



February 28, 2014

Vol. 9, No. 2

### ***Chancellor White Visits White House***

**Chancellor Timothy White** joined other higher education and non-profit leaders from across the country at the White House last month in response to President and First Lady Obama's call to action to expand college opportunity for low-income students. Higher education leaders made more than 100 commitments to take action in four key areas to increase college opportunity: 1) matching more low-income students with the college that is right for them and ensuring that more students graduate; 2) increasing the pool of students preparing for college through early interventions; 3) leveling the playing field in college advising and SAT/ACT test preparation; and 4) strengthening remediation programs to help academically underprepared students matriculate and graduate. The White House report on Increasing College Opportunity for Low-Income Students is viewable [here](#) and the list of Commitments to Action on College Opportunity is available [here](#).

### ***CSU Hill Day 2014***

Each year the Chancellor, CSU trustees, campus presidents, and campus governmental affairs teams meet with the California Congressional Delegation in Washington, D.C. to discuss CSU system policy priorities. **David Melendez**, Vice President for University Advancement, and I joined the CSU delegation on Capitol Hill this week. This year, a student delegation including Associated Students, Inc. President **Hilda Nieblas**, Executive Vice President **Derek**



**Stotler**, and Vice President of External Affairs **Jesus Martinez** participated in Hill Day. The annual trek also allows us to connect with CSU alumni in the Washington, D.C. and Tri-State areas. **Congressman Kevin McCarthy** hosted a great reception for CSUB Alumni at his office in the US Capitol. In addition, he introduced **Chancellor White** and me to Speaker of the House John Boehner for a brief meeting in the Speaker's Office. **Congressman McCarthy** continues to be very supportive of his alma mater which we greatly appreciate.

The CSU website outlines our 2014 systemwide policy [priorities](#).

### ***Alumni Hall of Fame***

Four outstanding CSUB alumni were inducted into the Alumni Hall of Fame on Saturday, February 22, 2014 during the Alumni Association's annual black tie dinner at the Petroleum Club. The 2014 inductees are:

**Audrey Cochran** (MS, Nursing, '90), continence care and gerontology nurse, established the Robert and Edith Cochran Endowed Chair for Gerontological Nursing and endowed the Cochran Continence Scholarship fund.



**Lynne Hall** (MA, Counseling and Personnel vices, '78), psychologist and marriage and family therapist, retired Dean of Economic and Workforce Development at Bakersfield College.

**John Nilon** (BA, Political Science, '79; MPA '88), Kern County Administrative Officer.



**Russell Judd** (MS, Healthcare Administration, '92), Chief Executive Officer of Kern Medical Center.

Congratulations to our distinguished [alumni](#). We thank our community partners, **KGET, Chevron, San Joaquin Community Hospital, Wells Fargo, Vintage Production California, LLC, and Kern Schools Federal Credit Union** for their generous sponsorship of this event.



### ***John Farrer to Receive Honorary Doctorate***

On January 28, 2014, the CSU Board of Trustees approved our recommendation to award an honorary Doctor of Fine Arts degree to **John Farrer**, the immediate past Music Director of the Bakersfield Symphony Orchestra. Maestro Farrer served the community in that position for 38 years. In that time, he conducted over 400 works on the Orchestra's subscription programs and has collaborated with some of the world's finest soloists. Today, he is a world-renowned guest conductor having conducted special programs for royalty, including the Duchess of Cornwall. He also has been the Music Director of the Roswell Symphony Orchestra for 40 years during its musical seasons, where he received the Governor's Award for Excellence and Achievement, New Mexico's highest arts honor, and has served for 10 years as the Musical Director for the Santa Maria Philharmonic. In 2003, he was nominated and appointed by Senators Pete Domenici and Jeff Bingaman as one of the Trustees of the National Symphony

Orchestra at the John F. Kennedy Center for the Performing Arts.

The honorary degree will be awarded during the School of Arts and Humanities commencement ceremony on Friday, June 13, 2014 at 7:00 a.m. in the Amphitheatre. Please join me in congratulating our honoree, **John Farrer**.

### ***Academic Senate Approves General Education Program Redesign***



On February 13, 2014 the Academic Senate approved the

outline for a new General Education program. This new program provides a liberal arts education that builds a vibrant learning community connecting teachers and students across the university. It promotes student success by structuring educational activities that purposefully contextualize, reinforce, and integrate knowledge. Students have opportunities throughout the curriculum to reflect upon and apply what they learn through a variety of high-impact practices.

Students will engage in broad, interdisciplinary themes woven throughout lower-division and upper-division GE coursework as well as co-curricular and extracurricular activities. They are encouraged to engage in integrative and interdisciplinary learning, and robust collaborative partnerships. Students are encouraged to gain a depth of knowledge by pursuing a thematic minor throughout GE coursework. Themes also provide a common focus of conversation among faculty, who will gather in Faculty Interest Groups, which will also assist in deepening relationships among the schools in the university.

The new General Education Program also focuses on teaching and reinforcing the foundational skills (oral and written communication, critical thinking and quantitative reasoning) that are core to a

liberal arts education. There also is a series of guidepost courses in the first, junior, and senior years that provide touchstones throughout the students' university experience which aid in synthesizing learning within the broad topics of acculturation, skill development and self-reflection. A pilot study will evaluate the use of e-portfolios to help students reflect on and synthesize their learning.

### ***Student Research Competition***

Student research is a high-touch, high-impact educational practice that actively engages students in systematic inquiry, investigation, empirical observation, and research to answer critical questions. The purpose of the CSUB Student Research Competition is to showcase research and creative activities in all disciplines by undergraduate, graduate students, and recent alumni. The Office of Grants, Research, and Sponsored Programs' (GRASP) annual Student Research Competition will be held March 14, 2014 in the Dezember Leadership Development Center. Winners will represent CSUB in the Statewide Student Research Competition on May 2<sup>nd</sup> and 3<sup>rd</sup> at CSU East Bay. Please visit this [link](#) for competition guidelines.



### ***CSUB Website Wins Awards***

Our new website design has brought home the gold. We received a gold MarCom Award for Website Element/Home Page, as well as an honorable mention in the Educational Institution category; a silver W3 Award for Website Features – Visual Appeal; and a silver Davey Award for Websites – School/Universities.



The MarCom Awards is an international creative competition for any individual or company involved in the concept, writing and

design of print, visual, audio and web materials and programs. The competition is perhaps the largest of its kind in the world, with over 6,500 entries in the 2013 contest.

The W3 Awards honors creative excellence on the web, and recognizes the creative and marketing professionals behind award-winning sites, videos and marketing programs. The W3 is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, interactive, advertising, and marketing firms.

The Davey Awards is the first major awards competition specifically for smaller firms. The Davey is sanctioned and judged by the International Academy of the Visual Arts.

Please give a round of applause to **Colleen Dillaway, Tammara Sherman, Don David**, the Articulate Solutions team, and the 200+ campus web liaisons who worked collaboratively on a successful redesign and launch of our website. Well done.

### ***Celebrate CSUB!***

Spring is approaching, which means it is time to invite the community to the university for our annual open house. The eighth annual event will take place **Saturday, April 26<sup>th</sup> from 9am to 1pm in Runner Park**. Our campuswide showcase invites the general public to explore the university's academic programs and co-curricular offerings. There will be much for people of all ages to see and do at this year's event, including the return of the community talent competition. *Bakersfield's Got Talent* will be an open call for family-friendly acts of all kinds to compete for top honors, awards, and post-competition performance opportunities. Register your activity and/or enter the competition at [www.csub.edu/celebrate](http://www.csub.edu/celebrate).



For more information, contact the Office of the President at 654-2241 or [eyoung3@csub.edu](mailto:eyoung3@csub.edu).

### ***Upcoming Events***

Whether you are looking for academic, alumni, arts & culture, campus life, community, sports, or a calendar of highlight events, find them on [RunnerCal](#).

### ***University Council***

University Council is an open forum for members of the campus community to voice concerns or make suggestions for continued improvement. All faculty, staff, and students are welcome to attend. The next meeting of the University Council is scheduled for Friday, March 21, 2014 at 10:00 a.m. in the Albertson Room.

### ***Quarter to Semester Conversion***

I appreciate the outstanding work that is being done by the campus on our quarter to semester conversion. All of the subcommittees have been appointed and a complete update will be provided in the next issue of the monthly update.



I look forward to seeing you around campus or at an upcoming University or community event. Take care.

  
Horace Mitchell  
President