The CSU Bakersfield Distinguished Speaker Series Welcomes J. Patrick Doyle
April is Sexual Assault Awareness Month, and to commemorate it, The Consent Project, an on-campus organization, held several on-campus events offering life-changing, eye-opening experiences for all who attended. The organization, dedicated to raising sexual assault and violence awareness, was first brought to CSUB in 2013 by Savannah Andrews, A.S.I. Vice President of Programming, with the help of CSUB counselor Janet Millar and other faculty and staff.

Victims remembered, honored

“R.I.P. Steven ‘Eriq’ Escalon: You are missed,” CSUB student and Psychology Club President Oscar Sandoval wrote on a small, white construction paper t-shirt. The color white symbolized the loss of a life as a result of violence. Decorating different colored construction paper t-shirts on which attendees were asked to write words of encouragement for victims or share their own experience related to sexual assault or violence was one of the activities at The Consent Project’s kick-off event.

When asked whom the shirt was for, Sandoval said, “A friend of mine who used to cut my hair. We became close.” He revealed that what was supposed to be a fun night out dancing for Escalon ended in tragedy when he was murdered by a person he’d taken home from the club. Sandoval added, “Through my life experiences, I feel really passionate about issues like this.”

CSUB President Dr. Horace Mitchell also attended, reading a proclamation declaring April to be Sexual Assault Awareness Month at CSUB and urging everyone to work together on the prevention of sexual assault and supporting of victims. When asked why the cause was important to him, he said, “Sexual assault and family violence are issues throughout our society and I think it’s important that we have Sexual Assault Awareness Month and we want to extend that to have a focus on the campus.” Dr. Mitchell joins a national initiative to combat the growing problem of sexual assaults on college campuses.

From victim to survivor

Fictional instances of sexual assault depicted in film and television couldn’t hold a candle to the powerful first-hand accounts survivors Diana Cisneros...
and Savannah Andrews shared with attendees at the Consent Project’s “From Victim to Survivor” Brown Bag Discussion, held in the Stockdale Room of CSUB’s Runner Café.

What would’ve been a traditional Bakersfield upbringing was turned into an inescapable hell when Cisneros’s father began to physically and sexually abuse her. For a child being abused by the man who was supposed to love and protect her most, definitions of such words were skewed. Cisneros said, “Kindness and compassion were really only bribes for sex. Protection was for secrets and not for people.” From the tender age of 7 until she was a teenager, she recounted her father telling her they were going to run some errands only to take her out and have strangers, including men and women, pay to have sex with her. On the toll it took on her psyche, Cisneros said “I didn’t believe I was worth anything, and any pain I experienced I believed I deserved for being so worthless.” In high school, she learned what the word abuse meant during a class lesson on dating violence. From there, Cisneros said, “I felt I could accomplish anything in the world.” With achievements that include joining Sensational Sophomores, working her way up to ASI Vice President of Programming and bringing the Consent Project to CSUB, it is evident Andrews put that sentiment into full action. Their stories are of true inspiration to victims everywhere.

Rape is culture, not just occurrence

“...he treated her like his drug. She was his fix,” Ashari Wallace, a CSUB senior and sexual assault survivor, penned these powerful words in A Poem for She. In it she recounts a tale
of child molestation through a victim’s eyes and urges for a better world, ending with, “We must help others fight and protect the innocence of our youth.”

Wallace read her poem aloud for the first time ever to open the Consent Project’s final event. She wrote it for her grandmother, a victim of sexual assault at the age of six. Wallace said, “Everyone has their different ways of healing. For me, it was writing about what happened to me as well as my grandmother.” Together, these two women, each representing a different generation of their family, are helping each other to heal. “It lets me know I’m not alone,” she added.

Dr. Jackson asking the circle of audience members to say why they were at the event and what they hoped to learn. “I think a lot of times when we have events like this, the folks who show up are the people who are already caring about it,” she said. Dr. Jackson’s goal was to tailor her comments to the audience’s needs rather than preach to the choir. Responses revealed that the types of people in the audience ran the gamut from victims to victims’ allies to students just interested in the topic. What followed was an almost two-hour intensive question-answer and discussion session.

The range of topics discussed matched the event’s diverse audience, but all encompassed the concept of rape culture prevalent in America. Dr. Jackson defined it as the cultural context that normalizes, excuses and even condones sexual violence—from attitudes to social practices. When the topic of victim blaming was brought up, Wallace remembered criticism she received for wearing a Forever 21 shirt that read, “I heart bad boys,” the night of her attack. “[My mother] was like, ‘Why would you wear that to a police station? They’re going to think you wanted it’” Wallace remembered feeling upset but explained that she now understands where her mother was coming from. “You walk into places, and they’re going to stereotype you because of the way you’re dressed,” she added. Another topic raised was sexist jokes that disrespect women or poke fun at the sexual violence men can suffer in prison, the media-generated idea that other people’s bodies are for our consumption and that gender socialization in children breeds the sort of behaviors we are trying to stop.

From the kick off event to the Brown Bag discussion to the philosophy of rape event, the Consent Project offers a safe place where an array of experiences can be shared and lessons can be learned, leaving an indelible mark on all those in attendance. From the stories and information shared comes a resounding, powerful message, “‘No’ means ‘no.’ ‘Maybe’ means ‘no.’ Silence means ‘no.’ Only ‘yes’ means ‘yes.’”
CSUB’s Guardian Scholars Program supports Foster Youth Awareness Month

CSU Bakersfield held its inaugural Foster Youth Symposium to kick off support for Foster Youth Awareness Month in May. The Foster Youth Symposium was a two-day event hosted by the CSUB Guardian Scholars Program beginning on Friday, May 2 and ending on Saturday, May 3. On Friday, a panel consisting of students in the Guardian Scholars Program, as well as staff, was held as a question and answer session and an opportunity for the students involved to share their experiences in the Guardian Scholars Program.

Saturday’s activities invited our community’s foster youth aged 16-24 and human service professionals, including social workers and program directors, to engage in workshops that focus on foster youth in transition from emancipation to higher education.

Ashley Fuhrman-Hara, a junior at CSUB, joined Guardian Scholars in 2011. During Fuhrman-Hara’s transition to CSUB, the Guardian Scholars Program has been incredibly helpful for her. She stated, “The importance of this event is to gain awareness of foster youth in our community on campus and outward. It’s really to bring people together and to make people aware of the pressing issues with foster youth and for people to come forward with solutions.”

The Foster Youth Symposium is an opportunity to reach the foster youth of Kern County and make them aware of the resources available to them, such as support programs that help pay for housing deposit, and programs that help pay for testing for college entrance while they are in pursuit of higher education. The symposium strives to encourage foster youth to pursue higher education and to make them aware of the steps they need to take in high school in order to achieve this. Guardian Scholars Program Coordinator, Steve Walsh, said “CSUB has really taken the lead in our community in getting the word out to the high schools and making sure that students have access to the universities that support them. When they get here, they have on campus housing and priority registration. We make sure these things are in place so our foster youth have the best transitional experience possible.”

The CSUB Guardian Scholars Program supports former foster youth who are college bound by providing a support network. The program strives to be a one-stop shop for foster youth on campus providing them with vital resources such as academic support, emotional support, life skills development, and assistance with on-campus housing. Monica Diaz, Guardian Scholars Program counselor and advisor, stated, “The Foster Youth Symposium is really special because it is our inaugural event. The event is meant to raise awareness on campus as well as in the greater community about the needs of foster youth, as well as their challenges and successes. We really wanted the students’ voices to be heard.”

“Their future success in private and public sectors will be of great importance to Bakersfield and Kern County.”

The Guardian Scholars Program at CSUB hosted the first annual Foster Youth Symposium in an effort to raise awareness of foster youth in our communities.
Dr. Donna Simmons, CSUB professor of communications, and faculty advisor to Public Relations Student Society of America, CSUB Chapter, has been an educator for nearly 30 years. When speaking with her, the importance of education and the study of communication for her is readily apparent.

“My mother was an elementary school teacher, so education was always important,” Simmons says. “I once had a student who was failing a speech class because he wasn’t coming to class and was missing speeches. When he came to see me, I found out through his tears that his father depended on him to translate for him when bidding contractor jobs. My parents always put my education at the top of the list, before their needs. This was the first time I understood how difficult it was for some students to realize their dreams because of their family obligations. I often think of that young man and hope he was able to get his education. He knew that it was the way out of spending his life as a laborer. But at that time he wasn’t able to make it a priority. It was heartbreaking.”

Simmons first received her Bachelor’s of Arts Degree in Geography from California State University, Long Beach, followed by her California Standard Teaching Credential. Four years later, she returned to California State University, Fullerton to receive her Bachelor of Arts in Mass Communications. “I tell students that without a degree people tend to get themselves pigeonholed and restricted to narrow job possibilities. With a degree, it is easier to reinvent yourself and your career if needed,” Simmons further demonstrated this when she decided to expand her education 13 years after receiving her two bachelor’s degrees. “After working for a number of years at a variety of organizations and jobs, I got my Master’s Degree. At that time, I realized I would like to teach at the university level, but wasn’t sure what area.”

Though her work history is vast, her first experiences in teaching sparked her interest in the study of communications. This led Simmons to earn a Master’s in organizational behavior from Brigham Young University and then her Ph.D. in communication from the University of Ohio. “Communication is in us, around us, and everywhere. What better discipline to explore and understand? I think that by recognizing why, and how, and when we communicate, we can become happier and more satisfied in all aspects of our lives. By understanding how mass communications impacts our lives, we can become more critical and observant of the types of...
When the Student Union first opened its doors in 1994, EJ Callahan was only a freshman at CSUB. Twenty years later, he is the director of the facility. “Not only is the Student Union celebrating this 20 year anniversary, but I am as well,” he said. For Callahan, as well as the students and faculty who joined him, it was a day for celebration and cake at the Student Union’s 20th birthday ceremony, held on April 18th. The crowd gathered outside the Student Union, where a table topped with pieces of cake was set out, enticing passersby to stick around for the festivities.

When Vice President of Student Affairs Dr. Thomas Wallace addressed the crowd, he poked fun at Callahan’s revelation that he was here in 1994, saying, “The phrase we would use with that, EJ, is ‘you’re old as dirt,’” to which Callahan responded with an enthusiastic “Absolutely!” Dr. Wallace went on to encourage students to give feedback to the Student Union Board on anything they feel is important since the administration is currently in the process of making decisions to expand the facility and make it an even better place for students to meet. As the crowd cheered, ASI representatives and other CSUB staff joined Callahan and Dr. Wallace in cutting a cake decorated with the Student Union’s 20th anniversary logo.

The Student Union, which had been closed prior to the ceremony, reopened to welcome students to an exhibit of photos and documents detailing the history of the facility as they made their way to Rowdy’s Café to view a DVD featuring photos highlighting the Student Union and its organization. One document on display included the mission of the Student Union and Student Organizational Governance “to enhance the quality of the student experience.” For senior Jessica Melendez, it’s succeeding. She described the Student Union as being really helpful and appreciated its availability to student clubs to use for their charitable work. She added, “It’s a home for the students.”

Great job and happy birthday, Student Union. Here’s to 20 more.
April 26th was a day for a run, a talent show and funnel cake at the eighth annual Celebrate CSUB! The university’s various clubs, offices, and departments were on campus to treat the Bakersfield community to many fun demonstrations, tours, question-and-answer sessions, and tasty foods. Children in attendance were offered an especially good time with two bounce houses and a balloon artist clown on hand. The event also served as an especially warm welcome to the incoming freshman students who were on campus for their orientation session.

The festivities got off to an early start with an 8 a.m. 5K Fun Run/Walk. Participants, many of whom were donning CSUB t-shirts or sweatshirts, made their way down a track that wound through and around the university – from the volleyball court to the red brick road to the amphitheater and more. CSUB junior Harpreet Kaur was one of the participants. While she stretched and prepped before setting out on the rigorous trek, Kaur was asked what brought her out that morning. “My nutrition class, and I need some exercise,” she shared. Stationed at the checkpoints throughout the track were students offering high fives and words of encouragement as participants passed. “You can do it! All right! You’re almost done,” they shouted. As if that weren’t encouragement enough, a breakfast buffet of pancakes, fruit, and bacon greeted participants at the finish line.

One of the many clubs out for the event was The Chemistry Club. They showed attendees exactly why science is fun by producing ice cream with liquid nitrogen and bursting a balloon into flames with hydrogen gas. What was the goal of such demonstrations: “To get more kids interested in chemistry so we can encourage more chemistry majors into coming to [this] school,” Zeeshan Lilani, club member, service learning leader, and senior, said. What used to be a mere seven students in a thermodynamics class is now up to 12, and it’s increasing every year. “These demonstrations are working,” Lilani added. Children did indeed swarm the Chemistry club booth, letting out ooo’s and aah’s as they witnessed the demonstrations.

For Toni Jacobs, member of the education staff at CSUB, the carnival-like event is a chance to showcase to the community and students the talent that is the hallmark of the university’s various departments. Local talent was also showcased with the event’s addition of Bakersfield’s Got Talent, a talent show organized by CSUB staff. Thirteen finalists from the greater Bakersfield area were chosen from auditions held in March. The talents showcased were diverse, including a tap dancer, a beat boxer, and guitar-playing singer-songwriters. A panel of judges, including former American Idol contestant Amy Adams and CSUB President Horace Mitchell, chose Unconditional Life, a pop/rock band out of Ridgecrest, CA to take home the first place $1,000 prize. “I just love it. It’s continuing to evolve and grow and expand,” Jacobs said.

Kids enjoy one of the many family friendly activities available at Celebrate CSUB! Student Union

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Dozens participated in the 5k which takes place annually at Celebrate CSUB!

Bakersfield’s Got Talent judges, emcees, and CSUB President Dr. Horace Mitchell, with competition winners Unconditional Life.
Stephanie Webster – two degrees earned, and the learning continues

Stephanie Webster, 2014 CSUB Nursing Program Outstanding Graduate.

Stephanie Webster, a 2014 graduate of the CSUB Nursing Program, is a veteran student. Already possessing a Bachelor of Science in Biology and a Master of Science in Molecular, Cellular, and Developmental Biology, Webster returned to school to take her education further. Webster came to CSUB to complete her degree in nursing, fulfilling her passion to work with patients.

While in school for her Bachelor’s Degree, Webster volunteered in hospitals assisting registered nurses and participated in research with her professors. At this point, Webster solidified her love of science and the process of interacting with patients. Webster went on to earn her Master’s degree but still had a desire to work closely with patients. “I quickly realized that while research is fascinating and crucial to the advancement of science, I missed the personal aspect of interacting with patients. I recognized that my true passion was for direct patient care, and I soon returned to school to enter the field of nursing,” said Webster.

Through a desire to positively impact her community, Webster chose the CSUB Nursing Program to earn her Registered Nursing Degree. During her time at CSUB, Webster has achieved many notable accomplishments. In summer of 2013, Webster assisted CSUB Professor Amy Hedden in the completion of the research and writing of an article, “Recurrent Guttate Psoriasis: A Complicated Course in an 18 Year Old Girl,” which has been accepted for publication in May 2014 in a peer-reviewed journal, Advance for NPs and PAs. For the past two academic years, Webster has served as Treasurer for California Student Nursing Association (CNSA), participating in community service activities such as Relay For Life, March of Dimes, Fight for Air Walk, and many others.

Webster has always striven for academic excellence. Lauded by her professors for her exemplary academic presence and contribution to the CSUB Nursing Program, Webster was inducted into Xi Epsilon chapter of Sigma Theta Tau, the National Honor Society of Nursing, a chapter that only accepts the top 1/3 of nursing classes, in April 2013. She received the award for Outstanding Graduation Nursing Student, 2014 and in March was named the Who’s Who Among Students in American Universities and Colleges for 2014. Webster said, “I have worked very hard throughout my academic career and have received several recognitions and scholarships. I truly never expected to receive any of them, and I feel extremely fortunate, proud, and grateful for each and every one of the honors that I have received.”

After graduation, Webster hopes to begin her nursing career as a critical care nurse at one of Bakersfield’s local hospitals. In a few years, Webster plans to return to school to pursue her graduate degree in nursing. When asking Webster for advice for incoming CSUB students, she said, “Be ready to work hard, but find your balance. Don’t get so caught up in a busy class schedule that doesn’t allow you make time to do things that you enjoy. Get involved; find a club or a group on campus with a purpose or a message that you believe in. You’ll meet some great people and make some lasting memories. The relationships that I have built with my classmates and the nursing faculty are what I will treasure most about my time at CSUB.”
Like father, like son

Fellow CSUB students and father and son, Daniel and David Musick are achieving a life goal alongside one another. In 2014 Daniel and David will graduate from CSUB with double majors, Daniel with his double Bachelor of Arts in English, emphasis in Literature and Language, and David with a Bachelor of Science in Computer Information Science and a Bachelor of Science in Business Administration, emphasis in management. Their educational journey has been a challenging but satisfying experience, topped off with the unique opportunity to receive their diplomas side by side.

Daniel returned to education after nearly 20 years to fulfill a promise to his grandfather. For 15 plus years, Daniel worked as a master plumber and in 2005 retired from the business. It was then that he remembered the promise he had made to his grandfather that he would finish his education. In 2008, Daniel came to CSUB to begin the process of obtaining his Bachelor’s Degree. Here, his love of the English language and teaching blossomed and has now led him to pursue his teaching credential in the fall and eventually his Master’s and Doctorate Degrees. When asked about the importance of an education, Daniel said, “I would tell someone how important getting an education is to his or her success in life. The value of a college degree cannot only be measured in the financial benefits you will receive, but more importantly in the value of the interpersonal relationships and the life experience you obtain in the process. Most importantly, it is never too late, and never give up.”

About the same time that Daniel started at CSUB, his son David began his education as well. David spent two years at Taft College and then transferred to CSUB to finish his Bachelor’s Degree in Computer Information Science with a minor in Business. Once he started his business classes, David decided to pursue a double major in Business Administration. Currently, David is in training for a managerial career with a supermarket chain store in Cheyenne, WY. In a few years, he would like to return to CSUB to pursue his Master’s Degree. “My educational experience was well worth the time it took. My best advice to incoming students would be; never quit; never give up; it’s all worth it in the end,” said David.

Though it was never the plan, both father and son see graduating with one another as a unique privilege. David says, “It’s funny. We never planned to graduate at the same time. It just happened. I am very proud of my dad and eternally grateful we can share this experience together.”

With similar sentiments, Daniel said, “I cannot express with words the joy and honor it will be to walk with my son through the graduation ceremonies. I am beaming with pride knowing he and I will receive our diplomas together. It will be one of the greatest events in my life.” Daniel and David are following in the footsteps of David’s sister Kandi, a graduate of the CSUB Nursing Program. Both father and son hope to see the rest of David’s siblings continue the family trend in becoming Roadrunner alumni.

“We never planned to graduate at the same time. It just happened. I am very proud of my dad and eternally grateful we can share this experience together.”

Daniel Musick with his three sons on the balcony overlooking the Washington DC Mall during a road trip across the country last summer.
Educator & Author

A faculty associate at Johns Hopkins University and the Vice President of Evaluation at the Medical Education and Research Academy (MERA), Toks Fashola is a CSUB alumna with a Master in Early Childhood Education. “I liked the fact that CSU Bakersfield was a small school and I could simply walk into the professors’ offices and have conversations with them,” said Fashola. “I was sure that I did not want to teach in a public school, but the different learning theories and the research of these theories really intrigued me.”

Fashola teaches courses on teaching and learning at Johns Hopkins. She serves as a mentor for students, encouraging them to be passionate about their topics of interest, while anchoring them in theory, research, and practice. She also currently serves as part of a team that is working towards improving work on brain cancer surgery using augmented reality goggles in the tumor removal process. As part of her involvement with MERA, Fashola’s primary work addresses the recruitment, retention and graduation of minority students in STEM fields. “This is near and dear to me because it reminds me of my days as a student when I hung out with my ‘geek’ friends and we were always excited to learn,” she said.

Aside from this work, Fashola is most proud of her current work with Chicago State University and the creation of the Center for STEM Education and Research. She says, “The school is doing some good work in terms of graduating STEM majors, involving underrepresented students from the south side of Chicago in research and turning them into STEM scholars and scientists. The stories about how the exposure to the research center and to STEM have impacted their lives are extremely rewarding and are definitely worth the long hours, hard work, and sleepless nights.”

Fashola has published several articles and books. When asked about those she wants to share most with the readers, she chose the article on which she built her dissertation on, Orthographic Transitioning: A Cognitive Theory explaining English Spelling Errors among Spanish Speaking Children. “I created a test that helped teachers detect spelling errors in English among native Spanish speakers who are learning English. This assessment shows that learning to spell in a new language is logical and transitional, and it follows a pattern. The results of the research project suggest that there is a difference in spelling patterns of students who are literate in one language and transitioning to another versus students who simply cannot spell. Teachers should not hasten to reassign ‘poor spellers’ as special needs students, but they should understand the reasons for their misspellings.”

Fashola plans to continue her work both at Johns Hopkins and at MERA, as well as her writing of research articles. But no matter where she goes or what she does next, she attributes many of her career choices to CSUB because “My time at CSU Bakersfield was very influential on my life.”
CSUB welcomes new Director of Alumni

The office of University Advancement at CSU Bakersfield has appointed Sarah Hendrick, CSUB Communications alumna, as the new Director of Alumni Relations. Hendrick brings 14 years of marketing and event planning experience to this position. In her most recent role, she served as Interim Director of Alumni Relations where she was instrumental in the development and execution of alumni engagement initiatives, such as the Industry and Education Roundtable and the Alumni survey and subsequent focus groups. Prior to that, she served as the CSUB Events Coordinator, when she managed and coordinated events for up to 5,000 guests for both the on- and off-campus communities.

“We at CSUB are pleased about Sarah taking the role Director of Alumni Relations, particularly as she is an alumna herself. Among the notable attributes she brings to this position, she’s demonstrated a commitment to making the university a greater resource to our alumni,” said Melendez.

As the Director of Alumni Relations, Hendrick will be responsible for designing and implementing an alumni program recognizing the interdependence of CSUB and its alumni. She will also serve as the primary liaison to the CSUB Alumni Association Governing Board and to various alumni constituent groups, including the 60+Club.

“I’ve seen the positive impact our alumni have on current students and in their communities. Our alumni are doing amazing things locally, nationally and around the globe,” said Hendrick. “There is huge potential for growth to recognize, communicate and engage with more of our alumni, and I look forward to helping build upon that at CSU Bakersfield.”

SIMMONS continued from page 7

persuasive mechanisms around us and become more independent and cognitively complex people,” Simmons states.

Simmons began teaching in the CSU system in 1997 at California State University, San Bernardino (CSUSB) in the Department of Communication Studies, teaching courses in public relations practice and principles, writing, and public relations campaigns. It was there that Simmons decided to become a part of the professional organization Public Relations Society of America, PRSA. “I felt that to maintain a close connection to the professional world of public relations, I needed to join and become active in PRSA at the local level” Simmons started PRSSA, the student branch of PRSA, at CSUSB acting as the chapter’s advisor. In 2005, she became faculty advisor at CSUB when she was hired as an Associate Professor of communications. “PRSSA helps students connect and network with others in the profession and going into the profession. I love working with PRSSA officers because I see how they grow as leaders and learn skills that will help them succeed in their careers and lives.”

It is evident that Simmons sees the success of her students as her own success. She says, “This is the most important outcome of education; with an education, people expand their understanding and knowledge of the world. Education broadens minds and even hearts. It can help people move out of their sheltered perspectives and see a pluralist world as a positive thing. My proudest moments are when students grow beyond what they might expect they can. They exceed their expectations of themselves and realize they have found a career direction.”
CSUB Alumni tell university how they feel

There are approximately 40,000 people with undergraduate or graduate degrees from CSU Bakersfield. Yet the number of university alumni who engage with CSUB is low. In an effort to gain an understanding of how CSUB alumni view their relationship with their university, CSUB officials launched a campaign in Fall 2013 led by CSUB President Dr. Horace Mitchell, Vice President of University Advancement David Melendez, and the CSUB Alumni Association. The university put a call out more than 10,000 alumni asking that they participate in surveys and focus groups. Their responses were illuminating.

The five major findings and conclusions:
• CSUB alumni have a high regard for their alma mater
• The majority of alumni have an emotional connection to CSUB
• A sizeable number of alumni do not feel connected to the university after graduation
• Many alumni report that CSUB and the Alumni Association do a poor job communicating with alumni and the public.
• Some alumni lack a clear understanding of the role and mission of the CSUB Alumni Association.

CSUB invited all alumni to hear these and other results of the survey during three separate community fireside chats that took place at the Ablin House, Aera Energy, and the CSUB campus held in May. “I think that the university and the president are taking a step in the right direction,” said Ignacio Morales, BA ’05, MPA ’07. “There is definitely room for improvement with CSUB’s relationship with its alumni, and it is through working together that we can reach true excellence for our university.”

Nira Drama, BA ’08, MPA ’10, participated in the survey and was anxious to see the results, but not surprised by what he heard. “I feel the results coincide with a lot of my thoughts. We need to be better connected. I feel that the discussion was positive and having them in an intimate setting really allowed us to say our piece and feel that we were truly heard.”

Some of the common comments from the alumni who attended the event are that they would like to see improvements in the way the university communicates with them. This is something that the CSUB Alumni Association is working to improve moving forward.

“Dr. Mitchell showed a sense of commitment to improve relations with Alumni at a level I have not seen previously. His passion to connect and gain further input and perspective on CSUB Alumni needs was outstanding,” said David Loomis, CSUB Alumni Association President-Elect. “I look forward to a continued CSUB Alumni Association partnership with the university that will include a renewed sense of reconnecting and improving communications with alumni, engaging alumni in mentorship opportunities, and involving alumni in ways to continue the university commitment to education excellence.”
Future of the Region

This new, special section of Your CSUB Magazine will explore what the future of this region may look like as seen through several different lenses.

In this issue, Shawn M. Kerns (President and General Manager of Vintage Production California, LLC) shares his thoughts on the future of our region.

As a senior oil and gas executive, Kerns is well-versed on the importance of Kern County’s energy industry to our region and the entire State of California.

As a hub of vital energy resources, Kern County’s oil and gas production accounts for a whopping 75% of California’s daily output. But with a recent unemployment rate of 11.4 percent, according to the U.S. Bureau of Labor Statistics, the region definitely needs economic growth. The energy industry is ready to lead that growth by fostering economic development and job creation. However, an uncertain regulatory environment and a limited supply of educated and skilled engineers and technicians to fill needed positions can hamper investments in the industry locally.

To Kerns, the single most important influence that will shape the future of Kern County is the youth of the region. “They will need to become experts at how to maximize the value from the oil and gas industry, as well as the agriculture and aerospace sectors,” he argued. Innovation and technological advances within these industries are leading the way toward a vibrant economy in Kern County and are leaving executives in each industry clamoring for the human resources necessary to foster this new growth period. “CSU Bakersfield is playing a key role in making sure they have an ample supply of qualified candidates to meet our hiring needs,” Kerns stated.

In order to empower the youth with relevant skill sets that are essential to the region’s prosperity, CSU Bakersfield has partnered with area K-12 schools to offer Science, Technology, Engineering and Mathematic (STEM) programs to students. It has also expanded new academic programs in agriculture and energy, and it has unveiled the California Energy Research Center on campus that will serve as an independent source of energy research and education for both Kern County and the State of California. Kerns lauds CSUB President Dr. Horace Mitchell’s leadership in these efforts. “They’re creating a pipeline of quality graduates that will support our local community,” he said. “These students will be equipped with an improved capability for identifying future growth areas that have not yet been tapped.”

Partnering with CSUB to sponsor internships, Kerns and his company experienced firsthand the high quality candidates that CSUB produces. Describing the six petroleum engineering students who served as interns, he said, “we were impressed with their level of academic preparedness to tackle real world challenges and provide a valuable work product for our organization.” CSUB is already recognized for its STEM curriculum, and Kerns expects that CSUB will become the exemplar for partnerships between academic and industry to foster high levels of educational attainment and increase employment opportunities in the communities of Kern County and throughout the region.

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Your CSUB 2014 15
Work hard, give it your best, and always be looking for opportunities: those were the three messages that Domino’s Pizza CEO J. Patrick Doyle shared with students and the community during his presentation as part of the CSU Bakersfield Distinguished Speaker Series held in May. “The most important thing for students, and everyone in general, is to do everything really well, no matter what job you have. If you do your best, you will get noticed. But you have to set yourself apart, and you do that by working hard,” he said to the hundreds who gathered at the CSUB amphitheater.

And it’s no wonder so many wanted to hear from Doyle. After all, he’s credited with driving the turnaround of the Domino’s domestic brand image. Doyle became CEO of the company in 2010 and has been with Domino’s for 13 years. He has served in past as president of Domino’s USA, executive vice president of Team USA corporate store, and executive vice president of Domino’s Pizza international, where he was responsible for leading the strong acceleration of this Domino’s growth engine. Prior to joining Domino’s, he was vice president and general manager for Gerber Products Company’s U.S. baby food business, strengthening its core business, as well as launching its Tender Harvest organic line.

The CSU Bakersfield Distinguished Speaker Series Advisory Committee is composed of campus and community members, along with Congressman Kevin McCarthy serving as honorary.
According to CSUB MBA student Melissa Delgado, “It was a great experience to have him come in and give us insight on the decisions he made to turn around his company and how he led his organization through a public relations crisis. It’s one thing to read about a business case, and another to actually be able to hear the CEO’s perspective. It was such an incredibly rare opportunity.”

“The purpose of the CSU Bakersfield Distinguished Speaker Series is to bring to the university and community distinguished individuals from around the world whose achievements have had national and/or international significance,” said Dr. Horace Mitchell, President of CSUB. Doyle followed Elon Musk, CEO and Chief Designer of Space X and CEO & Chief Architect of Tesla Motors, who came to campus as the inaugural speaker in the series in November.

“It is exciting to see how CSUB has taken a leap forward with this distinguished speaker series. I am looking forward to next year’s line up,” said CSUB MBA student Biridiana Rios.

As a CSUB alumnus ('89, '94), McCarthy continues to support his alma mater and community by collaborating with partners of the university to enhance its programs through initiatives such as the Distinguished Speaker Series.

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The CSUB celebration of the 75th anniversary of John Steinbeck’s novel The Grapes of Wrath continued throughout the Spring 2014 quarter. The on and off campus communities were treated to a concert, lecture, and visiting artists. Each event drew hundreds of attendees, and the art exhibited throughout campus will be seen by thousands. The cultural legacy of this novel touching the lives of many is exactly what this celebration embodies.

Here come the kids

Known for connecting communities far and wide, legendary folk and country music artist Arlo Guthrie did just that, as he left a lasting impression of hope and inspiration on the hundreds of people who gathered at the Fox Theatre in April to hear his music. Guthrie, son of music icon Woody Guthrie, is a celebrated figure in American music. His artistic ventures help bridge an often-divided world through his powerful spirit of song, and his inimitable musical ingenuity forges to new creative heights as he continues to entertain generations.

“Arlo Guthrie is a star entertainer and storyteller in his own right, but his nationwide tour to celebrate the 100th anniversary of Woody’s birth is a tribute to the life of his father, who was very much involved in the social movement and political scene of the Central Valley as depicted in The Grapes of Wrath,” said Dr. Richard Collins, Dean of the School of Arts and Humanities at CSUB. “It was a memorable show, and a significant one for Bakersfield history and we are honored to have him and his musical legacy as part of our celebration.”

Also on the musical stage that night were guests Foster Campbell and Deep Water. The concert was followed by a panel discussion with educators from CSUB and Bakersfield College about the novel and its relevance to our region today.

Sowing the Seeds of Justice

Throughout his extraordinary life, California Supreme Court Justice Cruz Reynoso has been one of those rare individuals who is not shaped by history, but rather makes history. He has had a most distinguished legal career and is one of the leading Chicano civil rights leaders of his generation. More than 300 people gathered to hear his story during his lecture “Sowing the Seeds of Justice: The Central Valley 75 Years Later,” held at the Doré Theatre in April.

“The Grapes story is one of perseverance, strife, and ultimately, success in the face of poverty and bigotry,” notes Christopher Meyers, Director of the Kegley Institute of Ethics (KIE) at CSUB, which hosted the event. “Who better, thus, to represent the contemporary picture of those conditions than someone who started life in the fields, only to work his way to some of the highest offices in the country? We are deeply proud to have presented Justice Reynoso to the community.”

Like many boys in migrant families, Reynoso was expected to quit school and work in the fields. He did work, picking everything from onions to grapes alongside his family while growing up. But as a young boy, he was already standing up for others and trying to make right what he saw was wrong.

California Supreme Court Justice Cruz Reynoso speaks to the crowd at the Doré Theater during the Kegley Institute of Ethics spring lecture.

“Early on I had my justice vote, and when I saw something unjust happen, I had to do something about it,” said Reynoso as he shared an example from his childhood. “Growing up, my family lived in the ‘barrio.’ All the adults would complain they had to walk to town to get their mail. The mailmen wouldn’t deliver the mail to our houses. Then there was a grower’s house built by the orange groves, and they...
started to deliver the mail to his house. Yet they wouldn’t go one or two blocks more to deliver our mail in the ‘barrio.’ I went to the post office, talked to the postmaster, and asked that the barrio be delivered their mail. I was only in grammar school. She said it wasn’t her job. She said it was the postmaster general in Washington. So I asked for the address. I went door to door and had all the adults in my neighborhood sign a petition. I sent it to the postmaster general. I got a letter a few weeks later in the mail addressed to Mr. Cruz Reynoso.”

Reynoso eventually left the ‘barrio’ to pursue his education and went on to earn his law degree from the University of California, Berkeley, in 1958. He then became one of the young lawyers to help lift poor agricultural workers from poverty by forming the California Rural Legal Association (CRLA). Reynoso worked alongside Cesar Chavez and Dolores Huerta, providing legal assistance during their fight for the improvement of field laborers as they formed the United Farm Workers Union.

Hearing his story of working for years to help others was inspiring for CSUB students. “I’m inspired to hear that somebody is out there standing up for others,” said David Charleston, Master of Public Administration student. “I would like to be the kind of person who does that, but sometimes I think it’s too difficult or even impossible. Listening to Reynoso’s story tells me that it is possible. He’s had so much influence for the benefit of others, and I, too, can one day do the same.”

All KIE lectures are made possible by the ongoing support of San Joaquin Community Hospital and Kern Schools Federal Credit Union. Reynoso’s lecture was also brought to campus with the support of the Kern County Bar Association, of which attorney Emilio Huerta, a CSUB alumus, is a member.

“I wanted to support this lecture for three reasons,” said Huerta. “First, Cruz Reynoso has been a friend of mine and an inspiration to me both personally and professionally for many years. The second reason is that I wanted to support the Kegley Institute because while at CSUB, I was a political science major and I had the opportunity to take classes from Dr. Charles Kegley. The third reason is that as an alum, I wanted to do something to give back to my university.”

Today, Reynoso is 80 years old and continues an active legal practice while also teaching law three days a week at the University of California, Davis. He also often travels to events sharing his inspirational story.

As a final thought, Reynoso commended CSUB for its celebration of The Grapes of Wrath novel, but stated, “The book depicts the serious issues of how farmworkers were treated then, and it is in many ways the same way they are treated today. Although, we have seen much progress, there’s still work to be done. I think joining with universities such as this, we can continue to make positive changes for agriculture workers in our region.”

Dustbowl migration scenes appear across campus

A Route 66 sign indicating “No Okies,” ceramic books with pictures and words straight from The Grapes of Wrath novel, and small versions of migrant homes could be seen across campus during the spring quarter as part of the annual Visiting Sculptor Series of the School of Arts and Humanities. “We are very interested in getting the campus involved, since so much of what’s depicted in the novel took place nearby,” said Joyce Kohl, Professor of Art at CSUB.

The Visiting Sculptor Series has been at CSUB for almost 30 years and has brought artists from Germany, Canada, and Thailand, worked with students to make a series of ceramic books with transfers of photos, articles and quotes from the book.

“We wanted to give visual interpretations of the book to help educate the campus community about its importance, especially to this region,” said Kohl.

The CSUB Grapes of Wrath Celebration will continue this fall and will include a theatrical performance and an interdisciplinary academic conference. For a complete list of events, visit www.csub.edu/ah/grapesofwrath.

“The book depicts the serious issues of how farmworkers were treated then, and it is in many ways the same way they are treated today.”

One of the many ceramic books found across campus by artist Suthat Pinruethai.
It is the love of the arts that brought Kiet Mai and Edward Lightner together. But it is their passion for keeping it alive that inspired them to help secure its future. “I find artists are amazing people, and we as a society would not be complete without art,” said Mai. “Whether it’s audio, visual, or movement, art makes us human.”

Mai and Lightner live their passion for the arts every day through their art gallery “L2kontemporary” in the Chinatown area of Los Angeles, which they opened in 2004. Their mission is to provide an art venue to many artists whose works they believe must be seen in public. “We believe in making a contribution to the arts no matter how small,” said Mai.

Their contribution to the arts will eventually leave the walls of their gallery and have an impact at CSUB. Lightner, who is a CSUB arts alumnus, wants to help maintain the future of the arts at his alma mater, which is why he and Mai are working to establish the Mai-Lightner Endowment Fund through their estate planning.

“We wanted to help young artists after we were gone, so it seemed that the best way would be to help when a lot of them need it most—in school,” said Lightner, “which may allow the focus to be on the creative process and not so much on how to pay for all of it.”

The $1 million planned gift will help fund programs in the School of Arts and Humanities. Part of that will specifically establish the “Mai-Lightner Scholarship Fund for Visual Arts.” Another portion will support theater arts, something that is dear to Mai’s heart. “I shared a part of my life with theater actor, Claude Woolman,” said Mai. Woolman was a Shakespearean actor and was with the Guthrie Theatre before going to Hollywood. He was a contemporary of, and in many plays with Sir Lawrence Olivier. “This is a way for me to honor him,” Mai added.

Helping CSUB students fund their art studies to continue to shape the future of visual and theater arts isn’t the only reason the pair is giving to the university. Lightner is doing it in part to commemorate his CSUB art professors whom he considers mentors, including George Ketteri and Ted Kerzie.

Mai and Lightner also want to make a contribution where they feel it will have the most impact. “The larger institutions have plenty of donors, and we think that what we would be able to leave could have a better effect at a school that is not always geared towards the arts,” said Lightner. Mai added, “We would like to help in cultivating the art programs at CSUB and making a difference in the lives of students of the arts for generations to come.”
At CSUB, community involvement is very important to the students. For the past three years, student organizations Campus Gamers and Runner Dance Marathon, have focused on raising money for the Children’s Miracle Network at Bakersfield Memorial Hospital, a foundation dedicated to raising funds and awareness to improve medical facilities and healthcare for children. Each year, the organizations hold two fundraising events, the Campus Gamers’ Extra Life Marathon in the fall and the Runner Dance Marathon in the spring.

At the annual CSUB Gamer Education Day held in April, the Campus Gamers’ and Runner Dance Marathon clubs presented a check for $17,500, the total amount raised in 2013, to the Children’s Miracle Network. These efforts will enable the Children’s Miracle Network to purchase state-of-the-art medical equipment to be utilized in the new pediatric emergency care center, a new addition to the Lauren Small Children’s Medical Center.

Donations such as these are very important to families like that of Amy Whittington, whose sons have been patients of the NICU at the Lauren Small Children’s Medical Center due to complications during her pregnancies resulting from Whittington’s Type One Diabetes. “These events and others like them are what saved my kids’ lives. They were able to provide the medication and the equipment and all of the stuff that the NICU had that were able to keep them alive. These events are very personal for me,” stated Whittington. The 2014 Runner Dance Marathon held in April, raised $8,000 for the Lauren Small Children’s Medical Center.

Lourdes Nilon, manager of Children’s Miracle Network Hospitals at Memorial Hospital said, “We are proud of our partnership with CSUB and grateful for their support in helping us with our mission to ensure that injured and sick kids in our community will not have to travel hundreds of miles out of town to obtain specialized pediatric medical care. Their donation to the Lauren Small Children’s Medical Center speaks to the outstanding philanthropic spirit of the students of CSUB and their commitment to giving back to the most vulnerable of our community, our sick kids.”

CSUB’s commitment to giving back

Member of CSUB student organizations Campus Gamers and Runner Dance Marathon, present a check for $17,500 to the Children’s Miracle Network during the annual Gamer Education Day held in April.
Out and About with CSUB

Athletic’s Spring BBQ 2014

Bakersfield Jazz Festival 2014

Distracted Driver Awareness Month
Congratulations to the faculty and students whose collaborative projects were recently funded by The Graduate Student Center. They are as follows:

**CSL (California Senior Legislature) Research Project**

Faculty Mentor: Dr. Roseanna McCleary  
Graduate Student(s): Lett, Melissa; Patel, Urvashi; Perez, Shirelle

**Teaching Young Children with Moderate to Severe Disabilities Through Using the Interactive Whiteboard in Teaching Social Stories**

Faculty Mentor: Dr. Yeunjoo Lee  
Graduate Student(s): Bohan, Daphne

Mark your calendar for the 2014-2015 Kegley Institute of Ethics Lecture Series made possible by generous support from KSFCU and KIE's Board of Governors:

October 1, 7:00 p.m., Doré Theatre, Andrew Sullivan, one of the nation's most intelligent and provocative commentators. He will continue our celebration of The Grapes of Wrath anniversary, speaking on "Becoming an American: A Personal Story."

Jan. 14, 7:00 p.m., Student Union Multi-Purpose Room, Sasha Abramsky, author of the NY Times bestseller, The American Way of Poverty.

April 14, 7:00 p.m., Doré Theatre, Daniel Ellsberg, best known for his revelation of the Pentagon Papers, will discuss Edward Snowden, the NSA, civil disobedience, and what it means to be a whistleblower.
TERRY MAYBORN (‘82 BS Mathematics) is a Computer Programmer for FIS.

DAN HARRISON (‘83 BS Business Administration) is a Principal at Freedom School.

MERCEDES RUBIO (‘91 BA Sociology) is a Program Officer at the National Institute of Mental Health in Washington, D.C.

SARAH HENDRICK (‘01 BA Communications) is now the Director of Alumni Relations at CSUB.

JOE F. ACOSTA (‘03 MSW) is a Therapist for Veterans Affairs.

ANGELICA F. GENOVA (‘07 Single Subject Teaching Credential) is a teacher for the Kern County Superintendent of Schools office.

SONIA SILVA (‘13 Master of Public Administration) is now the Director of International Students and Programs at CSUB.

IRMA CERVANTES (‘13 Master of Public Administration, ‘99 BA Communications) is the recipient of a Hermes Creative Award, one AVA Digital Award, and two MarCom Awards from the international Association of Marketing and Communications Professionals.

ASHLEY WILLIAMS (‘14 BA Sociology) is employed by Houchin Community Blood Bank in their Distribution and Transportation Department.