

Access to Excellence  
CSUB Campus Dialogue, Thursday, 15 March 2007

**Welcome & Opening Statements**

This dialogue is one of 23 dialogues, happening on each of the campuses of the CSU. This process is part of the strategic planning for the CSU system. It is the continuation of what was the cornerstones of strategic planning exercise that happened some years ago. This is to update that in terms of reality for us at CSU and the reality for the state.

Introduced CSU Assoc. Vice Chancellor Keith Boyum and CSU Trustee Roberta Achtenberg. The guests are here as a listening roll. They will not be giving presentation. This is the format that has been followed at all the campuses. The idea is that this is a process that is campus driven around essential framework that has been developed on a system wide level/basis, so we are looking at the same set of issues. Here at CSUB, what we have tried to do is that this strategic planning process around Access to Excellence has been fully integrated into several other processes that we have going on right now, so that this doesn't look like one other thing we have to do that is unrelated to the things we have to do anyway. We shouldn't see this as something we are doing for WASC, but rather we are doing this because we need to do this for ourselves, in terms of reflective learning of how we are doing about achieving student learning, we are able to look at these issues for opportunities for us to be as effective as we want/should be as an institution. We are looking at each of these domains, we are looking at them across these various grids having to do with WASC, Access to Excellence, Strategic Planning, and also the 22 point program. Thank you very much. (Dr. Mitchell)

Each domain has 30 time period. Each domain has a co-facilitator (they have developed a 1 page selected highlights). The co-facilitator has asked 4-6 people from the campus community as well as the larger community to assist them in talking about their domains. These domains were identified during the CSU cornerstone project. Technically these conversations are cornerstone 2, which is now know as Access to Excellence. Closing point, Dr. Mitchell will be preparing a report on our campus dialogues. (Dr. Sasaki)

**Domain 1: Assuring Access**

Domain Co-Facilitators: Jacqueline Mimms (AVP, Enrollment Management) and John Dirkse (AVP, Academic Programs)

\*Highlights, please refer to the Summary Paper for Domain 1\*

Jacqueline Mimms: The growth of the region and the changing demographic of Kern County are critical forces impacting CSUB and the make-up of student population. The service area has long been characterized as educationally underserved with a history of low college preparation. As a result we have been very strategic in receiving federal grants to provide early intervention to low income and first generation students and to provide the necessary services and activities to better prepare students for graduation from High School.

Imelda Simos-Valdez (Director, GEAR UP): Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP). This is for middle and high school partners, signed up with a partnership to serve disadvantaged children. The GEAR UP partnership began serving 6<sup>th</sup> and 7<sup>th</sup> grade students (student population was 1157), which currently our students are 10<sup>th</sup> and 11<sup>th</sup> grade students at Arvin High School (student population 1340). The high school enrollment currently is 97% Hispanic, of which 91% are eligible for reduced or free lunch, and 33% of those served are limited language proficient. GEAR UP's bottom line objective is to increase high school graduation rate and to increase the first generation college going rate. Gear UP has helped increased API scores from 409 to 600 this year.

Jessie Quintanilla (Director, Educational Talent Search [ETS]): ETS program goals: provide fundamental support to 1000 youth (from 6<sup>th</sup> grade through 12<sup>th</sup> grade); 250 from the Bakersfield City School District and 750 from the Kern High School District. Be a role model for these children, help make their dreams a reality. Middle schools and High School are an early intervention program, we feel we need to start exposing them to educational opportunities early on. Offer academic advice, career advice and tutoring.

The 9<sup>th</sup> to 12<sup>th</sup> grade students, we help them build a resume, expose them to community projects, expose educational excursions. 4 Objectives: every student graduates from high school, apply to admissions (help them with the application process), transition over to other programs focusing on retention efforts.

Kim Flachmann (Professor, English & Director, CSUB Writing Programs & Reading Institutes for Academic Preparation [RIAP]): Early assessment program reaches our entire service area. It started as a testing program in the 11<sup>th</sup> grade, it is part of the California Standards Test, an effort to collapse the high school test that is going on with the placement test that we give. We have augmented the California Standards test with 15 questions and an essay question in English and 15 questions in Math and assorted questions out of the CST and have come up with a formula to see if students can place out of remedial English and Math as they come into the university (all 23 campuses). This will show if they are ready or not ready for college level math and English. Getting more training to more people and getting Outreach out there to get the information to the students and the teachers, testing officers, counselors, and the parents is the help we need.

Maria Escobedo (Director, College Assistance Migrant Programs [CAMP]): To begin 1<sup>st</sup> year at CSUB and finish their baccalaureate, then go for their Masters, is our goal for our students. TITLE V : set up a once stop access success in integrated services center, known as the Oasis, we provide academic advising, tutoring for various subjects, faculty mentoring, faculty development, library internship, collaborative with the Bakersfield community, academic advising (assisting students transfer to our campus), on-site admission, jump start sessions (remediation to students)

Keith Powell (Director, Educational Opportunity Program [EOP]): The goals of the CSU Bakersfield Summer Bridge Program are: A) an intensive orientation to the college experience B) to evaluate each participants entry needs skill level in math, reading, and writing C) to provide instruction to begin remediation of identified deficiencies and D) to provide program of social and cultural activities to aide in the transition to CSUB.

Rey Cuesta (Director, Student Achievement, Academic & Retention [STAAR]): we provide intense math and English courses; general studies classes, academic workshops, campus club involvement, and attend an annual student conference. Assist seniors with graduation and career planning. We can only serve 250 students at this time due to funding.

Janice Clausen (Director, Services for Students with Disabilities): One of the services we provide to special learners is a learning disability assessment, a no cost psycho educational battery of tests that is designed to give students information about their strengths and their weaknesses in learning and it will give them a diagnoses if appropriate. We are only one of 13 or so CSU campuses that continue to offer assessment to our students.

Audience: tuition has doubled in the past 5 years, doesn't that have something to do with access?

Audience: CSUB didn't meet our target, so we have cuts, students can't afford to come to our campus with tuition continually being raised.

Dr. Mitchell: Fees being raised is between when there is a gap when the resources that are needed to provide quality education in the university and the resources that are available from the state.

Audience: There is no reason to make the students pay the high tuition if you don't have the high quality faculty to teach these students.

Audience: This is a discussion.

Audience: Governor didn't include money for the Access people.

## **Domain 2: Connecting to P-12 Schools and to Community Colleges**

Domain Co-Facilitators: Curtis Guaglianone (Dean, School of Education) & John Dirkse (AVP, Academic Programs)

\*Highlights please refer to Domain 2 Selected Highlights page\*

Curtis Guaglianone (Dean, School of Education)-

Larry Reider (Kern County Superintendent of Schools [KCSS])- Partnerships and Collaborations. Partnerships are desirable because they increase communication and build stronger working relationships. Partnership are not just desirable but a necessity. Partnerships help us do our jobs better.

Greg Chamberlain (Kern Community College District [KCCD]): Underprepared students need to be worked on.

Geri Mohler (Asst. Professor, Teacher Education): Children are on target and on level is are goal. Bakersfield City Pre-school teacher are only required to have an AA degree in order to be employed, that is compared to the requirement of only 12 units beyond high school for most other preschool teachers. The associates degree does not include methods courses or preparation to teach literacy for any of those teacher, so that is what we have been providing, is what teachers get in a credentials program. The pre-school teacher are seeing that they are needing more than the AA or 12 units beyond high school, they are going back to school to get their bachelor's degree and credential programs.

Abbas Grammy (Professor, Applied Economics): We offer a \$1000.00 scholarship to the student in an essay contest.

Kim Flachmann (Professor, English & Director, CSUB Writing Programs & Reading Institutes for Academic Preparation [RIAP]): Funded by chancellors office money. Concentrating on academic literacy. Getting the students into a high school and college frame of mind, habit of mind, where they can succeed. This goes hand in hand with the early assessment program, focuses on 80 contact hours with a curriculum that we are prepared to present to high school through university teachers. We have high school, Bakersfield College and CSUB teacher working together to teach critical thinking, reading and writing in a way we never thought we would have to. This is a new field for us. We must present literacy plans to our administrators, we invite them as our guests the final day and present plans for every school including CSUB to the group. We have to train the people who are presenting this material and working with our students.

John Dirkse (AVP, Academic Programs): Academic Decathlon. Science Fairs, Math. Our teachers work with students from elementary all the way through the university level. Our teachers would like to have recognition and recommendations.

Audience: Foundation of Excellence, this helps forge a partnership with Bakersfield College.

Audience: appreciate Outreach

Audience: System wide Summit. Our relationship with Bakersfield College is one of the best in the state. We should have regular conversations with our partners and service areas. Make it possible for every faculty member in the CSU who has the ability to be able to give lectures in high schools and community colleges and invite our partners to be able to come into our classrooms. The most effective outreach is to have successful alumni and faculty to go back to their schools.

### **Domain 3: Fulfilling Commitments to Multiple Stakeholders**

Domain Co-Facilitators: Michael Chertok (VP, University Advancement) & John Hultsman (AVP, CSUB Antelope Valley Center)

Bryan Burrow (President, CSUB Alumni Assoc.): The alumni group is underutilized and under-tapped. The alumni group is fast growing and worth tapping into. They are a powerful group.

Ken Beurmann (President, ASD): A problem is that CSUB is a commuter campus, the problem is trying to get student life enhanced. We want the students to have a full university experience.

Richard Chapman (President/CEO, Kern Economic Development Corporation [KEDC]): Campus community, campus life is needed. 1. Image-what image do we project as a campus and community. 2. Innovation-creating new companies, with the students we have now. 3. Infrastructure- create a 24 hour campus. 4. Inventory- office space, retail space, industrial space needed.

Jacquelyn Kegley (Department Chair, Philosophy & Religious Studies): Kegley Institute : 1. ethics education, 2. lectures series. We are hiding our goods, we do not publicize to the community what we (CSUB) does. We do not communicate across campuses or share resources. Partnership are needed.

Abbas Grammy (Professor, Applied Economic): We decided to provide primary data for local decision makers. This project is funded by subsidies from the university, a sponsorship and funds we collect from the community. We have a ½ day Economic Summit during the last week of March, we discuss local economic and business decision. Our department is a main source of providing Economic data and consulting services to the campus community and the local community.

Donna Simmons (Assoc. Professor, Communications): Strengthen Community Engagements: Objectives: 1. Collaborate with K-12 education and community colleges to increase eligibility rates and college going rates. 2. Partner with private and public organizations supporting economic growth and development. 3. Collaborate with community partners to enhance the quality of life in the region. Challenges: 1. limited resources (time, money and people). 2. Marketing and promoting their events. 3. Many stakeholders, should we prioritize the importance of our stakeholders-if so, how do we assess the importance. 4. Do we develop our current programs more fully and completely before we encourage the development of new programs or activities. 5. How do we engage alumni, do donate more than money, but their time and talents to mentor. 6. How do we involve the community as a partner to address the loss of talent. 7. What has CSUB done to create jobs. Comments: CSUB should work with the various industries in the region; to address both business and talent growth in the region; CSUB play a larger role in working with the Chamber of Commerce and other business entities to develop more of those jobs; Should the university have a role in marketing those jobs; Potential for increasing community engagement if the resources are available.

Mike Chertok (VP, University Advancement): Non-profit organizations are asking for our help (partnership). Communication is needed, to engage the community and campus.

Audience: BPA has a program that does tax returns, using the students on weekends.

Audience: We are doing what we can with what we got, which isn't much. We are asking the Trustees to communicate with us.

Audience: The tax payers need to know the importance of the CSUB

#### **Domain 4: Ensuring Success in Student Learning**

Domain Co-Facilitators: Shelley Ruelas (VP, Student Affairs) & Kaye Bragg (Director, Faculty TLC)

Shelly Ruelas (VP, Student Affairs): Establishment of an advising center, career development center.

Challenges: Infrastructure in our student services domains; staffing; basic resources needs to set up offices and student areas; success in student learning in regard to a lack of a centralized student learning center on campus. Future steps: student success in the classroom; articulate the learning that is occurring outside the classroom; preparing the students with the global perspective, cross cultural competency; how are we educating the well rounded citizen and preparing them for the cross cultural experiences on inside and outside the classroom.

Andreas Gebauer (Asst. Professor, Chemistry): Challenges: The contradictory messages we get when we are asked to increase enrollment and take on more students and how are you suppose to maintain the quality of our programs at the same time. We can't just increase the size of our classes or laboratories without jeopardizing the quality of the education the student receive; To do research we need space, equipment and limited amount of students. ; Science instruments, upkeep and up to date instruments, new instruments.

Melanie Butler (Career Counselor, Career Development Center): Challenges: making sure where we are weak we are putting assessment of the self study for our WASC group: advising across campus-quality advising; hope the energies, funding, other resources will follow up-will we have the support all the way across.

Clarke Sanford (AVP, Information Resources & Technology Support): Challenges: Providing a quality experience with campus resources; Allowing campuses more flexibility; stable base line funding for the up to date technology; there is no budget for the extra technology for the new buildings.

Primavera Arvizu (Director, Title V Advising/Mentoring & McNair Program): Challenges: Increasing student resources; having student support programs; support from academic departments and faculty; mentor-ships; promote excellence; more visible mentoring; give credit to the advisors and faculty; support student research; centralized services.

EJ Callahan (Activities Coordinator, Student Activities): Challenges: student connecting with the university (joining activities)

Kaye Bragg (Director, Faculty TLC): Challenges: student learning success- more modeling/sharing exchanges between faculty and departments in terms of practices that demonstrate outcome based competency; the way the budget is designed; Scheduling problems on our campus.

Audience: budget cuts, turn students away, unable to provide the best for our students. Public doesn't know how bad it is. Quality will be cut too.

Audience: Library is also a lab the students. Student learning, library.

Audience: Cost of doing business on campus. Fundraisers for student activities. Short staffed. We are doing more with LESS, which is what the president said would not happen.

Audience: Renovation funds are needed for moving office and creating new spaces.

Audience: Where can we submit a grant proposal, this is hard for people to find. This needs to be centralized area. We are known for our 1 to 1 (teacher-student) for research, but with the cuts, we will not be able to provide this.

#### **Domain 5: Faculty/Staff Excellence to Promote Student Success**

Co-Facilitators: Beth Rienzi (AVP, Faculty Affairs) & Jacquelyn Kegley (Department Chair, Philosophy & Religious Studies)

Jackie Kegley (Department Chair, Philosophy & Religious Studies): Challenges: Hiding achievements; CSUB website, place to list awards; Resources-central theme; Unfunded demands for our faculty and staff.

Ray Finnell (Theatre Technician, President CSUEU): Staff provide primary contact in entry and exit and during the education process for students. Challenges: Recognition & compensation; Salary incentives for educational achievement; professional development programs; in range progression; hire off campus people for more money instead of hiring on-campus people in the same job classification; salary rates are below market value; new funding structure needed; staffing levels and workload; voice; supervisor are not trained; staff morale; CSU needs to make a financial and climatic investment in us.

Brian Hemphill (Professor, Anthropology): Mentoring is very important. The CSUB is not moving forward. Student Excellence and Mentoring high priority.

John Stark (Department Chair, Management & Marketing): Desperate need for increasing resources to support our staff and keep them. Supportive culture, morale is needed. Limit the amount of initiatives. Increasing class size is a big mistake.

Larry Taylor (Professor, Mathematics): We can do our basic job with more resources. Faculty morale is at an all time low. Needs other than instruction have priority, is what administrators think.

Beth Reinzi (AVP, Faculty Affairs): Need greater flexibility in faculty and staff work loads. We need to build faculty other than burn faculty. Reward the positives. We need to share our successes. Need good communications across all schools.

Audience: it would be wonderful to receive recognition. What we want is resources to help our students.

Audience: Leaders need to filter change. What ever we do, we need to do well. Do put more on our plate, unless it can be done well.

#### **Domain 6 Now and in the Future: Campus/System Identity**

Co-Facilitators: Mike Neal (VP, Business & Administrative Affairs) & Rudy Carvajal (Athletics Director)

Mike Neal (VP, Business & Administrative Affairs): we have alum's here in this room and in the community.

Rudy Carvajal (Athletics Director): Marketing the system, we have some opportunities at the cooperate level or even the national level to be able to generate some big dollars. Think Big, how to get stuff done.

Dan Gianoutsos (Presidential Intern & former President, ASI): Challenges: Facilities for student life. The recreation center for our students, a place student will want to go to. Need for residential life. Renovation for current buildings for student life.

Geoff King (Chair, Athletic Committee): When CSUB started, it was a commuter school. The university has done a lot of things throughout the years. The university should have a lot of activities and opportunities for our students campus life. We need to add facilities and student activities. We need to attract students from out of the area.

Tom Blommers (Professor, Spanish): Promote a civil and collegiate campus. Honor and celebrate the achievements of the campus community. Achieve institutional effectiveness with shared accountability and responsibility for the excellence of the university. Connect more with the local community.

Judy Fritch (Chair, Fine Arts): We have created scholarships. A new art building is on the slate, the current building are small with the increased enrollment of students. The new building will be as large as the current space. This will not help the current problem of space and offices. We are keeping the student the main focus!!

Milt Younger (Chain-Younger Law Offices): Legislator and governor plan the budget for the CSU. We need to be lobbyist, to the extent that we can influence the legislator. We should contact the legislator. They need to vote for higher education. We need to let our voice be heard.

Evelyn Nelson (Executive Assistant to the President): Identity construction, by taking pro-active steps towards self definition. We are redefining ourselves. Visual identity program.

Greg Bynum (President/CEO, Gregory D. Bynum & Assoc. Inc.): When I started CSUB, we had under 2000 students. Quality is what I want for the student, faculty, community and administration. We need to concentrate on the quality of instruction as we go forward. We need to focus on our facilities. We need the best faculty available. We need the best reputation. We need to see the best in athletics. Endowing chair for excellence. Attack the budget issues. Highest level of access for the potential students. We need to be a leader in training teachers, nursing, business and public administration, we need a school of engineering. CSUB to be the cornerstone of education!!!!

Mike Neal (VP, Business & Administrative Affairs): Budget and space. The CSU needs to allow budgets for the smaller campuses to be there for the students.

#### Conclusion:

Concluding remarks were given by Dr. Ed. Sasaki thanking all the participants and audience. He also invited everyone to stay for a reception in the multi purpose room.