

# The View

April 8, 1991 Vol. 1. No. 10

From  
**California  
State  
University  
Hayward**

**Save this date:**

**April 17:** Forum sponsored by Foundation/Bookstore, "Campus Input on Plaza Design and Complex Configuration for the New Foundation/Bookstore Building," UU 101 A&B, Noon-1:30.

## **Inauguration creates opportunities to affirm goals, showcase achievements and increase links to the greater East Bay region**

Thirty-four years after its founding, Cal State Hayward will hold its first presidential inauguration. The investiture of the campus' third president, Norma S. Rees, will take place May 17.

The formal inauguration is just one event in a weeklong celebration. Over sixty individuals from among faculty, staff, students, and the community are serving on committees. The effort is headed by a steering committee co-chaired by John Rivers, associate vice president of Student Services, and Sue Sunderland, chair of the recreation and community education department. Also on the committee are Elizabeth Mechling, executive assistant to the president; John Cain, director of University Relations and Development; Gary Wallace, an alumnus and member of the Cal State Hayward Educational Foundation; Ken Fuller, president of the Associated Students; and Stan Hebert, president of the Alumni Association. The theme of the event is "Pride in the East Bay."

"By attending an inauguration you make a statement of optimism and hope," explained John Rivers. "It is important at this period in Cal State Hayward's history to recognize that we have a new leader with a new vision and new challenges for the institution. We need an event that signals to the campus, as well as to the surrounding community, who the new leader is, what her vision is, and to provide an opportunity for us to demonstrate our support for her success."

Highlights of the week include the inauguration's keynote address by Franklyn Jenifer, president of Howard University; Dr. Rees' investiture by Acting Chancellor Ellis E. McCune, second president of Cal State Hayward; a Gala Ball that evening; and on Wednesday, May 15, a World Affairs Council presentation.

"Franklyn Jenifer is president of the premiere urban university that has as its mission the education of those who live in the inner city," says Rivers. "He exemplifies why it's important for an urban institution to educate all those who seek to better their lives. I don't know of any other educator who was denied admission to a university and is now president of that university. He is an example of what can happen when opportunity and commitment are brought together." Jenifer graduated from Howard with a degree in microbiology and went on to earn a Ph.D. at the University of Maryland.

Over 3,000 invitations have been sent for the formal inaugural festivities. All faculty and staff have received invitations in addition to educational and political leaders in California and representatives of institutions of higher learning and learned societies across the country.



*President Norma S. Rees*

**"We need an event that signals to the campus, as well as to the surrounding community, who the new leader is, what her vision is, and to provide an opportunity for us to demonstrate our support for her success."** John Rivers, co-chair, Inaugural Steering Committee

## **Inauguration Week, May 1991**

### **Friday, May 10 and Saturday, May 11**

#### **University Theatre, 8 p.m., \$5/\$4/\$3**

Students and Faculty Dance Showcase. Reception follows.

### **Monday, May 13**

#### **East Lawn, Science Building, 1 p.m.**

Staff reception for President Rees, sponsored by Staff Assembly.

#### **University Theatre, 8 p.m., \$5/\$4/\$3**

University Symphonic & Wind Ensemble. Reception follows.

### **Wednesday, May 15**

#### **Biella Room, 10:40-11:50 a.m.**

"Minorities in the California Media," Donald Guimary, professor of journalism, San Jose State University.

#### **Biella Room, Noon-1:30 p.m.**

"Multicultural Education: Applications from Research to Practice," Ana Maria Rodriguez, associate dean, School of Education, Cal State Hayward.

#### **Art Gallery, Arts & Education Building, 11 a.m.-3 p.m.**

Annual Juried Student Art Exhibit. Reception at 4:30 p.m.

#### **University Theatre, 5:30 p.m.**

"The Impact of U.S. Foreign Policy Abroad and at Home," a joint presentation by Cal State Hayward and the World Affairs Council of Northern California. Panelists: Dr. Young L. Song Kim, associate professor of sociology and social services, CSUH; the Honorable Nicholas G. Thatcher, former U.S. ambassador to Saudi Arabia; Mr. Rollin Post, political commentator, KRON-TV; and Dr. Steve D. Ugbah, assistant professor of marketing, CSUH. Moderator: Dr. Norma S. Rees. Reception follows.

### **Thursday, May 16**

#### **Library, 11:30 a.m.**

Ribbon cutting for Online Public Access Catalog. Faculty concert follows.

### **South Science Building Room 143, 2 p.m.**

Presentation of research papers by student finalists from School of Science. Reception follows.

### **University Union, 4 p.m.**

International Programs Reception.

### **Friday, May 17**

#### **Inaugural Day**

#### **Peristyle, 9:30 a.m.**

Brunch

#### **Peristyle, Noon**

Inaugural Ceremony

Keynote Speaker: Franklyn G. Jenifer, president, Howard University

Reception following ceremony

Student and School exhibits

#### **Parc Oakland Hotel, 7 p.m., \$100**

Gala Ball

### **Friday, May 17 and Saturday, May 18**

#### **University Theatre, 8 p.m., \$5/\$4**

*Mirandolina*, an 18th Century comedy by Carlo Goldoni.

### **Saturday, May 18 and Sunday, May 19**

#### **Music Building Hall 1055, 8 p.m., \$5/\$4/\$3**

"A Little *Lite* Music," an evening of light opera.

### **Sunday, May 19**

#### **Peristyle, 2 p.m.**

Student Honors Convocation. Reception follows.





**Getting ready**—John McCue, left, of the Instructional Media Center, adjusts a mike on Etta Hollins, teacher education, the moderator of a teleconference on teaching diverse populations.

## Cal State Hayward's first live uplink teleconference focuses on teaching culturally diverse populations

The first teleconference originating from Cal State Hayward's television studio was held March 19. "The Challenge of Cultural Diversity in Teacher Preparation and Assessment: A National Crisis," was sponsored by the Ford Foundation and organized by Professor Etta Hollins, teacher education.

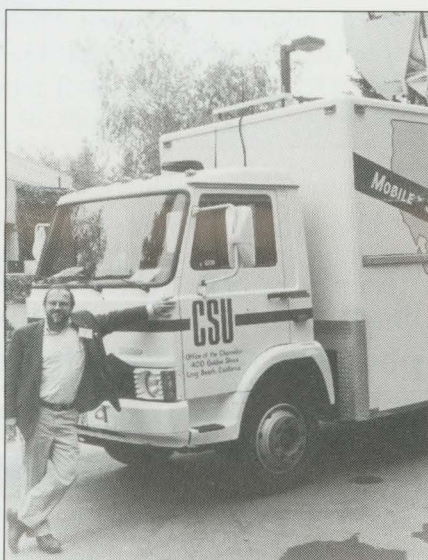
Fifty sites, including Hawaii and Alaska, received the teleconference live and 100 additional sites have ordered videotapes.

"The teleconference challenged current teaching methods," says Hollins. "Scholars from across the nation, who have completed research on teaching diverse populations, including Dr. Ana Maria Rodriguez of Cal State Hayward, shared their findings and discussed the issues. The dynamic dialogue will help us develop a knowledge base for teaching culturally diverse students." A monograph on the research presented is also available.

The teleconference panelists are pacesetters and policymakers in the field of teacher education. They were Joan Baratz-Snowden, vice president for Assessment and Research at the National Board for Professional Teaching Standards; Lovely Billups, director of Field Services for Educational Issues for the American Federation of Teachers; Ed Foglia, president, California Teachers Association; Donna Gollnick, deputy executive director, National Council for Accreditation of Teacher Education; Irving P. McPhail, president, Lemoyne-Owen College, Memphis; Shirley Robards, immediate past president, Association of Teacher Educators; and Henry Trueba, associate dean, College of Letters and Science, University of California, Davis.

Recommendations included adding curriculum that is relevant to students' life experiences. "We must get away from the lecture format and move towards the laboratory and collaborative projects," urged Foglia. "People outside the classroom don't do things alone, so students shouldn't either," said Billups, who noted that some students are not called upon all year. "How can you tell what they have learned if they never talk in class?" she asked. Gollnick

suggested separate courses on multicultural issues because general coursework doesn't adequately cover the contributions of diverse cultures. "A student's education is incomplete



**Beam me up**—The teleconference was made possible by the use of a mobile microwave satellite uplink truck owned by the CSU. It was also made possible by the expertise of Roger Parker, pictured above, and the Instructional Media Center.

without the inclusion of all cultures," said Billups. "We need truth in recording history."

Robards recommended placing a lot of emphasis on human relations. "What's it like to be the only person of a certain color or culture at a meeting? We need mentors that will help teachers understand what it is like to be poor or a minority."

Researchers can sometimes contribute to stereotypes. Trueba said "Studies that indicate minorities have no way out of impoverished situations are damaging. We need to invest in our children, have trust and confidence in their abilities, which will serve to empower them."

Overall the panelists are optimistic about the future. As an example, Snowden singled out Cal State Hayward's Gale Auletta, speech communication, and Terry Jones, sociology, as two people who are taking responsibility for changing education by forming a national association of multicultural educators.—*Ruth Carlson*

## Get creative; win \$100 gift certificate

To promote and publicize the new computerized catalog, which will be available at the end of spring quarter, the University Library is sponsoring a "Name the Catalog Contest." The easy-to-use system, representing the culmination of ten years' effort, will provide instant access to the Library's collections.

A memorable, unique, "CSUH-y" or just plain clever name or acronym will win its originator a gift certificate worth \$100, redeemable at either Holmes Books in Oakland or the Rue de Main in Hayward. Entry forms are available at the Reference and Circulation Desks in the Library lower mall or can be obtained by calling the Public Services Office at ext. 3631. All entries must be received by May 6. President Rees will present the prize to the winner at the Library Online Catalog Dedication on May 16.

## Library goes Beat

"The Beats: Literary Bohemians in Post-War America" is the title of an exhibit in the Library upper mall lobby through April. Drawing heavily on the rich holdings of the Library's Floyd Erickson Special Collections Room and its Bay Area Poetry Collection, the exhibit includes fine press editions, broadsides, books and biographical materials on the Beat writers, whose novels and poetry contributed to the San Francisco Renaissance, as well as to the New York Scene and the Black Mountain Group. Featured are William Burroughs, Neal Cassady, Gregory Corso, Lawrence Ferlinghetti, Allen Ginsberg, Jack Kerouac and Ken Kesey.

## Alchemists place third

The Alchemist Club, the student chemistry organization, participated in a "College Bowl" type chemistry competition at UC Davis on March 2. The team consisted of Loan Duong, Derek Gragson, Michelle Weiss, Sandy Sequira-Martin, coach Marsha Smilovitz, morale officer Patti Moeller, and general manager Chuck Perrino.

The highlights of the day were beating Stanford, the eventual winner of the competition, in head-to-head competition in the early rounds, and then defeating home team UC Davis for a third place finish.

The Cal State Hayward team was the only team at the competition that included women students.

## "Garden Party" to honor Vice President Dance

Campus members are invited to a retirement "garden party" for Maurice Dance, provost and vice president, Academic Affairs, Sunday, June 9, 2-5 p.m., at the Music and Business Building peristyle.

For ticket information, please call University Relations and Development at 881-3724 and watch *The View* for details.

## Annual review of administrators to take place April 16

An annual review of University administrators is mandated by the "Policies and Procedures Governing Faculty Participation in Appointment and Review of Administrative Officers of the California State University, Hayward." Section III.D of the document states: "The President shall meet annually in closed session with the Executive Committee of the Academic Senate to review the performance of all of the administrative officers of the University." This year's review is scheduled for Tuesday, April 16.

If you have information, evaluations, or suggestions about any aspect of University administration which might assist the members of the executive committee in conducting this review, please contact an executive committee member or respond in writing to the executive committee through the Academic Senate Office by April 15.

Members of the executive committee are Carl Bellone, public administration, ext. 3286; Jim Nichols, political science, ext. 3840; Rolf Benseler, biological sciences, ext. 3475; Marilyn Oberg, Library, ext. 3626; Alex Cassuto, economics, ext. 3922; Art Simon, math & computer science, ext. 3466; Del Della-Dora, educational leadership, ext. 7422; Emily Stoper, political science, ext. 3221; Terry Jones, sociology & social services, ext. 3173; Susan Sunderland, recreation and community education, ext. 3043.

## Don't get caught without envelopes; order early

Reprographics is currently printing department envelopes. To facilitate scheduling and expedite orders, they are requesting departments to submit all orders on or before April 12. Orders submitted after this deadline may be subject to lengthy delays.

The cost of envelopes is \$35 per thousand with a normal turn around time of three weeks.

Call ext. 3691 for information.

# 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

**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**



## April

### 8 Monday

- Music A La Carte. UU South Courtyard.
- Men's tennis vs. Cal Poly Pomona. 1:30pm.

### 10 Wednesday

- Chemistry Seminar. "Communicating the Beauty of Science—Part I: The Beauty of Large-Scale (Star/Planetary) Structures," Larry Scheve, chemistry department. Noon. Science N320.

### 10 Wednesday through May 2

- Bay Area fine art publishers exhibit their prints, including works by Robert Arneson, Joan Brown, Edward Ruscha, and Wayne Thiebaud. Gallery hours M-W 11am-3pm, Th 1-7pm, Sat 1-4pm. Opening reception, April 10, 5-7pm. 881-4299 for information.

### 11 Thursday

- Biology Seminar Series. "Behavioral ecology of a tropical webspinning insect," Dr. Janice Edgerly-Rooks, Santa Clara University. Noon. Science N321.
- Men's tennis vs. St. Mary's. 2pm.
- Women's tennis vs. UC Santa Cruz. 2pm.

### 12 Friday, 14, 19, 21

- The Magic Flute, fully staged with orchestra by Cal State Hayward Opera Workshop. Fridays, 8 pm; Sundays, 2pm. Music Building 1055. Tickets \$5/\$3.

### 12 Friday and 19

- Data-sharing workshop for faculty. 1-5pm. North Science 137.

### 12 Friday

- Softball vs. UC Davis. 1:30pm.
- Baseball vs. Chico State. 2pm.

### 13 Saturday

- Men's tennis vs. Abilene Christian. 9am.
- Softball vs. Chico State. 1:30pm.

### 14 Sunday

- Baseball vs. Sacramento State. 1pm.

### 16 Tuesday

- Baseball vs. San Jose State. 2:30pm.

### 17 Wednesday

- Center for the Study of Intercultural Relations Lecture Series. "Asian-American Women Married to European American Men: Research in Progress," Colleen Fong, ethnic studies. Noon-1:30pm. Biella Room, Library.
- "Campus Input on Plaza Design and Complex Configuration for the New Foundation/Bookstore Building." Noon-1:30pm. UU 101 A&B.
- Chemistry Seminar. "Communicating the Beauty of Science—Part 2: The Beauty of Small-Scale (Molecular/Cellular) Structures," Larry Scheve, chemistry department. Noon. Science N320.

### 18 Thursday

- "The Role of Nutrition and Exercise as Preventative Medicine," Joanne Walker, KPE. Noon. Arts and Education 1203. Sponsored by the Women's Council Speakers Program.
- Biology Seminar Series. "The bioaccumulation of selenium in the aquatic systems of the Little Antelope Valley," Dr. Kurt Maier, UC Davis. Noon. Science N321.
- Men's tennis vs. U. of Portland. 1:30pm.
- Concert by Larry Groce, host of PBS' "Mountain Stage." 7:30pm. University Theatre. \$10/general admission, \$7/CSUH students, \$3/under 12 and seniors.

### 19 Friday

- Softball vs. St. Mary's College. 1:30pm.

### 20 Saturday

- Baseball vs. Stanislaus State. Noon.

### 20 & 21 Saturday & Sunday

- Pinocchio. University Theatre. Noon and 2pm. Adults/\$2.50, children/\$2.

### 22 Monday

- Earth Day. Noon. UU South Courtyard.

### 23 Tuesday

- Women's tennis vs. Stanislaus State. 2pm.
- Baseball vs. St. Mary's. 2:30pm.
- Recital by CSUH faculty members Tom Acord, tenor, and Donald King-Smith, piano. All French program. 8 p.m. Music Building 1055. Free.

### 24 Wednesday

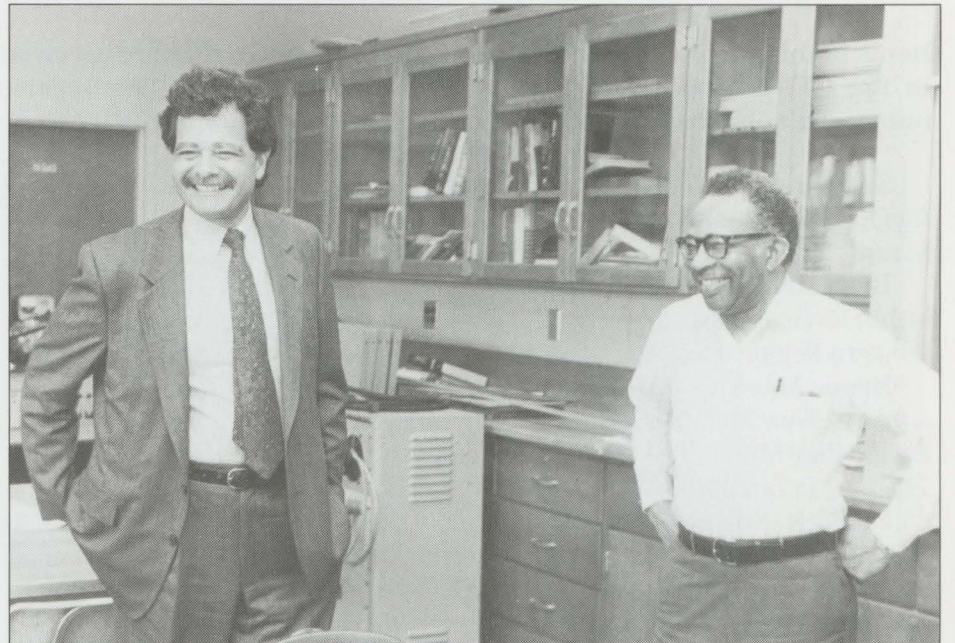
- Tennis vs. Sonoma State. Women's and men's. 1:30pm.

### 25 Thursday

- Biology Seminar Series. "Toxic contaminants in the San Francisco estuary," Dr. Andy Gunther, Aquatic Habitat Institute. Noon. Science N321.

### 26 Friday

- Secretary and Office Support Staff Appreciation Lunch. Noon. UU311.



**Welcome**—Frank Martino, left, an MIT trained physicist, met with Charlie Haper, chair of the physics department, while on campus interviewing for the position of provost and vice president of Academic Affairs.

## Provost from Portland State to succeed Dr. Maurice Dance

Frank Martino becomes the new provost and vice president for Academic Affairs at Cal State Hayward, effective July 1, 1991. Dr. Martino was provost at Portland State University and is currently on loan to the National Association of State Universities and Land-Grant Colleges in Washington, D.C.

Previously, he was dean of Science for The City College of New York.

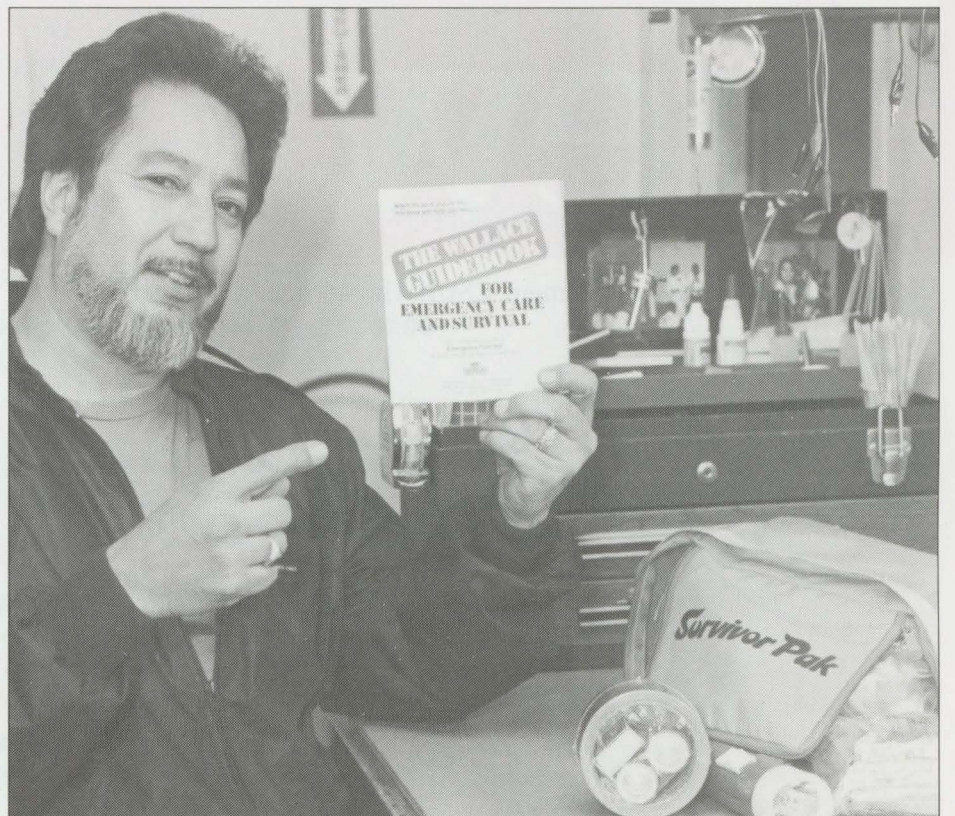
"I look forward to joining this widely respected and dynamic community of people dedicated to learning and scholarship," says Martino. "Cal State Hayward is faced with the most exciting of challenges and opportunities—that of providing the broadest access to the highest levels of scholarship and innovative and responsive education. I eagerly await my participation in this endeavor."

A physicist with an extensive background of accomplishments, Dr. Martino will also teach physics at CSUH. He holds an A.B. in physics from Harvard, a diploma in physics from the University of Padua, Italy, an M.S. in physics from the University of Illinois, and a Ph.D. in the subject from M.I.T.

"It is very gratifying to know that CSUH has been able to attract someone of Frank Martino's caliber and experience to serve as its chief academic officer. My deepest appreciation goes to the search committee which labored long and hard and conducted its efforts in the most exemplary and professional manner," said President Rees. Over 140 applications were received for the position and six finalists visited campus earlier this month.

The search committee consisted of Russell Merris, math and computer science; William Reuter, history; Marilyn Nye, teacher education; Glen Strasburg, management and finance; Ana Maria Rodriguez, associate dean of the School of Education; Tom La Russa, Associated Students; and Jane Traversa, elected staff representative. Professor Merris chaired the committee.

## "Pack up your troubles in an old kit bag and smile, smile, smile"



**Or a new kit bag**—Bob Martinez of IMC has gotten the message that earthquake preparedness kits are on sale at Pioneer Bookstore during April.



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.

**Sue Hirschfeld** (Geological Sciences) spoke to the Independent Insurance Agents group about the effects of the Loma Prieta earthquake and earthquake hazards along the Hayward fault on February 14 in San Leandro.

**Basil J. Sherlock** (Sociology) presented a paper entitled "Historical Stages in the Development of the Rhine-Ruhr Megalopolis" at the annual meeting of the Western Regional Science Society in Monterey on February 25.

**Bruce MacNab** (Marketing) and **Shyam Kamath** (Economics) had their article "A New Model for Enhancing Interactive Learning in Business Schools: Pacific Rim Marketing—The China Experience" published in the *Journal of Teaching in International Business*, Vol. 2, No. 2.

**David R. Stronck** (Teacher Education) presented "Family Life Education and Teaching about STDs" at the conference "Roadblocks to Reform: Handling the Controversial Issues in the Curriculum" sponsored by the English Language Arts Consortium of the Greater Bay Area, March 11 in Santa Clara. He also presented a three-hour workshop on the 1990 California Science Framework to more than sixty Oakland elementary school teachers, March 23 at CSUH and spoke on "Free and Inexpensive Materials from Fish and Game" at the Spring Conference of the Council of Math and Science Educators of San Mateo County, Canada College, Redwood City, March 2.

**Anne Makus** (Speech Communication) was elected for a two-year term as vice chair moving to chair of the Rhetoric and Public Address division of the Western Speech Communication Association. She also participated as a panelist in the Rhetorical Criticism Seminar at the February WSCA convention in Phoenix. The paper is published in the seminar proceedings.

**Edward J. Jay** (Anthropology) served as discussant for a session on mythology, ritual and caste conflict in India and Sri Lanka at the Fifth Annual South Asia Studies Conference, entitled "The Moon in Ruffled Waters: Race, Gender and Ethnicity in South Asia" at the Center for South Asia Studies, UC Berkeley, February 23-24.

**Yolanda Astarita Patterson** (Foreign Languages and Literatures) recently organized and participated in a three-day bilingual international conference on "The Legacy of Simone de Beauvoir and Jean-Paul Sartre" in Palo Alto. Presenters included CSUH colleagues **Teresa Myintoo** and **R. Thomas Watson**. Professors Myintoo and Watson spoke on a panel on "Beauvoir and Sartre in the Classroom," and Professor Patterson gave the concluding remarks at the final session.

**Tina Kennedy** (Geography and Environmental Studies) spoke at Berkeley's California History Seminar, February 20, on "Changing Land Use in the Sierra" and, February 26, was a discussant for Dr. Fann's paper "Study of Environmental Impact Evaluation in Taiwan" at the annual meeting of the Western Regional Science Association in Monterey. She co-authored a paper with Ervin Zube entitled "Changing Images of the Arizona Territory," which was published as a chapter in *Place Images in Media: Portrayal, Experience, and Meaning*, edited by Leo Zonn.

**Doris Duncan** (Accounting and Computer Information Systems) has been selected for inclusion in *Who's Who of Professional and Business Women*, published by the International Biographical Center.

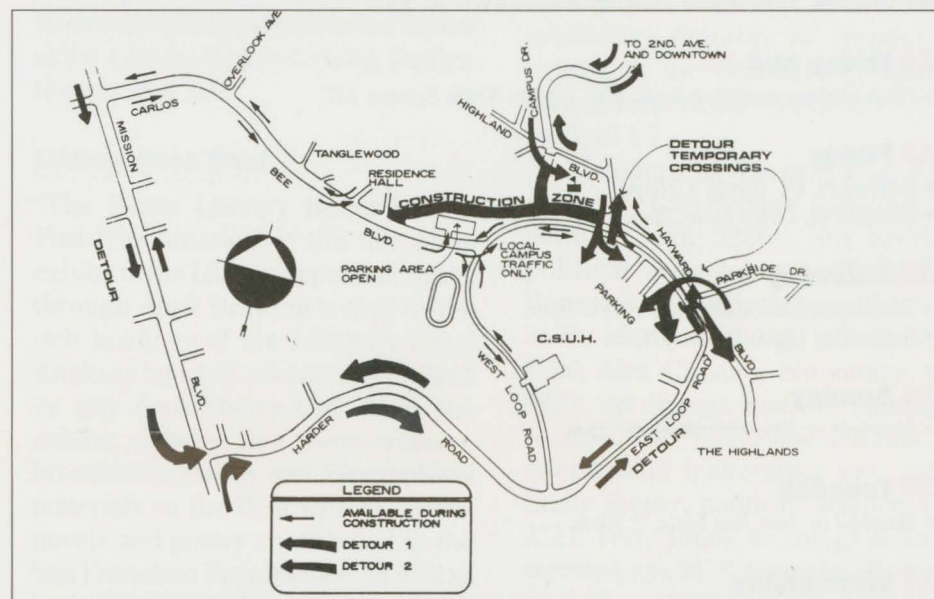
**Dvora Yanow** (Public Administration) presented a paper entitled "Metaphors, Tacit Knowledge, and Organizational Learning" in the Public Administration Theory Network Symposium of The American Society for Public Administration's annual conference in Washington, D.C.

**Clayton Bailey** (Art) will be among the CSUH representatives at the 1991 California Conference for the Advancement of Ceramic Art, April 11-14 in Davis. Professor Bailey and the Secret Ceramic Society will demonstrate performance Raku, a CSUH discovery.

**Steve F. Sapontzis** (Philosophy) has been invited to join the Board of Editorial Advisors of *American Philosophical Quarterly*.

**Jay L. Tontz** (SBE) spoke to the tri-city event of the Newark, Fremont, and Union City Chambers of Commerce, March 6, on "3000 DOW: What is the Stock Market Telling Us about the Future of Our Economy?"

**James E. Guffey** (Criminal Justice) presented "The Police and the Media: Proposals for Amelioration of Dysfunctional Conflict," March 8 in Nashville, to the 1991 Annual Meeting of the Academy of Criminal Justice Sciences.



## Hayward homeowners talk traffic with President Rees

President Rees invited the presidents of Hayward homeowner's associations to attend a March 20 forum on the Carlos Bee extension. City Manager Lou Garcia, Public Works Director Dennis Butler, and Deputy Public Works Director Bill Algire discussed the detour route during construction. Work will start the second week of April and end around December, 1991. The detour route, shown above, is designed to minimize traffic delays. President Rees urged residents to drive slowly through campus to protect the safety of students, faculty and staff.