Research on the Upswing

By Shayne Schroeder

Research? What’s that? Back in the 1950s and 60s, that response or ones similar, with rare exception, came from new academic hires at CSULB. Known primarily as a teaching institution in its early years, the university and its faculty did not put any true emphasis on research.

A couple of individuals at the university in those early years — Roger Bauer and John Jung, who continue to be heavily involved at CSULB — can easily recall what it was like when the word “research” was even brought up.

“In the early days here, there was a philosophy that was rather pervasive that said ‘we’re here to teach, not to do research. I didn’t come here to do research; I came here to teach and that’s it,’” said Bauer, who came to the university in 1959 and retired after 35 years, the last 14 as dean for the College of Natural Sciences and Mathematics. “When I came, I thought university professors did research. When I got here, I found out some people didn’t believe that.”

Jung had much the same experience.

“When I first came here in 1962, there wasn’t a lot of research going on,” said Jung, who then went to Canada from 1965-68 to teach. He returned to CSULB where he became a full professor and department chair in Psychology in the early 1970s. “It was individuals in various departments who did research, but they were self-motivated people. Overall, though, there wasn’t a big push to do research.”

As Bauer indicated, and Jung concurred, the mindset of the senior faculty at CSULB was not exactly against research, it was just that, up to that point, it hadn’t really been done on campus and not many knew really how to go about it.

“The people who were senior when I came, they were the ones who kind of built our department,” said Jung. “They had some sort of vision in terms of wanting to hire faculty who would be interested in doing research, but they themselves were not doing a lot of research. It kind of made it difficult because they didn’t really know what they were doing in trying to get us to do research. I won’t say there was friction, but the senior faculty was pushing research and then the junior faculty would turn around and see that they weren’t doing any research. At that time, for the most part, the senior faculty didn’t really understand what it took to do research.”

Even if most around them were set, some dead set, against conducting research, Bauer wasn’t dissuaded. He was determined to incorporate that element into professorial duties.

“I spent my first year getting a research grant. I always thought that was part of our responsibility,” he said. “I tried to adhere to that philosophy when I was department chairman and when I became dean I was even more adamant about it.”

Laura Kingsford, now the Dean of the College of Natural Sciences and Mathematics, arrived on campus in 1980. She was not a stranger to conducting research, probably something that set extremely well with the person who hired her.

“Roger Bauer is the one who hired me when he was dean, and in our conversation during the interview, he said I was being hired to upgrade research on this campus,” said Kingsford, who was happy to hear that. “I came in during a time of transition when research was going to be supported; otherwise, I don’t know if I would have come here. I mean, I love to teach, but research was a high priority for me then. I feel that I came in at a time when research was really starting to be emphasized and began to be readily accepted as part of the responsibilities.”

That seems to be the sentiment more and more on campus, and gladly so if you ask Bauer.

“Nowadays I look at the young people and they seem to be all gun ho to do research,” he said. “From my perspective it has been a marvelous transition of attitude. Young people come in now knowing that university professors are supposed to do research.”

“We’ll never be a UC campus,” added Jung, “but we still want to develop the faculty so they will be more knowledgeable and up to date in their fields and the only way you can do it is by research. The younger faculty are really eager to do research and I think that makes them better teachers.

“When I am on a hiring committee and we look at a person’s résumé, we look to see what their research is and see how active they want to be. If they want to get promoted there are some expectations that they publish. They are not going to get tenure or get promoted, if they never publish and publishing comes as a result of doing research.”

Even with the stipulation certain faculty need to conduct research, according to Bauer, there has to be a true desire to do research if it is to be successful.

“It has to be inner driven because it takes too much time and energy and it’s such a long-term commitment,” he said. “If you don’t...”
OutBAC Tests Trust, Builds Teamwork
By Shayne Schroeder

Jeff Kress visits The OutBAC just about every day. Of course, it’s not the one in Australia, but rather the one that exists on the north side of the CSULB campus.

To the casual observer, The Outdoor Beach Adventure Course (OutBAC) may look like just a bunch of ropes and treated logs strung together for kids to play on.

To Kress, an assistant professor in the Department of Kinesiology, it’s much more than that. He hesitates to liken it to an obstacle course, but the comparison is inevitable. After all, it does have “obstacles” with challenging names such as the Spider Web, the Nito Crossing and the Wall. And even though it can be fun, The OutBAC, is designed to offer a variety of challenging activities to develop teamwork, as well as problem-solving and leadership skills.

“This course is used really for work development, for cohesion, for developing trust, leadership skills and cooperation skills,” said Kress, who oversees The OutBAC and facilitates group activities. “We really work on developing a lot of empathy out there, where we try to put ourselves in the students’ shoes.”

The OutBAC’s main thrust is to aid in the development of leaders and to promote personal growth through experiential education, not just at CSULB, but surrounding communities as well. It’s perfect for serving athletic teams, but Kress says it is an ideal way for corporations to team build, which in turn can benefit their bottom line.

As a graduate student at the University of Kansas, Kress was in charge of a similar course. That course, however, covered approximately 220 acres, while at CSULB he is limited to approximately four. “At Kansas we had athletic teams, fraternities, sororities, church groups, local clubs, business groups come out and we had about 22 initiatives (tasks) to work with,” he said. “Here, we have less space, but we can do more.

There are literally a myriad of activities we can do out there.”

Kress noted that by taking individuals away from their comfortable surroundings, often times there is a role reversal where those who are normally followers become leaders and visa versa. “What this does is takes them out of their natural space,” said Kress. “It’s quite different than being in an office environment, a basketball court or a football or baseball field. What we found is that people, who are normally followers tend to step up more and as a result of this experience, they all have more respect for one another other.”

Right now, The OutBAC is what is called a “low ropes” course, meaning it is set up relatively close to the ground. A “high ropes” course, which Kress hopes to develop, is typically 20-60 feet off the ground and though it sounds dangerous, he says statistics prove otherwise.

“It’s fascinating because you’d think there would be a high risk involved,” said Kress, “but they’ve done 20-year safety studies on this and it’s far safer than soccer, if you look at incidents per capita. It’s just amazing at how few incidents there are using this versus your traditional sports.”

That is not to say that there can’t be an occasional problem. “The problem with the high ropes, specifically, is when there is a problem, a malfunction, it is generally catastrophic,” said Kress. “When you are 20 feet up or higher, there is very little forgiving of the ground.”

He added, however, that participants are securely harnessed and the industry has really monitored itself in such a way that everybody is extremely safety conscious and very aware of what’s going on.

Those interested in securing The OutBAC for group outings can contact Kress at 562/985-8762, by e-mail at jkress@csulb.edu or by visiting its Web site at www.csulb.edu/projects/outbac/.

Members of CSULB’s Student Life and Development office on the OutBAC course.

Educator of the Year Honors for Professors

Tor Hovind and Dorothy Ottolia, faculty members in CSULB’s Design Department, were both honored with Educator of the Year awards from the Los Angeles chapter of the American Institute of Architects (AIA) at its 2005 Design Award Gala in October, at the LA Design Center.

The award recognized Hovind for his leadership as chair of the Design Department and Ottolia for her role as the department’s director of interior architectural design. The two are the first instructors at CSULB to receive the prestigious award, which recognizes excellence among the state’s top design instructors.

“It is a great honor,” Ottolia said of receiving the award. “At first, I was puzzled as to why I ought to be recognized as an educator. Then, I found out the judges were impressed with the level of improvement shown by CSULB’s design students in recent student design competitions and exhibitions. They raised the bar. Now, the design community feels that CSULB’s Design Department is in the same league as private universities and the University of California.”

Hovind said the AIA recognition acknowledges the progressive spirit he believes is distinctive of CSULB’s design program. “Cal State Long Beach’s interior architecture program has a strong reputation within the industry,” he pointed out, and this kind of recognition only furthers that reputation.

The department chair attributed that strong reputation to the faculty. “We are already a bright star but faculty members like Dorothy Ottolia raise that star into a new galaxy,” Hovind pointed out. “We pride ourselves on faculty like Dorothy and on alumni throughout the industry who are our best ambassadors.”

Ottolia added that she was especially proud of the award for the opportunity it offers CSULB design majors to compete at the highest levels. “I am absolutely confident we offer our students the best education available and this award speaks to that,” she said. “I get e-mails from students all over the world asking how they can get into this program. That says to me that our design program is on the right track.”

The rewards for the recognition do not end with the October festivities. Ottolia said CSULB students will have the opportunity to network with top industry professionals and find mentors among the designers and architects in Los Angeles. She also noted that AIA President Stephen Kanner will be speaking on campus.

“This kind of recognition serves as a big steppingstone for our students,” she explained. “It lends them an opportunity to become better connected with the profession and other students in the industry.”

Hovind earned his bachelor of fine arts in graphic arts at CSULB in 1987 before acquiring his MFA in advertising from Syracuse University in 1991. His San Pedro-based company, Tor Hovind Design, has clients nationwide and offers design students an opportunity to interact with clients as different as Landor Corp. and Nissan.

Ottolia also received her bachelor of fine arts degree at CSULB in 1999 and went on to earn a master of architecture degree from Cal Poly Pomona in 1997. The AIA’s Long Beach/South Bay Chapter presented its 2005 Honor Award to Ottolia and her husband, Domingo Ottolia, for their design of a honeybee’s heaven called the Honey Hut created by Ottolia & Barnes Architecture.
Bring a Friend

Beginning this month, the CSULB Athletics Department will offer “Student and a Guest Night,” which allows students to bring a guest to a number of pre-selected athletic events.

The available dates are Monday, Dec. 19, 7:30 p.m., women’s basketball vs. Southern; Thursday, Dec. 22, 7:35 p.m., men’s basketball vs. University of Maryland-Baltimore County; Friday, Jan. 27, 7:30 p.m., men’s volleyball vs. USC; Saturday, Jan. 28, men’s (3:30 p.m.) and women’s (2 p.m.) basketball vs. UC Irvine; Thursday, Feb. 9, 7:35 p.m., men’s basketball vs. Cal Poly-SLO; Thursday, Feb. 23, 7:30 p.m., women’s basketball vs. Cal State Northridge; Friday, Feb. 24, 7:30 p.m., men’s volleyball vs. UC Irvine; Tuesday, Feb. 28, 6:30 p.m., baseball vs. UCLA; Thursday, March 2, 7:35 p.m., men’s basketball vs. UC Riverside; Tuesday, March 14, 6:30 p.m., baseball vs. SD State; Friday, April 7, 7:30 p.m., men’s volleyball vs. Brigham Young; and Tuesday, May 2, 6:30 p.m., baseball vs. Pepperdine.

In addition, there also will be Faculty and Staff Guest Nights. The selected dates for this promotion are Saturday, Dec. 10, 2 p.m., men’s basketball vs. San Jose State; Saturday, Dec. 17, 7 p.m., women’s basketball vs. Loyola Marymount; Friday, Jan. 13, 7:30 p.m. men’s basketball vs. Pacific; and Thursday, Feb. 23, 7:30 p.m. vs. women’s basketball Cal State Northridge.

For more information, contact Jennifer Schwalbach by calling 562-985-5583 or by e-mail at jschwalb@csulb.edu.

Benefits to Being a Garden Member

One of the most beautiful spots at CSULB is the Earl Burns Miller Japanese Garden, which continues to have memberships available by becoming a member you assist in the development of the garden and the continuation of its distinguished educational and cultural programs.

More than 60,000 individuals visit the garden annually and more than 100 couples are married in the garden each year, with 35 percent of those being CSULB students, alumni, faculty or staff who receive a discount.

In addition, a membership to the Japanese Garden entitles you to free admission to more than 185 gardens throughout the United States, including the Descanso Gardens, the San Diego Japanese Friendship Garden, and the San Francisco Botanical Garden.

A membership provides you with a 10 percent discount on logo merchandise and discounted admission to numerous cultural events, including the Spring Festival, Origami Festival, the Chrysanthemum Show, and Koi Round-up. Membership are just $20 a year for an individual staff, faculty, student or alumni.

For more information and a full list of benefits, contact Chris Aihara by calling 562/985-2169 or by e-mail at caihara@csulb.edu.

Research Vessel Dedicated in Memory of Don Nelson

CSULB’s Marine Biology Program honored the late Professor Donald R. Nelson, a pioneering researcher and shark expert, when it dedicated a new research vessel in his name on Nov. 4. Nelson, who died in 1997, founded the university’s Shark Lab in 1966. Nearly 100 guests attended the event at the Cerritos Bahia Marina in Long Beach, which included a traditional toast, led by Raymond Wilson, to the four winds and to St. Brendan, patron saint of mariners. Faculty member Gwen Goodmanlove and Samantha Brady, Nelson’s granddaughter, conducted the customary champagne christening. The research vessel D. R. Nelson is a 25-foot Parker with a range of about 300 miles. It is the fourth and largest boat in the fleet that supports research and training in the nationally recognized CSULB Marine Biology Program.

St. Martin Named Employee of Month

Nancy St. Martin was selected recently by her peers in Political Science and International Studies as CSULB’s Employee of the Month. St. Martin, a Seal Beach resident, was recognized in a special ceremony held on Friendship Walk near the University Student Union. The walk was renamed Nancy St. Martin Lane.

CSULB President Robert Maxson praised the 17-year member of the university for her willingness to go the extra mile and her dedication to the university.

“Nancy is known for doing everything right the first time,” he said. “She loves what she does.”

“I’m very pleased and extremely proud to be named Employee of the Month,” said St. Martin, who earned her Bachelor of Science in Business Administration, Accounting from CSULB in 1992. As office manager for the departments of Political Science and International Studies, St. Martin is constantly on the go scheduling classes, coordinating faculty searches, handling personnel work, and overseeing the SPA computer lab.

“Meeting the needs of the students, faculty, and departments is very important to me and provides me with a great deal of satisfaction,” she said.

St. Martin joined the Political Science Department in 1988 where she remained for two years. She moved on the Music Department for a year before returning to Political Science where she has made her home. “The working and learning environment in the department is wonderful for the staff and students,” she said. “I came to CSULB after working in an academic program at USC because I enjoy working with faculty, staff, and students.”

When she isn’t doing her best for Political Science and International Studies, St. Martin enjoys spending time with her children, Eric, Andrea, and Stacy, as well as her four grandchildren Brittany, Timmy, Kylie, and Steven. St. Martin is a world traveler who visited St. Petersburg, Russia, in 2003 and in the summer of 2005 took a cruise through Asia with stops in Bangkok, Singapore, Hong Kong, Shanghai, Beijing, and Ho Chi Minh City.

“We visited ground zero at Nagasaki and visited the memorial museum there,” she recalled. “We walked along the top of the Great Wall of China, which was unbelievable. It was evident to see the tremendous effort it took to build it thousands of years ago. To me the best way to travel is to take a cruise, letting someone else plan the itinerary and prepare the food.”

St. Martin enjoys CSULB for its diversity. “Our graduate assistants and student assistants are especially hard workers, and our students are enthusiastic,” she said. “I always enjoy talking with the students and working with our student organizations. It is very rewarding.”

The decision to join CSULB was a good one, St. Martin believes. “I enjoy working in our office very much. It’s the best on campus. I especially like the spirit of the campus and the great environment we have here,” she said. “CSULB has been a marvelous place to work.”
Johnson Sees Katrina Up Close
By Shaye Schroeder

A year and a half ago, Richard Johnson was looking to volunteer where his skills as an Emergency Medical Technician (EMT) could best be utilized. This past August and September, he put them to use in a way he only could have imagined.

An associate director in the Office of Safety and Risk Management, a department he has been with since May 1989, he spent Sept. 1-13 in Biloxi, Miss., as part of a California emergency team providing assistance to victims of Hurricane Katrina.

“We received a page on Aug. 28 that we might be called; got the call on Aug. 29; and on Aug. 30 we were on our way to Mississippi,” said Johnson, who was certified as Los Angeles County EMT in February 1990 and was one of 31 individuals deployed as part of DMAT CA-1 (Disaster Medical Assistance Team - California One).

According to Johnson, being a level one team means once activated, within eight hours you are mobilized, at which time you are a completely self-contained unit with tents, treating tents, medical and surgical equipment, generators, water purification equipment, lighting, and food and water for three days.

“I know there has been an awful lot of press about how unreactive or how lethargic the response was to Hurricane Katrina,” said Johnson, “but from my point of view all I can say is that on Aug. 29 we were mobilized and part of our team was flown to Memphis, Tenn. Then, six of us, with our cache of medical supplies in three large FEMA trucks, drove from Tustin all the way to Biloxi.”

“How many hours did it take to get there? “A lot,” he chuckled. “It took us two and a half days.”

DMAT California 1 is the first team from California authorized as a level one team and can be activated by FEMA, which then decides when a disaster or pending disaster might require a team’s mobilization.

“It was apparent this was going to be huge, so DMAT teams from California, North Carolina, Minnesota, Ohio, Texas, and Alaska were activated and sent to Mississippi, Louisiana, and Alabama,” said Johnson. “On our team we had two doctors, a wound care specialist, four mobile intensive care nurses, two paramedics and the rest of us were EMTs.”

When his three-truck convoy first reached Mississippi the destruction was unnoticeable.

“We didn’t really see any kind of artifacts of the storm until we got into Jackson, which is in the center of the state,” said Johnson. “Then we were seeing 70- and 80-foot tall pine trees snapped off 40 feet up. There are estimates of 50,000 square miles of what used to be towns that are now just garbage. It just can’t be described.”

When Johnson’s group reached Mississippi, it reported to Camp Shelby. Just a day or so earlier the hurricane went directly over the camp.

“I wasn’t there for it, but my teammates who were said it sounded like a jet engine with debris hanging off everything.” An old, beat-up World War II Army base normally used to house the Mississippi National Guard, Camp Shelby served as temporary home until Sept. 1, when CA-1 was detailed to Biloxi High School.

“Calling it comfortable would be an exaggeration,” said Johnson. “It was hot and muggy with no air conditioning and no power. The only power there was generator-powered and that was noisy.”

Of course, who had time to really sleep? Like most of those assisting, DMAT California 1 was going 24/7 in split shifts. Johnson’s team reported to the shelter at nearby Biloxi High School and within the first 30 minutes there were 1,900 people in either dire medical need or in need of shelter.

“Within 30 minutes of us getting there we had a critical care surgery set up, an urgent care clinic set up, a pharmacy and a triage intake and we began treating patients,” said Johnson, stating that the facility handled more than 500 patients on a daily basis. Also, he pointed out that Biloxi High School is brand new and was built specifically to serve as a shelter in case of a disaster.

“Biloxi High School is just 18 months old and it has a million-dollar football field,” said Johnson, noting it was used as a landing pad for helicopters over some objection from local law officials. “The eye of the hurricane just missed it, but it sustained winds of over 160-170 miles an hour and it was fine mainly because it was designed as a shelter.”

Also early upon DMAT California 1’s arrival, it did a needs assessment as to what supplies were lacking. What they found was needed most was ice and diapers.

“The problem making your needs known is if you don’t follow it up with the message, ‘we’ve got enough,’” said Johnson, relaying the story of an individual from Oregon who somehow heard the request, went out to the stores, bought diapers and bottled water, threw it on a pickup truck and drove straight through.

“We’re all dead tired and about to go to sleep when this guy shows up at about 11 o’clock at night. Are you going to tell that guy to come back in the morning? No, you’re going unload it and you are going to thank him for it and that’s what we did. But at that point we already had more than we needed.”

Does this experience make him better prepared in his everyday job in Safety and Risk Management as well as his position as a key member of the university’s Emergency Operations Center?

“Definitely, because I got a chance to see what worked and what didn’t work for the largest national disaster the United States has ever seen,” he said.

“You can never be prepared enough, but nobody could have been prepared for this. We made some mistakes and in some instances we worked a lot longer and a lot harder than we needed to, but overall it was a learning experience I will never forget.”

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Research

Continued from page one

The grant and contract funds requested averages more than $100 million annually, with the number of grant and contract applications continuing to increase. At 307 for the 2004-05 fiscal year, it is nearly twice the number of applications just five years ago.

“We are now truly a teaching-intensive, research-driven university,” stated Ambos, a faculty member and administrator since 1989. “Faculty, staff and students are partners in the research and creative activities enterprise at CSULB. What most faculty do in terms of their own intellectual creativity naturally leads to grant applications and often to innovations and enrichments in teaching. Grants can provide faculty support, employment for students, laboratory supplies, outreach to area schools: all the activities we want and need to do to make a CSULB education the best it possibly can be.”
VOAHA Web Site Relives History
By Richard Manly

With the completion of a National Endowment for the Humanities grant, CSULB’s award-winning Virtual Oral/Aural History Archive (VOAHA) Web site has achieved its mission to make available more than 1,000 hours of original oral history recordings, according to Project Director Sherna Berger Gluck.

The Web site, which is a collaborative project of the College of Liberal Arts, the University Library and Academic Computing Services, provides access to the full audio recordings of oral histories that have been deposited in the library’s Special Collections.

With its focus on orality, VOAHA brings to life the timbre and tone of voice, the nuances of spoken language, and the richness of oral narratives of some 343 people, including African Americans, American Indians, Asian Americans, Latinos/as, South East Asian and Southern and Eastern European immigrants. They range from farm laborers to professionals, from social reformers/community activists to anarchists and communists, from ventriloquists to jazz arrangers. The materials, organized in 30 separate series, bring to life the history of the United States in the period from the 1890s to the 1990s, focusing particularly on women, labor, ethnic history and Long Beach community history.

The 600 hours in the women’s history collection, initiated originally as part of the Feminist History Research Project founded by Gluck in 1972, include the oral histories of California women who served as rank and file activists in the national suffrage movement and more than 250 hours of interviews with “Rosie the Riveters.” Through the work of project co-director and local historian, Kaye Briegel, the pioneers who helped to build the commercial and cultural institutions of Long Beach, including the university, are well represented through interviews totaling some 170 hours. Interviews collected from early 1970s Asian American Studies classes capture what life was like in the Japanese fishing village on Terminal Island until 1942, while more recent Cambodian and Hmong immigrants who fled their war-torn countries document their experiences and their efforts to rebuild their lives and cultural institutions in Long Beach. Workers in the oil fields of Long Beach, the garment and furniture factories of Los Angeles, the docks of San Pedro and the fields of Rancho Los Alamitos, also can be heard in some 150 hours of audio recordings.

The VOAHA Web site (www.csulb.edu/voaha) has been recognized with grants from the National Endowment for the Humanities and the Long Beach Navy Memorial Heritage Association, as well as Long Beach Heritage’s Award of Merit. The site was originally funded by a 2001 grant awarded to Gluck and Briegel from the Haynes Foundation and was officially launched on Aug. 28, 2002. In 2003, project members and site designers, Dave Bradley and Nancy Rayner of Academic Computing Services, accepted the Accenture/MIT Digital Government Award for the site in the Higher Education Innovator category. This award celebrates “exemplary achievements in the development and delivery of Web-enabled services by federal, state and local governments and by institutions of higher education.”

The site received acclaim in 2004 from the International Oral History Association when it met in Rome. Gluck is pleased by the worldwide impact made by the virtual archive and, particularly, with its use by scholars and students of all ages and backgrounds.

“I started this oral history work in 1972 when I interviewed a 104-year-old suffragist and birth control activist,” she added. “That interview could have just sat somewhere, unused. Now I feel I’ve created a legacy and that is very satisfying. Others can use that interview and the hundred of hours of interviews created by my colleagues and students.”

Help Prevent Crime

University Police would like to remind staff, faculty and students that a large number of thefts on campus are crimes of opportunity and can be prevented if you take the following simple precautions.

» When not using your desk, lock it and take your keys with you.
» When you leave your office, always lock your door, even if you are going to be just a few minutes.
» When you do leave your office, tell your neighbors so they can keep an eye on it.
» Help your fellow workers by keeping an eye on their offices when they are gone.

If you do see a suspicious person or activity, call the police immediately and answer all questions. As best you can, give an identifying description of the suspicious individual, such as gender, age, height, weight, race, hair, clothing, and last direction of travel.

For additional information, please feel free to contact any University Police officer or the office of Crime Prevention at 562/985-8538.
Ukleja Center for Ethical Leadership Gets Launched

Officials at CSULB officially launched the campus’ newest educational venture – the Ukleja Center for Ethical Leadership – at a special reception on Nov. 2, at The Pointe in The Walter Pyramid.

The Ukleja Center is housed within the campus’ College of Business Administration and its aim is to promote ethical leadership through community outreach, university research and the inclusion of ethics principles across the university’s curriculum. Center officials’ goal is to be the preeminent center of thought on applied ethics in leadership in business and the professions among public comprehensive universities.

Under the direction of Luis Ma. R. Calingo, dean of the College of Business Administration, the Ukleja Center is designed as an interdisciplinary establishment, and it will draw upon the collective expertise of faculty and administrators from all of the university’s colleges as well as its Division of Student Services.

“Ethical issues and problems exist in many professions and industries – business, journalism, sports, biotechnology, health care and government – just to name a few,” Calingo pointed out. “We believe that the preparation of tomorrow’s ethical leaders is a critical component of the education experience, and as a result of the Ukleja Center for Ethical Leadership, we envision graduating students in all of these fields who are not only technically competent but also honest and ethical citizens.”

The center was named in honor of its primary benefactors, Mick and Louise Ukleja, long-time supporters of CSULB whose substantial gift toward an initial $2.5 million endowment was responsible for establishing the center. Mick Ukleja is the founder and president of LeadershipTraQ, a consulting firm focused on training corporate executives in responsible leadership.

“The center will combine solid academics with solutions to real-time challenges that we face on a day-to-day basis – on the job and in our families,” explained Ukleja, a CSULB graduate and a member of the university’s Board of Governors. “Louise and I are proud to be a part of a center that sees the importance of learning about ethical leadership. Living with integrity is not easy. Living without it is impossible.”

The Ukleja Center is focusing on three primary areas – education, research and community outreach. Its initial educational initiative is “Ethics Across the Curriculum,” which will financially support the infusion of ethics and ethical leadership in undergraduate and graduate courses throughout the university.

“We do not want our center to merely react to perceived ethical failures and crisis, but rather, the purpose of the center is to cultivate a positive, inclusive and multidisciplinary emphasis in all of our ethical and leadership programs,”

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Grant Awarded to Improve State’s Crisis Management

The U.S. Department of Health and Human Services recently awarded a curriculum development grant of $897,000 renewable for two more years to Health Science faculty members Veronica Acosta-Deprez and Dr. Sarath Gunatilake. The grant will support a new curriculum to train Southern California pre-service health professionals for bioterrorism and emergency preparedness to improve the state’s crisis management.

“We put together this proposal as a very long shot,” said Gunatilake, a Long Beach resident who joined the university in 1987. “But we were one of only three to win awards on the West Coast and one of only 13 in the entire nation.”

The grant, issued through Health and Human Services’ Health Resources Services Administration, will fund the creation of a three-tiered curriculum designed to train CSULB students and community members in disaster preparedness.

“Our proposal was very much what the department needed,” said Acosta-Deprez, a Los Alamitos resident who joined the university in 1996. “We have a strong core group of faculty in health and health-care-related fields on this campus who are dedicated and motivated to offer their expertise and experiences in a project such as this. Dr. Gunatilake was an eyewitness to the tsunami disaster that struck Sri Lanka last year. We’ll work with four departments in the College of Health and Human Services namely, Health Science, Health Care Administration, Professional Studies, and Nursing to develop this curriculum. There are lots of disaster management training programs out there but they are discipline specific. This project will be multicultural, multidisciplinary and collaborative.”

Gunatilake is the only practicing physician holding a full-time faculty position at CSULB. The Sri Lankan-born public health consultant to 13 countries and past representative of the World Bank, the World Health Organization, UNICEF, USAID and the South Pacific Commission graduated from medical school in Sri Lanka, where he completed a combined residency in gynecology/obstetrics and internal medicine before arriving in the U.S. in 1979.

Acosta-Deprez came to the United States from her home in the Philippines where she earned a degree in nursing. She enrolled at the University of Wisconsin-Madison to earn a master’s and a Ph.D. in curriculum and instruction with an emphasis on health education and instructional technology.

The multidisciplinary program will collaborate with the City of Long Beach Public Health Department’s Bioterrorism and Disaster Preparedness Program, the Long Beach Port Authority and the Long Beach Fire and Police departments.

“Our goal is to develop a curriculum open to CSULB students and the community,” said Gunatilake. “We want to develop a large group of volunteers who will be available in case of disaster in the Long Beach and Los Angeles areas as well as middle and top level management staff.”

There will be eight modules of instruction, Acosta-Deprez explained. “The first two will train volunteers through undergraduate courses at CSULB. The third and fourth modules will be aimed at undergraduates who will integrate their skills into disaster preparedness. For instance, a nursing major could be trained to administer immunizations. The fifth and sixth modules will be open to graduate students who will be trained as managers. The last two modules will be case- and problem-based...”

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CSULB Courses with Global Focus

CSULB was recently chosen from a pool of 89 applicants by The Association of American Colleges and Universities (AAC&U) in a competitive selection process to become part of a new network focused on developing general education courses focused on global issues. General Education for Global Learning will engage and provide resources to teams of faculty and administrators as they develop general education programs designed to increase students’ knowledge about the world, their understanding of the United States’ position in the world historically and today, and about compelling and unsolved global problems. The project is designed to help campuses as they restructure their general education programs to ensure that students encounter global issues throughout their undergraduate years and not just in a single required course. “Cal State Long Beach decided to become part of this AAC&U project because we feel that there is still work to be done to maximize the global experiences and aptitudes of our graduates,” explained Ken Curtis, professor of history and principle investigator for the AAC&U project at CSULB. “Our faculty and our curriculum demonstrate tremendous strengths in the area of international education, yet we are not satisfied that our graduates have sufficient exposure to the learning opportunities available to them to prepare for global citizenship. “Participation in the AAC&U program,” he added, “will allow us to focus our energies on the general education curriculum to explore new avenues we see to assure that all of our students graduate with the knowledge and skills they need to navigate an increasingly complex and interconnected world.”

The project is funded with a generous grant from the Henry Luce Foundation and is part of AAC&U’s signature initiative, Shared Futures: Global Learning and Social Responsibility.

LAUREL

Lesley Farmer, Educational Psychology, Administration and Counseling, recently saw the publication of her latest book Librarians, Libraries and the Promotion of Gender Equity by McFarland.

Simon George, Physics and Astronomy, presented a workshop on “Lasers and Holography” at the International Conference in Physics Education held in New Delhi on Aug. 23. He also presented invited talks on the same subject at Saurashtra University in Gujarat (Aug. 16), Panjab University in Chandigarh (Aug. 18) and GNS University in Amritsar (Aug. 19).

Joanne Gordon, Theatre Arts, was invited to the Pinter Centre’s International Symposium: Stephen Sondheim: Collaborator and Anteuer. The event took place Nov. 25-27 at Goldsmith’s – the UK’s leading creative university, part of University of London since 1904. While in London, Gordon led a master class on “Singing Sondheim’s Subtext.”


Ingrid M. Martin, Marketing, (with David W. Stewart and Shashi Matta) published “Branding Strategies, Marketing Communication and Perceived Brand Meaning: The Transfer of Purposive, Goal-Oriented Brand Meaning to Brand Extensions” in the Journal of the Academy of Marketing Science, 39(3). This is also ranked “the most frequently read article” in JAMS.


Ash Naimpally, Chemical Engineering, served as a program evaluator for the Accreditation Board for Engineering and Technology (ABET) during an ABET team visit to Clemson University, Clemson, S.C. This was his 10th visit as a program evaluator for ABET.

Hamid Rahai, Mechanical and Aerospace Engineering and CEERS, was a focus speaker on “New Approach to Wind Energy,” at the 2005 California Science Education Conference in Palm Springs.

Althea Waites, Music, has a new recording on the Cambria label titled “Along The Western Shore” which features music of California composers. Three works on the CD have never been recorded including Elinor Remick Warren’s “Three Pieces from 1946,” Richard Saylor’s “Five Piano Pieces” and Lloyd Rodgers’ “Eccentric Variations for Two Pianos” with pianist Mark Uranker. She participated in a residency and master class at Haverford College in Philadelphia, Nov. 15-19. Haverford College’s Curt Cacioppo, a faculty composer, invited her to do a lecture-recital and master class focusing on music from her new recording, “Along The Western Shore.”

Aaron Khonsura Wilson, Black Studies, participated on a panel of review and critique of the film “Race is the Place” at the International Film Festival held in the Ricardo Montalban Theatre on Oct. 29.

Author of the Month

Full of Life: A Biography of John Fante

Stephen Cooper, Professor, Department of English

Newly out in 2005 from Angel City Press, this revised American edition of the award-winning biography of outsider Italian-American novelist and screenwriter John Fante was honored when the Los Angeles Times named the original edition one of the Best Books of 2000. Five years in the making, Cooper’s book also appeared in British, French and Italian editions, and helped establish an international reputation for the once-forgotten author of such classic fictions as The Road to Los Angeles and Ask the Dust. Now that Fante (1909-83) is hailed as a central figure in the literary history of Los Angeles – “Fante was my god,” declared legendary poet Charles Bukowski – the new edition features a foreword by prominent L.A. novelist Carolyn See. See finds the book a “meticulous, absorbing, enchanting biography” and “an almost perfect cultural history of Los Angeles”– praise that Cooper hopes will encourage a new generation of readers to seek out Fante for themselves. “You can turn on the radio and hear the Red Hot Chili Peppers invoking Ask the Dust in their song ‘Can’t Stop’ and you can hear Sheryl Crowe invoking Fante in her song ‘Superstar’,” Cooper said. “There is a very handsome literary quarterly published in Amsterdam that calls itself Bunker Hill in homage to Fante’s 1930s L.A. neighborhood. If you know Danish, you can read a novel called Vesteday about a young writer in the late 20th century who is transported from present-day Berlin to 1930s Los Angeles where he meets the young John Fante. You can find award-winning documentary films on Fante’s life and career by Dutch director Jan Louvier and Italian director Giovanna DiLello. Fante endures because he remembers the vaulting, manic-depressive eccentricities of late adolescence and early adulthood, and because his Los Angeles is still ours today.” Cooper also edited The John Fante Reader, which appeared in 2002 from William Morrow/ HarperCollins. He received his B.A. in English from UCLA and his M.F.A. from UC Irvine, as well as a Ph.D. from USC in 1991.

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Ukjeja Center
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noted Kathleen Lacey, associate director of the Ukjeja Center. “One of the programs the center will be developing in fall 2006 is a California Leadership Academy to prepare student leaders from around the state in meeting the challenges in ethical leadership beginning in student activities and student government and extending to their professional lives.”

With the intent of being a leader in research on ethical leadership, both in the academic and practitioner arenas, the center will award competitive grants for faculty and student research that will result in articles, books and teaching materials (case studies). Initially, the center will place a priority on research in areas that are aligned with the founding faculty’s capabilities and interests, including ethics of international business, the implications of the Sarbanes-Oxley Act of 2002 for management practice and the ethical aspects of global outsourcing of U.S. jobs.

In the area of community outreach, the Ukjeja Center will assist companies, educational institutions and not-for-profit organizations in meeting the challenges and advancing the practice of ethical leadership. Already, center officials have proposed three major outreach initiatives: a Leadership Roundtable that will bring national scholars and speakers to the campus for briefings on new developments in business ethics, corporate governance and leadership; a Business and Organizational Ethics Partnership with companies in various sectors to help manage their ethics programs; and continuing professional education opportunities such as workshops, training seminars or other events.

“We’re extremely grateful to the Ukjejas for their generosity and guidance in helping to create this Center for Ethical Leadership,” said CSULB President Robert C. Maxson. “The center will surely benefit the lives of the students who graduate from this institution, and, equally as important, it will greatly enhance the public dialogue of how ethics influence each and every one of us on a daily basis.”

CALENDAR

Friday, Dec. 2
String Chamber, Richard Rintoul, director. 8 p.m., Gerald Daniel Recital Hall. For information/tickets, call 562/985-7000.

Friday, Dec. 2 – Saturday, Dec. 10
The University Players Present “Metamorphoses” by Mary Zimmerman, Studio Theatre. For information/tickets, call 562/985-7000.

Saturday, Dec. 3 – Sunday, Dec. 4
20th Annual Winter Festival Concert, conducted by Jonathan Talberg. First Congregational Church of Long Beach (located at 241 Cedar Avenue, Long Beach), Saturday at 4 and 8 p.m., Sunday at 4 p.m. Tickets on sale now. For information/tickets, call 562/985-7000.

Saturday, Dec. 3
Music Guild presents Alexander String Quartet, 8 p.m., Gerald Daniel Recital Hall. For information/tickets, call 323/954-0404.

Sunday, Dec. 4
Women’s Basketball vs. San Francisco, 2 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Sunday, Dec. 4 – Thursday, Dec. 8
Holidays Art Sale, Art Department Student Galleries. For information, call 562/985-4976.

Monday, Dec. 5
University Concert Band, Joan deAlbuquerque, director, 8 p.m., Gerald Daniel Recital Hall. For information/tickets, call 562/985-7000.

Tuesday, Dec. 6
UAM @ Noon: informal talk by Long Beach 2005: Faculty Biennial exhibition artists, 12-1:15 p.m., University Art Museum. For further information, call 562/985-8222.

Tuesday, Dec. 6
Percussion Ensemble, David Gerhart, director. 8 p.m., Gerald Daniel Recital Hall. For information and tickets, call 562/985-7000.

Wednesday, Dec. 7
Chemistry and Biochemistry Seminar Series: Organic Chemistry Candidate (To be announced). 4-5 p.m., Lab 2-101. For information, call 562/985-4941.

Thursday, Dec. 8
Center for Medieval and Renaissance Studies presents professor Julia Miller, Department of Art: “Donatello’s Saint Rosscorre and the Battle of San Romano: Divine Intervention for a Florentine Victory,” 4:45 p.m., Karl Anatol Center (ELIB-110).

Friday, Dec. 9
Musical Theatre West presents “A Musical Merry Christmas,” 1 and 7:30 p.m., Carpenter Performing Arts Center. For information/tickets, call 562/985-7000.

Saturday, Dec. 10
Men’s Basketball vs. San Jose State, 2 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Caribbean Christmas: Steel Drum Orchestra with special guest, World Percussion Group, directed by Michael Carney, 2 and 8 p.m., Carpenter Performing Arts Center. For information/tickets, call 562/985-7000.

Student Filmmakers Showcase, a special screening featuring the best of recent efforts by Film and Electronic Arts students, 8 p.m., University Theatre. For information, call Steve Hubbert at 562/985-5573. To purchase tickets, go to the Theatre Arts Box Office or call 562/985-5526.

Tuesday, Dec. 13
Women’s Basketball vs. Loyola Marymount, 2 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Sunday, Dec. 18
South Coast Chorale: Long Beach and Orange County’s Gay, Lesbian and Gay-Affirmative Chorus - Annual Holiday Concert. 3 p.m., Carpenter Performing Arts Center. For information/tickets, call 562/985-7000.

Monday, Dec. 19
Women’s Basketball vs. Southern, 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Wednesday, Dec. 21
Women’s Basketball vs. Pepperdine, 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Thursday, Dec. 22
Men’s Basketball vs. Baltimore County, 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Friday, Dec. 30
Women’s Basketball vs. South Dakota State, 5 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Men’s Basketball vs. Cornell, 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Monday, Jan. 2
Men’s Basketball vs. UC Davis, 7:35 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Wednesday, Jan. 4
Men’s Volleyball vs. Alberta (exhibition), 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Women’s Basketball vs. UC Santa Barbara, 2 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

Monday, Jan. 9
Women’s Basketball vs. Cal Poly, 7:30 p.m., Walter Pyramid. For information/tickets, call 562/985-4949.

The most up-to-date schedule of CSULB events can be found at: www.csulb.edu/insidecsulb

WHO’S INSIDE

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