Engaging our COMMUNITY

President’s ANNUAL REPORT 2007-08
The days in which a university could function as an aloof “ivory tower,” separated from those it serves, are over. Now more than ever, higher education institutions are intentionally connecting academic work to public purposes through the active involvement of faculty and students in the community. This idea of “community engagement” is renewing the civic mission of higher education and enabling vibrant partnerships to flourish.

CSU Bakersfield takes pride in our collaborative interactions with the community. For our students, learning is not something confined to a classroom. When our classrooms extend into the larger community, and vice versa, the education our students receive is enhanced and the quality of life of our community is increased.

The President’s Annual Report for 2007-08 provides both highlights and details of the many ways our institution – through our students, faculty, staff, programs and facilities – positively changes the region we serve. From art shows and science fairs to complex scientific studies and tutoring struggling youth, CSUB is part of our community’s fabric on a daily basis.

Through numerous initiatives, every department on campus has demonstrated excellence in education, high achievement and unselfish contributions to the community. On the pages that follow, some of those efforts are described for each of our four schools as well as the Antelope Valley Center and Extended University. Our community engagement efforts are numerous and steadily increasing.

This report also contains a brief look at the 2007-08 academic year as highlighted by the many activities and events that took place on and off campus. Additionally, an accounting of the sources and uses of funds that support our programs is provided.

There is no question that our momentum is strong, and I am confident that extraordinary possibilities will continue to evolve into reality at CSUB. As always, I invite your comments on how we can extend the excellence of the university. Please contact us at excellence@csub.edu.

“CSU Bakersfield is committed to being more than just a good neighbor. We work with the communities we serve to build strong partnerships with diverse groups and with our local business and government colleagues. Our mission of excellence includes connecting the university’s resources to the community in order to create and support a variety of programs and positively advance the region.”
The faculty, staff and students of CSUB are actively involved in our community through a multitude of events, organizations and programs. The university as a whole contributes significantly to the quality of life and the economy of our community.

**Nearly 20,000 CSUB alumni reside in the Kern County area.** This group comprises a significant number of individuals who are active in our community, hold positions of civic leadership, engage in innumerable causes, and serve as major benefactors of charitable organizations.

**CSUB employs 1,049 local residents.**

**CSUB has a $706 million annual economic impact on Kern County’s economy.** The university’s direct spending of $152 million creates over 4,200 local jobs.

**Last year 1,388 students contributed 18,990 volunteer hours to over 80 organizations** through service learning courses. Countless additional hours were volunteered by faculty and staff members as well as those involved in student clubs. A partial list of service learning community partners includes:

- Alliance Against Family Violence and Sexual Assault
- Alzheimer’s Association
- American Cancer Society
- American Lung Association
- Bakersfield Christian High School
- Bakersfield Homeless Center
- Bakersfield Police Activities League
- Boy’s & Girl’s Club of Kern County
- Garden Pathways
- Girl Scouts - Joshua Tree Council
- Golden Empire Gleaners
- Headstart Roosevelt Center
- Hoffmann Hospice
- Innovative Behavioral Solutions
- Kern Adult Literacy Council
- Kern County Foster Youth Services
- Kern County Special Olympics
- Mastering Abilities Riding Equines (M.A.R.E.)
- PathPoint Job Club
- Reach 4 Greatness Mentoring Program
- Rosewood Retirement Community
- Stockdale Learning Center
- Tabitha House Ministries, Inc.
- U.S. Forest Service
- YMCA

On the pages that follow, some of the significant community engagement activities for each school are highlighted. While the lists are far from exhaustive, the contributions demonstrate the impact of CSUB’s dedication to enhancing the community’s quality of life.

**Community Stakeholders help define the FUTURE**

Consultation with the community is an important part of the ongoing strategic planning efforts at CSUB. In June, President Horace Mitchell invited a group of community leaders, representing a wide range of industries, to campus for a discussion about current and future trends in their industries and the community as a whole. The stakeholders explored trends affecting their organizations, major challenges that may face the community over the next five years, and the role that CSUB should play in community efforts to address those challenges. Within these discussions, participants detailed the types of knowledge, competencies and skills that are essential for students to succeed locally and globally.

The Community Stakeholders’ Meeting provided future actions that CSUB can take to better prepare students for productive employment and citizenship.

*A full report about the Community Stakeholders’ Meeting can be found on the university’s website at www.csub.edu.*
Each summer for 27 years, enterprising high school students forego vacation and come to CSUB for a lesson in economics and leadership. They immerse themselves in social problems, economic theories and policies, and principles of leadership. They take weekly tests, actively engage in case studies and write a term paper.

Welcome to Enterprise College: Economics for future leaders.

“The students are getting a real college experience by taking a full college course,” explained Abbas Grammy, CSUB economics professor and Enterprise College director. “They learn that college is unlike high school. Everything is fast-paced and students have to be responsible for their work.”

Last year 120 students walked away at the end of the three-week program able to analyze economic theories and apply the economic way of thinking to historical and contemporary issues. They also were eligible for high school and college economics course credits.

“Students learn the concepts through a unique combination of in-class instruction by college professors, discussions with business leaders, and field trips to private or public enterprises,” Grammy added. “This year we saw business in action at the Frito Lay facility and heard from managers about running such a large operation.”

Enterprise College student and Liberty High School senior Max Hinson highly recommends the program and found he has a passion for economics.

“The program has given me new interests in the areas of government and economics that I did not have before,” Hinson said. “Before I participated in Enterprise College, I was convinced I wanted to major in engineering at Cal Tech, Stanford or Harvey Mudd. However, the program caused me to reevaluate my decision. I cannot say enough wonderful things about my experience.”

Enterprise College is made possible by Mid-State Development Corp.
School of Business and Public Administration

• The Business and Public Administration Executive Advisory Committee consists of representatives from 40 business and community agencies that help to align the schools efforts to the needs of the community.

• Accounting majors staff the Volunteer Income Tax Assistance (VITA) program and help 500 low-income taxpayers with the preparation of their federal and state taxes.

• The Kern Economic Journal, an award-winning quarterly publication, tracks local trends and analyzes regional, national and global issues that affect the economic well-being of Kern County.

• As co-sponsors of the Kern County Economic Summit, CSUB faculty and staff members serve on the organizing committee and as presenters at the event. This sell-out event provides business leaders with a better understanding of the complexities of the local economy and how it relates to regional, state and national economies. The event serves as a forum for discovering ways to sustain and advance economic prosperity in the region.

• The Business Research and Education Center continues to support and work with the U.S. Small Business Administration and the Kern Small Business Development Center in providing “strategic plans” to small businesses in cooperation with senior seminars.

• BPA faculty and students contribute to programs with the Kern Community College District, Kern High School District, Chamber of Commerce, Virtual Enterprise, Junior Achievement and Kern Council of Governments.

• Public-private partnerships to improve our community are in place with AERA Energy LLC, Chevron, Occidental Petroleum Research Lab, Tri Valley Corp. and more.

• Faculty members contribute to not only their professions through scholarly texts and articles, but through the Business, Research and Education Center and the Public Service Institute.

• Family Business Institute provides support, training and networking opportunities for family owned businesses in Kern County. Special programs address myriad issues pertaining to small and family owned businesses, and provides lifelong learning opportunities that explore the dynamics, complexities, and challenges of the family firm.

• Each year Kern County high school students from 20 area schools participate in Virtual Enterprise, a simulated business that places the students in the fast-paced environment of the modern business.

“Education is the engine that drives our economy. Businesses of every size require well-educated and qualified employees in order to thrive. CSUB is a critical partner for our local economic successes. All aspects of the university are involved in our community - from helping young students understand the importance of getting an education to preparing the business leaders of tomorrow. We are very fortunate to have CSUB in our community.”

– Keith Brice, president
Mid-State Development
School of Education

- The School of Education maintains the highest accreditation standards at both the national and state level. The school was recently awarded a seven-year accreditation from the California Commission on Teacher Credentialing and the National Council for Accreditation of Teacher Education.
- The school has created 30 active community partnerships that provide learning opportunities for students and professional development for faculty. Some of the partnerships include: Chevron Math and Science Initiative; Richland School Improvement Project with Paramount Agricultural Companies; Tulare County Office of Education Teacher Quality Initiative; Kern County Superintendent of Schools Office; Arvin Paraprofessional Program; Mojave Unified School District; Palmdale Unified School District; Kern Network for Children; and First 5 Kern.
- The Kern County Superintendent of Schools and CSUB have partnered to make new computer equipment available to support pre-intern teacher development for the entire county.
- Partnerships with Kern County Superintendent of Schools have included internship, professional development and in-service programs for students and faculty.
- Through a partnership with the Beginning Support and Induction Network, the School of Education was active in a back-to-school in-service on poverty. Almost 1,500 educators including CSUB students, interns, faculty and teachers throughout Kern and surrounding counties participated in a daylong workshop with nationally recognized presenter Ruby Payne.
- The School of Education is involved with local districts providing school improvement strategies and coaching with Richland School District; Academic Content Language Development with Delano High School District; art education with Panama Buena Vista School District; classroom organization and management planning with local interns in multiple districts; transcript evaluation for local schools; and many other activities.
- A Face Like Mine is a grant partnership with the Tulare County Office of Education to fund teacher recruitment for the greater Kern County region. Through this grant, CSUB has hired an outreach recruiter to focus on future professional educators.
- Foster Youth Tutor program provides mentoring, tutoring and a college experience to almost 50 Kern County foster youth, ages 13-18. This program is funded by the Kern County Network for Children and provides foster youth from around the region weekly tutoring sessions at CSUB. The tutors are CSUB undergraduate students, who serve the multi-function role of tutor, mentor and friend to the foster youth. The foster youth have increased math and language scores from one to three grade levels and have benefited from their exposure and relationship with college students.
- The Arvin Degree Completion Program and Teacher Credentialing Program, a partnership with Kern County Superintendent of Schools, Kern High School District and the Community of Arvin, provides courses at Arvin High School for local paraprofessionals to complete their degrees and earn a California Multiple Subject Teaching Credential. There are almost 20 future teachers participating in this program, as well as regular program students who choose to take the courses that are offered at that location rather than drive to campus.

“CSUB is an excellent partner in helping Kern County ‘grow its own’ by training classroom paraprofessionals to become fully qualified teachers. The university’s commitment to increase the pool of highly qualified teachers is underscored by the fact that it offers upper division classes in the communities where many paraprofessionals live and work.”

—Larry E. Reider, superintendent
Kern County Superintendent of Schools
The arts have taken a budgetary beating in schools during the last decade. Yet, research clearly shows that students involved in art programs perform at higher academic levels, have fewer behavioral problems and are more self-confident. This evidence is just part of the reason Ronald Reagan and Wayne Van Horn elementary schools firmly back their partnerships with CSUB’s Children’s Art Institute.

“Our partnership with CSUB exposes our students to extended vocabulary, artists, and artistic styles that they may not have the opportunity to ever learn,” said Ellen Ansolabehere, art coordinator and third grade teacher at Reagan Elementary School.

“Our students love interacting with the CSUB students and they remember it from year-to-year.”

Developed as a way to bring visual arts into the classroom, the innovative partnership brings subjects like social studies to life for young learners and has garnered national attention, including an article in the journal Social Studies for the Young Learner.

“I don’t know of another program like this one and I’ve been all over the country talking about what we do,” said Dianne Turner, professor of education at CSUB.

Last year, art lessons were taught by 175 undergraduate CSUB students in 36 kindergarten through sixth grade classrooms at the two elementary schools. Art materials are financed by the schools’ Parent Teacher Associations.

“Our students are not in the teacher credential program and the majority are not even artistically inclined,” Turner explained. “But, it doesn’t take long for the students to see the impact art can have on children’s learning, and that often inspires them to pursue teaching as a profession.”

Turner noted the program is a “win-win” for both CSUB and the elementary schools. University students gain practical experience while the elementary students benefit from art education that would otherwise not be available.
CSUB teamed up with local health care providers and launched the accelerated nursing program in January 2008 to help meet the critical need for nurses in the Central Valley.

The aim of the accelerated program is to educate people interested in becoming registered nurses. This program is unique in that it offers those with a non-nursing bachelor’s degree an opportunity to enter the nursing field after completing a rigorous and accelerated curriculum.

Funding for the accelerated bachelor’s of science in nursing program is provided through a local nursing education partnership. The partnership includes Memorial, Mercy and San Joaquin Community hospitals and the County of Kern. The County of Kern includes Kern Medical Center, Department of Public Health and the Department of Mental Health.

“We are very pleased with the accelerated B.S.N. program offered by CSUB,” said Lori Jones, recruiter for Bakersfield Memorial Hospital. “The students are very enthusiastic and have really taken ownership in their future nursing careers. We look forward to the graduates joining the Bakersfield Memorial team in March 2009.”

In this accelerated format, students are involved in an intensive full-time educational experience that does not allow for breaks between academic years. As a result, after 18 months students will be eligible for the registered nurse licensure exam. Completion of this same level of education through the traditional program would require 33 months. The curriculum is approved by the California Board of Registered Nursing.

“Our nursing education partners are pleased with the performance of the students they are sponsoring in the current accelerated B.S.N. program,” said Norman Keltner, nursing department chair. “The nursing department greatly appreciates the support received from the local nursing education partners. We will continue to look for opportunities to prepare more registered nurses for Kern County and California.”

In response to the growing nursing shortage, the department has also increased the number of students admitted annually to the undergraduate program by 25 percent.
CUSB hosted the 15th annual Kern County Regional Science Bowl for local high school students. The winning team goes on to the National Competition at the Department of Energy in Washington, D.C.

The “Pipeline to High Tech Professions” program, made possible by a $400,000 grant from the National Science Foundation, funds about 40 scholarships annually for eligible students who pursue studies in computer science, the physical sciences, biology, engineering and mathematics. The grant also funds a seminar series.

The Chevron funded Research Experience Vitalizing Science – University Program, better known as REVS-UP, engages area students and teachers in hands-on research experiences in biology, chemistry, computer science and robotics, earth science, mathematics and physics.

Biology professors are often sought to share their expertise as keynote speakers for a variety of organizations including the Audubon Society, the Bakersfield Chapter of the Southwestern Herpetologists, and the Central Coast Cactus and Succulent Society in Central California, Los Angeles and Fresno.

Faculty members served as mentors to local high school Academic Decathlon teams. Students were tutored in different disciplines related to biology in order to prepare them for the competition.

Geology faculty members are engaged in multiple community organizations including the Kern County Science Foundation, the Buena Vista Museum of Natural History and the San Joaquin Geological Society.

Undergraduate mathematics students tutored at high-need middle and junior high schools throughout Kern County. Made possible by America Counts, a federally funded work-study program, tutors provided in-class, one-on-one, small group and after-school sessions.

Nursing students actively participated in various community events, including the Senior Olympics and Senior Health Fairs.

The nursing department maintains educational partnerships with local hospitals to ensure graduates are prepared to meet community needs.

The energy industry directly benefits from ongoing petroleum-related research by geology faculty and students, including use of the California Well Sample Repository, California’s only facility for permanent storage and public use of cores, sidewall samples, drill cuttings, outcrop samples, microfaunal slides, foundation borings and mineral suites.

About 600 high school students from throughout Central California matched wits at the 38th annual Math Field Day on campus.

The mathematics outreach group works closely with area school districts to help working teachers obtain No Child Left Behind Highly Qualified status.

The Facility for Animal Care and Treatment (FACT) offers over 150 educational programs a year in the Environmental Studies Area on campus. Last year about 6,000 visitors, including 4,000 schoolchildren, learned about wildlife rescue and conservation efforts while seeing a variety of local birds of prey and other animals.

“The important bridge between academics and practical experience is most quickly realized when students can exercise their newly found knowledge, skills, and abilities through meaningful community service.”

–John Nilon, ’79, director of public health services
County of Kern
School of Humanities and Social Sciences

• Faculty, staff and students engage in cultural events and volunteer their passions and talents for a variety of community organizations and philanthropies, some of these include: American Cancer Society, Kern County Mental Health Department, ALPHA Canine Sanctuary, high school speech and debate programs, Lance Armstrong Foundation, Bakersfield Police Activities League, Rafer Johnson Day, Kern County History Day and “We the People” competition, Diabetic Youth Foundation and many more.

• The Bakersfield Jazz Festival delighted thousands of community members and raised funds for student scholarships. During the two-day event more than $12,500 in scholarships was awarded to students in nine disciplines.

• The art, music and theatre departments collaborated with the Arts Council of Kern to inaugurate the Summer Arts Jam for more than 100 local junior high and high school students.

• Anthropology professor Robert Yohe’s work in El-Tibeh, Egypt garnered national attention as a featured episode on Discovery Channel’s series, “The Bone Detective.” His work was also prominently featured in national news for research showing that humans were in the New World more than 1,000 years earlier than previously reported.

• Children’s Theatre performed for more than 3,000 students at 16 area elementary schools.

• The History Forum promoted lifelong learning on a wide range of topics including perspectives of the Vietnam War and a local family’s story during Nazi and post-war divided Germany.

• Brian Hemphill, professor of anthropology, spent time in Pakistan researching Middle Eastern and Asian migration and trade routes by analyzing dental patterns. He collected dental casts from over 3,100 individuals from 26 ethnic groups.

• The third annual Basque Studies Symposium brought leading researchers, authors and speakers to Bakersfield for an exploration of Basque history and culture.

• The Runner Reader Forum featured the experiences of Japanese-Americans during World War II. The presentation includes a firsthand account from Ben Nagatani, a Delano native, who was relocated to two different internment camps.

• Hispanic American and Mexican American literature professor Anthony Nuño was named “Local Hero of the Year,” a program sponsored by Union Bank of California and Valley Public Television to recognize individuals making significant contributions to the Hispanic community.

• Karen Stocker, assistant professor of sociology and anthropology, led a community and university trip to Costa Rica where the group studied sustainable, ethical tourism.

• The Kegley Institute of Ethics hosted renowned author Richard Rodriguez who spoke about Hispanics in America. He discussed controversial topics such as immigration reform, cultural assimilation and bilingual education. The Institute is widely viewed as the premier area resource on ethical issues.

• The Philosophers’ Café brought local citizens together with students and philosophers to discuss key contemporary issues. Topics ranged from violence in entertainment and the media to illegal immigration and immigration reform.

• The Osher Lifelong Learning Institute continues to offer unique learning opportunities to the Bakersfield community. Last year over 30 different courses and trips were offered to the group’s 483 members.

“The arts are languages that most people speak, cutting through individual differences in culture and educational background to strengthen the fabric of our diverse community. When it comes to the arts locally, some of the best-kept secrets can be found at CSUB. You can experience the best musicals, jazz performances and visual arts created by our own students. The university belongs to us all and provides rich artistic opportunities for our enjoyment.”

—Judy Fritch, chair
CSUB fine arts committee
One of most recognized talents of stage and screen visited CSUB in support of performing arts at the university in spring 2008.

The CSUB Fine Arts committee brought actress and singer Carol Channing to campus for a sold-out performance titled “A Salute to the Arts.” The event was part of Channing’s work to refocus the arts in the public educational system in California.

Prior to her performance she conducted a master class for CSUB theatre students and local theatre high school students.

All $50,000 in proceeds went to establish the Dr. Carol Channing – Harry Kullijian Performing Arts Scholarship at CSUB, which will assist students in fine arts programs.

A recipient of the 1995 Lifetime Achievement Tony Award, Channing has been a star of international acclaim since a Time magazine cover story hailed her performance as Lorelei Lee in “Gentlemen Prefer Blondes” writing: “Perhaps once in a decade a nova explodes above the Great White Way with enough brilliance to re-illumine the whole gaudy legend of show business.”

Since her 1948 Broadway debut in Blitzstein’s “No For An Answer,” her Broadway appearances include “So Proudly We Hail,” “Let’s Face It,” “Lend An Ear,” “Gentlemen Prefer Blondes,” “Show Girl,” “Pygmalion” and “The Millionairess.” Making theatrical history, she won the Tony Award in 1964 for her legendary portrayal of Dolly Levi in Jerry Herman’s “Hello, Dolly!”

Channing’s happiest film project was in the role of Muzzy in “Thoroughly Modern Millie,” which set box office records and earned her an Oscar nomination and a Golden Globe Award.

Sponsors for the performance included San Joaquin Bank, Urner’s Appliance Center, KERO 23, Jim Burke Ford and Work Force Staffing.
Students involved in on-campus clubs and organizations participate in various philanthropic activities throughout their college career. However, no group seems to be more active than sororities and fraternities as philanthropic work is an integral part of their organizational missions.

There are eight Greek organizations on campus and many of those involved volunteer in several philanthropic events a month.

“College is a multi-level experience,” explained Maria Brown, a 35-year-old graduate student and member of Phi Sigma Sigma. “It’s not just about getting a degree. You need to be involved in campus life and extend your experiences into the community. That’s where you grow and learn skills you can’t get from a book.”

At last year’s American Cancer Society Relay for Life, held on the CSUB campus, the students had a “mini-Greek row” with each group contributing to the cause. As a two-time cancer survivor, participation in the event was significant for Brown.

“No one is untouched by cancer, and to have my sorority sisters and other Greeks out doing good for our community was especially meaningful for me,” Brown said. “All the money raised stays in our community. What can be better than that?”

Giving back has special meaning for student Nathan Campbell as well.

“Community service is an integral part of the Kappa Sigma Fraternity as it is one of the four pillars upon which we were founded,” he said. “It is our hope that by applying ourselves to altruistic causes, we can better the world around us as well as imbue ourselves with a strong moral center and equip us with skills and experience, which may serve us in the future.”

Campbell explained CSUB’s Omicron-Mu chapter of Kappa Sigma has been involved in a
number of local and national philanthropic projects. Some of these projects include their own Be a Man Lend a Hand event, which comprised a week of various philanthropic activities in the community. In addition, Campbell said many members of the fraternity actively participate in charitable organizations independent of the fraternity.

“Since its inception, the Omicron-Mu chapter has actively participated in many philanthropies, which have left us with many fond memories and a deeper sense of self-worth. Many times, we have gathered together to help a worthy cause and have found ourselves bonding as brothers and having a good time serving others,” Campbell said.

When combined, the sororities Gamma Phi Beta, Kappa Delta Nu, Nu Phi Chi, Phi Sigma Sigma, and Theta Sigma Chi and the fraternities Delta Zeta Tau, Kappa Sigma and Theta Chi donated over 2,500 hours to community projects last year. Together they raised well over $14,350 for local charities. Some of the groups that benefited include:

- Alpha Kappa Alpha Walk
- American Cancer Society – Relay for Life
- American Heart Association
- Assistance League of Bakersfield
- Asthma Walk
- Bakersfield Homeless Shelter
- Bunco for Breast Cancer
- Camp Fire USA
- Kern County Fire Department
- Light the Night
- National Kidney Foundation
- Project Linus
- Pyle’s Boys Camp
- Rosewood Retirement Community
- Special Olympics
- Susan G. Komen Foundation
- Young & Wooldridge
Extended University

• The Extended University Division of CSUB connects academic degree programs, specialized professional development courses and certificates, and continuing education unit options for students and community members throughout the region.

• Bachelor’s and master’s degree programs are provided by CSUB faculty in Santa Clarita, Santa Maria, Hanford, Porterville, the Antelope Valley and elsewhere throughout the region.

• Making education easier for the community, courses are provided by Instructional TV, face-to-face meetings, electronically and combinations of these methods.

• Community members and students in need of intensive English language instruction can take advantage of offerings to assist with language acquisition.

Antelope Valley Center

• The Antelope Valley Center is instrumental in coordinating development of the Antelope Valley Board of Trade’s High Desert Dialogue on Higher Education II: Results through Collaboration.

• Faculty conducted the California Portland Cement Quality Improvement Study, including a focus group of managers and survey of about 700 employees to determine important issues.

• Faculty surveyed community social needs for the Boeing Company’s Community Relations Division.

• Through the Antelope Valley Center, a business student examines the operations of the Antelope Valley Resource Conservation District tree nursery. The resulting business plan is intended to make the operation self-supporting.

• The campus partners with CSU Fresno to provide engineering education to the Antelope Valley, including undergraduate courses in electrical and mechanical engineering. Approximately 25 students participate in the program.

• Campus officials serve on the Board of Directors for the Antelope Valley Board of Trade and the Greater Antelope Valley Economic Alliance.

• Author Ray Bradbury spoke about his life and books at a campus and community event. With more than 500 published works, including short stories, novels, plays, screenplays, television scripts, and verse, Bradbury’s work exemplifies the American imagination at its most creative. His best-known books, “The Martian Chronicles,” “The Illustrated Man,” “Fahrenheit 451,” and “Something Wicked This Way Comes,” are considered masterworks.

“One of the many positive ways in which CSUB impacted my life was through both classroom and club interactions with and service to the community. I’m a firm believer in both instilling these values and providing these experiences to our students.”

– Mike Russo, ’87 & ’93, owner
Russo’s Books
CSUB’s five-year partnership with a local business has likely saved a few lives.

The university’s Student Athlete Advisory Committee teamed up with Houchin Community Blood Bank to help further their mission and hold blood drives twice a year on campus. “The goal is to draw 100 units of blood and to get first-time donors to go through the experience in hopes that they will make it a lifelong commitment,” said Karen Langston, CSUB’s director of athletics marketing and sales.

Over 800 units have been collected for the duration of the program and 195 units were collected alone during the 2007-08 academic year.

The athletics department has also increased the opportunity to donate with the creation of Give and Go, where volunteers may give blood and attend a basketball game for free.

“I believe an institution like CSUB, and the program under President Horace Mitchell, has been a substantial asset to the community,” said Greg Gallion, CEO and president of Houchin Community Blood Bank. “This is true especially when you are a non-profit dealing with something perishable like blood. It is important to have as many donations as we can and that works with the students’ help…it is important to organizations such as Houchin who have been around since 1951 and it really shows a gesture of goodwill that CSUB has in giving back.”

Langston is pleased with the partnership as well. “Houchin has been a tremendous supporter of campus activities and has become a contributor to the athletics department through the sponsorship program as a result of the partnership,” she added.

“Houchin is the sole provider of safe blood products in Kern County so the community’s donations are critical to their mission and to the hospitals and patients that they serve.”
Fall

• The John Brock Community Service Award is presented to CSUB alum Gregory D. Bynum. Bynum has been involved in all facets of real estate for 35 years, including development of more than 1 million square feet of commercial and industrial space.

• CSUB begins the 2007-08 academic year with its annual University Day program. University Day welcomes back returning members of the campus community and introduces new faculty, coaches, senior administrators and staff.

• The third annual New Student Convocation introduces new students to the campus as well as various programs, including CSUB Roadrunner First-Year Resources for Undergraduate Success and High Achievement (RUSH-A) program.

• CSUB begins its 2007-08 academic year with one of the largest freshman classes in the university’s history with 906 freshmen, including 865 first-time freshmen (non-transfers).

• The CSU board of trustees approve the new campus master plan. As part of the resolution, the trustees also approve an enrollment ceiling increase from 12,000 full-time equivalent students to 18,000 FTES.

• Three faculty members were honored with awards by the CSUB Faculty Senate, University Research Council and the university. Professor of Anthropology Robert Yohe received the Outstanding Professor Award and the Millie Ablin Award for Excellence in Teaching; Professor of Advanced Education Kathleen Ritter received the Faculty Leadership and Service Award; and Professor of Philosophy and Religious Studies Tim Vivian received the Faculty Research Award.

• Senior psychology major Michael Butler is the CSUB recipient of the 2007-08 William Randolph Hearst / CSU Trustees’ Award for Outstanding Achievement. A $3,000 scholarship was awarded for “superior academic performance and exemplary personal accomplishments.”

• The CSUB alumni nursing chapter holds its second annual “Spirituality in Mental Health” seminar, which provides practitioners, spiritual advisers and families with insight and tools to provide stability and strength to those who are emotionally and physically ill.

• A professional ensemble of classical musicians and traditional dancers from Bakersfield’s sister city Bucheon, South Korea, present two performances at CSUB. The performances are sponsored by the Bakersfield Sister City Project Corp. The organization promotes peace by providing opportunities for Bakersfield residents to experience different cultures through education, social and economic interactions.
Winter

- Thirty-four students from Bakersfield’s sister city, Bucheon, South Korea, are improving their language skills and experiencing American culture during a four-week intensive program at CSUB.

- C-SPAN’s Campaign 2008 Bus stopped off at CSUB as part of the “Road to the White House” tour. The 45-foot mobile production studio enhances C-SPAN’s comprehensive political coverage by traveling to major political events and conducting educational programs for teachers and students.

- CSUB inducts its 2008 class of accomplished alumni into the CSUB Alumni Hall of Fame at a special awards ceremony. This event honors three outstanding alumni: Dr. Cesar Aristeiguieta, a board certified emergency physician and clinical assistant professor in Emergency Medicine at the University of California, Davis; Mel Atkinson, president and chairman of the board of M. D. Atkinson Company, Inc.; and Wendy Wayne, recipient of the Temple Beth El’s Hillel award for her humanitarian work and then-executive director of First 5 Kern. Mike Neal, CSUB’s vice president for business and administrative services, is recognized as CSUB alumnus of the year.

- CSUB holds “Cash for College” workshops during the quarter in an effort to encourage students to take advantage of the money that is available to help them finance their college education. This program is part of the statewide Cal-Student Opportunity and Access Program (Cal-SOAP), which is designed to increase the number of students attending college.
Spring

• The Greater Bakersfield Chamber of Commerce, the Kern Economic Development Corporation, and CSUB present the 8th annual Kern County Economic Summit.

• Beverly Byl begins her appointment as CSUB’s vice president for university advancement and executive director of the CSUB foundation. Byl replaces W. Michael Chertock who retired after 14 years with the university.

• A forum for the CSUB community on the state budget crisis and how it could impact the university is held. The meeting highlights the negative impacts that the governor’s proposed budget shortfall of $386.1 million for 2008-09 would have on CSUB and the California State University’s 23-campus system.

• CSUB’s Theta Sigma Chi Latina sorority hosts the 13th annual Latina Conference. More than 300 Latina students from local high schools attended the annual event titled, “We are Latinas: The Future Drives Us, Our Past Inspires Us.” High schools participating include Shafter, Highland, Delano, Stockdale, Arvin and Liberty.

• CSUB’s Antelope Valley campus hosts author Ray Bradbury in a talk about his life and his books.

• Richard Rodriguez, a son of Mexican immigrants, shares his personal experiences in a lecture about Hispanics in America for the 22nd annual Charles W. Kegley Memorial lecture.

• The CSUB fine arts department presents actress and singer Carol Channing in “A Salute to the Arts” to raise funds and engage public support for art education.

• Celebrate CSUB!, a university-wide family open house, returns for a day of fun and educational activities. Activities include an Earth Day celebration, musical competitions, children’s events and booths from campus clubs.

• A delegation of CSUB alumni, faculty and staff members traveled to Sacramento for CSU Alumni Legislative Day to support the CSU legislative agenda and budget. The representatives included: Mel Atkinson, Kent Augustine, Bryan Burrow, Beverly Byl, Greg Bynum, Horace Mitchell, John Tarjan and Stanley Clark.

• The 12th annual Party in the Park is held in CSUB’s Alumni Park. The event welcomed hundreds of alumni and guests who helped raise $6,857 for the Alumni Scholarship Fund.
• The 22nd annual Bakersfield Jazz Festival is held in the CSUB Amphitheater. This year’s festival includes sounds from Roy Hargrove, Roberta Gambarini, the Yellowjackets, The Jazz Messiahs and Los Cuatro with Dennis Hamm.

• CSUB welcomes the Heart Gallery exhibit to campus. The Heart Gallery features photographs of children who are seeking loving, adoptive homes through the Kern County Adoption Agency.

• State Farm presents a $250,000 gift commitment for an advanced computer lab in the university’s new science building. The high-level Sun Microsystems workstations will allow for upper division classes in networking, operational systems, artificial intelligence and graphics. Over 170 CSUB alumni are employed by State Farm.

• Construction of the Student Recreation Center reaches a milestone with a topping-out ceremony signaling the building has reached its pinnacle.

• Community and business leaders are on campus to discuss current and future trends in their industries and the community as a whole. The Community Stakeholders’ Meeting provides future actions that CSUB can take to better prepare students for productive employment and citizenship.

• CSUB celebrates its 38th commencement with nearly 1,500 members of the class of 2008 being recognized at five ceremonies. This is the first year two separate ceremonies are held for the School of Humanities and Social Sciences to accommodate the growing number of graduates and guests. President Horace Mitchell presents an honorary doctorate to former Congressman William “Bill” Thomas for his contributions to the university, community, state and nation.

• CSUB joins the community in supporting education, advocacy, research and local programs for the National Multiple Sclerosis Society. Employees rallied on campus and participated in the local MS Walk which raised over $41,000.

• The American Cancer Society hosts the annual Relay for Life at CSUB in May. Nearly 350 teams gathered to celebrate the lives of those who have battled cancer, remember loved ones lost, and fight back against the disease by raising funds for research, education and more. Bakersfield’s relay ranks second nationwide and is California’s largest.

• CSUB’s outreach office hosts “I’m Going to College,” a program that welcomes about 300 fourth-graders on campus where they can be college students for a day. This semester-long program introduces the idea of college to kids that come from families and rural communities where no one may be talking to them about college.

• CSUB is an active partner in “College: Making it Happen,” a major college event offered to all Kern County middle school students and their families. The goal of the program is to communicate the importance of early academic preparation and financial planning.
Honored with President’s Medals

Audrey Cochran, continence care nurse and gerontological nursing specialist, and Warner Williams, then-vice president of Chevron’s North America Exploration and Production Company’s San Joaquin Valley strategic business unit, were awarded the 2008 President’s Medal by CSU Bakersfield President Horace Mitchell.

The award, one of the highest honors the university bestows, was presented to Cochran and Williams at the annual spring President’s Associates Dinner. The President’s Medal has been awarded annually since 1997.

Audrey Cochran

Audrey Cochran is the first CSUB alumna to receive the President’s Medal. She was the second person to earn a master’s degree in nursing at CSUB in 1990. Prior to her master’s degree, she earned a bachelor’s of science in nursing from Stanford.

Cochran practiced nursing in Fresno before becoming a stay at home mom. She returned to nursing when her children were in high school and worked in acute care for many years. Passionate about geriatric care, Cochran frequently speaks to community groups and at national conferences. She currently runs her own nursing practice, Healthcare Planning and Education for the Elderly and their Families.

Cochran’s first major gift to the university was to endow the Cochran Continence Scholarship, an annual scholarship presented to a student who prepares the best paper on continence issues.

Additionally, Cochran established a $1 million endowment for the Robert and Edith Cochran Chair in Gerontological Nursing at CSUB, named for her late husband and mother-in-law. The endowment will allow the nursing department to develop an improved gerontology curriculum. A generous investment was made from her own funds and she has inspired her family and friends to help her achieve the $1 million goal. She is over 93 percent of the way there.

Warner Williams

Warner Williams has been with Chevron his entire career that has spanned over 30 years. He started as a production engineer in 1974 and progressed through assignments, including managing responsibilities in the Democratic Republic of Congo and Amoseas Indonesia. In 1998 he was appointed general manager of the Southern Africa Strategic Business Unit Overseas Petroleum, Inc., and later led a major merger of the worldwide oil exploration and production assets of Chevron and another major oil company.

Williams made possible two major grants to CSUB from Chevron. The first was a $600,000 grant made in 2005 to CSUB, the Bakersfield City School District and Houghton Mifflin to fund pre-school literacy projects.

In 2007, Williams spearheaded a $1 million gift from Chevron to fund CSUB’s mathematics and science initiative. In development for almost a full year, the gift funds programs that prepare students for success in math and science. Additionally, the programs cultivate middle and high school teachers who have an interest in teaching math and science.
## University Revenues and Expenses

### CSU Bakersfield
Condensed Summary of Revenues, Expenses, and Changes in Net Assets
June 30, 2008
(unaudited)
Condensed Summary of Net Assets

### REVENUES 2008

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>State appropriations, noncapital</td>
<td>$ 62,314,950</td>
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<tr>
<td>State appropriations and gifts, capital</td>
<td>3,503,159</td>
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<tr>
<td>Student tuition and fees, net</td>
<td>21,829,694</td>
</tr>
<tr>
<td>Federal financial aid grants</td>
<td>10,739,197</td>
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<tr>
<td>State and local financial aid grants</td>
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<td>Grants and contracts</td>
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<tr>
<td>Sales and services of educational activities</td>
<td>1,471,027</td>
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<tr>
<td>Sales and services of auxiliary enterprises, net</td>
<td>3,697,817</td>
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<tr>
<td>Gifts, noncapital</td>
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<td>Investment income</td>
<td>393,711</td>
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<td>Additions to endowments</td>
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<tr>
<td>Other revenues</td>
<td>5,776,514</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>126,545,191</strong></td>
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### EXPENSES:

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<th>Category</th>
<th>Amount</th>
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<td>Instruction</td>
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<td>Research</td>
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<td>Public Service</td>
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<td>Academic support</td>
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<td>Student services</td>
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<td>Institutional support</td>
<td>13,976,494</td>
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<tr>
<td>Operation and maintenance of plant</td>
<td>13,668,218</td>
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<tr>
<td>Student grants and scholarships</td>
<td>15,734,225</td>
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<tr>
<td>Auxiliary enterprise expenses</td>
<td>2,587,983</td>
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<tr>
<td>Depreciation and amortization</td>
<td>5,212,286</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>122,994,547</strong></td>
</tr>
</tbody>
</table>

Increase in net assets from operations: **3,550,644**

Net assets, beginning of year: **132,133,356**

Net assets, end of year: **$ 135,684,000**
University Contacts

President’s Office

President Horace Mitchell ........................................ 661.654.2241 ......http://president.csub.edu
Share your comments for excellence .....................................................excellence@csub.edu

Academic Offices

Provost and Vice President for
   Academic Affairs Soraya Coley .......................... 661.654.2154 ......www.csub.edu/provost
Antelope Valley Center .................................................. 661.952.5000 ......www.csub.edu/av
Extended University ......................................................... 661.654.2441 ......www.csub.edu/eud
Graduate Programs ......................................................... 661.654.3420 ......www.csub.edu/GradStudies
International Students and Programs ....................... 661.654.6124 ......www.csub.edu/isp
Osher Lifelong Learning Institute .............................. 661.654.6832 ......www.csub.edu/hss/olli
School of Business and Public Administration .......... 661.654.2326 ......http://bpa.csub.edu
School of Education ....................................................... 661.654.2110 ......www.csub.edu/soe
School of Humanities and Social Sciences .......... 661.654.2221 ......www.csub.edu/hss
School of Natural Sciences and Mathematics ....... 661.654.3450 ......http://nsm.cs.csub.edu
Undergraduate Programs .................................................. 661.654.3420 ......www.csub.edu/undergradstudies
Walter W. Stiern Library .................................................. 661.654.3172 ......www.csub.edu/library

University Advancement Offices

V.P. University Advancement and Executive
   Director CSUB Foundation Beverly Byl ............... 661.654.2137 ......www.csub.edu/advancement
CSUB Fund ................................................................. 661.654.3454 ......www.csub.edu/csubfund
Advancement Office ....................................................... 661.654.2136 ......www.csub.edu/advancement
Alumni Association ......................................................... 661.654.3211 ......www.csub.edu/alumni
Planned Giving .............................................................. 661.654.2330 ......www.csub.edu/giving
Public Affairs and Communications ................. 661.654.2456 ......www.csub.edu/pac
Roadrunner Club ............................................................ 661.654.3472 ......www.gorunners.com

Other Offices

Admissions and Records .................................................. 661.654.3036 ......www.csub.edu/admissions
Job Line ................................................................. 661.654.2267 ......www.csub.edu/employment.shtml
During the 2007-08 fiscal year, 1,981 members of our community made generous gifts to help students succeed and over 200 individual volunteers provided leadership to advance our programs. This year’s contributions have helped to equip and enhance our new science building, provide scholarships for student researchers, athletes and others, and develop programs to increase interest in science, technology, engineering and mathematics.

Contributions to CSUB also advance the health and economic vitality of our region. Donors are helping to improve our economy with a better-educated and prepared work force. Together, we are investing in tomorrow’s corporate leaders, bankers, artists, teachers, nurses, accountants and entrepreneurs.

This year’s contributors and volunteers are acknowledged in our Honor Roll of Donors found at www.csub.edu.
Engaging
in our
COMMUNITY
PARTNERSHIPS WITH IMPACT

President's
ANNUAL REPORT
2007-08