CSUN Welcomes Class of 2012 at Freshman Convocation

Keynoter Barbara Ehrenreich Blasts Policies That Create ‘Unimaginable‘ Wealth, Abject Poverty

A warm Cal State Northridge welcome awaited the Class of 2012 at the second Freshman Convocation, which took place Thursday evening on the Oviatt Library Lawn in pitch perfect weather. Following the tradition set in fall 2007, Library Dean Susan Curzon bore the silver university mace at the head of a procession that included President Jolene Koester and the full complement of university deans and top administrators, attired in distinguished academic regalia. The platform party and assembled campus leadership community then awaited the evening’s honored guests: some 1,300 CSUN freshmen, who filed in from Matador Square accompanied by the music of the award-winning CSUN Jazz “A” Band.

After welcoming remarks by Vice President for Student Affairs Terry Piper, President Koester voiced a welcome to the freshmen on behalf of the entire campus community. The convocation provided an opportunity to celebrate the presence of the freshmen, said the president, as the newest members of the university community. It invited them into the realm of ideas, where a broad spectrum of views—such as those of convocation keynote speaker, author Barbara Ehrenreich—will challenge them “to think and reflect.”

It also allowed them to imagine themselves as graduating seniors on the same Oviatt Library lawn where commencement ceremonies are held. “In four year’s time,” President Koester asked, “are you going to be here?” The response came in a swell of cheers and whistles.

2008 Outstanding Graduating Senior Moya Smith encouraged the assembly of freshmen to follow the five-point program that worked for her: 1) come prepared to work “on day one,” 2) ask for help, 3) join or assemble a study group, 4) embrace the campus’ rich diversity by taking an ethnic studies course, and 5) dispel self-doubts.

Each freshman should tell him/herself “I can do anything,” said Smith, who graduated with a 3.9 grade point average. “In four year’s time,” President Koester asked, “are you going to be here?”

Founders Day—A New Tradition for CSUN’s Next 50 Years

Alumni and Friends Arrive September 22 for Celebration of Campus Anniversary

A day of reunion, reminiscence and re-discovery is planned for Monday, Sept. 22, establishing a new Cal State Northridge tradition: Founders Day. The day will bring to campus a host of alumni and friends for a round of events that are part of the university’s year long observance of its 50th anniversary.

At a first-ever Founders Day lunch, alumni from CSUN’s earliest days will experience the joy of reuniting with former classmates and re-discovering a campus most of them knew as San Fernando Valley State College.

Event highlights will include a keynote address by historian John Brossamle, author of a history of CSUN entitled “Suddenly a Giant,” and the launching of the 50-Year Club. Alumni who earned degrees from 1958 through June of 1959 at Valley State and many members of the faculty and staff who taught or worked at Valley State during its formative years will be inducted into the new club.

Later that day, the James and Mary Cleary Walk will be dedicated, renaming a section of Magnolia Walk in honor of former CSUN president James Cleary and his wife, Mary Cleary, who donated $1 million to CSUN in 1998. The walk will be the official opening of the Oviatt Library’s 50th anniversary exhibition, “Fifty and Fabulous: California State University, Northridge/San Fernando Valley State College at the Half-Century Mark.”

Curated by head archivist Robert Marshall, the exhibition takes a look at CSUN’s history from 1958 to 2008, covering the establishment of the campus, its student life, athletics, the rise of protests in the 1960s, the infamous “streakers” of the 1970s and more.

The contents of a CSUN time capsule, buried 25 years ago, will also be on view. For more exhibition information on the exhibition, which runs through August 2, 2009, call (818) 677-2638.
On the Cal State Northridge Campus, ‘Green’ Is the Word
Faculty/Staff Survey to Help Organize Resources for ‘Greening’ of Campus

It’s not easy going green. A campus wide planning group for Cal State Northridge’s emergent Greening Project is putting in hard work and long hours to develop a portfolio of sustainability initiatives that ultimately will “green” the CSUN campus thoroughly in thought and deed.

One critical step in the process requires immediate help from the CSUN faculty. The Greening Project group is attempting to create a database of sustainability expertise on campus, and to do that, said urban studies and planning faculty member Ashwani Vasishth, a project leader, “we need to know what the campus is already doing.”

A quick and simple online faculty survey—at http://blogs.csun.edu/sustainability—has been created to obtain that information. The survey asks if faculty members currently teach courses, conduct research or involve themselves in activities related to sustainability topics. If so, a few details are requested.

Information from the poll will also help the Greening Project’s core group better understand the respondents’ understanding of what is meant by “sustainability,” and, importantly, recruit new colleagues for the Greening Project effort.

“We must begin to consider what sustainability means to us, and to examine what curriculum we have in place that educates students about greening concepts and practices,” said project chair Diane Stephens, director of Academic Resources and Planning. Stephens and Vasishth are working with College of Business and Economics Dean William Jennings and management professors Nancy Kurland and Deone Zell as part of The Greening Project’s multi-disciplinary core group. “The survey will give us a baseline from which we can intelligently consider our options,” Stephens said.

Some 115 responses have come in since the survey was launched in June 2008, but additional responses are needed to give project members a more comprehensive idea of where the campus stands in terms of sustainability teaching, and what academic programs need to develop to build sustainability goals.

“CSUN already is out front in the push for sustainability,” said Dean Jennings, who is coordinating discussion with other deans on drafting a charter for a proposed Cal State Northridge Sustainability Institute, one of the project’s four prime initiatives. “Any number of outstanding projects and policies on campus, from our 1 megawatt fuel cell power plant to our recycling efforts and our building standards, will tell you that. What we are after now is better integration of our research, our teaching and our implementation practices across the campus. That’s the way we can be marshaled to meet sustainability goals.”

The four project initiatives include 1) establishment of a multi-college Institute for Sustainability to coordinate research, teaching and project implementation campus-wide; 2) initiation of a protocol for CSUN faculty to identify their campus’s carbon footprint; 3) integration of undergraduate and graduate courses related to sustainability issues; and 4) establishment of a task force to coordinate campus sustainability events.

Vasishth said a second online survey will fill in needed information about student commuting practices. Hopefully, he said, faculty will encourage students to complete the survey, also available at http://blogs.csun.edu/sustainability/. Their participation, he said, will help the project assess the transportation issues and the campus community’s carbon footprint.

Already on board are the project’s other core team members: Hedy Carpenter (Graduate Studies), Helen Cox (Geography), Kristy Michaud (Political Science), Kyrrakos Pontikis (Family and Consumer Sciences) and Erica Wohldmann (Psychology).

The work of the Greening Project, said Stephens, will expand opportunities for CSUN graduates enter a workforce increasingly conscious of the benefits of sustainability, they will have credentials that show CSUN has prepared them well in sustainability concepts and practices.

To receive e-mailed information about current sustainability issues and for initiative updates, visit the “Listserv and News Groups” link at http://blogs.csun.edu/sustainability/. Direct specific inquiries to Vasishth at rvasishth@csun.edu.

2008 Freshman Convocation...

continued from page 1.

average despite a background of family challenges and poverty. Ehrenreich, introduced by Provost and Vice President for Academic Affairs Harry Hellenbrand, also addressed the question of poverty. Author of the bestselling book, Ehrenreich set out to discover whether she could support herself with wages earned as a waitress, hotel housekeeper, nursing home aide and WalMart worker. She was not very successful, she said, at making ends meet.

Excoriating “tax cuts for the rich” and other policies that promote “unimaginable” wealth in one small corner of society and tough times for others, Ehrenreich proposed raising the minimum wage, establishing universal health care, providing affordable housing and higher education and re-examining budget expenditures such as monies spent for the war in Iraq. She exhorted the freshmen to spend their time at CSUN wisely, ultimately helping to create a society that honors everyone’s contribution with respect and adequate pay. “You’ve got four years,” she said. “Learn everything you can here... so you can go out there and raise hell.”

Many of the freshmen already had learned CSUN’s alma mater, written by conductor Richard Kaufman, “77. Urged on by Associated Students President Miguel Segura, they brought the program to a close with their rendition of the song.

Flashbacks—CSUN’s Golden Fifty
The Past and Present of Cal State Northridge

Columnist Julia Venkateswaran tracks historian John Brosnacme, for material gleaned from his ‘Suddenly A Giant,’ a history of CSUN.

It was September 1955, and students enrolled in the San Fernando Valley branch of Los Angeles State College—which evolved into today’s Cal State Northridge—filed into ten leased rooms at San Fernando High School.

When the time came to buy their books, the pioneering students filled out of the classrooms and bought the books from a make-do but expedient outlet: the automobile of Ivan Povliatt, the dean of the San Fernando Valley branch of the Los Angeles State College of Applied Arts and Sciences. A year later, 1,475 students gathered at the future site of Valley College—now CSUN—for the September 24 opening of classes in 12 temporary buildings on which the paint was still wet. In the midst of construction debris and surrounded by uprooted orange trees, these students purchased their books in a 15 x 15 book store.

When hunger struck, they could always visit The Bull Ring snack bar or open up a sack lunch and sit beneath one of the remaining shade trees, watching the jackrabbits that once were a familiar sight on campus.

The Bull Ring snack bar, in the 1950s

Today, CSUN faculty, staff and students have a surfeit of choices. Feeling the need for a caffeine pick-me-up? Drop in at one of the four Freuden Sip coffeehouses around the campus. Next book? The campus’ current Matador Book Store complex is 69,619 square feet and offers customers a wide range of offerings ranging from clothing to books to CDs to posters to gifts to just about anything else.

—Julia Venkateswaran
For Your Information publishes announcements of events, public meetings, notices, classes and deadlines. Submission deadline is noon on Monday, one week before the next issue.

The deadline for the September 22 issue is Monday, September 15. We reserve to include all items submitted by deadline occurring until the next issue. Submit future items by e-mailing them to pubinfo@csun.edu, sending them to mail drop 8242 or faxing them to (818) 677-6900. E-mail is the preferred method of submitting.

Note: fm1-means for more information.

Events

Wednesday, September 10
Book Talk: Christine Jorgensen
The Center for Sex and Gender Research presents a free talk by clinical psychologist and gender researcher Richard Doctor on his book, “Becoming a Woman: The Life of Christine Jorgensen,” 7:30 p.m., University Student Union Grand Salon.

Doctor, who taught psychology at CSUN, will sign copies of “Becoming a Woman” available for purchase at the event. Co-sponsors: Psychology Department and the Vern and Bonnie Ballough Endowment for Sex and Gender Studies at the Oviatt Library. fm1-C. Jacob Hale, center director, at jacob.hale@csun.edu, or x7202.

Saturday, September 13
Constitution Day Celebration
In honor of the anniversary of the signing of the U.S. Constitution, the Tseng College sponsors a free seminar for the community: “The Constitution and the Electoral Process: History and Modern Implications,” 9-10:30 a.m., University Student Union Grand Salon. James Selton (History) and John Evans (Political Science) will discuss what the U.S. Constitution says about the electoral process, and issues that have arisen since the Constitution’s creation.

fm1-x7131.

Monday, September 15
Presidential Election Forum
The Political Science Department sponsors a free forum on the 2008 presidential election, 7 p.m., University Student Union Grand Salon, featuring panelists Kat Connolly of Connolly Consulting, whose past clients include Gore-Lieberman 2000, Republican political consultant Matt Klink of Correll Associates, Chris Kofinis, who served as communications director for the John Edwards for President campaign, and John Shalman of Shalman Communications, who has worked with Richard Riordan, former L.A. mayor. University of Wisconsin-Madison political science professor Ken Goldstein will moderate.

fm1-x5479.

Tuesday, September 16
Finding Spirituality the Hard Way
Rabbi Jay Siegel will discuss his personal journey toward recovery from addiction and finding spirituality the hard way in a 9:30–10:45 a.m. lecture, Flintridge Room, University Student Union. Rabbi Siegel works with the Los Angeles community of Beit T’Shuvah (House of Return), the first Jewish residential recovery center that uses Torah study, the 12 Steps and psychotherapy. fm1-Jewish Studies Program, x1724.

Wednesday, September 17
EOP Anniversary Kick-Off
Cal State Northridge’s Educational Opportunity Program (EOP), which will observe its 40th anniversary at CSUN in September 2009, launches it with a month of events with “The EOP Month Celebration, Celebrating 40 Years of Making a Difference at CSUN,” 11 a.m. to 2 p.m., Matador Square.

Yearlong activities will culminate with an event in September 2009. fm1-Lizbeth de la Cruz, EOP resources manager, x1415.

Friday, October 3
Atlantic History Lecture
Award-winning historian and USC professor Peter Mancall will discuss his research on Native Americans in colonial America for the second annual Atlantic History Lecture, “Native Americans and the Atlantic World.” 7–9:30 p.m., Whitsett Room, Sierra Hall 5th Floor. Copies of Mancall’s books will be available for purchase before and after the event, sponsored by the History Department’s Atlantic History Center. fm1-Christopher Magra, christopher.magra@csun.edu.

Public Meetings

Educational Equity Committee
Meetings: 11 a.m. and 3 p.m. Mon., Sept. 8
University Hall 520

Educational Policies Committee
Meetings: 2-4 p.m. Wed., Sept. 10
University Hall 211

Personnel Planning and Review Committee
Meetings: 2-5 p.m. Wed., Sept. 10
University Hall 277

Educational Resources Committee
Meetings: 2-4 p.m. Thu., Sept. 11
University Hall 211

Senate Executive Committee
Meetings: 1-4:30 p.m. Thu., Sept. 18
University Hall 277

USU Board Meetings
Meetings: 1 p.m. Mon., Sept. 22
USU Grand Salon

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In Brief

President and Provost Join the Blogosphere
President Jolene Koester recently joined the blogosphere to communicate with the Cal State Northridge community and beyond. To access the blog, click on the president’s image, located in the lower right hand corner of the CSUN home page, or visit http://blogs.csun.edu/president/. Recent posts on the blog site include her thoughts about delivering this year’s convocation address, “50 Years of Life-Changing Opportunity,” and a welcome to mark the beginning of the 2008-09 academic year. Provost and Vice President for Academic Affairs Harry Hellenbrand also has joined the blogging ranks with a site located at http://blogs.csun.edu/prevos/. The provost’s blog site includes discussion forums on topics of interest to the campus. Visitors can contribute comments and/or read the comments of others on forum subjects.

The A.S. Ticket Office in the University Student Union sells tickets to many events on campus, except for some held by outside groups. The Ticket Office is open from 10 a.m.-6 p.m. Mon.-Fri. For prices not given, call (818) 677-2488. To park on campus for performances, athletic events, lectures and other activities, guests must purchase a $5 parking permit.

Bianchi Planetarium
For ticket info, (818) 677-2488 or visit www.csun.edu/physics/planetarium. Telescope viewing follows second show.

“Summer Sky Show” and “The Voyager Encounters”
Fri., Sept. 19, 7:30 p.m.

Athletics (home games):

Hans Burkhardt: The CSUN Collection
A selection from nearly 1,000 works the artist donated to CSUN, where he taught throughout the 1970s and 1980s. Burkhardt’s work engages lyrical naturalism, modernist abstraction, and potent expressionism in painting, drawing, and printmaking. Runs through Sat., Oct. 11. Main Art Gallery

Men’s Soccer
9/21 Sacramento State 2:30 p.m.

Women’s Volleyball
9/16 UCLA 7 p.m.

Cinematheque
Screenings are free and take place in the Alan and Elaine Armer Theater on the first floor of Urban Hall at the southeast corner of campus. Seating not guaranteed. For more info, call (818) 677-9510 or see www.cinematheque.csun.edu/tenants/cinematheque.html.

El CID
Directed by Anthony Mann.
Wed., Sept. 10, 7 p.m.

Goya’s Ghosts’
Directed by Milos Forman.
Thu., Sept. 11, 7 p.m.

The Brothers Warner
Pre-release screening of documentary on movie pioneer Harry Warner and brothers Abe, Sam and Jack. Presented by Q & A with Caes Warner, granddaughter of Harry Warner.
Tue., Sept. 16, 7 p.m.

Defining Moments in Cinema
Wed., Sept. 17 and Thu., Sept. 18, 7 p.m.

Belle de Jour
Directed by Luis Buñuel.
Association of Retired Faculty series.
Fri., Sept. 19, 2 p.m.

Music
Admission to all music events (unless otherwise specified): $10 general, $7 faculty, staff and seniors, $5 students.

Jazz ‘A’ Band
Matt Harris, director.
Sun., Sept. 21, 1 p.m.
Monterey Jazz Festival, Garden Stage
$45

Theater Performance

El Estudio del Maestro
A story of AIDS colliding with machismo in contemporary Mexico. Inspired by oral histories collected by CSUN Journalism students. Directed by Anamarie Dywer.
Written by David Tittle.
Fri., Sept. 19, 8 p.m.
Sat., Sept. 20, 2 & 8 p.m.
Sun., Sept. 21, 2 p.m.
Tue., Sept. 23, 7:30 p.m.
Wed., Sept. 24, 7:30 p.m.
Thu., Sept. 25, 7:30 p.m.
Fri., Sept. 26, 8 p.m.
Sat., Sept. 27, 2 & 8 p.m.
Sun., Sept. 28, 2 p.m.
Studio Theatre Lab, Nordhoff Hall 113
$8-$16

Art and Exhibits
For gallery info, call (818) 677-2156.
Main gallery hours: Mon. through Sat. 12-4 p.m. and Thursdays noon-8 p.m. Admission is free unless specified. For library exhibits, call (818) 677-2285.

China Institute Grants Announced
Cal State Northridge’s longstanding relationship with China grew stronger with the China Institute’s announcement of a 2008-09 Faculty Development Grant to Meiqin Wang (Art), Wei Cao (Family and Consumer Sciences), and Dmitry Rachmanov (Music) for projects that will help advance the field of China studies.

Wang, an assistant art history professor, will use her grant to conduct field research on the rural Song Zhuan artist village on Beijing’s eastern outskirts.

“Song Zhuan is well on its way to become the first rural area in China that is experimenting with the art industry,” said Wang, who will study the village in her exploration of “new directions and phenomena in the Chinese art world.”

An assistant family and consumer sciences professor, Cao will investigate the little known behavior of the Chinese elderly. Working in cooperation with the China Research Center on Aging, Cao will compile data based on a nationwide survey that will 1) analyze consumption patterns of the elderly, 2) investigate factors that influence their clothing purchase decisions, and 3) compare disparities in consumer attitudes, behavior and special needs among elderly groups.

Rachmanov, associate professor of piano and chair of keyboard studies, will tour major cities in China to “promote long-term relationships between CSUN’s Music Department and several top institutions in China.” Rachmanov’s tour will serve to recruit talented students to CSUN and establish relationships at educational institutions such as Shanghai Normal University and the Central Conservatory in Beijing. He will present master classes, lectures and recitals.

The China Institute at CSUN, which aims to promote better understanding of the Chinese culture and to strengthen friendship between the U.S. and China, has hosted hundreds of Chinese scholars and arranged dozens of exchange programs between the countries. —Eve Green

Noted Historian to Speak on Ukraine
History professor Omer Bartov will speak on his personal quest to investigate the fate of his mother’s hometown in Eastern Galicia, Ukraine, at 4 p.m. Monday, Sept. 8, in the Presentation Room of the Oviatt Library.

Bartov’s lecture, entitled “ERASED: Vanishing Traces of Jewish Galicia in Present-Day Ukraine,” is sponsored by the Office of the Provost and the Jewish Studies Program.

In his lecture, Bartov will describe his research of Ukrainian towns and reconstruct the histories of the vibrant Jewish communities that once lived there.

After receiving his doctorate of philosophy from Oxford University, Bartov traveled down a path of scholarship, receiving fellowships from the National Endowment for the Humanities, the American Academy in Berlin, the Radcliffe Institute at Harvard, the Guggenheim Foundation and numerous other organizations. He is also a member of the American Academy Arts and Sciences.

A seasoned author, Bartov has penned a number of books, including “The Eastern Front, 1941-45,” “Hitler’s Army,” “Mudner in Our Midst,” “Mirrors of Destruction,” “Germany’s War and the Holocaust,” and “The Jew in Cinema.”

Currently, he is working on a history of the town of Buczacz in Eastern Galicia while teaching European history at Berea University. Hellenbrand is pleased to have the renowned scholar visit CSUN to share his knowledge with the community.

“His passionate and detailed scholarship recreates the unimaginable, describes the heroic aftermaths and challenges us to convert sorrow and regret into foresight and education,” Hellenbrand said.

“The lecture is free and open to the public but limited seating is available. For more information or to reserve a seat, call (818) 677-2957 or e-mail academic.affairs@csun.edu.”

CSUN is published biweekly during the academic year for the university community of California State University, Northridge. Contents are without charge and are open to direct inquiries, comments, and suggestions to Managing Editor, Public Relations and Strategic Communications, 18111 Nordhoff St., Northridge, CA 91330-6240. Voice (818) 677-2100 / Fax (818) 677-4809. pubinfo@csun.edu

Web site: www.csun.edu/academicaffairs/welcome/

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