA '11)

DEPUTY CHIEF FOR
PROFESSIONAL STANDARDS
AND TRAINING AT BART

to emotionally charged situations and defuse conflict through conversation. Racial profiling and internal affairs have been other areas of focus.

A complete overhaul of the complaint system has also been completed, with emphasis on rebuilding the community's trust and confidence in the police department — there are now stricter guidelines for all personnel involved in receiving/documenting complaints; detailed tracking

of use-of-force incidents; and more community access to giving feedback than ever before. Glenn-Davis said her team investigates more than 100 complaints per year, and admits, "The potential for abuse is great — there has to be a strong system of checks and balances. If (the officers are) doing the right thing, there's nothing to be uncomfortable about ... Community partnerships and community relationships are at the very core of what we do. This can be a daunting job unless the public has a perception that you are fair ... We want the community to see us as a true partner."

That partnership is essential to continuing to improve safety, and how the many communities BART passes through perceive its services. Resources are limited. With only about 200 police officers, Glenn-Davis notes how important the public is in the department's efforts. "There is no way we can do our jobs without the eyes and ears of the public," she says. BART police must enlist the help of its ridership, and she hopes passengers will take heed of the tagline "If you see something, say something." From the inside, Glenn-Davis has also developed a recruitment plan that addresses the specific qualities desired in a potential officer, where and how to find them, and how the BART Police Department can achieve its recruitment goals.

Leaps & Bounds

In a short few years, the department has come a long way. "Crime is down 27 percent," Glenn-Davis says. "Everything's still not perfect and full reform could take five to 10 years, but we are doing an outstanding job, and the BART police of today is almost unrecognizable from the BART police of the past." ▶

BART police are counting on new technology to keep the momentum going. BART PD was among industry leaders in the development of its “body camera” program. In August 2014, the transit agency launched BART Watch. Riders with smartphones can discreetly send an anonymous text or email to the BART police to report a crime or suspicious activity. The app enables users to send a picture or use a one-tap button to connect to BART police via telephone. So far, there have been more than 8,000 downloads, and more than 1,100 reported incidents, including panhandling, smoking, vandalism, lewd or sexual behavior, and unattended packages or baggage.

Fast-Forward: Future

After 30 years of police work, Glenn-Davis is beginning to look toward her own future. She will retire in the next year or two, and join her husband in Washington, D.C., for his appointment as the director of the Office of Community Oriented Policing (COPS) under Attorney General Eric Holder. In the meantime, she is pleased with her role at BART PD, and being among the many CSUEB alums that are making a difference in law enforcement: “Cal State East Bay has one of the best programs in the state so it’s not surprising. I’m proud to be in their company.”

DIANE URBAN '86 HAYWARD CHIEF OF POLICE

As a critical intersection of major transportation arteries and Bay Area cities, Hayward is home to a diverse population and educational institutions like Cal State East Bay and Chabot College. While the convenience of Hayward is one of its primary draws, the city has not seen the influx of technology and startup businesses that characterize neighboring communities. This keeps Hayward more affordable than much of the Bay Area (although housing costs are steadily rising), but it has also resulted in less socioeconomic opportunity in Hayward’s workforce. According to www.city-data.com, crime in Hayward is most notably concentrated in the categories of theft, auto theft, and burglary, and has contributed to a historical reputation of crime for the city.

In Her Genes

Diane Urban’s original career plans did not include crime fighting. In fact, her father, an ex-beat cop in Los Angeles, moved his family to bucolic Eugene, Oregon, just to get them away from L.A.’s streets. But for Urban (CJA '86), police work is in the blood.

Diane’s father eventually moved his family back to California and opened a home alarm business, and Urban attended high school in Los Gatos. When she started college at Cal State, she planned to major in business and take over the family trade — just not the one her father intended. “I might as well have just stuck a fork in my eye,” she says of the tedious accounting and statistics classes she took in preparation for the role of CEO. Fortunately, an elective led her to taking Intro to Criminal Justice from Benjamin Carmichael out of curiosity for her father’s previous profession. “The guy was mesmerizing. Literally, first class, 90 minutes in ... I knew I was going to be in criminal justice,” she says. It took Urban the rest of the year to come clean with her dad about her change of heart, and as she later told the *San Jose Mercury News*, “I went home ... and I said, ‘Do you want the bad news or the bad news?’” She adds, “It was as if the temperature [in the room] dropped 20 degrees.”

It may not have been the profession her father was hoping for, but Urban is used to swimming upstream. She was named the first female chief of the Hayward Police Department (HPD) in 2011 after working for the San Jose Police Department for 26 years. At San Jose, the fitness enthusiast joined MERGE, the city’s version of a SWAT team, unheard of for a woman. “They made it abundantly clear that they didn’t want me there, that they would make my life miserable,” she later admitted. Eventually, however, Urban would be the only officer on the squad to pass an FBI physical fitness test, and she went on to become the unit’s primary sniper.

Heart of the Bay

“Predicting (crime cycles) is like trying to predict the weather,” Urban says of her experience. Right now the weather in Hayward is pretty good. Crime is down 29 percent overall, and of the 110 violent crimes last year, Urban said only 1 percent was gang related. Instead, “quality of life” crimes are the biggest issue, namely traffic, auto theft, and residential burglaries. Since several major freeways go through Hayward, the city has a transitory nature that some point to as the ►

“We’re a customer service company, if you will, and a lot of cops don’t like that ... There is so much surprise in what we do that there shouldn’t be any surprise in how we do business.”

DIANE URBAN (CJA '86)
HAYWARD CHIEF OF POLICE



The Long Shot: Urban was initially scouted for the track & field team at CSUEB as a discus thrower — she went on to win three championships and was a near-miss for the '84 Olympic team.

PHOTO: ERIC MILLETTE

reason for high crime. “Some people would have you believe that Hayward is crime-ridden. I know what people see. This is a community that is diverse. When you walk on the street, you see ... people of different colors — that does not make it unsafe. So, that perception, it’s a bunch of baloney.”

Urban counts on community relationships to keep Hayward moving in the right direction. She uses the example of a rash of burglaries from a couple years back, which included a rumor that the police were somehow involved. Rather than stay silent, Urban proactively held community meetings and gathered support from key city stakeholders. “You always have to have your relationships in place,” she says. “There should be no Ferguson. Something is going to happen in every community. You should be able to pick up the phone to your faith-based organizations, to your community-based mechanisms, to your day-labor centers, to your local NAACP.

“I can describe my community in one sentence: They are my best force multiplier. They are my eyes and they are my ears. If I have community trust, even with people who have a mistrust for police ... if those people are working with you and if those people are reporting crimes because they are not afraid about deportation ... then we’ve got it made. And those relationships are firmly embedded here.”

It’s a lesson that she’s committed to passing down to her staff. “I like the community here and that’s why from the top down we should model good customer service. We’re a customer service company, if you will, and a lot of cops don’t like that. But my organization is very comfortable with it,” Urban says. “There is so much surprise in what we do that there shouldn’t be any surprise in how we do business,” she adds. “We should always be excellent, and we should always be accountable for our actions.”

PIONEERING THE WAY

Without a doubt, these chiefs have their work cut out for them — and they have many things in common: meeting the demands of their cities with limited resources, an emphasis on community relationships, and leveraging technology to expand the reach of their departments. But they are also not alone. All throughout the area, Cal State East Bay alumni represent a growing network of leaders, who are changing the landscape of law enforcement, and working with citizens to improve their communities.

Richard Lucia (MS Counseling ’91) serves as the undersheriff for the Alameda County Sheriff’s Office (ACSO). With a jurisdiction that stretches from Albany to south of Fremont and east of Livermore, the demand and breadth of services offered by ACSO is incredibly high — ranging from full-coverage patrol and investigative services of unincorporated and contracted areas, to marine patrol and fish and game enforcement, to operating a police academy. Lucia counts his time at CSUEB as invaluable for the insight his educational psychology classes gave him into people from different walks of life. “The



Alameda County Sheriff’s Office, Undersheriff Richard Lucia (MS Counseling ’91)

men and women I went to school with came from a variety of backgrounds,” he says. “Being able to share in those discussions and listening to them was extremely valuable. Many of the students were not law-enforcement professionals, so these interactions provided me with a good balance today.” An avid runner, Lucia, who lives near the university, runs around the campus almost every day. “It’s like home to me,” he says.

PHOTO: STEPHANIE SEACREST

PHOTO: STEPHANIE SEACREST



Alameda Chief of Police Paul Rolleri (CJA ’85)

Paul Rolleri (CJA ’85) was selected as interim police chief of Alameda in June 2013 and was permanently named to the position in November 2013. Alameda, a charter city (governed by its own charter document rather than general law of the government), houses a high-density population of more than 75,000 in about 10 square miles of land. Alameda is also a comparatively safe area of the East Bay, with crime rates well under the national average². Rolleri, a native, intends to keep it that way. He joined the Alameda Police Department in 1992 and has worked in patrol, field training, investigations, youth services, and the violent crimes unit. “My experiences at Cal State East Bay opened my eyes to the details of the criminal justice system. It’s not just about arresting people,” he says. “It’s also about building relationships and achieving outcomes that have a positive impact in the community.”

Leading the police department in Moraga is Chief **Robert Priebe (MPA ’92)**. Moraga is arguably one of the sleeper towns in in the Bay Area, nestled into a small valley of hills, and home to St. Mary’s College of California. The population comes in at just over 16,000 with similar square mileage to that of Alameda; the town is home to pricey housing and crime averages are desirably low³. Priebe joined the Moraga Police Department in 1979, and was named interim chief in 2008 before being permanently

promoted in 2009. “The most important thing I learned at Cal State East Bay is how to be a change agent,” he said. “I deal with constant change; in law enforcement policies and procedures, in personnel, in society, in technology, in the law, and in our community. Nothing is static. A successful organization needs to be adaptable in order to provide the best possible customer service. You have to embrace change to do your job well.”

Police Chief Walter Tibbet (MS Counseling ’01) heads up the Fairfield Police Department, which means looking after a city of unusual shape and size — extending just east of Travis Air Force Base all the way west of I-680 and south toward Vallejo. Fairfield struggles with more crime than neighbors like Vacaville, Benicia, and Napa, and does have issues with violent crimes, most notably involving firearms; however, theft, auto theft, and burglary are more prevalent⁴. Tibbet has been around the Bay Area long enough to meet the challenge: He spent 26 years at the San Jose Police Department, ending his term as a captain before accepting a chief of police post at Alameda in 2006. Tibbet began his current role in Fairfield in 2010. He has many memories of his



Moraga Chief of Police Robert Priebe (MPA ’92)

PHOTO: STEPHANIE SEACREST



PHOTO: STEPHANIE SEACREST
Fairfield Chief of Police Walter Tibbet (MS Counseling '01)

time at CSUEB, and explains both the on-campus and classroom experiences were important in their own right. “The student body brought together a group of people from widely diverse backgrounds,” he says. “The opportunity to share our various experiences in the campus setting provided an enriched learning environment.”

Daniel J. DeSmidt (MPA '06) was named chief of police of Belmont in July 2012. Belmont is sandwiched between San Mateo and San Carlos to the north and south, with Foster City to the west and hills to the east. The population of Belmont was nearly 27,000 in 2013, and, like the surrounding cities, Belmont is home to a high number of tech-industry professionals — nearly 25 percent. Belmont has historically enjoyed a low crime rate, especially in terms of violent crime⁵. As a Belmont native, DeSmidt has been with the department for more than 25 years and is a veteran of the San Mateo County Sheriff's SWAT team. “Cal State East Bay helped me realize how to create a learning organization,” he says. “We need to be able to adjust to any situation. Day by day, variables change. Situations change. The crime rate goes up, or it goes down. My job as a leader is to prepare my organization to adapt to any and all of these challenges.”

Adele Frese (CJA '92) was named police chief of Greenfield (30 miles south of Salinas) in March 2014, after 20 years with the Corpus Christi, Texas, Police Department. The small agricultural town is a part of Monterey County, and has an estimated population

of about 25,000, with more than 90-percent Hispanic residents. Like many Cal State East Bay students, Frese is a first-generation college graduate. “Growing up in the East Bay and seeing the university sitting up on top of the Hayward hills, the campus sort of became a symbol of what I knew I wanted to achieve,” she says. But it isn't just her coursework in criminal justice that has had a profound impact on her career: “I was fortunate to have taken a course in Women and Literature from Dr. Eileen Barrett. I never imagined the knowledge I gleaned from her class would be put to use later in my public safety career when I became an integral part of the recruiting, hiring, and training process of police officers. What I learned from her course, coupled with the guidance she and other professors offered, inspired me to attend graduate school and direct my research in women in policing. I'm proud to have attended CSUEB.”



PHOTO: STEPHANIE SEACREST
Belmont Chief of Police Daniel J. DeSmidt (MPA '06)



PHOTO: STEPHANIE SEACREST
Greenfield Chief of Police Adele Frese (CJA '92)

Allan Cantando (CJA '91, MPA '94) is police chief of Antioch, one of the oldest towns in California (est. 1872). Crime in Antioch soars above national averages and that of surrounding cities⁶. However, complete statistics for 2013 showed improvement in several areas over 2012, including aggravated assault, burglary, and theft. Cantando says his time at Cal State East Bay was essential, however, as his professors were contemporary about what was occurring in the field and taught with a great deal of credibility. Today, Cantando believes that being transparent with the community is critical. He holds quarterly community meetings that allow residents to participate in Q&A sessions. “We used to have just what we call ‘true

believers' attend,” Cantando says. “But now, we have a mixture, which includes critics, too. That's good, because we want people to be open and honest with the police department, and let us know what they think about our services.”

THE ROAD AHEAD

Even with its challenges, it's a dynamic time to be a leader in the Bay Area — economic upswing, business growth, new opportunities in education, and even public scrutiny are all part of creating forward movement. These law-enforcement leaders may be at the helm of change, but they are leveraging community dialogue, technology, and their exposure to diverse learning opportunities at Cal State East Bay to steer the course. Chief Urban of Hayward helped put the sheer number of CSUEB graduates that are holding high-profile positions into perspective: “How many people make chief? Less than 1 percent of 1 percent. And to have so many alumni all come from one university? I think it speaks volumes when it comes to the current quality there and what's been in place for decades.” ■



PHOTO: STEPHANIE SEACREST
Antioch Chief of Police Allan Cantando (CJA '91, MPA '94)

Teaching FINANCIAL LITERACY

CSUEB's Financial Literacy Center changes people's lives through classes and community outreach

BY TODD PREPSKY

IT'S A STORY THAT HAS BECOME ALL TOO COMMON. JOE GRADUATES HIGH SCHOOL. THE INK IS BARELY DRY ON HIS DIPLOMA AND THE CREDIT APPLICATIONS START FILLING THE MAILBOX. EVEN BEFORE THE PROUD GRADUATE SETTLES INTO HIS COLLEGE DORM ROOM, JOE MAY ALREADY BE SPEEDING TOWARD THE LIMIT ON HIS NEW CREDIT CARD. THE COSTS OF GOING TO COLLEGE CAN BE EXORBITANT — TUITION, BOOKS, MEAL PLANS, LAB FEES, DORM FEES. IT CAN ALWAYS BE PAID BACK LATER, RIGHT? IN FAILING TO READ THE FINE PRINT, JOE DOESN'T REALIZE THAT HIS INTEREST RATE IS 25 PERCENT, AND THAT MAKING THE MINIMUM PAYMENT HAS TRAPPED HIM IN AN ENDLESS LOOP OF DEBT.

It's not just college students that fall prey to the lure of the credit card. According to the credit agency Experian, "As of the first quarter of 2013, the average credit card balance per consumer was \$3,779. However, consumers with low credit scores owed considerably more, with an average debt of \$5,965."* That's a scary fact, but here's a scarier one: With a \$5,000 balance, a \$125 monthly payment, and a 25 percent annual percentage rate (APR), the debt would take more than seven years and \$5,800 in interest to repay. The old saying about casinos — "The house always wins" — is also true of credit card companies.

And credit card debt is just one facet of the many financial challenges Americans face today. Managing student loans, maintaining a realistic budget, getting home and car loans, saving and investing for college and retirement — the list goes on and on. ►

“We’re partnering with Hayward Promise Neighborhood to bring the program to six schools in the spring — two high schools, two middle schools, and two elementary. East Bay students have been helping to develop the games we’ll be using to teach basic financial concepts.”

Lettie Ramirez
PROFESSOR, TEACHER EDUCATION

Cal State East Bay is tackling these challenges head on by teaching “financial literacy.” Beginning last year the College of Business and Economics (CBE) launched its new Financial Literacy Center to give students, faculty, staff, and members of the community the tools they need to manage money more effectively. To address these types of financial challenges, the Financial Literacy Center has several major programs planned, such as personal finance

courses; a community financial literacy program to educate those in Hayward and surrounding areas; one-on-one financial counseling; peer-to-peer workshops; a lecture series featuring prominent members of the financial industry; and an online resource for the public to learn more about sound financial principles.

A Commitment to Community Engagement
It’s an ambitious endeavor that is already taking shape. With a grant from Wells Fargo, CBE developed a new experiential

GE course, Personal Financial Management (PFM). Since late 2013, more than 400 students have taken the class. CSUEB students learn how to develop a realistic budget for things like fixed costs (rent) vs. split expenses, and to manage it, with many finding that they can keep more money in their pockets. “The students feel energized and empowered, and it shows. For example, students learn ... to use coupons to lessen their food bills, and negotiating skills for buying a car. As their financial competence improves, they start finding other ways to save money, such as taking advantage of free museum days or using free Wi-Fi,” says David Murray, a lecturer in the Department of Accounting and Finance.

The PFM class doesn’t stop at the campus border, however. The second major component of the class is a high school mentoring program in financial literacy through a grant from the U.S. Department of Education called Programmatic Excellence and Innovation in Learning (PEIL). CSUEB students visited Mt. Eden High School and mentored high school students with problems like creating a workable

personal budget and managing it. “I was amazed at how good the Cal State students were at mentoring,” says Murray. “They coached the students to discover the answers for themselves, and they were patient and professional.” The CSUEB students also benefited from the interactive learning experience, with implications beyond fiscal responsibility. One participant said, “This experience really confirmed my idea of becoming a probation officer ... I learned that I would like to do volunteer work with teenagers in their communities. I learned how to open up with people.” Mt. Eden students are not the only ones benefiting from the Financial Literacy Center. As part of the Wells Fargo grant, Lettie Ramirez, professor of teacher education recently began a course for women who wanted to learn more about interest rates. “Some of them had lost their homes because they were given wrong information when they applied for loans and they wanted to avoid that in the future,” Ramirez said. “We started developing a workshop. The whole class was



PHOTO: MAX GERBER

Learning by Teaching: Lecturer David Murray empowers students with budget basics, and oversees their mentoring of Mt. Eden high-school students in turn.

composed of women so it was geared toward them. We’re getting ready to do a presentation for men in January. Men make a lot of big purchases and sometimes don’t understand the interest rates they’re lured into paying.” Ramirez even has plans to teach financial literacy to children. “We’re partnering with Hayward Promise Neighborhood to bring the program to six schools in the spring — two high schools, two middle schools, and two elementary. East Bay students have been helping to develop the games we’ll be using to teach basic financial concepts,” she explained.

With these opening initiatives, the Financial Literacy Center is well on its way to establishing Cal State East Bay as a leader in financial literacy education, and to helping students like Joe avoid the pitfalls of easy credit and a lifetime of crushing debt. Given the right tools, students, faculty, staff, and community members will be able to improve their ability to make sound financial decisions and confidently pursue their personal and professional goals. ■

*www.credit.com

“I was amazed at how good the Cal State students were at mentoring ... they coached the students to discover the answers for themselves, and they were patient and professional.”

David Murray
LECTURER, DEPARTMENT OF ACCOUNTING AND FINANCE
COLLEGE OF BUSINESS AND ECONOMICS



PHOTO: MAX GERBER

Captive Audience: Students in the Personal Financial Management class find that tracking their expenses often results in more disposable income.





A Life of Inspiration: Jedlicka shared Disney tales, and lessons of gratitude and teamwork with the Class of '14.



Family Pride: Jedlicka with (from left) daughter Sarah, wife Angie, and daughter Catherine grabbed a snapshot with President Morishita on convocation day.

PHOTO: STEPHANIE SECREST

“Never stop learning. Consume knowledge at every opportunity. Do not compete. Rather, collaborate, be ethical, and work with others.”

Michael Jedlicka (BS Computer Science, '85)

CAL STATE EAST BAY
2014 DISTINGUISHED ALUMNUS

2014 Distinguished Alumnus *Michael Jedlicka (BA '85)* Brings a Special Effect to Honors Convocation

BY TODD PREPSKY

IT'S SAFE TO SAY THAT MICHAEL JEDLICKA MADE HIS MARK AT THE MAY 17 HONORS CONVOCATION CEREMONY. WHILE SPEAKING TO THE 278 GRADUATING HONORS STUDENTS, CAL STATE EAST BAY'S 2014 DISTINGUISHED ALUMNUS PUT HIS INBOX AT RISK OF OVERFLOWING BY GIVING HIS PERSONAL EMAIL ADDRESS TO THE GRADUATES AND ENCOURAGING THEM TO CONTACT HIM. However, he is unfazed at the prospect of having 278 newly minted alumni flood him with emails asking for advice. In fact, he relishes it. There's a certain Disneyesque quality to his action — whimsical yet purposeful — which is appropriate for a man who has been with The Walt Disney Studios for 20 years. And, he said, it's part of his recommendation to the honor students to “connect, engage, express gratitude, and find your champions.”

As vice president of technology and strategy at The Walt Disney Studios, Jedlicka's resume is a storied one. During his first 10 years, he was executive director of technology at Walt Disney Feature Animation, with film credits such as *Pocahontas* and *Chicken Little*. His motion picture visual effects credits include *Reign of Fire*, *Gone in Sixty Seconds*, *Unbreakable*, and *Captain America: The Winter Soldier*, among many others. He is currently in charge of numerous technology teams that support production, post-production, and studio operations.

Of Cal State East Bay, Jedlicka said modestly that he “did pretty well here” and characterized his experience at CSUEB as “that moment in time where things magically started to happen (for me).” But it was what he said next that truly resonated with the graduates: “Never stop learning. Consume knowledge at every opportunity.

Do not compete. Rather, collaborate, be ethical, and work with others.”

Cal State East Bay President Leroy M. Morishita hailed Jedlicka as a living example of that philosophy. “As the Distinguished Alumnus, Michael truly reflects the University's values by making significant achievements in his field. His constant drive to learn serves as a tremendous example for all of our students and graduates.”

Reflecting on his early career and his time at Cal State East Bay, Jedlicka said, “As I look back, I see the key moments when the combination of skills I acquired on the job, mixed with a relevant education, were inflection points in my career. I am grateful for the educational opportunity provided for me by this university, and I am proud to be a Cal State East Bay alumnus. I am deeply honored and humbled to receive this recognition from CSUEB.” ■

Lanette Jimerson (BA '96)

2014 Distinguished Young Alumna Uplifts Teachers and Students Alike

BY TODD PREPSKY

IN LANETTE JIMERSON'S ('96) CHILDREN'S BOOK, SHE TELLS THE STORY OF LLOYD HALL, A YOUNG AFRICAN AMERICAN CHEMIST FROM HUMBLE BEGINNINGS WHO DEVELOPS A PROCESS FOR

SALTING AND CANNING MEAT SO IT CAN BE DELIVERED TO SOLDIERS ON THE FRONT LINES WITHOUT SPOILING.

Jimerson's own story is no less impressive and it isn't fiction. Cal State East Bay's 2014 Distinguished Young Alumna also comes from humble beginnings. As the first in her family to attend a four-year university, Jimerson had high expectations to fulfill as well as additional obligations. She was responsible for the daily care of her two younger brothers — getting them up and ready for school, helping them with their homework, and using the income from her part-time job to help pay for their clothes. All while still attending high school.

Fast-forward several years. Lanette Jimerson is now Dr. Lanette Jimerson, as she holds a PhD in education from UC Berkeley. Prior to attending Berkeley, Jimerson earned her bachelor's degree in English from Cal State East Bay and stayed on to get her English credential. While at CSUEB, she paid it forward by tutoring and mentoring high school students in the Upward Bound program, helping them prepare for college. She then moved on to Berkeley, where she earned her master's and doctorate degrees — garnering an Outstanding Graduate Student Instructor award in the process. In her current position as the program director of the



All Smiles: President Morishita presented Jimerson with the Distinguished Young Alumna award.

PHOTO: GARVIN TSO



“As a first-generation college graduate, Cal State East Bay provided me the opportunity to begin a new cycle ... As an alumna, I am committed to supporting future first-generation college graduates of Cal State East Bay, whether through scholarship or mentoring.”

Lanette Jimerson (BA English, '96)

CAL STATE EAST BAY
2014 DISTINGUISHED YOUNG ALUMNA

Multicultural Urban Secondary English Credential and Master's Program at Berkeley (MUSE), Jimerson coaches classroom instructors in methods for teaching students in multilingual, multicultural urban schools to become proficient writers, readers and speakers.

At this year's Freshman Convocation, she took the opportunity to provide a little coaching to the incoming class: "As you enter CSUEB, sweep away the shame, barriers, or ways of being that hinder you from developing in this next phase," Jimerson advised. "And may you never forget who you are and your talents ... embrace who you are in every situation."

President Leroy M. Morishita praised Jimerson as an outstanding alumna who gives back to the community. "We are proud of Lanette as our Distinguished Young Alumna of the Year," Morishita

said. "Her journey, as well as the work she is doing, impacts education and students at many levels. What she has achieved in her brief career is quite extraordinary."

Though Jimerson is putting her skills to work at Berkeley, she hasn't forgotten her first alma mater — or her desire to lift up aspiring college students.

"As a first-generation college graduate, Cal State East Bay provided me the opportunity to begin a new cycle; both of my younger brothers earned a university degree," Jimerson said. "As an alumna, I am committed to supporting future first-generation college graduates of Cal State East Bay, whether through scholarship or mentoring." ■



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It is our privilege as the newest members of University Advancement's leadership team to extend warm gratitude to each of you listed in this year's Honor Roll of Donors. You are an extraordinary community of people whose philanthropy has created a unique and contemporary learning environment where students and faculty can teach, share, discover and thrive.

The Chronicle of Higher Education recently named Cal State East Bay as the fifth most diverse campus in the nation. We are proud that our student body reflects the vibrant multicultural makeup of California, and that your collective generosity brings the dream of higher education to life for talented, hard-working students from all backgrounds.

Thanks to your investments, the University is undergoing a physical renaissance, and the faculty is paving the way with innovative curricular offerings that prepare our students to lead the workforce of the future.

We hope you take pride in the great impact your generosity is having at Cal State East Bay during this exciting turning point in University history.

To all of you we give our thanks,

Kathleen and Tanya

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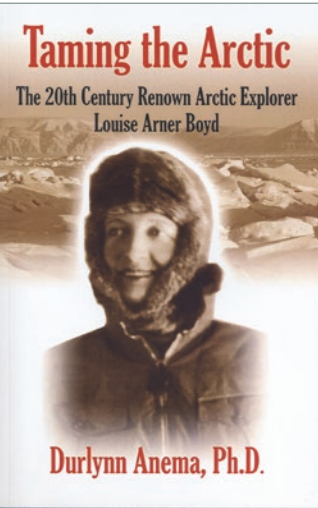


CALIFORNIA STATE UNIVERSITY
EAST BAY

ClassNotes

1960s

Durlynn Anema-Garten (BA '68, Political Science; MS '77, School Administration) is the author of *Taming the Arctic: The 20th Century Renown Arctic Explorer Louise Arner Boyd*, a biography of the Marin County native who funded four scientific expeditions to the Arctic in the 1930s. Anema-Garten has written 15 other books and two newspaper columns. She teaches communication at the University of the Pacific.



Nora Coryell (BA '69, Spanish) teaches private Spanish lessons and English as a Second Language (ESL) in Amador County, Calif. Coryell has been an activist for migrant workers' rights since she graduated from college.

She taught ESL for 10 years in the East Bay before becoming a vocational rehabilitation counselor and opening her own firm, Coryell and Company, which specialized in rehabilitating farm workers. Coryell's background includes retail stores in San Jose, Calif. and Jackson, Calif.

1970s

Terry Colborn (BS '72, Human Development) retired after a 28-year career as the vice president of programs and government affairs at Easter Seals Superior California in Sacramento. Prior to retiring, he started TLC Birding Tours to share his passion for birds and to lead domestic and international birding tours. He and his wife reside in Davis, Calif.

Leslie Frates (BA '77, Spanish), a lecturer in Spanish at CSUEB from 1992-2009, appeared on the TV show *Jeopardy* 15 times, and was recently featured on the show's "Battle of the



Decades: '80s Week." Frates was also a member of the historic 2002 Million Dollar Masters Tournament at Radio City Music Hall that featured 15 previous champions.

Ben Goldberg (BA '73, Speech) is the new president of the Tracy Rotary Club, where he operates BLG Sign Designs, which develops Americans with Disabilities Act signage for healthcare firms. Goldberg and his wife, Lori, also participate in square dancing, with Ben acting as a caller at square dance events throughout California.

Michael P. Jensen (BA '75, English), a freelance writer and independent Shakespeare scholar, recently led a seminar on Shakespeare documentaries at the 2014 Shakespeare Association of America annual meeting in St. Louis. Jensen also published *A Midsummer Night's Dream on Radio: The Oregon Shakespeare Festival's Radio Series* in the annual *Shakespeare Survey*, vol. 65, published by Cambridge University Press.



E. A. Betsy Kellas (BA '72, Art) had her art featured in a recent exhibit at the Belvedere-Tiburon Library. She spent 12 years as a school principal in the Hayward Unified School District before returning to the classroom to teach art for 10 years. Kellas then worked as the district's K-12 visual and performing arts coordinator, retiring in 2009. She now focuses on her mixed media art full time in her Greenbrae studio.

Rhonda (Roberts) Lomeli ('75-'76) recently published her first book, *Semper Fi, Marine*, about her father's and uncle's experiences during World War II. In addition to recording the recollections of the two men and poring through government documents, Lomeli traveled to Peleliu, Pallau in the western Pacific Ocean to retrace her father's steps on the battleground where 6,000 Marines were killed or wounded.

Eric Niderost (BA '72, History; MA '81, History) is the author of the book *Sonnets & Sunspots*, which chronicles the story of the Bell Laboratory Science Films, the popular series of television science films broadcast from 1956 to 1964. The show's host, Frank "Dr.

Research" Baxter, became an icon and science hero to millions of students, inspiring many to become scientists themselves.

Phillip Ross (BA '76, Communication) is the author of the sports narrative *Once a Trojan Always a Trojan: A True Story*. He is also co-author of *Hating America: The Left's Long History of Despising (and Slowly Destroying) Our Great Country*, written with former U.S. congressman Tom Tancredo.

Michael Sweeney (BA '72, MA '74, Political Science) has retired from his positions as mayor of Hayward and executive director of Spectrum Community Services, where he continues to volunteer. Sweeney first entered politics when he ran for City Council in 1982. He ran for mayor in 1990, followed by two terms in the State Assembly. His political career includes two more terms as mayor of



Hayward, as he was reelected in 2006 and 2010.

Timothy Tietjen (BA '79, History) is a partner with Rouda Feder Tietjen & McGuinn, a San Francisco-based personal injury law firm. He is also an accomplished golfer, having won multiple club championships at Silverado Country Club in Napa.

1980s

Ellen Carlson (BS '81, Nursing) is an oncology nurse navigator at Sutter Auburn Faith Hospital in Auburn, Calif., helping to assist and support cancer patients. Carlson previously worked at Alta Bates Summit Medical Center in Berkeley, Calif.

Mark Francis (MPA '88, Public Administration) is a historian and author of the book *Empire: The Development of the Timber Industry in Tuolumne, the Standard Lumber Co. and Its Railroads 1850-1920*. In 2011, Francis received the Tuolumne Historical Society's Order of the Wheelhorse award in recognition of his contributions to local history. ►

Cindy Gillespie

(BS '81, Industrial Relations) was promoted to vice president of human resources at Amy's Kitchen, Inc., in Petaluma, Calif., where she oversees three plant locations. Previously, Gillespie spent 14 years as vice president of human resources at New Zealand Milk Products.

Cheryl Hurd

(BA '81, Mass Communication) won a Northern California Area Emmy® Award on June 14 for "Breaking News - 'Asiana Flight 214 Crash Coverage.'"



Hurd has been a KNTV NBC Bay Area reporter for 15 years and was previously nominated

twice for the Emmy. She has also been inducted into the Silver Circle of the Bay Area Black Journalists Association.

Dennis Lindsay

(MBA '81) was honored as a 2014 CFO of the Year in the Large Company category by the Sacramento Business Journal. He has been the CFO of Nugget Market, Inc., for 17 years, playing a significant role in the transition of ownership among family members and in the revamping of employee health and benefit plans.

Gary Pieroni

(BS '80, Business Administration), professor of accounting at Diablo Valley College and a visiting professor at UC Berkeley, was selected to be an Academic Fellow with the International Financial Reporting Standards Foundation – Education Initiative in London for 2015-16. Pieroni was selected after a worldwide search to fill the position.

1990s

Mindy Bolar

(MS, '97, Education Curriculum), was appointed director of curriculum for the Pleasanton School District. Previously, she was principal of Lydiksen Elementary School in Pleasanton, Calif., following work in the Milpitas Unified School District in a variety of educational leadership roles.

Andrew McDevitt

(BA '94, Political Science) is a senior data privacy consultant at San Francisco-based TRUSTe. Based in the Washington, D.C. area, McDevitt has a background in U.S. regulatory compliance, risk management, and government affairs, including positions at Intuit, AvePoint, and Xero.

Omar Morales

(BA '98, Mass Communication) published his graphic novel *CruZader: Agent of the Vatican* after winning CW's Comic Book Hero Contest in 2008, developing the story into a six-part series, and completing a successful crowdfunding campaign. In August 2014, the graphic novel broke the Guinness world record for the largest comic book published (previously held by the rock band KISS).



Karen Sarafin-Hames

(MS '95, Education Curriculum and Instruction) was named a Teacher of the Year in the Elk Grove Unified School District, where she teaches second grade at Foulks Ranch Elementary School.

Sharon Sperry

(BS '94, Psychology) was named talent and organization director for the digital strategy firm Noble Studios. Sharon previously owned and operated AlpenglowHR, a human resources consultancy in Incline Village, Nev.

Wenli Wang

(MBA '95) was appointed partner in charge of the San Francisco office of accounting firm Moss Adams. Wang is the mother of a teenage daughter and was named a 2013 Working Mother of the Year by WorkingMother.com.

2000s

Craig Eicher

(BS '04, Criminal Justice Administration) was elected president of the Hope Hospice Board of Directors. Eicher is a police captain with the Pleasanton Police Department's operations division, and recently completed training at the FBI National Academy at the University of Virginia.

Shanthi Gonzales

(BA '01, History, Political Science) was elected to represent District 6 on the Oakland Unified School Board. Shanthi is membership coordinator at the Women Donors Network in San Francisco.

David Haberman

(BA '08, Communication) was elected to the board of directors of the Livermore Valley Education Foundation. After a stint as a teacher, Haberman worked for two startups that develop alternative K-12 education

programs. He specializes in curriculum development, and his work has been featured in *Wired* magazine and on *The Today Show*.

Daniel Ho

(BS '04, Business Administration; MBA '07) joined Ameriflight in Dallas/Fort Worth as the vice president of aircraft maintenance. His career in the aviation and aerospace field includes positions at Alaska Airlines and Airbus Helicopters.



Elisa Marquez

(BA '01 Sociology, MPA '11) was appointed to the Hayward City Council. Marquez is also a Santa Clara County Superior Court investigator and has served as a Hayward planning commissioner since 2008.

Alice Murray

(BS '05, Nursing) joined Saint Mary's Center for Cancer in Reno, Nev. as a gastrointestinal and thoracic nurse navigator. Previously she worked as a nursing assistant at John Muir Medical Center in

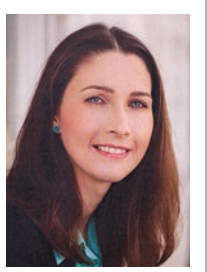
Walnut Creek, Calif., and as a registered nurse at San Ramon Regional Medical Center in San Ramon, Calif.

Steven Musto

(MA '07, Education Administration) is the new principal of American High School in Fremont, Calif. Previously he worked in the Fresno Unified School District, most recently as principal of Horner Junior High School for four years.

Jessica (Roehl) Okui

(BS '01, Business Administration) is an independent craft designer and the founder of Zakkalife.com, a craft and lifestyle blog. Okui is also the author of two books — *Party Origami* and *Fun With Washi*.



Allen Shi

(BS '06, Business Administration) and his wife, Sunny Yao (BS '01, Business Administration), opened China Lounge, a contemporary Sichuan restaurant located in Pleasanton, Calif., in July 2014. Shi and Yao also own Yiping in San Ramon and Sichuan Fortune House in Pleasant Hill. ▶

Matthew Steinecke
(BA '00, English, MS '07, Education) was appointed principal of Canyon Middle School in Castro Valley, Calif. Steinecke has spent his entire teaching and administrative career in Castro Valley and was previously the assistant principal at Castro Valley High School.

Julia Park Tracey
(MA '00, English)) was named Poet Laureate for the city of Alameda, Calif. An award-winning writer, editor, journalist and activist, Tracey is the founding editor and later became publisher of the Alameda Sun. Her biography



Reaching for the Moon: More Diaries of a Roaring Twenties Teen – Part II, set in 1920s Portland, Ore., was the grand prize winner of the Great Northwest Book Festival in spring 2014.

Gene Luen Yang
(MS '03, Online Education) released his latest graphic novel, *The Shadow Hero*, in July 2014. The new book revives a lost character from the Golden Age of comics — The Green Turtle — and features a mix of superheroism

and the immigrant experience. He has won many awards for his work, including two Eisner awards. In 2009, Yang's book *Prime Baby* was featured in an 18-week run in *The New York Times Magazine*. In addition to writing graphic novels, Yang teaches math and computer science part time at Bishop O'Dowd High School in Oakland, Calif.

Lisa Romero
(MS '08, Counseling) is director of continuing medical education at The Doctors Company in Napa, Calif., which provides education opportunities to physicians and healthcare professionals. Romero also volunteers as a court-appointed special advocate for children in the community.

Bao Tram Ngoc Vo-Kumamoto
(MS '00, Counseling) was appointed vice president of instruction at Berkeley City College. Previously, she served as dean of science and mathematics at Chabot College.



2010s
Arianna Avendano
(BA '13, Psychology) was the commencement speaker for graduation ceremonies on May 23, 2014, at College of San Mateo, where she earned her AA degree before transferring to CSUEB. Avendano works as a program counselor for a Bay Area medical weight loss and management program.

Kai-Lukas Barlow
(MA '11, Anthropology) is a human resource generalist at Carolina Friends School in Durham, North Carolina, where he lives with his husband and dog.

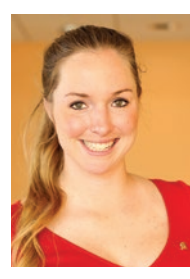


Irona Lofton
(MPA '14), is direct services provider for Youth and Family Services in Vallejo, and was selected by the Women's Foundation of California as one of 20 community and nonprofit leaders enrolled in the Women's Policy Institute. Throughout the year, Lofton will work with the program's Criminal Justice team and a policy mentor to develop and implement policy advocacy projects in Sacramento.

Christa Mekki
(BA '13, Hospitality, Recreation and Tourism), founder of Magnetic Magnificent Events, was mentioned in the "Style" section of the *San Francisco Chronicle* for her role in planning the wedding celebration of Ike Shehadeh (owner of Ike's Sandwiches) and Marcella Mission. In August 2014, Mekki was honored as

Meeting Professional of the Year by the Northern California Chapter of Meeting Professionals International.
Don Chathura Mudalige
(BS '11, Biochemistry) is the founder of Don Web Solution LLC, a digital design and e-commerce firm. He is also the co-founder of Virtu-Tech LLC, offering IT services, and Zulu Perks Inc., creator of a deal-finding app.

Elizabeth Ortiz
(BS '12, Biological Science) was keynote speaker for Cal State East Bay's fall 2014 Student Leadership Conference. She works as Deputy Coroner for San Mateo County.



Submit Class Notes

Share news about your career, accomplishments and life changes with fellow alumni. Include your address, phone number, degree earned, major and graduation year. Mail to: Cal State East Bay Magazine, Attention: Alumni Relations, 25800 Carlos Bee Blvd., SA 4800, Hayward, CA 94542
Or send email to: penny.peak@csueastbay.edu

CAL STATE EAST BAY ALUMNI ASSOCIATION

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You have the right to control whether we share your name, address, and e-mail address with our affinity partners (companies that we partner with to offer products or services to alumni). Please read the following information carefully before you make your choice below:

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You may decide at any time that you do not want us to share your information with our affinity partners. Your choice marked here will remain unless you state otherwise. However, if we do not hear from

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If you decide that you do not want to receive information from our partners, you may do one of the following:

1. Complete an online form at www.csueastbay.edu/alumni-privacy
2. Call toll-free: (866.414.8136)
3. Complete and return this form via fax to 510.885.4691 or mail to: Cal State East Bay Alumni Association, 25800 Carlos Bee Blvd., Hayward, CA 94542-3004

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E-mail: _____

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Alumni Career Services Expand With New Website

BY PENNY PEAK

The variety of career services available to Pioneer alumni is expanding this year, thanks to a new partnership with Cal State East Bay's Academic Advising & Career Services (AACE) center. These services will help address the need identified by respondents to our 2012 Alumni Attitude Survey.



PHOTO: GARVINTSO
Anmar Mann, Chief Economist of the U.S. Bureau of Labor Statistics, West Region Office, spoke about job trends and growing industries on Pioneer TV.

Unsure how to build your professional network? Want advice on your resume or help with job search strategies? These are among the workshops and events now open to alumni in partnership with AACE.

Alumni can benefit from advice about career advancement from successful graduates and industry experts at our series of Industry Job Panels, now in its third year. Alumni are invited to attend in person, watch the live stream through Pioneer TV, or view videos online at your convenience.

Job seekers — and recruiters — are welcome to utilize the University's job portal, Pioneer Jobs. Alumni Association members can access Pioneer Jobs at a discounted rate of \$35 per quarter, a savings of \$15. If you are recruiting for a job or internship opening at your company, we invite you to post your positions on Pioneer Jobs and our LinkedIn alumni group.

For more information, visit our new web page for alumni career services, www.csueastbay.edu/alumni-careers.

CSU Launches Online Yearbook to Celebrate Three Million Alumni

\$10,000 student scholarship contest for yearbook participants

BY PENNY PEAK

With the 2015 commencement, the number of California State University alumni will surpass three million. In recognition of this significant milestone, the CSU system has launched a year-long "Class of 3 Million" celebration featuring what will become the world's largest yearbook. Through the online yearbook, CSU alumni can create a profile and connect with alumni from all 23 CSU campuses.

Yearbook participants will also be entered in a contest to win one of three \$10,000 scholarships for a current or future student, sponsored by Herff Jones.

"The Class of 3 Million milestone is a momentous occasion that allows us to honor all of the CSU students

who have shaped the state, the nation, and beyond," said CSU Chancellor (and CSUEB alumnus) Timothy P. White '72. "As the world's largest comprehensive four-year public university system, we are proud to produce leaders who impact every major industry, and are vital to making California one of the most successful global economies."

All Cal State East Bay and CSU alumni, and the Class of 2015 are invited to join the online yearbook at www.classof3million.calstate.edu.



PARTING SHOT

Jovan Turner, a psychology major in her second year at CSUEB, made her imprint this year on Pioneer Women's Volleyball — a redshirt her freshman year, Turner ended the 2014 season as the second highest scorer and leading the team in blocks. Here, Turner going for a kill against the California Baptist Lancers.



PHOTO: KELLEY L COX

“The guidance of the faculty at CSUEB helped take my career to the next level. My wife and I want to see other students, who may not have access to the funds they need, reach the same potential.”

Atul Dhablania (MBA '02)

Think of the difference your support can make in the lives of students at Cal State East Bay. The Dhablania's gift, and others like yours, will provide the same life-changing opportunities for the next generation of students. If you are interested in establishing a scholarship, call 510.885.3183 or email Kathleen.Brady@csueastbay.edu.

Atul Dhablania (far left) and his wife, Incha, with College of Business and Economics Dean Jagdish Agrawal.

