

CAL STATE

FALL 2017

# East Bay

CELEBRATING

60 YEARS

CAL STATE EAST BAY  
1957-2017



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This fall, in honor of our 60th anniversary, Cal State East Bay alumni across six decades and five iterations of the university's name came together as one in front of the new "East Bay" monument letters. **✉ GARVIN TSO**

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## PRESIDENT'S MESSAGE



**C**an you believe it has been 60 years since this university was established as the State College for Alameda County in 1957? With just 293 students enrolled, classes began in 1959-60 at Hayward's Sunset High School. By the time the first class of four-year graduates received their degrees, we had already changed our name to Alameda County State College. And through the decades, we have undergone three more changes: from California State College at Hayward in 1963 to California State University, Hayward in 1972 and finally to California State University, East Bay in 2005.

Capturing how far Cal State East Bay has come in the past six decades is very difficult. Five presidents have served the university, guiding the institution through growth and growing pains; economic booms and recessions; tragedies and triumphs. A number of campus buildings have been constructed, and one even later razed, as the regional icon known simply as "The Tower" — nine-story Warren Hall — was imploded for seismic safety in 2013.

But with those transformations, we have continued to push toward better and more sustainable practices, matching our approach to campus improvements such as solar panels, electric charging stations, and Gold- and Platinum-certified LEED buildings (the Recreation and Wellness center and the Student and Faculty Support building) with our academic priorities. Now, more than ever, we are focused on preparing the next generation of STEM professionals, the fastest-growing majors at Cal State East Bay, for careers of their choice. And, we are equally dedicated to developing the teachers our communities so urgently need to elevate our youth. As part of our ongoing, comprehensive Rising in the East campaign, these commitments include creating a new, revolutionary space on our campus for all students from all disciplines to test their knowledge and original ideas outside the classroom. The CORE building will rise in the center of campus by 2021.

This fall, with more than 900 full-time faculty and lecturers on campus today, we have marked a milestone in our enrollment history at nearly 16,000 students. That number is all the more noteworthy for how remarkable our student population continues to be. U.S. News & World Report has given our university the highest diversity ranking in the country. More than 60 percent of our students are the first in their family to go to college. And, we hope to graduate nearly 5,000 of those students this coming spring — joining our 130,000-plus alumni. Alumni who truly never leave us, as more than 80 percent of our graduates will work directly in the region.

Throughout the evolution of this great place, this great university, one thing has remained unchanged: We are Pioneers. Now is the time for the Pioneer family to come together and celebrate. Celebrate our history. Celebrate our growth. Celebrate what is to come. We hope you will join us.

Go Pioneers!

*Leroy M. Morishita*

Dr. Leroy M. Morishita  
President

# University News

CAL STATE EAST BAY



Bill Johnson, a seasoned and respected fundraising professional with comprehensive higher education and campaign experience, has been appointed vice president

## Bill Johnson Named New Vice President

of University Advancement and president of the Educational Foundation Board of Directors at Cal State East Bay.

"We are fortunate to welcome Mr. Johnson at a time when our university is reaching new heights," President Leroy M. Morishita said. "As director of the campaign and associate vice president for Development for University of the Pacific, he has demonstrated an impressive record of achievement. I am pleased to welcome him to Cal State East Bay, leading the University Advancement team and working with our Educational Foundation trustees."

At UOP, Johnson managed all fundraising strategies in nine schools across two campuses, and led initiatives that resulted in 70 percent growth in annual revenue over the past three years. In addition to sustaining year-to-year growth, he spearheaded international development efforts, increasing major and principal giving in Asia-Pacific, the Middle East and Europe.

Johnson holds a bachelor's in education and a master's in education administration/athletic administration from the University of Nebraska. He assumed his new role at Cal State East Bay Aug. 21.

## The Future of Visual Engineering

The way sunlight falls through different parts of a home throughout the day, or how a house appears from the front door versus the back. It could be a flyover, drone-like view of a 3-D model or the instant digitization of notes and sketches done on traditional paper.

These are all things that Cal State East Bay students could only imagine before the launch of the university's new Center for Construction Engineering Advanced Technologies and its centerpiece, the Huddlewall.

At first glance, the 18-by-4-foot Huddlewall looks like an oversized whiteboard, but when Assistant Professor of Engineering Fadi Castronovo hits a play button, viewers are suddenly flying through detailed renderings of homes, high-rises and complex building sites, watching how various stages of construction come to life.

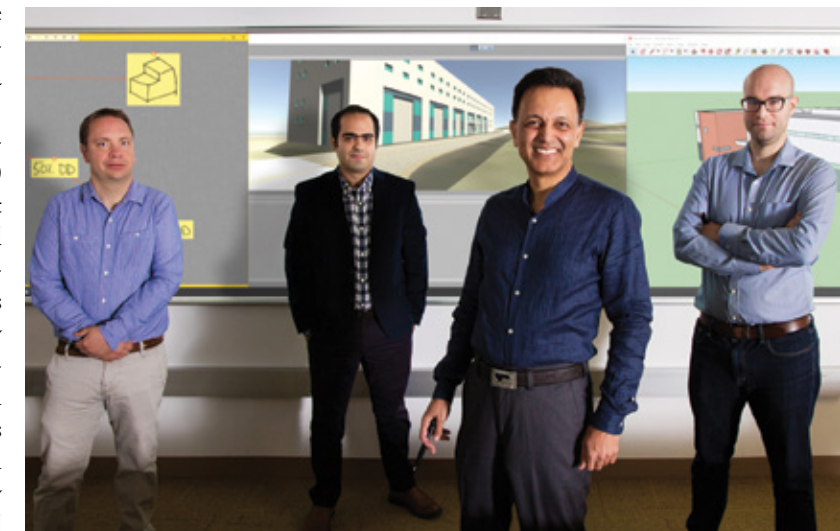
Alongside Castronovo are co-directors and construction management professors Reza Akhavian, Cristian Gaedicke and Farzad Shahbodaghlu. Shahbodaghlu said he's been working for three years to

secure a space and find the right professors, technology and support to start a center like CEAT.

In addition to providing daily benefits for 200 construction management students, the Huddlewall will be also be used to position Cal State East Bay as a destination for industry players. With the technology being so rare and valuable, CEAT has plans to host tech meetups and career fairs, and has already begun inviting regional companies to use the Huddlewall for their own professional purposes.

"Our faculty are leaders in the use of technology and engineering education, and I think that's something special about East Bay," College of Science Dean Jason Singley said. "With the Huddlewall ... we're

doing some experimentation and thinking about how we can improve student learning through technology. We're showing how the university can help communities grow [and] adapt."



The Center for Construction Engineering Advanced Technologies co-directors (from left) Cristian Gaedicke, Reza Akhavian, Farzad Shahbodaghlu and Fadi Castronovo.



## Pioneer Track and Cross-Country Team ‘Drafts’ 11-Year-Old Local

When 11-year-old Bella LaVigne was diagnosed with neuroblastoma a year ago, to say that her life was transformed is an understatement. The daily activities of the active adolescent, who loved dance lessons and playing sports, were sidelined.

But after months of treatment for the rare cancer of the adrenal glands, Cal State East Bay’s Track and Cross-Country team is hoping to interject some fun back into LaVigne’s life.

Through a partnership with a national organization called Team IMPACT, which matches sports teams with children facing life-threatening or chronic illnesses, Cal State East Bay’s Track and Cross-Country team was selected to work with LaVigne, a Hayward native.

“Team IMPACT’s goal is to help children build confidence, optimism and self-belonging through connection with a



Bella LaVigne signed a commitment to Cal State East Bay’s Track and Cross-Country team, with her mom, Joy LaVigne (left), and coach Tony Nicolosi.

sports team,” said Ellen Augsburger, relationship manager for the company.

Friday, Oct. 13, the team made it official through a “draft day” that included LaVigne signing a formal commitment and participating in a celebratory run. She also took photos with the team and “Pioneer Pete” and was showered in Cal State East Bay swag.

Over the next two years, the Cal State

East Bay team will meet with LaVigne regularly and plan special activities for her, both related to their sport and centered on her interests.

“These experiences can be very traumatic for a kid’s confidence and social life, and that’s where we want to really make her feel welcome and a part of our team,” coach Tony Nicolosi said. “We hope she comes any time she can to watch us compete.”

## Hayward Promise Neighborhood Provides Food to Hundreds of Families



Members of Cal State East Bay’s women’s basketball team with HPN’s Janevette Cole (second from right).

On a crisp fall day in a small park on the corner of Harder and Cypress streets in Hayward, hundreds of residents stand patiently waiting for a truck at the front of the line to open. While they wait, Cal State East Bay students and other volunteers stack onions, carrots, tomatoes and eggs from the truck high on a table.

A partnership between the Alameda County Community Food Bank and Cal State East Bay’s Hayward Promise Neighbor-

hood, the Fresh Food for Families program regularly provides more than 350 families with an estimated 6,000 to 7,000 pounds of food per month.

According to Janevette Cole, community resident engagement specialist of HPN, the program started in 2015 in an effort to leverage HPN’s existing presence in the community and help combat food insecurity in Hayward.

The bimonthly distribution operates like a farmers market, allowing families to choose which of the items available they want to take home. It’s a conscious effort by volunteers, HPN staff and the Alameda food bank to set up the program this way, giving dignity and choice to the families who stop by.

“We don’t want it to feel like a handout,” Cole said. “Our students are encouraged to engage with the families, talk with the

children and make sure they are having an enjoyable experience, so it feels more like a farmers market.”

Several groups and individuals across campus, including the Cal State East Bay women’s basketball team, nursing students and on-campus fraternities, have given time at the market, helping with everything from greeting residents to carrying their groceries to neighboring doorsteps or vehicles.

“These are the experiences that give me the best perspective in the world,” said Alyna Kanae, a junior on the women’s basketball team. “The people at this event were incredibly grateful for the food and services they were being provided ... [I didn’t] realize how much I tend to take for granted the fortunes I have in life.”

To learn how you can support or volunteer at a Fresh Food for Families market event, contact Janevette Cole at janevette.cole@csueastbay.edu.

## Professor Emerita Joan Sieber’s Gift Teaches Financial Literacy in Hayward

Cal State East Bay Professor Emerita Joan Sieber lights up when she talks about the great deals she’s found over the years: a score at the Salvation Army thrift store, or the time she bought an \$18,000 piano for \$2,000.

As an educator, Sieber knows firsthand the challenges and pitfalls of living on a teacher’s salary in a region where the cost of living is high — and getting higher. But over the years, careful money management has not only given her a financial future she can count on, but it’s enabled her to make a private gift of \$90,000 to Cal State East Bay’s Financial Literacy Center that will pass those lessons on to teachers and students in Hayward Unified School District.

“It’s so empowering when you know you’re not living hand to mouth and can devote your full energy to your profession,” Sieber says. “I have achieved so much finan-

cial security and so much happiness. So, when I had a direct opportunity to improve the financial literacy of the teachers who give their heart and soul to their students and don’t earn much money, I was thrilled.”

Community outreach has been central to the mission of the Financial Literacy Center since its launch in 2013, and with Sieber’s gift, more than 300 Hayward teachers will be offered weekly classes each quarter that cover budgeting, saving, living well on less, how to invest and how to manage credit — free of charge.

Mostly, Sieber said, it’s about teaching people to consider their wants vs. their needs, and helping them maximize their salaries and quality of life.

“Personal financial literacy is not about mergers and acquisitions,” she said. “It has to do with knowledge ... People are often afraid of budgeting because they might



have to face the fact that they don’t have as much money as they thought and are headed for trouble. In fact, one can live very well by resisting impulse spending, planning ahead, budgeting, brainstorming and bargaining.”

## Cal State East Bay’s Diversity Continues to Gain National Recognition

Building upon noteworthy rankings over the past several years, this year has continued Cal State East Bay’s recognition as one of the most diverse universities in the United States.

According to U.S. News & World Report’s 2018 Campus Ethnic Diversity rankings, Cal State East Bay is not only the most diverse university in the Western region, but it also received the highest diversity score (.76) of any university in the country.

The ranking from U.S. News & World Report comes on the heels of other accolades for the university, including its fourth straight Higher Education Excellence in Diversity (HEED) award from INSIGHT into Diversity magazine. Cal State East Bay



Cal State East Bay has been given the highest diversity score in the country by U.S. News & World Report.

was also named one of the top 100 universities to confer degrees to minority students by the publication, *Diverse: Issues in Higher Education*.

### Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY

#### CAMPAIGN UPDATE

We continue to make great strides with our first-ever comprehensive campaign, *Rising in the East: The Campaign for Cal State East Bay*. Our goal is \$60 million and thanks to our alumni, friends, faculty, staff and corporate donors, we are two-thirds of the way at \$38.4 million and counting.

But we still need your support. To find out how you can contribute, including through the stories and initiatives featured in our 60th anniversary magazine, contact Vice President of University Advancement Bill Johnson at william.johnson@csueastbay.edu or 510-885-4170.



CELEBRATING

60 YEARS

CAL STATE EAST BAY  
1957-2017

BY KRISTA DOSSETTI &amp; NATALIE FEULNER PHOTOGRAPHY GARVIN TSO

## Sixty years.

MANY UNIVERSITIES HAVE BEEN AROUND LONGER, but you'd be hard-pressed to find any that have had a more transformative impact on their alumni. Since the beginning, Cal State East Bay has been home to nontraditional students: working parents; police officers and teachers looking to elevate their careers; business men and women obtaining terminal degrees; nurses, engineers and computer scientists digging into rich regional opportunities; and local teens who never could have hoped to afford college if it hadn't been for the surprising addition of one in their backyard.

Over the years, as the university has grown in size and reputation, our students have become more typical in age, but not in their aspirations or in what they achieve after graduation. Peppered throughout this magazine — a tribute to 60 years as the East Bay's university — you'll find a timeline of important events and memories from our alumni across six decades. Whether you attended the Hayward, Concord or Oakland campus or took online classes, whether you called this place the Alameda County State College, CSU Hayward or Cal State East Bay, we hope you'll find and embrace your place within our proud legacy. We are all Pioneers.

This issue is in honor of and dedicated to you, our 131,089 alumni. We thank you for your contribution to making our great university what it is today. ▶



**1957:** Assemblyman Carlos Bee of Hayward leads the passage of Assembly Bill 4 to create a four-year college in Alameda County.



**1958:** Cities in the East Bay compete for the new college, with Hayward proposing two locations. The Hauschildt Ranch, where the university's main campus sits today, is selected as the site of the State College for Alameda County.




**1959-60:** Fred Harclerod is chosen as the college's first president, and the first student — a young woman named Madge Bryan Masson — registers for classes. The academic year begins at Sunset High School, offering 293 students a choice of two majors taught by 25 faculty.

Timeline and archival photos: Courtesy of University Libraries





Through the Department of Communications, student Daniel Arevalo (right) traveled to Cuba this summer and retrieved a bike horn for his grandfather, Illo Luna, that is a symbol of his love for his wife.  GARVIN TSO

# Bringing Home Cuba



A SUMMER STUDY ABROAD TRIP CONNECTED STUDENT DANIEL AREVALO WITH HIS HERITAGE FOR THE VERY FIRST TIME

BY KRISTA DOSSETTI

Of 25 students who traveled to Cuba this summer as part of a first-ever Cal State East Bay cultural exploration abroad, not one was left unchanged by the experience. But for liberal studies major Daniel Arevalo, the trip to the embargoed republic was especially personal.


"My grandfather came by boat [to America] from Caibarién, the town I visited while I was there," Arevalo says. "He left basically straight from his house, which was on the beach, and was at sea for three days and was caught by a merchant ship — luckily it was a U.S. ship because at that time if it had been Russian, he would have been sent back and either jailed or executed."

Arevalo's grandfather became a refugee in Miami and found help from the Catholic Church. However, when he wasn't able to secure a job in Florida, he turned to some connections in a small town in Northern California — Hayward.

"He actually made the Hayward newspaper for being one of the first Cuban refugees to come and settle in Hayward at that time," Arevalo says. "He was able to send for my grandmother, and my mother was born three years later."

Through a photo essay (featured below), Arevalo captured the experience of reuniting with his Cuban relatives, none of whom have seen each other since his grandfather, now 95 years old, took to the ocean all those decades ago.

"I went to be his eyes," says Arevalo, whose photography was inspired by scenes he felt his grandfather would want to see. During his time in Caibarién, about 300 kilometers from Havana, Arevalo also connected with cousins and extended family for the first time, and there was a special memento waiting for him: the bike horn his grandfather had used to signal his grandmother as he rode past her window during the days of their courtship.

"It's been on my bucket list [to go to Cuba] since I was a young kid listening to stories about Caibarién and my grandfather working in the *tenería* (the tannery)," he says. "Coming back and showing my grandfather the pictures was incredible. He's too stubborn to ever go back and he's probably too old now, but he ... wanted this piece of his past in his hands again, and [our family] kept it for him for 50-something years." 





# Two Million Viewers and Counting

BY KRISTA DOSSETTI PHOTOGRAPHY GARVIN TSO

**NAME:** Namiko (Hirasawa) Chen

**AGE:** 40

**DEGREE:** B.A. '01, Environmental Studies

**HOMETOWN:** Yokohama, Japan

**JOB TITLE:** Professional Food Blogger

**RECIPE FOR SUCCESS:** “I was constantly being asked by my circle of friends for Japanese recipes, and it was during the time when people were just beginning to blog and use social media, so I said ‘OK, I’ll try this,’” Chen says.


**LEARNING CURVE:** “I started taking pictures of the recipes I made at night and posting them, but the pictures were all dark and yellow or gray. I started looking at other food blogs and realizing I needed to use natural light and start cooking during the day. Then, four years ago [my husband] said, ‘We have to do videos.’ I was so nervous ... our first few videos only showed my hands and there was no sound. But now we include sound, so my husband and I can’t yell at each other and the kids have to be quiet.”

**HOME AWAY FROM HOME:** “I came to Berkeley to study English in the summers and stayed with a host family when I was in high school. The family would take me camping in Yosemite each summer, and I was fascinated by the scenery. I knew then that’s what I wanted to study. During my senior year I took some geographic information system (digital mapping) classes. Because I had that experience, after graduation I applied to a company called Etak (now Tele Atlas) and was hired. Here I am 20 years later, still in America, with two children, building my own business. In a way, Cal State East Bay gave me the American Dream.”

**PIONEER MEMORIES:** “The students here were all very busy, with jobs outside of school and commuting from different places, so I did have some trouble making friends. But, I learned a lot about hard work here. When we would get together for group projects, everyone was really focused and balancing a lot of different things, so they came together to get things done — not play or talk and eat for hours.

**WHY SHE DOES IT:** When I make something for my children and they enjoy it, I love that feeling. Also, my mother takes a lot of pride in cooking, but she doesn’t have any recipes written down. The memory is in her hands. So, I wanted to preserve the recipes for my children. And now, so many people share their stories with me through emails that I feel like I don’t want to disappoint them. I get a lot of emails from *sansei* and *yonsei* — third- and fourth-generation Japanese-Americans — who remember their mother’s and grandmother’s cooking but don’t have the recipes.”

**HOW SHE’S DIFFERENT:** “I work very hard to stay up to date on what’s happening in the market and to offer something different. Content is very, very important to me — I try to include information about the origin of the food and how it’s eaten, not talk about random things that happened in my day. But I used to do that. And, I also have a button available on my page that says ‘skip to recipe’ for people who don’t want to read that.”

**AMERICAN CRAVINGS:** “Roasted vegetables. I had never eaten roasted food before I came to America because a typical Japanese kitchen doesn’t come with an oven. So roasted foods and vegetables I think are delicious and have so much flavor.” 

ALUMNA NAMIKO CHEN’S FOOD BLOG PRESERVES TRADITION, SPREADS CULTURE





## FROM CUSTODIAN TO



## CAL STATE EAST BAY GRANT TACKLES URGENT TEACHER SHORTAGES WITH STAFF-TO-FACULTY ROADMAP

BY NATALIE FEULNER  
PHOTOGRAPHY GARVIN TSO

Dan Poulos, a custodian, is working toward finishing his teaching credential at Cal State East Bay — a transformation he's excited to complete.

**C**AL STATE EAST BAY CREDENTIAL STUDENT Dan Poulos (B.S. '10, Criminal Justice Administration), had a plan for his life: He'd graduate from college with a degree in criminal justice, work as a police officer for 15 to 20 years, retire and become a middle or high school history teacher.

Instead, Poulos is a custodian at a Castro Valley school, a job he took to help him get his master's degree, but one he fell in love with because it gave him the opportunity to work with at-risk youth. And thanks to a new grant from the California Commission on Teacher Creden-

tialing designed to help classified (non-teaching) school staff members earn their credentials, the 28-year-old has decided to skip over a life in police work. He may be in the classroom as early as next fall.

The \$80,000 grant called, "Credential Pathways: California Classified School Employee Teacher Credentialing Program," was awarded earlier this year to the East Bay Consortium, which includes Castro Valley Unified School District, Pittsburg Unified School District and West Contra Costa County School District. It provides \$4,000 per year for up to 20 qualified and hand-selected participants (Poulos among them) to attend Cal State East Bay's credential program.

Poulos and several others were already working toward their teaching credentials when the grant funding came in. But according to Sherrie Beetz, assistant superintendent of human resources for Castro Valley Unified School District, many were having a difficult time paying for tuition and balancing their coursework while also completing their student teaching and maintaining full-time jobs.

"The help with tuition has been great, and Sherrie Beetz and my supervisor Charlotte Irwin [have been] helping me figure out how to do my student teaching and go to school without losing income," Poulos says.

## A STATEWIDE PROBLEM

When Beetz first sent out an email about the grant program to district staff, she didn't expect any interest. In fact, she was prepared to give up the four spots allocated by the grant to her district. Instead, she was flooded with applicants from across Castro Valley.

Credential Pathways is the brainchild of Beetz, staff from Pittsburg and West Contra Costa County school districts, and Cal State East Bay Department of Teacher Education Chair Eric Engdahl. The program is designed to help people like Poulos become teachers while ►



# Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## SUPPORT TOMORROW'S TEACHERS

Shortages in qualified teachers are impacting school districts across the region, but Cal State East Bay is turning the tide. And with your investment, we aim to do even more. Teacher education scholarships are funds that support the development of tomorrow's committed teachers and education leaders. More than 75 percent of Cal State East Bay's teacher education graduates stay and work in the region, helping to overcome the critical shortages that are impacting our local communities.

To learn how you can make a difference in the College of Education and Allied Studies, contact Vice President of University Advancement Bill Johnson at [william.johnson@csueastbay.edu](mailto:william.johnson@csueastbay.edu) or 510-885-4170.

supporting the Bay Area districts buckling under California's overwhelming teacher shortage.

"[Beetz] and I had been talking about the teacher shortage and one of the things that came up, given the cost of housing in the Bay Area, is the untapped resource of people who are already living and working in the area," Engdahl says. "We realized similar conversations were going on in other nearby districts so we decided to develop a 'grow your own' program."

According to the California Teachers Association, not only does California have the highest student-teacher ratio in the nation (24:1 compared to 16:1), but the state would need to hire 135,000 teachers beyond current hiring needs just to get to the national average. Instead, enrollment in California teacher education programs has fallen 75 percent in the past decade, according to the Learning Policy Institute. This drop, coupled with the fact that the cost of living in the Bay Area is at an all-time high, means that local schools in particular are hurting for qualified teachers. The subjects of highest need are math, science and special education.

"Basically we're all competing for the same teachers," Beetz says. "But that's why we're tapping into the classified staff who live in the community and already work here."

In truth, it's a relationship Cal State East Bay has long had with K-12 schools throughout the region, but the grant simply makes the arrangement formal — and provides a much-needed boost in potential employees.

According to Engdahl, more than 75 percent of Cal State East Bay students in the university's credential program stay local. For Beetz, that not only increases the number of candidates she can interview each year, it gives her confidence that she's getting graduates who are highly qualified.

"We have a lot of teachers from Cal State East Bay and that partnership is something we want to foster," Beetz says. "The in-classroom experience Cal State East Bay students have is a huge part of the program, not an afterthought. They come out prepared, they're well trained and they're already immersed in the community."

## A FLOURISHING PARTNERSHIP

Since many of the grant participants work full time, Beetz and Engdahl, along with representatives from the other two districts, agreed that flexibility would be key in making the program work.

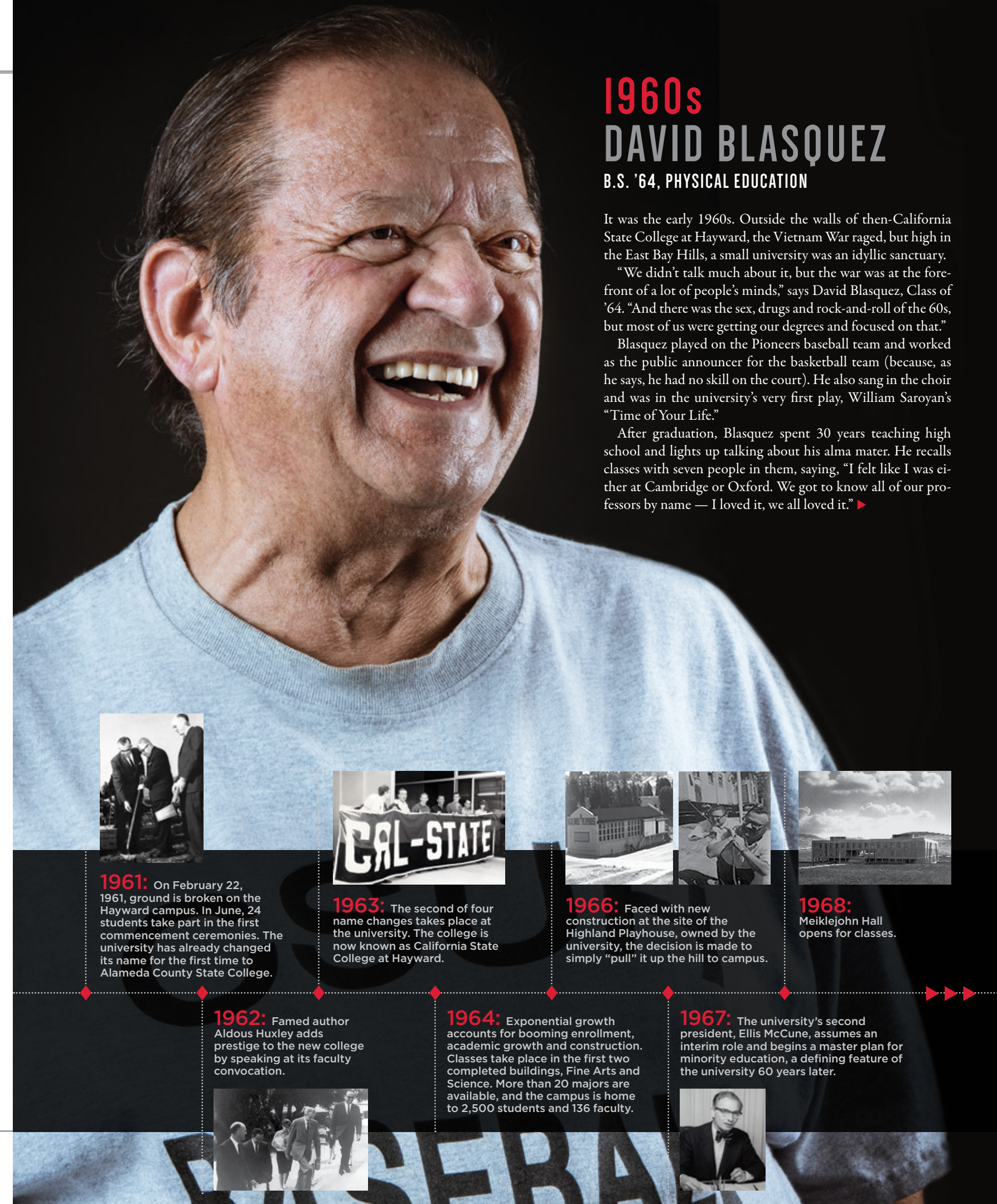
So far, they've been right.

For example, this fall Poulos transferred his day job from Redwood Alternative to Castro Valley High School since that's where he student teaches. His day begins early, with grounds work at 6 a.m. before classes start. Then, once students arrive, he transitions into the classroom. After the final bell, he goes back to work as a custodian, and he is continuing his coursework at Cal State East Bay at night.

That sort of willingness to work with nontraditional students is what Engdahl reports makes Cal State East Bay and the credential program unique.

"This reflects the philosophy we have at East Bay to find a way to help every student succeed," he says. "Education isn't the process of [weeding] people out, but finding creative ways to make everyone successful. If we're teaching that to our future teachers, we also need to practice it as a program."

As for Poulos, he's eager to finally see his dreams come to fruition. "I'm very excited, it's what I've wanted to do and what I've been trying to do," he says. "It's quite a jump to go from maintaining the buildings and grounds to the other side, but I'm ready. Where I was 'Custodian Dan,' now I'm going to be 'Mr. Poulos' or 'Mr. P.' It's going to be great." ■



# 1960s DAVID BLASQUEZ

B.S. '64, PHYSICAL EDUCATION

It was the early 1960s. Outside the walls of then-California State College at Hayward, the Vietnam War raged, but high in the East Bay Hills, a small university was an idyllic sanctuary.

"We didn't talk much about it, but the war was at the forefront of a lot of people's minds," says David Blasquez, Class of '64. "And there was the sex, drugs and rock-and-roll of the 60s, but most of us were getting our degrees and focused on that."

Blasquez played on the Pioneers baseball team and worked as the public announcer for the basketball team (because, as he says, he had no skill on the court). He also sang in the choir and was in the university's very first play, William Saroyan's "Time of Your Life."

After graduation, Blasquez spent 30 years teaching high school and lights up talking about his alma mater. He recalls classes with seven people in them, saying, "I felt like I was either at Cambridge or Oxford. We got to know all of our professors by name — I loved it, we all loved it." ▶



**1961:** On February 22, 1961, ground is broken on the Hayward campus. In June, 24 students take part in the first commencement ceremonies. The university has already changed its name for the first time to Alameda County State College.



**1963:** The second of four name changes takes place at the university. The college is now known as California State College at Hayward.



**1966:** Faced with new construction at the site of the Highland Playhouse, owned by the university, the decision is made to simply "pull" it up the hill to campus.



**1968:** Meiklejohn Hall opens for classes.

**1962:** Famed author Aldous Huxley adds prestige to the new college by speaking at its faculty convocation.




**1964:** Exponential growth accounts for booming enrollment, academic growth and construction. Classes take place in the first two completed buildings, Fine Arts and Science. More than 20 majors are available, and the campus is home to 2,500 students and 136 faculty.

**1967:** The university's second president, Ellis McCune, assumes an interim role and begins a master plan for minority education, a defining feature of the university 60 years later.





Professor of Biological Sciences Maria Gallegos (left) has brought the cutting-edge technology CRISPR to Cal State East Bay and is teaching it to students such as master's candidate Ramon Benito.  GARVIN TSO

## What You Need to Know About

The technology can modify embryos, but drug therapies are far more realistic — meet the Cal State East Bay students preparing for the job

BY KRISTA DOSSETTI

**T**HE SCI-FI-TINGED TALK OF A DISTANT REALITY has never been nearer. If you haven't yet heard of CRISPR, you're late to the party for the future of gene-editing technology. Trouble with mosquitoes? No longer. Hungry for mildew-resistant crops? Problem solved. The elusive cure for cancer? Check. The promises of CRISPR are nearly endless, as are the questions that arise with its use. (Designer babies? Tampering with evolution?) But if you follow popular science, you've likely heard the revolutionary technique hailed as everything from the future of mankind to a weapon of mass destruction.

Notwithstanding moral and legal quandaries about how the gene-editing technology can be used, there's a glaring problem. What CRISPR means for the future of science, particularly medical advances, raises questions that are central to many discussions of discovery: How do we bridge the gap between what is *possible* and what is *practical*? Between what we *can* do and what we *should* do? Between wild fantasy and a successful treatment?

The answers are evolving at Cal State East Bay, where students in a graduate-level course are being trained in CRISPR through Professor of Biological Sciences Maria Gallegos' Advanced Molecular Techniques class. ▶

# CRISPR



Gallegos, who has been following the work of leading researchers in the United States, returned to Cal State East Bay after a 2014 sabbatical “itching” to use the technique in her own research. And, as long as she was learning about CRISPR, she felt she should teach it, too.

“A deep understanding of CRISPR on both the practical and theoretical level is really desirable in biotech, not because the industry wants to create designer babies, but because it’s interested in understanding disease and developing treatments — and that’s where most of our students hope to build careers,” Gallegos says. “CRISPR is so new that very few universities are performing it in the classroom with their students. I thought it would be a perfect vehicle for teaching advanced molecular techniques.”

## A STAR IS BORN

CRISPR, short for Clustered Regularly Interspaced Short Palindromic Repeats, was first described in the 1990s as a short sequence of DNA that repeats itself along a portion of the genomes found in bacteria. These repeats are interrupted by “spacers” that function like a warehouse of viral immunity — each time there is exposure to a new virus, the memory of it is recorded in the spacers, so that future threats can be recognized and eliminated.

As scientists worked to understand the seemingly random content in the spacers, they came across a gene that produces an enzyme (Cas9) with an especially useful talent: to cut DNA at a precise location.

But the cutting alone, Gallegos explains, isn’t what makes CRISPR revolutionary — it’s the ability to add new information into the genome through what’s called a “knock-in.”

“When a cell’s DNA is cut, it naturally works hard to repair the damage in one of two possible ways,” she says. “The first way is a messy soldering of the two cut ends that typically leaves a scar (called a mutation). This produces a ‘knock-out’ and can help scientists learn how an organism functions in the absence of a particular gene. What we want to do in my lab are called ‘knock-ins,’ which exploit the cell’s natural

ability to use matching DNA to try and fix the cut made by CRISPR. We create the matching DNA in the lab to include the component we want to ‘knock in.’”

It may sound complicated, but scientists are hailing CRISPR as incredibly simple — even easy. Although previous breakthroughs in gene editing foresaw the same victories as CRISPR, the new technique promises to whittle down a process that once took months or even years to weeks and days, and could be used to fix genes such as those that cause cystic fibrosis or allow mosquitoes to spread malaria, among innumerable other possibilities.

## WHAT WE DON’T KNOW

*C. elegans*, a microscopic, transparent roundworm, has long been the object of scientific research as a simple model for the study of biological processes that occur in larger, more complex animals — including humans.

The roundworm is Gallegos’ research vehicle of choice, and the professor says there are still plenty of questions surrounding its nervous system development that she is interested in tackling, and that CRISPR promises to accelerate the discovery of.

“How neurons create and maintain neural circuits is critical to behavior,” Gallegos explains. “For instance, there is a protein (Unc-11) we study that disrupts neuron development and was first described in *C. elegans*. Its counterpart in humans has more recently been linked to an increased risk of Alzheimer’s.”

It’s the type of work that Gallegos wants to do on another protein in the roundworm that she has long been interested in, one called Sax-2. Scientists know it plays a role in neurodevelopment, but older methods of attempting to trace its journey in the development of the worm have proven error-prone.

That alone was enough to inspire master’s candidate Ramon Benito to accept the challenge of fusing a fluorescent tracer to the mysterious protein using CRISPR — a task Gallegos says hasn’t been done before and one that could lead to new and/or more precise information about when, where and how it functions. It’s just one of several projects students in her class picked from to gain firsthand exposure to the CRISPR technique.

“Since no one else has done this before, I knew it must be hard,” Benito says. “There must be something tricky about it. And if it’s hard, I want to try it.”

Benito, a first-generation student who hopes to someday work in virology and immunology, says it’s the type of big-impact experience that has inspired him to become a researcher rather than a doctor.

“I want to help as many people as possible,” he says. “And if I’m a doctor, I can only see so many patients. But as a research scientist, if you can find something novel that can lead to a new drug, it could impact thousands of people.”

## NEW BEGINNINGS

Under Gallegos’ supervision, Benito has successfully created the molecular tools needed to fuse the green fluorescent protein to Sax-2 in the roundworm.

“The DNA will now have to be injected into the worm’s gonad with a microscopic glass needle,” Gallegos explains. “With just a small bit of luck, Cas9 will cut the worm’s genome at the right place and the organism will go to work repairing the cut with the matching DNA. In this way, the gene that produces the green fluorescent protein will be inserted into the exact site of where Sax-2 is located in the worm, and hopefully we can learn more about its function.”

Gallegos will verify Benito and the other students’ work in preparation for injecting the DNA into the worms. Her ultimate goal is to publish alongside the students.

“What’s interesting for me is that the same genes required to build this worm’s simple nervous system have been shown to function in the neurodevelopment of other organisms, including humans,” she says. “Which means if we can not only learn how these genes work during normal development, but also in injury and disease, perhaps we can harness that information to help people recover from injury or disease.”

For Benito, it’s promise enough to push him toward applying to obtain his Ph.D. once he finishes two separate master’s theses at Cal State East Bay this year — and continue using CRISPR.

“It’s important to remember that CRISPR is only a way to cut DNA,” he says. “It’s the secondary technique, the knock-in, that creates the endless possibilities. That’s where the engineering happens. We don’t know if Sax-2 has any relevance to disease, but if it does, this is the first step to finding out. I want to be on the forefront of discovery, and Cal State East Bay is helping me to do that.”

A roundworm from Gallegos’ class with its genes tagged to fluorescent proteins using CRISPR. Green is tagged to Unc-11, which has been linked to Alzheimer’s in humans and was first observed in the worm.

## Rising in the East

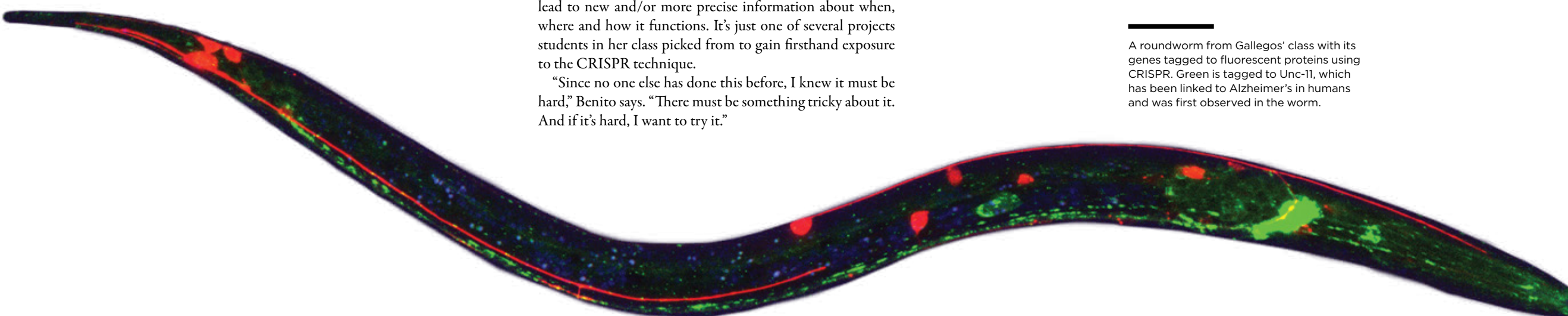
THE CAMPAIGN FOR CAL STATE EAST BAY



## BUILDING THE FUTURE OF SCIENCE AT CAL STATE EAST BAY

A new Applied Sciences Center is the vision of the future at Cal State East Bay. The state-of-the-art facility will be home to critical hands-on learning and career preparation, enabling scholarship and research such as CRISPR to continue and advance. And your support can help. Funds will be used toward the construction of a signature building that accelerates applied learning in the STEM disciplines and related careers, and fuels the region by equipping students with the skills they need for new businesses, products and innovation.

To learn how you can make a difference in the College of Science contact Vice President of University Advancement Bill Johnson at [william.johnson@csueastbay.edu](mailto:william.johnson@csueastbay.edu) or 510-885-4170.





## 1970s LARRY BROOKS

(B.S. '77, SPEECH PATHOLOGY; MPA '84)

For alumnus Larry Brooks, his years at Cal State Hayward were a “time of discovery.” Brooks, who grew up in Oakland, says he attended schools with predominantly white and black students, but when he arrived at the university, he encountered people from all over the world.

“I was meeting people from Europe, the Middle East, Mexico, Africa, and was being exposed to different cultures, languages, older adults who had life experience and veterans coming home from war sharing their stories,” Brooks says.

Those experiences led him to pair his undergraduate degree in speech pathology with a Master of Public Administration. Today, he serves as the director of Alameda County’s lead poisoning prevention program.

While in school, Brooks was heavily involved in activism on campus, through both the student council and academic senate. He recalls fighting for the university to host more cultural events such as black history week, organizing sit-ins and pushing for more student life activities. These days, he’s still engaged with the campus, but now as a member of the university’s Alumni Association Board.

“We were there on campus to bring the cultures together, which is why it’s so gratifying to see how diverse the university is today,” Brooks says. “I’ve been able to see it evolve into the campus it is today.” ▶



# BECOMING CONCORD

For 25 years, the easternmost campus of Cal State East Bay has proudly served Contra Costa County. Here, a visual guide to how the college impacts the surrounding region.

BY NATALIE FEULNER

**S**ITUATED AT THE BASE OF MOUNT DIABLO, the 384-acre Cal State East Bay Concord campus is a sight to behold. In the spring, when snow still caps the top of the peak, the fields and hills around the campus burst into color and birds call overhead. As summer fades into fall, they turn golden in the heat.

Today, the campus is one of the largest branch campuses in the California State University System and serves upward of 1,300 students a year in majors that include nursing, health sciences, psychology, business, liberal studies and criminal justice.

Students, many of whom are working toward a degree while raising a family, are able to take advantage of small class sizes and the close connections the campus maintains with the surrounding Contra Costa County communities and employers.

Here, as the Concord campus prepares to mark its own 25th anniversary this spring, a tribute to its rich history of serving the East Bay region. ▶



**1971:** The library is completed and opens to students, quickly becoming the geographic and academic center of campus — and a visual icon. Its official name is Warren Hall but it is known simply as “The Tower” to students and locals.



**1972:** The university takes on its fourth name: California State College at Hayward becomes California State University, Hayward.



**1972:** In the wake of the civil rights movement and Vietnam War, the campus sees an influx of veterans enrolling. Targeted services and programs for students with disabilities, women, African-Americans and Mexican-Americans begin to surface.





**CREEK RESTORATION**

The 2017 Galindo Creek Restoration Initiative will restore an environmentally sensitive area of campus and include educational signage.



**BEACON LIGHTING**

Each Dec. 7, in partnership with Save Mt. Diablo, the campus hosts a memorial for the U.S. servicemen and women who lost their lives in the Pearl Harbor attack.



**WILDLIFE SIGHTINGS**

Animals including rattlesnakes, bobcats and turkeys routinely welcome students to campus. A rattlesnake once found in the library is the stuff of campus legend.



**OLLI**

One thousand students 55 years and older take year-round, non-credit classes such as Medieval Monsters and Dark Age Dragons through the Osher Lifelong Learning Institute.



**SPORTS COMPLEX**

The city of Concord opened the Boatwright Sports Complex on campus in 2000, where each year commencement at the Concord campus takes place.



**STEM RESOURCE**

The Concord campus is home to an organic chemistry lab, the largest science lab in the university, reflecting Cal State East Bay's commitment to STEM education in Contra Costa County.



**FITNESS PARK**

Outdoor fitness equipment allows students and staff to work out individually or as a class in a natural environment.



**TOMORROW'S TEACHERS**

More than 300 teaching credential students have graduated since 2012, with a majority staying within Contra Costa County to pursue their careers.



**PAYING HOMAGE**

Room names such as Diablo View and Todos Santos are inspired by prominent Contra Costa landmarks, tying the campus to the region.



**FEEDING STUDENTS**

Since opening in February, the campus' food pantry has served 174 students experiencing homelessness or food insecurity.



**NURSING**

An average of 75 nursing students graduate each year. The program is one of the primary sources of nurses in the county.



**TECH POWER**

The campus uses distance technology for meetings with faculty and staff based at the Hayward campus, as well as connecting Contra Costa students with the wider campus community.



**CAMPUS COWS**

A local cattle rancher rents land from the campus to graze hundreds of head of cattle each year, contributing to a unique blending of urban and rural environments.





In his late forties, graduate student Ben Rivers brings life experience to his work as a composer.

# Can't Stop the Music

Benjamin Rivers came to composing music later than most students — and that's his strength

BY NATALIE FEULNER PHOTOGRAPHY GARVIN TSO

WHEN CAL STATE EAST BAY master's student and composer Benjamin Rivers leans back and closes his eyes, he can still remember the smells and sounds of Thailand — fragrant spices intertwined with clouds of diesel fumes, and the honking of busses clashing with the syrupy-sweet tones of Thai pop blaring over the radio.

Those sensations and memories, along with others he's internalized over his nearly 50 years, are built into the music Rivers now creates — as much a part of him as the Young Onset Parkinson's disease that sends uncontrollable tremors through his body.

"I've been hearing music in my head my whole life, it's as if the soundtrack of my life has always been there," Rivers says. "My mind will compose music spontaneously, sometimes whole pieces, in response to whatever environment I'm in."

Despite the physical limitations Rivers faces, he is excelling at Cal State East Bay and will graduate in June. Earlier this year, his original nine-minute composition called "Numerical Velocities" was performed by the well-known Bay Area ensemble Amoveo at the music department's annual Glenn Glasow Fellowship Concert.

"To have a piece performed at the Glasow concert means you've

written a piece that has reached a pretty high level of accomplishment," says Professor of Music Jeffrey Miller. "It means we're bringing in a professional ensemble to work with you as a student composer and perform your piece ... it means you're good."

## HUMBLE BEGINNINGS

Rivers didn't always dream of becoming a composer, but he certainly couldn't have anticipated the challenges that would stand in the way of his dream once he realized what he wanted to do with his life.

Born and raised "off the grid" on a homestead just outside Nevada City, California, Rivers was home-schooled by his parents. His mom first enrolled him in piano lessons at age 8, but after two years he'd had enough of his "pushy piano teacher" and gave it up for a while. It wasn't until he was a teenager that his interest in music came back full force.

"At that point, I took to piano like a fish to water," Rivers says. "Because I was home-schooled, I could practice for five, six hours at a time, playing from a big book of folk songs that always sat on my parents' piano. I was finally able to express emotions that I couldn't ▶



# Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## A DESTINATION FOR THE ARTS

Cal State East Bay's music, theatre and dance programs push boundaries, empower students to explore their individual creativity and do away with traditional ideas about who and how participation in the performing arts takes place. With your support, we can do more. By upgrading our existing theatre and studio spaces, which serve as a destination for the surrounding community, we can continue attracting and retaining highly qualified students and faculty, and generate increased awareness of Cal State East Bay's contribution to performing arts in the region.

To learn how you can make a difference in the College of Letters, Arts, and Social Sciences, contact Director of Development Kristin Loheyde at [kristin.loheyde@csuea-stbay.edu](mailto:kristin.loheyde@csuea-stbay.edu) or 510-885-4035.

otherwise say, and while I didn't consider myself a composer at the time, I would improvise and write my own songs."

As a young adult, Rivers decided to leave home and pursue an education, but not in music, which at the time he considered "a lightweight subject." Instead, he received a full scholarship to Brandeis University in Boston where he earned his degree in sociology. He returned to Northern California and worked at a nonprofit for six years before the organization moved to Portland, Oregon, and he decided to travel to Thailand and practice music abroad.

"I had been planning a trip to Southeast Asia for a while and it was right around then that I knew something was going on with my body and it seemed neurological," Rivers says.

Despite the beginnings of the tremors and freeze-ups brought on by Parkinson's, he got on the plane.

Three and a half years later, managing his Parkinson's abroad had become too much. However, Rivers says the strength and faith he found in himself during that time influences both his music and his determination to succeed.

"I got this shift in attitude toward my own condition [in Thailand]," he says. "Part of that was developing a sense of humor, which now you hear in my music. I had been a sour-puss before that and now I have genuine humor and faith ... having a disease in a foreign country was a pressure cooker, it showed me what was really important in life."

## A DREAM REALIZED

Rivers returned to Nevada City where his mother provided him with full-time care for about nine months until he was able to move to Berkeley to gain access to services, such as public transportation and health care specialists that were not available in his small town.

Shortly after, he decided to start auditing classes at UC Berkeley to pass his time and explore his desire to learn more about music.


"For one-and-a-half-years I was a constant presence at Cal's music department, I'd audit everything — harmony, theory, composing," he says. Eventually, following his mother's death, Rivers decided to formally enroll in college and pursue a master's degree in music composition.

"I knew it would be hard, but I also remembered living in Asia and told myself that if I could live there [with Parkinson's] and navigate the [streets] of Bangkok alone, I could be a real college student again," Rivers says.

He enrolled at Cal State East Bay in 2016 and has been writing more music than ever since then — a lot of it inspired by his life experiences, which is something Miller says sets him apart from many of his peers.

"Every composer is a unique composer, but what's interesting about Ben is he didn't take up music and composing until rather late, so he's informed by other things he's studied in the past and has a way of looking at things differently than someone who started studying as a child," Miller says.

As for Rivers, he's glad he finally has a way to share the sounds and melodies bouncing around in his head.

"I want to touch people with the emotions and beauty I feel when I write a piece," he says. "I just want to share the music I've had in my head with as many people as possible." 

# 1980s MEEDIE MONEGAN


M.S. '81, EDUCATION

She graduated from Cal State Hayward in 1981, but Meedie Monegan was already well-known as one of the first, if not *the* first black teacher in town. Monegan says recruiting teachers of color in 1956 marked Hayward as progressive, but, "There was surprise on all the faces of the people who came into my classroom. It replayed itself over and over — they'd come in, see me and look for the teacher."

Monegan taught at Markham Elementary for 24 years and applied for four positions as a principal before realizing she needed to do more to advance her career. She decided to complete her Master of Education at the university, and 36 years later still has her old I.D. card — with her Social Security number on the front.

"People didn't steal identities back then," she says.

Immediately following graduation, Monegan was assigned the first of two administrative positions and finally became a principal in 1985. She says it was her secondary degree that not only made the difference, but that helped her deal with the rapid changes of education in the 1980s, when computer and science labs were new trends.

"I learned at Cal State Hayward to be ready for anything," Monegan says. "To take opportunities as they come and to be prepared for whatever might come my way." 



**1981:** A Contra Costa center opens at the old Pleasant Hill High School, targeting non-traditional, international and adult students.

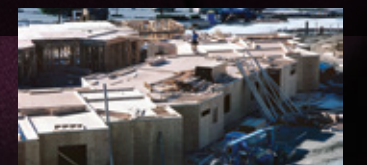


**1986:** The explosive effect of computers on study, teaching and administrative work at the university begins in the late '70s and lasts until the late '80s. The first IBMs, PCs and Apple computers make their way to campus, followed by presentation and software programs.

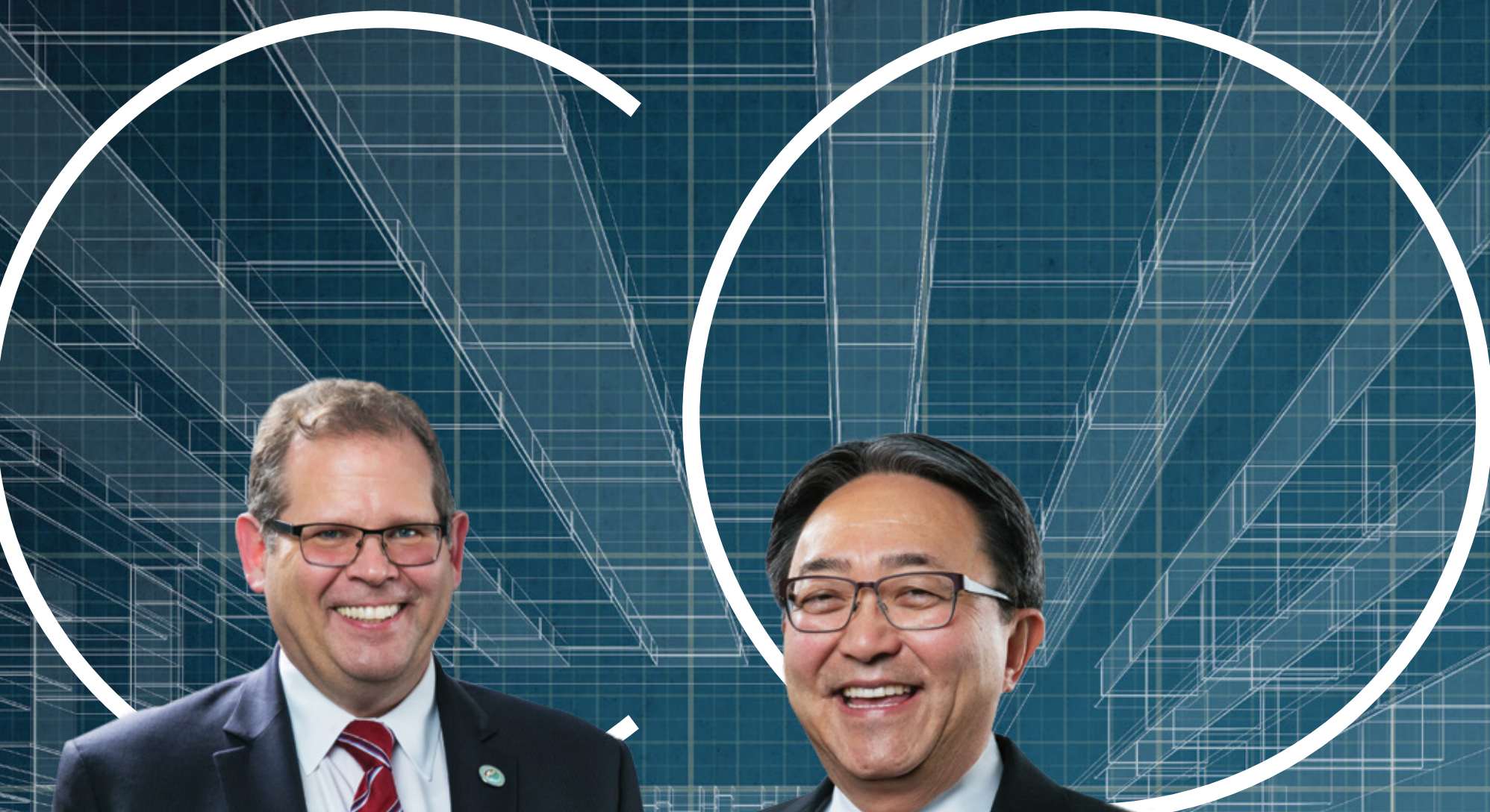


**1984-85:** The University Union takes over the site of the old cafeteria on campus.

**1989:** What still stands as Pioneer Heights, the university's on-campus housing, is being constructed and will accommodate a little more than 400 students.







BY KRISTA DOSSETTI  
PHOTOGRAPHY GARVIN TSO

## INSPIRED BY STUDENTS, A NEW HEART OF COLLABORATIVE LEARNING RISES AT CAL STATE EAST BAY

*"If at the center of a university is its students and faculty, at its core is knowledge."*

— Dr. Leroy M. Morishita, President

**T**HE YEAR IS 2021, and the final touches are being put on Cal State East Bay's CORE building — digitized walls brought to life, virtual research stations readied, reflection and meditation areas staged, and the online reservation system for workstations and private rooms tested. Ground was broken on the building in 2019 and the university community, growing by leaps each year, has watched with anticipation as each beam, wall and window of the flagship edifice settled into place. ►

President Leroy M. Morishita (right) and Provost Edward Inch have committed the university to building a new hub of student success: CORE.



Once its doors open, CORE will transform the way students test and explore knowledge beyond the classroom, bringing a new heart of campus — both literally and figuratively — to life.

## MORE THAN A BUILDING

To say that Cal State East Bay is one of the most diverse public institutions in the country means something different to those who actually walk its campus. From the outside, diversity might speak to the range of ethnicities on campus — the look of the students — or even the incredible number of first-generation graduates the university produces each year (60 percent in 2016).

But for the students and faculty who call Cal State East Bay home, diversity is more than a statistic; it's an engine. It drives discussion within classrooms, it poses questions inside research labs and it responds to global and national challenges from a distinct perspective. It fuels dreams and aspirations. It enriches our region and our world.

At Cal State East Bay, we believe diversity is the answer to the urgent demand in the Bay Area and beyond for qualified industry professionals who are fluent in technology; can approach new digital tools with curiosity and confidence; work collaboratively; and who understand the inherent value of varied perspectives. Being able to enter those careers will likewise have a direct impact on our economy and surrounding communities, as more than half of Cal State East Bay students are residents of Alameda and Contra Costa counties — and 80 percent of our graduates spend their careers here at home.

"There is research to show that industries that recruit and retain diverse employees tend to have better problem-solving, creative and teamwork skills," says Edward Inch, provost and vice president of Academic Affairs.

CORE is a reflection of all those things. A purpose-built home for academic inquiry and exploration, designed to meet the future needs of our region, our student population and the things they strive to achieve. CORE is a nucleus of innovation that synthesizes the offerings of a traditional library with opportunities for students to test their coursework in the outside world; find critical services and assistance located in one place; take advantage of dedicated space for group projects, presentations and research; gain direct exposure to technologies that promote digital literacy and critical thinking skills; and consider questions of social justice and community engagement.

"This is the only place where we are actually creating an incubator-type environment that promotes inquiry beyond the classroom," Inch says. "A place where students think and learn together to extend learning beyond their courses, beyond the curriculum and beyond disciplinary boundaries — a place purposely designed to promote student learning outside the classroom has not existed on this campus until now."

## OUR STUDENTS' ASPIRATIONS

A career at a hot tech startup. Work as a digital artist, project manager or physicist. To create life-saving drug therapies. Do research. Become an entrepreneur. Or a teacher. Or a social worker or computer programmer or data analyst.

Find a way to support their families and contribute to their communities.

No matter what our students aspire to do, the skills they need to enter the workforce are only partly found in the classroom. Being able to decipher fact from alternative fact in a complex digital world, collaborate with people from different backgrounds, and articulate ideas with clarity and conviction are what differentiates one job candidate from another.

"The CORE serves as a launch pad for our students' personal and professional success in a knowledge-rich, technology-enhanced world," Inch says. "It engages us as a community to grapple with the world's great issues and challenges in new and engaging ways."

While hands-on learning opportunities and research have long been hallmarks of an education from Cal State East Bay, CORE creates a landscape for students to hone the soft skill sets they need to be competitive in today's world, while also accessing support in specific areas of need. For instance, librarian-taught digital literacy classes that give students a foundation for parsing vast quantities of information will be offered to all sophomores in CORE.

As well, CORE will be home to the university's Student Center for Academic Achievement, which filled 15,000 requests for supplemental instruction tutoring during the 2016-17 academic year — a 36 percent increase from 2015. Given those numbers, the center will have a dedicated, purpose-built space that is immediately visible to students as they enter the building.

It's a well-deserved boost for a service that transforms personal outcomes, with analytics showing that an ongoing tutoring session of once per week can spike student performance by half a letter grade.

Veteran and student Caudrey Parker, who is working full-time as a project engineer and will graduate in spring, knows the benefit firsthand. She was struggling to transition from serving in Afghanistan to daily life as a student when she decided to seek help with her studies.

"It's a lifesaving service that anyone can use," Parker says. "When I came across (my tutor) Richa, just as a walk-in, her ability to teach and say, 'You're going to know this' was incredible. She had confidence where I didn't have confidence. She had that strength every time I came in."

## THE LIBRARY OF TOMORROW


The library has long been considered the "heart" or "core" of any university campus. By transforming Cal State East Bay's library to meet the needs of its students and faculty, CORE will become the intellectual hub of our university.

**"The CORE serves as a launch pad for our students' personal and professional success in a knowledge-rich, technology-enhanced world."**

The need is urgent. Through a monitor at its entrance, 1.2 million visits to the library were counted in 2016, making it the busiest in the California State University system. Beyond that, the current university library, built in 1972, was meant to accommodate about half of today's current student population.

The way CORE will use space will also be vastly different — and more efficient. For example, rather than large static areas devoted to books and siloed services, CORE will showcase architectural flexibility, enabling spaces to be repurposed according to changing needs. It will also feature three times as many rooms dedicated to student use as the current library has, and only about 20 percent of Cal State East Bay's books will make the transition: Those that are most important, most popular and most current will be placed in CORE, while the remainder stay in their current location. An online retrieval system is in the works. Technologies that exist on campus but are typically tied to departments will be a part of CORE as well. One possibility is "maker" labs where cross-disciplinary projects — perhaps media and business students working together to simulate a product launch — will come to life through shared resources such as a 3-D printer or plasma cutter.

While CORE offers pragmatic services that are increasingly essential to student success, Dean of University Libraries John Wenzler believes the new building will play an even greater role in enriching campus life.

"The library is a home away from home for our students," Wenzler says. "Many of our students, especially with a large commuting population, spend most of their time on campus here. By making CORE the focus of the university's attention, by creating an inspiring, innovative building, and by investing in a place at the center of their campus life, we are telling students how committed we are to their futures. And for faculty, we want to also give them an attractive new environment that draws them into the hub of campus and promotes interacting with each other and students in new and different ways." 

## Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## CORE MISSION

In recognition of the volume of students the Cal State East Bay library currently serves, the needs of our students and faculty, and the way CORE will accelerate academic and scholarly endeavors, the California State University Office of the Chancellor has approved a large portion of funding to build CORE.

However, in order to ensure the variety of services, technologies and flexibility that will sustain our students now and into the future, we need your support, too. Our goal is to raise \$10 million in funding over the next two years. Gifts in any amount can be used toward general funding, or specified for particular aspects of CORE's offerings.

We hope you will join us in defining the future for our students at Cal State East Bay, and through them, creating the communities, opportunities and economic vitality our region will benefit from for decades to come.

For more information, contact Vice President of University Advancement Bill Johnson at [william.johnson@csueastbay.edu](mailto:william.johnson@csueastbay.edu) or 510-885-4170.





## 1990s CHRIS BRANNAN

B.S. '98, BUSINESS ADMINISTRATION; MBA '03

Chris Brannan says he was 60 percent of the way toward becoming an architect when he had a change of heart.

"I got burned out and was interested in investing and the stock market at the time, so I thought, 'OK, I'll go get my business degree,'" Brannan says.

Today, as chief financial officer of Lawrence Livermore National Laboratory, Brannan oversees a \$1.9 billion budget and approximately 150 employees. He accepted an entry-level job there one year after graduating from then-Cal State Hayward.

"I originally didn't intend to stay for more than a few years ... but when 9/11 happened in 2001, it really clicked for me what this laboratory does for the nation in terms of national security," he says. "The laboratory is truly an amazing place to work."

And he picked up some lasting skills during his time at the university that have contributed to his success.

"The analytical perspective has helped me throughout my career and also translates to what I do today at the laboratory," he says. "I learned [at the university] that numbers tell a story and that you can't just take things at face value."

Brannan also recalls what well might be a haunting mistake from his past — and a telltale sign of the decade.

"In my capstone class during my senior year, we did a study on Apple and concluded that Apple had it all wrong and should not be a product company and should focus solely on software," Brannan says. "Not long after, I remember looking at Apple at \$12 dollars a share and deciding not to invest." ▶



**1990:** Norma Rees, the university's third president, takes office. Her 16-year tenure is marked by \$70 million in construction and other improvements, including the opening of satellite campuses in Concord and Oakland, and development efforts for the Valley Business and Technology center.



**1999:** Diversity and inclusion are deeply embedded into the university's mission, culture and student demographic as it marks its 40th anniversary. Faculty publications on multiculturalism and racial bias gain national attention in popular media.



**1996:** Building on the acquisitions of the 1980s, technology on campus reflects the changing times: LCD panels, digital projection devices, the introduction of email and common use of the internet.



Assistant Professor Izzet Darendeli (fourth from right) has curated a team of students and alumni to launch a food truck app with infinite potential.

## MEET TRUNGER

The app that solves your mobile fast food problems, and the Cal State East Bay entrepreneurs behind it

BY KRISTA DOSSETTI PHOTOGRAPHY GARVIN TSO

**I**MAGINE THIS. YOU'RE A BROKE STUDENT with mountains of books to read, endless papers to write — and you're hungry. Ravenous. But your fridge is empty. And you don't have a car. Even if you did, you'd still be short on the time needed to go to the grocery store and cook for yourself. Valuable time you need to spend studying.

You look out of your apartment window and see salvation — an encampment of ever-trendy food trucks offering global cuisine at a rate you can afford.

But, alas, it's winter and storming outside. And from your window you see some trucks shuttering their windows while a few holdouts

struggle to serve consolidating lines of like-minded consumers. You waffle between ignoring the rumbling in your stomach or joining the shivering coats below. Finally, you make a beeline for the door.

### STARTING A STARTUP

It's the (nearly exact) scenario that led Cal State East Bay Assistant Professor Izzet Darendeli to dream up a solution to his food truck + hunger problem. It was his senior year when the strategic management scholar first had the idea for a smartphone app that could shorten ▶



## Rising in the East

THE CAMPAIGN FOR CAL STATE EAST BAY



## CALLING ALL ENTREPRENEURS

Innovation. Industry. Internships. They are priorities of the College of Business and Economics. Through close faculty relationships, an academic environment centered on partnerships with regional companies and matching motivated learners to paid internships, we accelerate our students' hiring potential. We are deeply dedicated to building the next generation of business leaders and visionaries to shape the future of the Bay Area.

To learn more about how you can make a difference in the College of Business and Economics, contact Director of Development Penny Peak at [penny.peak@csueastbay.edu](mailto:penny.peak@csueastbay.edu) or 510-885-4156.

## “There’s no effect on how a business runs if increasing diversity doesn’t make it into the boardroom.”

wait times, streamline payments, maximize operations efficiency and resolve the advertising challenges that come with doing business on wheels. But like many who have great ideas, Darendeli needed money, time and intellectual partners to make his dream come true.

He found those things — and the demographic makeup he believes is long overdue at the foundational level of tech startups — and set to work co-creating his startup at Cal State East Bay.

“There’s no effect on how a business runs if increasing diversity doesn’t make it into the boardroom,” Darendeli says. “Diversity can only have a genuine impact on the way a business runs when those conversations are happening at the highest level of a company.”

Alongside a handpicked team of Cal State East Bay students and alumni, Darendeli brought an app to market in June that he believes has the potential to transform the \$1.2 billion mobile food industry.

Meet Trunger.

## WHY IT’S DIFFERENT

There are plenty of food truck apps on the market. Some offer continually updated locations by either linking users to a truck’s GPS or its Twitter feed. Others offer community blogs for the local truck scene about upcoming events. But none has swept the market like Darendeli believes Trunger could, with its holistic vision of what consumers want and businesses need.

Here’s how it works.

First, you open the Trunger app to find nearby trucks. (The map within Trunger updates as trucks move, which is helpful to businesses that realize they need to make a quick-change to serve more customers.) After choosing your food truck of choice, you place your order through the app, which pays the vendor in advance and charges you a \$0.99 convenience fee. While you’re en route to the truck to pick up your food (with an estimated time of completion and order-ready notifications included), the employees inside are already busy preparing the order, enabling them to better manage

the flow of customers and hourly fluctuations in business. When you reach the truck, you cut straight to the front of the line to pick up your hot, fresh food — a convenience Trunger promises will reduce the number of customers who pass by when they see long lines.

The app also comes with data analytics for the trucks, which some vendors may not be tracking efficiently, such as most popular items sold, revenue from transactions placed through the app and more. Trunger pays vendors directly on behalf of customers too, eliminating yet another time-consuming step in the transaction process.

In order to determine the needs of their clients, the Trunger team beta-tested the app with the help of Cal State East Bay’s food trucks, including No Worries, a vegan Filipino truck run by proprietor Jayar Pugao.

“The [team] always approached things very professionally, but I know they learned how to manage vendor relationships through all the questions I asked,” Pugao says. “I also hope I influenced the final product in a positive way — there were some minute issues that changed [due to my] working with the app, such as a place where we can put a pick-up time, message with the customers and so forth. I honestly think that if it grows, it can do really well. Streamlining and compiling data in one place for [food truck owners] is very important for budgeting, shopping, everything.”

## BUILDING A FOLLOWING

Just months after going live with the app on iTunes and GooglePlay, Trunger has contracts with 10 trucks in the Bay Area, with plans to spread into L.A., San Diego and New York in the near future. Through app purchases, it’s tracking 2,553 downloads. The team plans to generate more awareness of the brand through continued marketing efforts, including a launch campaign and a series of events that connect food trucks and customers. Darendeli also applied to become a contestant on ABC’s “Shark Tank,” which would enable the startup to generate additional funding for software development — an expense the professor has thus far paid for. Trunger has made it to the second round of auditions and is awaiting word on whether they can get in front of the sharks to pitch the app’s incredible potential.

And rigorous stress-testing of Trunger continues at Cal State East Bay. With its existing relationships with the food trucks that are stationed on campus during the academic year and enrollment at an all-time high, Trunger is gaining steam with students and offering them special discounts — a strategy it hopes will have a domino effect among food trucks that want to sign contracts with the app.

Hungry? Tired of waiting? Problem solved. 🍔

# MEET THE TEAM

Trunger’s key players — a team made up of Cal State East Bay students and alumni — work around the clock to balance the startup business, as well as full-time jobs, family and school. All just a day in the life of an entrepreneur, really. Meet a few of them.



**THOMAS OROSCO**  
(B.S. '16, ACCOUNTING)

**FROM:** Modesto, California

**DAY JOB:** Accountant, OUM & Co LLP

**TITLE:** Co-Founder/Accountant/Legal Consultant

**ROLE:** “I deal with contracts, how we’re going to pay the food trucks, finance issues, legal stuff. Everything I do is worst-case scenario in terms of when the trucks get reimbursed for their costs.”

**PIONEER PRIDE:** “Cal State East Bay gave me all the tools to get a job eight months in advance of graduation. But, some people think it’s about the 4.0 (GPA), and I think being involved is more important. That’s what builds communication skills and gives you the ability to connect with people. The grades are only going to get you so far.”



**CHERNO HIDRA**  
SENIOR, BUSINESS ADMINISTRATION

**FROM:** Sierra Leone

**DAY JOB:** Professor’s Assistant/Marketing Consultant

**TITLE:** Director of Marketing/Social Media/Sales Coordinator

**ROLE:** “I’m boots on the ground. I spend a lot of time evangelizing Trunger to potential users and customers waiting in line as well. We all have 86,000 seconds each day, no one has more than that. So it’s all about how you’re going to use your time.”

**PIONEER PRIDE:** “I fell in love with the campus, and the direct access to professors. It increases the value of a degree from Cal State East Bay exponentially.”



**ISAIAH AVILA-DE LA CRUZ**  
JUNIOR, FINANCE/PHILOSOPHY/ENVIRONMENTAL STUDIES

**FROM:** Modesto, California

**DAY JOB:** Student Representative, CSU Faculty Union

**TITLE:** Marketing/Social Media/Sales Coordinator

**ROLE:** “I’m out there with the food trucks, trying to get people to sign up, and most importantly, hearing any issues the vendors are having with the app so they can be resolved.”

**PIONEER PRIDE:** “I love Cal State East Bay. I chose it for one reason — opportunity. It’s so close to Silicon Valley and there’s a lot of innovation happening on campus. I’m not surprised by that, but it’s great to see.”



# The Power of a Scholarship

Alumna June Sekera's gift opens doors to higher education

BY KRISTA DOSSETTI

© GARVIN TSO

Despite decades between them, alumna June Sekera (B.A. '71, Sociology) and Cal State East Bay junior Sohail Alamkhel still have something in common: Neither thought they'd ever go to college.

Sekera, who graduated with a degree in sociology and went on to obtain her MPA at Harvard, says if it hadn't been for the construction of then-Cal State Hayward right in her hometown, a university degree would have been an unheard of prospect.

"My mother had an eighth-grade education and my father sixth-grade," Sekera says. "We were poor and my parents never expected that I would go to college."

Today, Sekera is not only founder of the Public Goods Institute, a nonprofit that provides education about public goods and the public economy, but she is also a fellow at Tufts University and the Institute for Innovation and Public Purpose at University College London — opportunities she says she wouldn't have achieved without the affordability and access of public higher education.

"When you come from a background like mine, you know nothing about how to negotiate the system and pursue a decent life," Sekera says. "And that's why I want to help these young people who otherwise wouldn't be able to go to college."

Alamkhel is one such student. A refugee from Afghanistan, he pushed his way through community college with jobs at Round Table Pizza and Starbucks, and was recently hired at a behavioral therapy center called Emerging Milestones, where he works with children with autism while pursuing his degree in psychology.

"Who would have ever thought that this kid from a warzone in Afghanistan could be in America with a scholarship?" Alamkhel says. "I feel it's my responsibility as an immigrant to fulfill my potential. I have the chance to live in the most opportunity-filled place in the world, and I have to take advantage of that."

Alamkhel is one of four students this quarter to begin receiving support from the Donald Sekera Scholarship in History, which Sekera named in honor of her brother — a great lover of history who never had the opportunity to attend college.

And in that vein, there's just one catch to the funding. Each applicant for the scholarship must be enrolled in a history class, but not a declared history major — a stipulation Sekera believes



Alumna June Sekera has funded a scholarship that is open to students across campus, in memory of her brother, Donald Sekera.

© COURTESY JUNE SEKERA

makes for well-rounded graduates and will enhance their contributions to any field of study or career they pursue.

"I remember taking History of Western Culture," she says. "It just opened my brain, my eyes, my understanding of where this country came from and where our communities come from. I think that's what lured me into wanting to continue my education, and I hope that it has the same impact on these students."

For his part, Alamkhel sees a direct connection between his studies and the two history courses he'll be taking in the 2017-18 academic year.

"The link between psychology and history is people," Alamkhel says. "I'm so grateful for the scholarship, and I see this as an opportunity to connect the behaviors of people to how they have influenced significant events in the world, for better or worse. By taking history courses, and through the work I do with children, I can learn more and more about ways to create a better world one behavior at a time." ■

**"I feel it's my responsibility as an immigrant to fulfill my potential. I have the chance to live in the most opportunity-filled place in the world, and I have to take advantage of that."**



## 2000s LOI LUU

B.S. '05, BIOCHEMISTRY; M.S. '08, CHEMISTRY

In her work for CytomX Therapeutics Inc., an oncology-focused biotech company, Loi Luu wakes up in the wee hours of the morning to make calls to drug product manufacturers and raw materials sellers across the world. As a supply chain manager, her job is to forecast the entire supply chain of clinical materials for cancer patients.

Luu, a first-generation student who immigrated to the Bay Area at 9 years old, is 100 percent certain her career — and the scholarships, and paid internship and temporary contract she obtained with Genentech during her graduate years — wouldn't have been possible without Cal State East Bay.

"Being a part of the [Genentech] research lab enabled me to be a medicinal chemist alongside people from Harvard, Yale, Berkeley — and most of the other chemists were Ph.D.s. But all I needed to do was bring in my poster from the research I did in Professor [Michael] Groziak's lab, and the hiring manager looked at me and said 'I can tell from this poster you know how to do everything I need. What else are you interested in?'"

Luu, who completed dual degrees from Cal State East Bay, recalls the year she graduated was the same year President Obama was elected.

"I remember another girl in the lab who had the multicolor picture of him on a sticker on her car," Luu says. "That image was just everywhere. And for the life of me, I didn't think it was going to happen — but when it did happen, it was amazing." ▶



**2005:** The university undergoes its final name change and is approved by the Board of Trustees as California State University, East Bay. Meant to represent all the communities the university serves throughout the region, the name is controversial for many alumni and locals, who have long associated the university with Hayward.



**2007:** The Valley Business and Technology center opens, the first new building on the Hayward campus since the 1970s. The university marks 50 years.



**2006:** Mohammed Qayoumi is named fourth president of the university. "Mo," as he prefers to be called, focuses his administration on innovation and STEM initiatives, creating a long-range academic and strategic plan to support teaching and scholarship in science, technology, engineering and math, as well as sustainability.

## CLASS NOTES

### 1960s

**GARY BOCARDE** (B.A. '68, English) lives an active life in Utah. After graduating from then-Cal State Hayward, Bocarde moved to Alaska and taught high school English. In the mid 1970s, he started his own guide company in the area, leading expeditions up Denali. He left teaching once his guide business took off and has since written numerous articles for climbing magazines.

**GREG DALLAIRE** (MPA '69) has returned to his former law firm, Garvey Schubert Barer, as public service counsel. Dallaire will identify pro bono research and advocacy opportunities and recruit retired former employees like himself to participate with the firm. He works with the Washington State Commission on Salaries for Elected Officials and is chair of the Racial Justice Committee at the Shriver National Center on Poverty Law.

### 1970s

**C. LYNNE CONRAD-FORREST** (B.A. '75, Spanish) is an obstetrician practicing with Sutter Health in Elk Grove and Sacramento.



**JUDY SAKAKI** (B.A. '75, Human Development; M.S. '77, Counseling), president of Sonoma State University, has received the NASPA Pillars of the Profession Award – Student Affairs Administrators in Higher Education, which honors "individuals of sustained professional distinction in the higher education field, as defined

**BRUCE JOHNSON** (B.S. '70, Recreation; M.S. '71, Physical Education) has retired after 42 years at Redwood Christian Schools of Castro Valley and San Lorenzo. He spent the last 30 years of his career as superintendent. Johnson and his wife, Linda, will also soon mark their 48th wedding anniversary. They have two children and five grandchildren. Their daughter, **DEBI JOHNSON** (B.A. '98, English), is also an alumna of Cal State East Bay.



**RICHARD PRUETT** (B.A. '78, Political Science) is executive director of Partnership for the Environmental Protection of the Pacific, a nonprofit based in Micronesia. A retired career Foreign Service officer, Pruett was one of the first two U.S. diplomats accredited to the Socialist Republic of Vietnam. He also established the first functioning administrative unit at the U.S. Embassy, Baghdad.



by donors and supporters," according to NASPA. Sakaki received the award at NASPA's 99th annual conference in San Antonio, Texas.

### 1980s



**TRACY BASINGER** (B.S. '89, Business Administration) is executive vice president and director of financial institution supervision and credit division at the Federal Reserve Bank of San Francisco. Basinger steps into the new role following 28 years of experience with the organization. She also serves on the Basel Committee on Banking Supervision's Task Force on Financial Technology.



**GINA CENTONI** (B.S. '87, Business Administration) is president and CEO of Centoni Restoration and Development

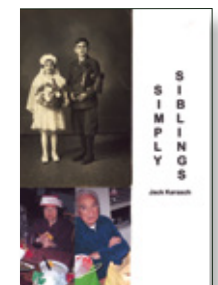


**PEGGY FULTON HORA** (B.A. '75, Political Science) has received the 2017 V. Robert Payant Award for Teaching Excellence from the National Judicial College, the oldest and largest judicial educator in the country. Hora has been a part of the college since 1993. The award is in honor of a former dean of the college. Hora was chosen as this year's honoree based on student evaluations and her reputation among peers. She retired as a California Superior Court judge, having worked in the San Leandro-Hayward judicial district and then the Alameda County district from 1984 until 2006. Hora was Cal State East Bay's Distinguished Alumna of the Year in 1989.

Inc. She has more than 20 years of design, management and delivery expertise. Centoni, a licensed general contractor in California, is a frequent contributor and commentator on public initiatives regarding architecture. She has appeared on CBS San Francisco, ABC KGO-TV, NPR and others.

**TIM HESS** (B.S. '89, Physical Education; M.S. '01, Kinesiology) has received a Double Goal Coach Award from the national youth sports organization, Positive Coaching Alliance. Hess is being recognized for his years of influence and role as a mentor and character model, working with teens and other coaches at Newark Memorial High School. Hess' daughter, **ALYSSA HESS** (M.S. '17, Kinesiology), recently graduated from Cal State East Bay and plans to also teach at Newark Memorial.

**PATTY (ROCHE) JEWETT** (B.S. '83, Criminal Justice Administration) is retiring after 33 proud years with the San Mateo County Public Safety Communications department in Redwood City. She shares that she has a wonderful family, including grandchildren and great-grandchildren, and she is looking forward to an active retirement.



**JACK KARASCH** (B.A. '80, English) is author of several novels, including his most recent, "Simply Siblings," the story of two Italian siblings who are placed together to live out their twilight years. The novel is inspired by Karasch's own experience dealing with caring for aging parents. Karasch resides in Bay Point and retired in 2013 from a long teaching career, including positions at Diablo Valley College and Los Medanos City College.



**JEFF MACK** (B.S. '85, Business) is chief financial officer of Outset Medical, Inc. Mack has 30 years of experience in financial management, and has held previous CFO positions with Sonitus Medical Inc. and Enobio Pharma Corp. He has worked across various business sectors, including technology, resort management and alternative energy.



**JOHN NAVOLIO** (B.S. '83, Business Administration) is managing partner in Navolio & Tallman LLP, which has been named one of Accounting Today's 2017 Best Accounting Firms to Work For. The firm was also featured in the magazine for adding a robot to its team of employees. Navolio has more than 25 years of experience serving a diverse clientele, and the firm prides itself on offering clients "Big Four" expertise with the personalized service only a smaller enterprise can provide.



**GEORGEANNE PROCTOR** (MBA '82) is a board member at Blucora, a financial technology solutions company. Previously, Proctor was the CFO of TIAA-CREF, a financial products and services corporation for teachers, nonprofit, government, medical, academic and research employees. She has also held roles with Golden West Financial Corporation, Bechtel and The Walt Disney Company.

**MATT PULLIAM** (B.A. '89, History) is general manager of retail services at Moana Nursery, where he will oversee all retail services for the company, including three garden centers in Nevada. Pulliam is a lifelong plant enthusiast and has worked in the nursery and

landscape industry for nearly 30 years. He has been with Moana since 2005.



**CHRISTOPHER STAUBER** (B.S. '82, Business Administration) is head of products and engineering at Kyndi, an innovator in artificial intelligence. Stauber brings more than 30 years of software application development, engineering management and product marketing expertise to Kyndi. Previously, he was vice president of products at C3 Energy Network.



**MARTHA TUMA** (MPA '89) is chief human resources officer at City National Bank and an executive committee member. Previously, Tuma was executive vice president of human resources at Charles Schwab & Co., and she has held senior HR roles at Apple, Intel and Logitech. She has also been recognized as one of "The Most Influential Women in Bay Area Business" by the San Francisco Business Times.

## 1990s

**SUE ADAMS** (B.A. '96, Psychology; M.S. '86, Counseling) was a finalist for the East Bay Innovation Award in the category of food. Adams spent nearly 20 years as a speech language pathologist and in dealing with patients with dysphagia, a swallowing disorder, was driven to create pureed foods of color, taste and variety. The corporate office for her company, Blossom Foods, is located in Oakland.



**RYAN CANTRELL** (B.S. '98, Criminal Justice Administration) was recently promoted to lieutenant on the Hayward police force, where he has also been named Officer of the Year. In 2013, Cantrell published a book on human trafficking entitled "Modern Slavery." He is also working toward his master's degree at Cal State East Bay.

**CHRISTIAN DIMAANO** (M.S. '98, Biological Sciences) is director of medical sciences at Gilead Sciences, Inc. Dimaano also holds a Ph.D. in oncological sciences from the University of Utah School of Medicine, and his areas of therapeutic focus include liver disease, HIV/AIDS and hematology/oncology. He teaches at the University of Washington.

**JASON DONADIO** (MBA '99) is vice president of finance at Zoosk, an online dating site. Donadio is responsible for the departments of accounting, IT and financial planning and analysis. Previously, he was controller at Zoosk, and prior to that, held accounting operations and other roles at Netflix. Donadio is an avid sports fan.



**ERIC DUNAN** (B.A. '96, Music) has been residing in Australia since 2001, where he is raising his family and working as director of jazz and bands at the Wollongong Conservatorium of Music. He hopes to bring a group of students to Cal State East Bay's annual spring jazz festival in April 2018.



**CHARLES HUNT** (B.S. '98, Business Administration) is founder of The Audacity Firm, a professional and personal development company that helps business leaders, students and young professionals build resilience. Hunt's work is based on his own traumatic childhood and experience overcoming hardship. Hunt has led programing at universities, Fortune 500 companies and nonprofits across the country, and given a TED Talk.

**JIM KRUGER** (MBA '92) is chief marketing officer of Intermedia, an integrated cloud business applications company. Previously, Kruger worked at Polycom, where he held various product and marketing leadership roles over the course of 16 years.

**MICHAEL J. MARTINEZ** (B.S. '95, Criminal Justice Administration) is married to **KRIS MARTINEZ** (B.A. '93, English) and is CEO and president of Advantage Unlimited Investigations in Tampa, Fla. Martinez established the company in 1996 after completing a distinguished record of public service in state and federal law enforcement. He also has a national radio program on iHeartRadio.



**EILEEN MCDONALD** (B.A. '95, Speech Communication) is president of the Alameda County Board of Education. McDonald has taught throughout the Bay Area and is a former member of the Newark Unified School District Board of Education. She is passionate about at-risk students and has worked to provide educational services inside Alameda County's Juvenile Justice System. McDonald lives in Newark with her husband; the couple have four grown children and 15 grandchildren.

**JOE MCINTYRE** (MBA '97) is associate deputy CFO of NASA, based in Washington, D.C., where he provides executive leadership and direction for the financial management arm of the organization. Previously, he was principal deputy executive officer for the U.S. Department of Justice.



**PAMELA MIDDLETON** (B.S. '97, Nursing) is a nurse manager who recently joined the Nursing Practice Advisory Council for Prolacta Bioscience, a national leader in neonatal nutritional products. Middleton was chosen for her 40-plus years of experience in nursing, including clinical and management roles.

**BYRON MIRANDA** (B.A. '90, Mass Communication) has joined WPIX morning news in New York as meteorologist. Miranda is an award-winning journalist and four-time regional Emmy winner, including for Best Meteorologist. Miranda's career has spanned the United States, beginning in Oakland and then moving on to Los Angeles, San Diego and Chicago.



**ERIC SANCHEZ** (B.S. '96, Criminal Justice Administration) has been appointed to the Justus-Warren Heart Disease Stroke and Prevention Task Force by the governor of North Carolina. He is vice president of the Law Offices of James Scott Farrin, where he also works deeply in the firm's political involvement, software development and consulting services. Sanchez has recently won a patent for a new software implement that conceals personal numbers.



**ERIC SOUZA** (B.S. '95, Business Administration) is senior portfolio manager at Silicon Valley Bank. Souza has recently been featured for his insights into the current bond market in the Wall Street Journal and other media outlets.

## 2000s

**NNAMD I ABRAHAM-IGWE** (M.S. '05, Telecommunication Systems) has been named "one of 10 Nigerians who are big shots in Silicon Valley" by Techpoint, a Nigerian digital news publication. Abraham-Igwe has been the emerging markets lead at Google since 2012, where he began working as a network engineer in 2004.

**NICOLA CORZINE** (B.A. '07, Liberal Studies) is executive director of the Nasdaq Entrepreneurial Center, a nonprofit "designed to educate, innovate and connect aspiring and current entrepreneurs." Previously, Corzine was a partner at Band of Angels, a well-known seed-financing organization in Silicon Valley, and executive director at Financing Partners, where she created program curriculum for entrepreneurs and investors in Silicon Valley.



**JENNIFER DISANO** (B.A. '07, Geography) is executive director and CEO of The Osher Lifelong Learning Institute at George Mason University as well as president and founder of Disano Solutions, a professional development company focused on building management and leadership skills.



**JOHN JONES** (B.A. '01, Art) is IT director for the city of Belmont. Previously, he was IT project manager, and he received awards in 2013-14 for his volunteering through the Project Management Institute. Jones also recently received his Certified Government Chief Information Officer certificate from the University of North Carolina at Chapel Hill.



**BRETT LUCAS** (M.A. '05, Geography) has been featured in Directions Magazine for his work promoting salient decision-making using geographic information system tools. Lucas works in city planning for the city of Cheney, Washington, but began his career in 1999 with Alameda County. He is a member of the American Planning Association.

**ROBBIN RAE MCCULLOUGH** (B.A. '04, Mass Communication; M.S. '08, Educational Leadership) has created the short film "Oakland in Blue," which was selected for the Oakland International Film Festival and the San Francisco Black Film Festival. The film is about two friends starting an independent record label, and the pitfalls of friendship, integrity and money.



**JANELLE MINTER** (B.S. '09, Biology) began a fellowship in hospice and palliative medicine at Stanford University. In June, Minter completed her internal medicine residency at UC Davis.

**TIFFANY K. ROBERTS** (M.S. '08, Economics) is director of legislative and regulatory policy for the Western States Petroleum Association. She has spent nearly a decade advising state and government policy makers on energy and climate policy. Roberts has held a variety of consultant and advisory roles, and is widely quoted as an expert in publications such as the Wall Street Journal, Scientific American, the New York Post, the Los Angeles Times and many others.

**HUI SHAO** (M.S. '00, Computer Science) is founder of RevoMax Innovations LLC, which aspires to make everyday living easier. For example, in 2016, the company launched a vacuum-insulated flask. Previously, Hui worked at Intel for 13 years.



**PANKAJ TIWARI** (MBA '01) is vice president of information technology for Penumbra Darlington, a global interventional therapies company based in Alameda. Tiwari has more than 20 years of experience in the high-tech, semiconductor and solar industries.

**BAO ANH TRAN** (B.S. '08, Business Administration) is a member of the Golden State Breakers, the Golden State Warriors' breakdancing team (pictured below). Tran has been



dancing since he was nine years old and says being a part of the Breakers has given him back his love of "B-Boying," as well as the opportunity to make great memories to share with his son, born in 2016.

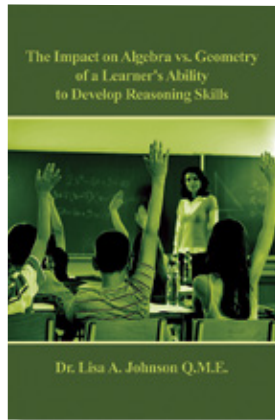
## 2010s

**KENNETH DESHONNE FARR II** (B.A. '14, Liberal Studies) was honored as Teacher of the Week by KRON 4 in March 2017. Farr teaches fifth grade at St. David School in Richmond and was nominated by his school for the award. Farr played four years of basketball while he was a student at Cal State East Bay, and recently also took on coaching the eighth-grade team at St. David.



**ELISSE LA BARRE** (M.A. '11, Music) and **LESLIE LA BARRE** (M.A. '12, Music) are founders and directors of a new statewide music conference for graduate students called Eureka! Musical Minds of California. The first conference took place in 2017 in partnership with Cal State Fullerton. The focus of the event is breaking down interdisciplinary and institutional boundaries and creating lasting connections between music scholars.

**MIKEL DELGADO** (B.A. '10, Psychology) is a doctoral student at UC Berkeley, studying animal behavior through the complex survival strategies of squirrels. An article describing her work was featured in the Los Angeles Times in March. Delgado is a McNair Scholar, a federal program that prepares first-generation and minority students for doctoral work. During her time at Cal State East Bay, Delgado was a Student of the Year in 2009.



**LISA JOHNSON** (M.S. '12 Education) is author of the book "The Impact on Algebra vs. Geometry of a Learner's Ability to Develop Reasoning Skills." The book, which is now available in audio version, explores the development of reasoning skills through the lens of students and math teachers. Johnson holds two bachelor's degrees, three master's degrees and a doctoral degree. Her book is developed from the master's thesis she completed at Cal State East Bay.

**ELNAZ SARRAF** (B.A. '12, Art) has been included on the Silicon Valley Business Journal's 2017 100 Women of Influence list for her company iBaby Labs, Inc. iBaby Labs creates wireless "smart" baby monitors and has been featured on The Today Show. The company was named among the 5,000 fastest-growing private U.S. companies by Inc. Magazine.

**KATE SHAHEED** (MPA '15) is executive director of Saint Vincent's Day Home, the oldest and largest child development center in Alameda County. In 2011, the center celebrated 100 years of service to families of West Oakland and caring for more than 35,000 children. Previously, Shaheed was the director of Annual Fund and Giving Programs and director of Alumni Relations at Cal State East Bay.

## In Memoriam



**RUBEN KROLICK**, professor emeritus in the College of Business and Economics, died May 16, 2016, at the age of 94. Krolick served in the Air Force as a meteorologist, taught at multiple universities, and founded and ran his own company. In the late 1950s he was hired as the first economics professor at CSU Northridge, where he was partly responsible for naming the Northridge Matadors. He taught economics, statistics, business management and labor relations at then-Cal State Hayward through the 1980s, and served as director of the Institute for Research and Business Development. Krolick was also an accomplished watercolorist.

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## 2010s ELISA MÁRQUEZ

B.A. '01, SOCIOLOGY; MPA '11

The 2010s were marked by themes of resistance. Occupy Wall Street was in full force and the housing crash of 2008 left thousands fighting for too few homes at too high of price points.

But for Elisa Marquez, a lifelong Hayward native, they were also a period of self-transformation. She balanced being a full-time employee, mother and graduate student all while advocating for her community.

These days, Marquez serves as vice mayor of the Hayward City Council and also works full time as a probate court investigator for the County of Santa Clara Superior Court, both of which she says require the skills she learned at Cal State East Bay.

"I learned a lot about team building, I was being exposed to different lifestyles, people from various socioeconomic backgrounds," she says.

Marquez is using that experience to show her daughter and fellow city councilors the impact having diverse voices at the table can have on leadership.

"As a woman and a person of color, I've been able to connect to our community," Marquez says. "We all have different life experiences and a lot of us have had to fight and struggle to get where we are, and it's important to keep that in mind when thinking about decisions that impact a city." **EE**



**2011:** Leroy M. Morishita is appointed interim president. He is formally vested in 2012.



**2013:** Rated seismically unsafe, Warren Hall is imploded Aug. 17, 2013, marking an emotional farewell for the campus and local community.

**2012:** The university's commitment to STEM gains speed and recognition, and the Institute for STEM Education is approved in 2012. With the backing of President Morishita, initiatives come to include training teachers to educate future generations of K-12 students in STEM.

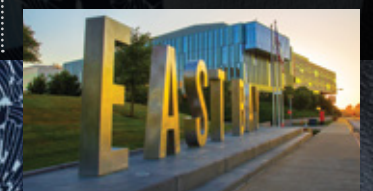


**2015:** By 2015, three new buildings have transformed the face of the campus: the Recreation and Wellness center, the Student Services Administration building and the Student and Faculty Support building. The university is named the most diverse public institution in the continental United States in the Chronicle of Higher Education Almanac.



**2016:** The university undergoes a complete rebranding, embracing its most common moniker, "Cal State East Bay." To meet the evolving needs of students and faculty and grow facilities on campus, a comprehensive campaign is started, Rising in the East: The Campaign for Cal State East Bay. It is the first in university history.

**2017:** The "East Bay" monument letters are gifted to the university by Associated Students Inc., signifying the entrance to campus. The university celebrates its 60th anniversary, marking an enrollment of 16,000 students, 60 percent first-generation students and continued recognition as one of the most diverse universities in the nation.





# Twenty Years of Giving.

## YOUR ANNUAL GIFT MAKES A DIFFERENCE.

**Matt Evans** (B.A. '94, Music; M.A. '04, Music) has been working as a financial analyst at Cal State East Bay since 1984. Now just a year away from retirement, he's celebrating more than two decades of giving through a monthly deduction from his paycheck. "Collectively, it all adds up," Evans says. "I've spent the bulk of my career here so it's an important place to me. Especially for the 60th anniversary, it's a place where you know your dollars are going to be well spent."

**Think of the impact** your donation can have on Cal State East Bay Pioneers. Your annual gift funds scholarships, paid internships, materials for hands-on learning and much more. To get started, contact Richard Watters at 510-885-2036 or email [richard.watters@csueastbay.edu](mailto:richard.watters@csueastbay.edu).

CAL STATE  
**EAST BAY**  
Rising in the East

Garvin TSO

## PARTING SHOT

A new sculpture greeted students on campus this fall, and has been dedicated by President Leroy M. Morishita to "all Pioneers, but especially our first-generation students." Created by artist Obie Simonis, "Emergent Dimensions: We Will Soar" reaches 17 feet above the university's viewing platform, overlooking the bay, and reflects the changing light of the day.

"We wanted something that represented both [our students'] incredible effort to pursue their dreams and their potential to soar," Morishita said. Garvin TSO





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