

# csusb

MAGAZINE



**WE DEFINE THE** *Future*

News for Supporters of the University

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**BOLD  
VISION**



*Coyote*  
**PRIDE**

*On the Covers*

**14** We Define the Future

After a two-year journey and seeking more than 2,000 opinions, Cal State San Bernardino introduces its new unique brand identity: *We Define the Future*.

A major part of the institution's new identity is its five brand promises. Each unique cover design reflects one of the five promises.



AFFORDABLE  
*Excellence*

LIFE & CAREER  
READY



### Features

- 8** **Cal State San Bernardino Named in Several Prestigious Rankings**  
CSUSB continues to be named in several university rankings by prestigious organizations, including Forbes magazine and U.S. News & World Report.
- 13** **Something out of this World: Richard Addante**  
Assistant professor of psychology Richard Addante participated in a simulated NASA mission to an asteroid at the agency's Johnson Space Center in Houston.

- 21** **#GivingTuesdayCSUSB**  
Cal State San Bernardino kicked off its newest tradition of giving as it hosted a campaign to fund new scholarships for CSUSB students.
- 22** **Alumni Feature: Crystal Rodriguez**  
Alumna Crystal Rodriguez, a Dual Language Immersion instructor, always wanted to be a teacher, but didn't realize how deep her passion was until she saw teachers working with her nephew.

- 24** **Succeeding Against All Odds: Carolina Gabaldon**  
Despite all the struggles former foster child Carolina Gabaldon went through, the CSUSB student is now working toward her master's in public health and was a recipient of the CSU Trustees' Award.
- 25** **Coyotes Conclude Successful Volleyball Season**  
A run for the ages capped by CSUSB's seventh Elite Eight spelled success for the Coyotes and volleyball head coach Kim Cherniss in 2017.

## HUMAN IMPACT

# PRESIDENT'S AGENDA

*President Tomás D. Morales regularly engages with the local community, university partners, legislative representatives and educational leaders worldwide to champion CSUSB and its mission.*



## President Morales accompanies students to HACU conference

In late October, President Tomás D. Morales visited San Diego for the Hispanic Association of Colleges and Universities (HACU) conference, along with a group of CSUSB's brightest students. The annual national conference provides an exceptional opportunity for students as they get to network with more than 500 students from colleges and universities across the country as well as hundreds of potential employers.

In preparation for the HACU conference, CSUSB's Career Center held a two-day preconference in mid-September for about 40 students to engage in professional development workshops. President Morales attended the preconference to speak and encourage students to leverage their participation at the HACU event, telling them the national conference is a life-changing and unforgettable experience. ●



*Dr. W. Benson Harer (center) with University Advancement Vice President Ron Fremont (left) and CSUSB President Tomás D. Morales.*

## CSUSB to introduce faculty position specializing in Egyptology

President Morales met with Dr. W. Benson Harer, a longtime supporter of CSUSB and the university's Robert and Frances Fullerton Museum of Art (RAFFMA), to establish the W. Benson Harer Egyptology Scholar in Residence. Harer has pledged \$900,000 to launch a visiting faculty position on campus that will focus on the teaching of Egyptology and early Egyptian art history.

"We are so fortunate to have Ben Harer as a friend and supporter of CSUSB," said President Morales. "Ben's caring, dedication and generosity will bring thoughtful and insightful knowledge and appreciation of ancient Egypt to our students, the campus community and our region."

The W. Benson Harer Egyptology Scholar in Residence will bring to the university community one of the world's preeminent experts in this field, serving as a part-time (single quarter) visiting faculty position in the history department of the College of Social and Behavioral Sciences. The Harer scholar will teach one course in the history or art department, serve as a guest lecturer to those courses that would benefit from the experience and scholarship of a preeminent Egyptologist, and be the keynote speaker/presenter at a special community-based event.

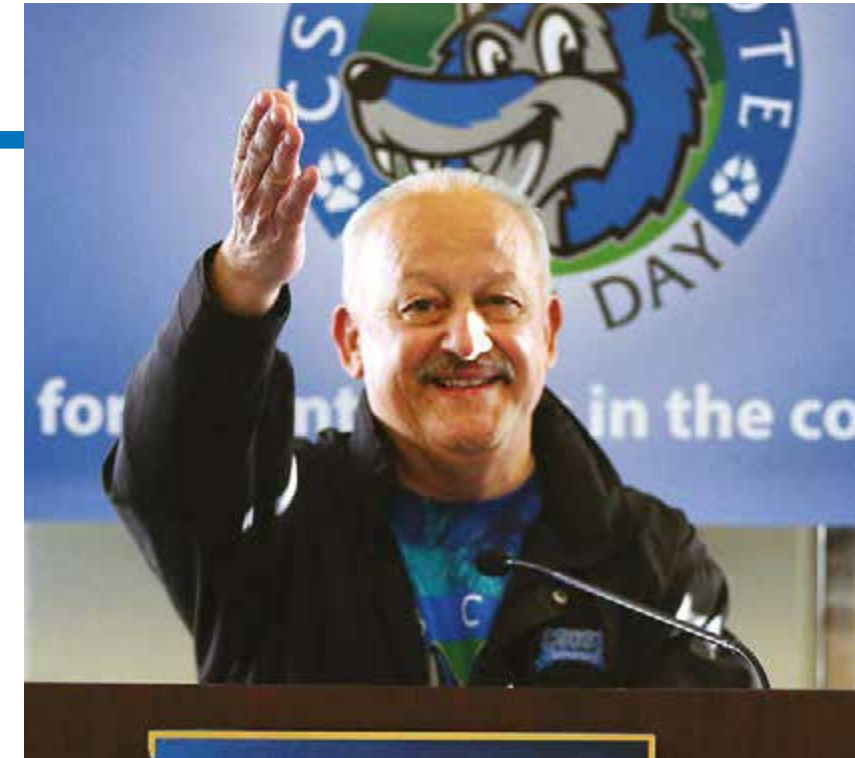
In 2014, Dr. Harer, who was once an adjunct professor of Egyptian art at CSUSB, and his late wife, Pamela, created the Pamela and Dr. Benson Harer Fellowship specializing in Egyptology, CSUSB's first-ever fully endowed faculty fellowship. Dr. Harer also holds the distinction of receiving the first honorary doctorate ever bestowed by CSUSB in 2001. ●

## President Morales Honored with Legacy of Exemplary Service Award

President Morales was among eight education leaders who were recipients of the 2017 Legacy of Exemplary Service Awards given by the Librería Del Pueblo for their public service to the community.

Morales, now in his fifth year in leading the university, and the other recipients were recognized for their accomplishments in education and for being individuals who have helped others lead better, more meaningful lives.

The recipients were presented their awards on Sept. 22 at the National Orange Show in San Bernardino. ●



## President Morales meets with University Officials from China

In mid-November, President Morales welcomed a delegation of 25 university officials from China to Cal State San Bernardino for a professional development day, where they met with campus leaders, faculty and students. The program was coordinated by the American Association of State Colleges and Universities (AASCU) and the China Center for International Educational Exchange (CCIEE), an affiliate of China's Ministry of Education. The campus program was coordinated by CSUSB's College of Extended Learning. ●



## Universities to work together to benefit mutual areas of interest

President Morales and President Alfonso Lopez Diaz of the Pedagogical and Technological University of Colombia signed a memorandum of understanding created to boost joint areas of interest that include student exchange programs, teacher exchange programs and research studies.

The MOU also includes the exchange of information of programs and teaching methods. ●



# CSUSB Welcomes New Centers to Serve Campus Community

## First People's Center

Cal State San Bernardino opened the First People's Center, dedicated to the academic, social and personal success of indigenous students, while celebrating and preserving their traditions and culture.

"This is a proud and exciting moment for our university. Today we welcome a tremendous new addition to CSUSB, a significant expansion to the resources available to our students, our campus and the entire community," said university President Tomás D. Morales during its ribbon-cutting ceremony in late September.

The First People's Center is the second such center among the colleges and universities in the Inland Empire. It encompasses various programs from sister CSU campuses to cater to the needs and serve as an additional resource to the First People students as well as the CSUSB campus community.

## Faculty Center for Excellence

The Faculty Center for Excellence, designed to offer support to faculty in the areas of research, teaching, community engagement, creative activities and leadership, officially opened in late September in the

John M. Pfau Library.

"Our goal is to enhance the CSUSB faculty experience by fostering creativity, learning, inquiry and exploration through community, collaboration and collegiality in a diverse, equitable and inclusive atmosphere," said Cherstin Lyon, a CSUSB history professor and co-director of the center.

The opening of the Faculty Center for Excellence supports Goal 2 of CSUSB's 2015-2020 Strategic Plan by fostering faculty innovation, scholarship and discovery.

## Staff Development Center

The Staff Development Center, designed to promote and encourage opportunities for professional and personal growth for university staff, formally opened in mid-September in the John M. Pfau Library.

The center, which fulfills Goal 2 of the university's 2015-2020 Strategic Plan, provides services that include training and development workshops, career track series, resume reviews and mock interviews.

"I am thrilled to see how much progress we've made in a short amount of time," said Rowena

Woidyla, director of the center. "We are one of the few CSU campuses to have our own center dedicated to staff development, and this could not happen without support from our leadership and campus community."

## The Cave

Dubbed "The Cave," Cal State San Bernardino's 24-hour, seven-day-a-week student study center officially opened in late September in the annex, or "wedge," of the university's John M. Pfau Library.

The center, which CSUSB students have long requested, according to vice president of IT Sam Sudhakar, includes computer access, about 50 sitting stations and vending machines.

To ensure security and safety, students will need to swipe their Coyote One identification cards to access the center after midnight, Sudhakar said. The center is staffed throughout the day and evening, including patrols by university police.

The study center was made possible through the combined efforts of the Associated Students Inc., the Pfau Library, the Student Affairs division and the Information Technology Services division. ●

## CSUSB's News Site Undergoes Makeover

Complete with a new name — Inside CSUSB — and a contemporary design that focuses on user experience, dynamic content and ease of usability, Cal State San Bernardino's news website was completely revamped from the top down over the summer.

Besides the new design features, like the full-width slideshow and masonry grid display, the site now contains personalized navigation that reflects CSUSB's main audiences: students, faculty, staff and alumni. Visitors to the site can filter content based on what category they fall under, providing them with a tailored experience.

Inside CSUSB, which was built entirely in-house, was a joint effort between the Office of Strategic Communication and Information Technology Services. ●



## Honored in the 47th Assembly District

Twelve CSUSB Students and Alumni Recognized at 30 Under 30 Award Ceremony

Assemblymember Eloise Gómez Reyes selected and honored 30 people under age 30 who have made considerable contributions to the 47th Assembly District at her 30 Under 30 Award Ceremony and Art Showcase in late July.

Out of the 30 individuals awarded, 12 were Cal State San Bernardino students or alumni.

"These 30 young men and women under the age of 30 exemplify dedication, innovation and service in the 47th Assembly District," Reyes announced on her website. "They are the entrepreneurs, innovators, public servants and community members that will define the Inland Empire in the years to come."

The CSUSB alumni who were honored are Jackie About, Sarah Arechiga, Rick Cordova Jr., Alejandro Gutierrez Chavez, Monica McMahon, Arbazz Mohammad, Vanessa Perez, Sendy Sanchez and Monica Stockhausen.

The CSUSB students who were honored are Ana Gonzalez, Amanda Monroy and Asia Pham. ●



Assemblymember Eloise Gómez Reyes smiles with the 30 Under 30 award recipients



## Cal State San Bernardino Named in Several Prestigious Rankings

### Hispanic Outlook on Education Magazine

The U.S. Department of Education once again recognized Cal State San Bernardino as one of the leading institutions for Hispanics in the nation as listed in the Hispanic Outlook on Education Magazine.

In individual categories, the survey ranked CSUSB as fourth in the nation in awarding degrees to Hispanics in mathematics and statistics, and fourth in psychology. Overall, the survey listed CSUSB as 19th in the nation in conferring bachelor's degrees to Hispanics, 42nd in total enrollment of Hispanics, and 62nd in granting master's degrees to Hispanics.

### Forbes magazine

Forbes magazine once again named Cal State San Bernardino among the top universities in the nation. The Forbes ranking lists the top 660 colleges and universities in the country, measuring the top 20 percent of all U.S. undergraduate institutions.

Forbes listed CSUSB 97th among its top institutions in the West, 192nd in its Public Colleges list, 208th in its America's Best Value Colleges list, and 536th in its Top Colleges list.

The Forbes Top Colleges ranking

focuses on the direct benefits a college or university provides its students. The ranking looks at variables such as alumni salary, graduation rate and student satisfaction.

### Criminal Justice Rankings

The online criminal justice program at Cal State San Bernardino was named to two national ranking lists for 2017.

BestSchools.org placed the CSUSB criminal justice online master's degree program at No. 15 in its ranking, "The 25 Best Online Master of Criminal Justice Degree Programs." CSUSB was the only California State University and the only California university listed in the top 25.

And College Choice, a leading authority in college search and rankings, listed CSUSB at No. 35 in its list of "35 Best Online Master's in Criminal Justice Degrees, 2017." UC Irvine (No. 5) and La Jolla-based National University (No. 34) were the only other California schools named with CSUSB.

The criminal justice department has had both its undergraduate and graduate degree programs named to national rankings in the past.

### U.S. News & World Report

U.S. News & World Report listed Cal State San Bernardino in five different categories. The listings are:

- 16th among top public regional

- universities in the West,
- 63rd among the best regional universities in the West,
- 31st among the best value regional universities in the West,
- 103rd in engineering programs at universities that don't offer a doctorate degree and
- 290th in best undergraduate business programs.

U.S. News & World Report's annual rankings are considered one of the most influential and anticipated recognitions for colleges and universities that provide a full range of undergraduate and master's degree programs throughout the nation.

### Princeton Review 2018

The Princeton Review, a leading tutoring, test prep and college admission services company, listed CSUSB in its Best Western Colleges in its 2018 Best Colleges: Region by Region.

The Princeton Review's 2018 annual college rankings are entirely based on what students attending the 382 schools in its 2016-17 "Best Colleges" book say about their colleges and their experiences at them via the Princeton Review's student survey for this project. Students are asked about their school's academics/administration, life at their college, their fellow students and themselves. ●

# WELCOME HOME, Coyotes!

HOMECOMING BASH WELCOMES ALUMNI AND UNIVERSITY COMMUNITY TO CAMPUS



Alumni and the university community gathered on a sunny Saturday in October to enjoy a day of festive activities at CSUSB's annual Homecoming Bash.

The event had something for everyone: tasty food, live music, fun competitions, class reunion celebrations, family-friendly activities, various giveaways and opportunities to give back to the CSUSB community.

Attendees were also able to cheer on the Coyotes women's volleyball team as it took on and defeated regional rival Cal Poly Pomona. ●



## Chancellor White discusses CSUSB's vital impact

Timothy P. White, chancellor of the 23-campus California State University, visited Cal State San Bernardino in early October to discuss the university's vital role in the region.

Speaking to students, faculty and staff at the Santos Manuel Student Union and on a live-stream feed online, White said CSUSB may be one of the campuses "that simply has so much more opportunity, and more challenges, and importance because of the way California is evolving in the next 10, 15, 20 years."

Currently with a population of 42 million, the state is projected to grow to 50 million people by 2030.

"They're not going to live in Santa Monica," he said. "They're going to live in San Bernardino, and Hemet, Riverside, out in the Coachella Valley. And education is going to be at the core of success — socially, economically and environmentally — for that kind of growth. So the stakes are getting higher for this wonderful campus."

## CSUSB Coads 52nd Annual CLADEA Assembly

In mid-October, academics from throughout Latin America and other parts of the world gathered in Riverside for the 52nd annual Latin American Commission for Administration Schools, known by its acronym in Spanish, CLADEA.

The three-day educational conference, which was jointly hosted by CLADEA and its association member, the CSUSB Jack H. Brown College of Business and Public Administration, welcomed more than 400 educators and administrators. This marked the first time CLADEA was held in Southern California, and only the fourth time it had been held in the continental United States.

CLADEA, which had the theme "Breaking the Mold: Anticipating the Challenges of Local Education," gave experts and educational leaders an opportunity to meet in a common forum and discuss issues of globalization, world trade, the role of higher education, and the roles of government, academia, business and civil society in this time of constant changes and technological advances, said Kimberly Collins, an associate professor of public administration, director of the Leonard Transportation Center and the CSUSB chair of the CLADEA conference.

Several CSUSB members attended the event and participated in panel discussions, including CSUSB President Tomás D. Morales, who was one of the speakers to give the opening remarks, along with CSU Chancellor Timothy P. White and UCR Chancellor Kim A. Wilcox. ●



White, who spent five years as chancellor of UC Riverside, recalled his experience in the Inland Empire, and said, "The opportunity and the need here is so amazingly powerful, and quite frankly, alluring to so many of us."

White, along with trustees Jane Carney and Steven Stepanek, also met with student leaders, the faculty senate and the newly formed staff council, as well as with university President Tomás D. Morales and his cabinet. ●



# ¡VIVA LA MUJER!

*¡Viva La Mujer!* is the theme of the 2017 Latino Education and Advocacy Days (LEAD) Week that runs March 27-31. The series of events and programs brings together those sharing a common interest and commitment to educational issues that impact Latinos to help them define the future. The LEAD Summit IX on March 29 at CSUSB is the highlight of the week.

**LEAD**  Latino Education & Advocacy Days

CAL STATE SAN BERNARDINO

[coe.csusb.edu/lead-summit](http://coe.csusb.edu/lead-summit)

**WE DEFINE THE *Future***

## CSUSB Hosts Verizon Innovative Learning Camp for Second Year

For the second straight year, Cal State San Bernardino hosted the Verizon Innovative Learning Camp, where about 150 African-American and Latino boys from middle schools across San Bernardino learned technology skills at the university.

CSUSB, a Hispanic-Serving Institution, was the first Cal State University campus to host the camp.

The summer program, which was divided into three sessions, exposed the students to various forms of technology, including coding and 3D printing, and provided valuable science, technology, engineering and math (STEM) and entrepreneurship skills. The camp offered technology workshops 4-5 days per week for approximately four weeks, which were taught by university professors.

The program also paired the young men with mentors for continued learning and support throughout the school year. The Verizon Innovative Learning Camp, the first of its kind, is designed to open the eyes of young male African-American and Latino students to the many future career opportunities these skills create. ●



## THE MOON. THE SUN. THE NATURAL PHENOMENON.

*Cal State San Bernardino hosts viewing party for solar eclipse*

The solar eclipse may have dimmed the morning light on Aug. 21, but it offered a brilliant view for nearly 250 people who visited Cal State San Bernardino to see the natural phenomenon through special telescopes.

The crowd, consisting of residents from the surrounding communities as well as CSUSB students, faculty and staff, caught a glimpse of the eclipse through several telescopes equipped with special filters, which were from the university's physics department and the Murillo Family Observatory.

"This is what the (Murillo Family) Observatory, and the astronomy program here and the physics department are all about," said Leo Connolly, professor emeritus of physics, during the viewing event.

Along with the telescopes, the department handed out special protective glasses that blocked the sun. Many of the attendees also made their own filters, including pinhole projectors made of sheets of paper, index cards and cereal boxes.

The observatory also livestreamed the eclipse on its YouTube channel, which had 1,650 page views over the course of the event. ●

## SOMETHING OUT OF THIS WORLD

*CSUSB Faculty Member Explores Space without Ever Leaving Earth*

Although his mission was cut short due to Hurricane Harvey, Richard Addante, an assistant professor of psychology, got to experience something "out of this world."

Addante participated in a simulated NASA mission to an asteroid, conducted at the agency's Johnson Space Center in Houston. This mission was the second of the fourth campaign of the Human Exploration Research Analog, or HERA.

Addante was a member of the HERA XIV crew of four people who participated in the space agency's Human Research Program in a mission that simulates space exploration without leaving Earth. It is part of several research analogs, which NASA describes as "a situation on Earth that mimics physical and mental effects on the body experienced in space."

"The most memorable (experience) was the innumerable instances of fun times laughing together with the crew, and piqued when I took the first (simulated) steps landing on the asteroid using virtual reality," Addante said.

The project, which was scheduled to run for 45 days, ended just over three weeks into the mission due to the dangerous conditions brought forth by Hurricane Harvey. Despite the early conclusion, Addante learned many new technologies that he plans to integrate into his lab teachings at CSUSB. ●



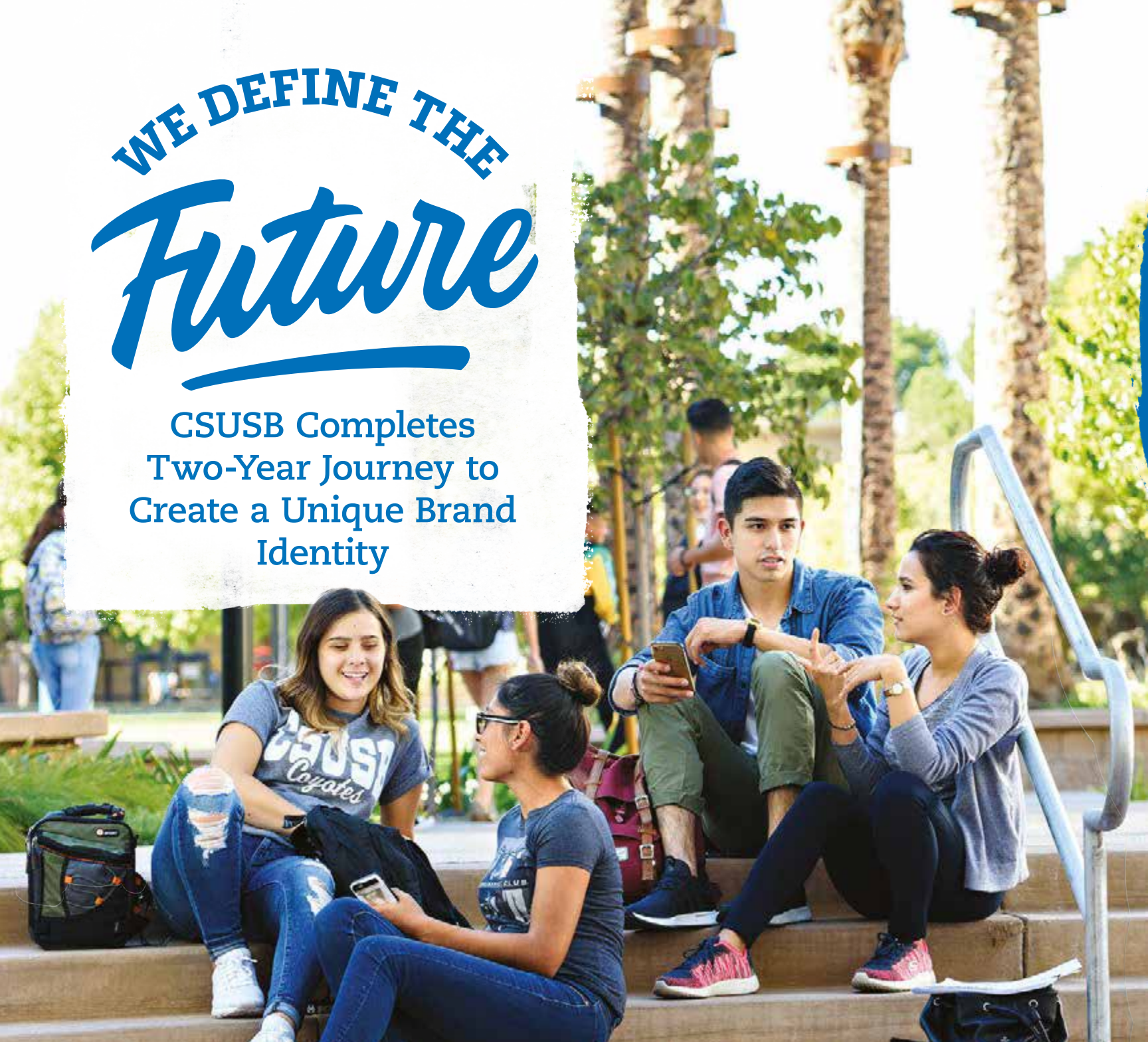
Watch at  
[magazine.csusb.edu](http://magazine.csusb.edu)





# WE DEFINE THE Future

CSUSB Completes  
Two-Year Journey to  
Create a Unique Brand  
Identity



By Julie Bos

Just like your personal identity makes you uniquely you, a brand identity is the special quality that sets any company or institution apart from all others on the block. It's more than a logo. It's more than a style guide. It's more than a tagline. It's an essential way to differentiate oneself from the competition.

How? A brand identity influences people's experiences at every touchpoint. It subconsciously affects how they view your service offering, your relevance, even your

trustworthiness. And it's vitally important in helping people decide if they want to engage with you — and if so, to what degree.

For these reasons, many believe that establishing a brand identity is the single most important thing any organization can do.

Yet three years ago, CSUSB found itself at a loss — and set out to change it. What follows is how the university went from "challenge identified" to "mission accomplished."

## Born as a Strategic Initiative

The identity initiative originally came from a grass roots demand. In 2014, as CSUSB began creating its 2015-2020 Strategic Plan, the university identified "creating a campus identity" as one of five key strategic initiatives. In fact, campus identity was one of the most discussed needs, since it was so critical to helping strengthen CSUSB's position and value throughout the region.

The objective became clear: Have a well-defined and supported university identity as measured by students, faculty, staff, alumni and community perceptions by June 2020.

"The launch of the new Strategic Plan fell in sync with CSUSB's celebration of its 50th Anniversary in 2015-16, creating a timely opportunity for the campus to engage faculty, staff and students, as well as alumni, community leaders and prospective students in an exercise that could best define this university's unique educational experience and impact," said Ron Fremont, vice president of University Advancement. "With dozens of higher education opportunities across Southern California, CSUSB needed to find a way to stand apart."



## A Competitive Differentiator

Victoria Seitz, a CSUSB marketing professor who also served as the co-chair of CSUSB's Identity Task Force, knows the intrinsic value of a great brand identity.

"Remember, when it comes to higher education, people can go elsewhere — there's a lot of competition out there," she said. "If we don't know what we stand for, other people will define us — and they have, not always positively. Being able to take all our strengths and put them into a single capsule that communicates what we stand for, helps to differentiate us from our competition — other local schools like UC Riverside, University of Redlands or even for-profit schools, like National University."

She added, "When we know what we stand for, we can also better communicate our strengths, which helps people who come to the university to have realistic expectations and for those expectations to be met. Everyone wins."



## A Two-Year Journey, Two Thousand Voices

To discover and articulate CSUSB's true culture, personality and identity, the university created an Identity Task Force to oversee the entire process — from research about current perceptions to the final creation of the identity itself.

Working collaboratively with a company called Brand IQ, the task force conducted several months of research to learn the thoughts and opinions of key stakeholders — across both the San Bernardino and Palm Desert campuses. Through traditional surveys and live, on-campus workshops during what was called the "Campus Invasion," the team collected data from everyone they could.

"At the end of the day, a brand exists because it's really what the university is — and that cannot be solely decided by the marketing department, faculty or people on the front lines," said Robert Tenczar, associate vice president of the Office of Strategic Communication, and co-chair of the Identity Task Force. "They have an important perspective, but it's not the only one."



Because the stakes were high, the research team took the time to do it right. The discovery process required months — nearly a full quarter — and included surveys of prospective students, parents, alumni and other key stakeholders like legislators and representatives. The task force wanted to hear what CSUSB means to them and why it's a school of choice. They also sought the opinions of faculty and staff — people both inside and outside of the classroom.

The goal was to engage each group in a series of audience-appropriate workshops and discussions designed to validate key institutional strengths and weaknesses, uncover common misperceptions, and identify potential areas of brand opportunity.

"This was not a top-down initiative that started with the campus president," added Tenczar. "It was a collaborative effort that sought the opinions of more than 2,000 people. It was very important to hear as many voices and gather as many opinions as we could — both negative and positive."

## Our Five Brand Promises

A major part of CSUSB's new identity is the five brand promises that support it. They clearly spell out the benefits that constituents receive and they represent the core ideas to promote in both internal and external marketing communications.

## BOLD VISION

CSUSB is a leader in higher education. Through rigorous and relevant programs, lively discourse, and open exchange of ideas, we ensure that all who engage with our university are challenged intellectually and well-prepared for personal and professional success.

## Coyote PRIDE

Coyote Pride is in all we do, recognizing the ability of selfless collaboration and unyielding determination to achieve our greatest aspirations. The transformative experiences that result are a bond that connects all in the CSUSB community.

## AFFORDABLE Excellence

Providing the personal attention and access to resources, CSUSB delivers quality instruction and outstanding learning experiences, while allowing students to graduate with among the lowest debt.

## LIFE AND CAREER READY

The value of a CSUSB education is measured in the success of our students, who leverage our academic strengths — a practice-based liberal arts curriculum and an experienced, industry-connected faculty — into lifelong learning and career opportunities.

## HUMAN IMPACT

Through award-winning community engagement, innovative centers and institutes, and dynamic program offerings, CSUSB finds creative uses of technology and benefits from its diverse community and robust study abroad offerings. We infuse global perspectives into our teaching, learning and research. We take the knowledge we create to all corners of our state, country and world, helping to influence national and international policy, promote culture understanding, and develop tomorrow's leaders.



## Decision Time

After collecting all the data, the task force analyzed the similarities and differences among CSUSB's audiences regarding their perceptions and expectations of the university and motivations to engage with it.

From there, they proposed three distinctive concepts, tested them with key stakeholder groups, and eventually landed on a comprehensive brand architecture that included: a brand value proposition and promise; positioning statements for key audiences; differentiating brand essence; supporting brand messages; brand tone and personality traits; and tagline.

Whether it's an alumnus attending an affinity event, a donor deciding to make a gift, an accepted student deciding to enroll, or a professor accepting a job offer, Brand IQ detailed which brand attributes most resonated with key audiences and were felt to be both true and distinctive of CSUSB.

All the research supported an overwhelmingly clear choice: "We Define the Future."

This inspirational branding is a natural platform for telling stories of students, faculty members, alumni, donors, campuses and communities working together to achieve great things and influence not only thinking in their disciplines, but also the applications of their ideas around the community, the nation and the world.

## Where We Go from Here

"For the first time ever, CSUSB can truly elevate and market an identity throughout the Inland Empire," said Fremont. "We Define the Future' is a statement that's unique, bold and ambitious. It also works in perfect concert with our campus in Palm Desert, which also needed to elevate its identity as the only four-year university in the Coachella Valley."

Going forward, the new identity helps the university speak with one voice, regardless of which department is talking about the institution.

"I'm so excited that we now have a singular identity — the entire university is now on the same page," said Tenczar. "Now the fun part starts. We can help colleges and departments across CSUSB find their success stories that portray and resonate our identity and use them to tell the world how great we are. We'll all be speaking with one voice, which will help people to recognize our reputation and its place in our community as an educational leader." •

**WE DEFINE THE** *Future*

## CSUSB Palm Desert Campus Awards Rogers Scholars

*Each year, Cal State San Bernardino's Palm Desert Campus gives the prestigious Rogers Scholars awards to students who demonstrate a commitment to their personal growth, compile outstanding academic records, demonstrate leadership qualities, and show a desire to serve their fellow students and communities. The 14 recipients for the 2017-2018 academic year are:*

- Brett Lee Allen – psychology
- Marisela Arellano-Cabrera – nursing
- Stephanie Carranza – nursing
- Guendi Castaneira – nursing
- Melissa Ceballos – liberal studies (integrated track)
- Areli Gonzalez – nursing
- Angelique Hodges – criminal justice
- Mark G. Mendez – administration: accounting concentration
- Ashley Moeller – administration: accounting concentration
- Jennifer Munoz – nursing
- Jacqueline Ortiz – nursing
- Nicole Phillips – liberal studies (credential)
- Melanie Valencia – liberal studies (integrated track)
- Rolando Vela Pina – criminal justice

*The recipients of the scholarship were honored at a banquet where they met John Rogers, the son of Mary Stuart Rogers, and his family. Since its establishment, the Rogers Scholarship has awarded more than \$1 million to students at the CSUSB Palm Desert Campus.*



## 2017: *The Golden Year*

### *CSUSB Celebrates the Golden Grads*

Fifty years after earning their degrees, a group of Cal State San Bernardino's first alumni, named the Golden Grads, returned to their alma mater in September for a series of special events, right before the start of fall quarter. Out of the 59 students who graduated in 1967 — when the university was still named California State College, San Bernardino — 15 of them made it back to campus for the festivities.

To celebrate the Golden Grads, CSUSB hosted a luncheon for the group as well as a mixer for retired CSUSB alumni, faculty and staff. The next day, the Golden Grads were recognized at the annual Convocation ceremony, then toured the campus, concluding with a celebration at the Convocation reception. •



# CSUSB Honors Jack H. Brown

Cal State San Bernardino held a ribbon-cutting ceremony in early October for the newly named The Jack H. Brown College of Business and Public Administration, in honor of philanthropist, businessman and hometown hero — the late Jack H. Brown.

The college was named after Brown, the executive chairman of Stater Bros. Markets, who made the single largest cash gift to the university in its history as it completed its 50th anniversary year-long celebration in 2016. A long-time supporter of CSUSB and education, Brown, who passed away in November 2016, considered his personal gift as an investment in the Inland Empire's future success.

"The university is extremely fortunate to have had Jack Brown as a friend and supporter," CSUSB President Tomás D. Morales said during the ceremony. "He championed our students, our mission and our institution."

Brown's endowment will support academic enrichment and scholarships for local students in the Brown College. It will also support student-veterans, help expand research opportunities, enhance technology and the learning environment, support the outstanding efforts of faculty and staff at the Brown College, and attract new faculty to the college. ●

Cal State San Bernardino  
kicks off newest tradition:

# #GIVING TUESDAY CSUSB

Cal State San Bernardino started a new campus-wide tradition of giving! Coinciding with the annual Giving Tuesday, a global day of giving, CSUSB hosted its own campaign to show off Coyote Pride and bring more opportunities to students.

Alumni, students, parents, faculty and staff were encouraged to come together on #GivingTuesdayCSUSB and help transform lives by funding new scholarships for CSUSB students.

The inaugural campaign was an enormous success as it raised more than \$45,000 from more than 1,000 donors.

Giving Tuesday, which is held annually on the Tuesday after Thanksgiving in the United States, is to inspire people to work together in improving their local communities and give back in meaningful ways to the charities and causes they support. ●



## A journey to being a teacher

*Teaching has been Crystal Rodriguez's dream since she was a child. But the CSUSB alumna didn't know how deep her passion was until she saw the teachers working with her nephew.*



Now in her fourth year as a Dual Language Immersion instructor at Thomas Jefferson Elementary School in Riverside, Rodriguez began her trek toward teaching while attending community college.

Being close to home, Rodriguez helped out with her family, including watching her older sister's young children and helping them with their studies. She enjoyed working with the children's teachers and looked for ways to help the children succeed, especially her nephew, who in kindergarten had been diagnosed with autism.

"Seeing how much dedication and hard work was put in by each of his teachers to make sure that his needs were being met and that he could succeed in school was a life-changing experience," Rodriguez said.

Determined to get a teaching credential, Rodriguez completed her general studies at the community college then transferred to CSUSB. One of her instructors there was Professor Nena Torrez of the Department of Teacher Education & Foundations, who asked if Rodriguez ever

considered a multiple subjects credential with a Bilingual Crosscultural Language and Academic Development (BCLAD) authorization, which allows teachers to instruct students in English and in a second language.

"Within a week of having learned about the BCLAD, I was more convinced that my purpose in life was to be a teacher, but to also share the gift of language that was passed down to me from my parents and the generations that had passed."

Rodriguez switched to a teaching credential with the BCLAD authorization. The credential ultimately led her to teaching first-graders in English and a second language at Jefferson Elementary.

"I love my career and everything that it brings," Rodriguez said. "My journey is far from over, but I have enjoyed every moment of it as of now!" ●



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# CSUSB Alumni Professor for a Day

*The CSUSB Alumni Professor for a Day program celebrates the achievements and honors the contributions of distinguished alumni.*

The program — which matches alumni to classes and groups according to major, profession and/or areas of interest — allows them to empower students with the knowledge and wisdom gained through their experiences, as students are given an opportunity to interact with alumni and learn firsthand how their education applies to the real world.

Both faculty and alumni will be recognized for their participation at a CSUSB luncheon on Wednesday, May 9 from noon to 1:30 p.m.

Luncheon — Wednesday, May 9  
noon - 1:30 p.m.



## Succeeding Against All Odds

Despite early struggles, CSUSB student earns prestigious CSU Trustees' Award

Former foster child Carolina Gabaldon conquered it all: abuse, neglect, physical disabilities, depression, even two teenage pregnancies ... Despite all she's been through, the Cal State San Bernardino student persevered, graduating magna cum laude with her bachelor's in 2016, and now working toward her master's in public health.

Gabaldon is also a recipient of the 2017-2018 CSU Trustees' Award for Outstanding Achievement, the California State University's highest recognition of success.

"I have evolved from a broke, unloved, unwanted foster child and abuse victim into someone who

is strong, capable and worthy of many things in life," Gabaldon said. "I am tying my public health education and personal experiences together to give back to others who grew up as I did."

The Victorville resident is a member of Lion's Club International, where she volunteers to provide free eyeglasses to the visually impaired with low incomes. She has also volunteered more than 600 hours for a children's diabetic camp.

Once Gabaldon obtains her master's, she plans to get her doctorate degree for a career in health policy to help improve the opportunities and mental health programs for foster youth like herself. ●



A run for the ages capped by CSUSB's seventh Elite Eight appearance spelled success for the Coyotes and volleyball head coach Kim Cherniss in 2017.

CSUSB, which finished 24-8 overall, secured its 21st season of 20 or more victories. It also captured its 13th California Collegiate Athletic Association title — more than any other CCAA member — and then went on an impressive NCAA run during its 18th consecutive tournament appearance.

The Coyotes entered the West Region as the fourth seed. Led by All-American Lauren Nicholson, they defeated Azusa Pacific, previously unbeaten and top-ranked California Baptist, and Western Washington all in impressive style to earn the program's seventh NCAA West Region title and its first since 2011.

Nicholson, an outside hitter, was the leader of the pack for the Coyotes all season. The senior from Upland became CSUSB's first consensus All-American in two seasons after a record-setting final season. She set three team records, and

her 29 kills against Chico State on Oct. 27 were the most in a three-set match by any NCAA student-athlete this season.

Nicholson, the 2017 CCAA and West Region Player of the Year, also became just the third Coyote in school history to have 1,000 kills and 1,000 digs in her career, an even more impressive achievement considering she played only three seasons at CSUSB after beginning her collegiate career at Portland State.

"For Lauren to lead us back to the NCAA championship after six years, no question, she has left an indelible mark on our program," Cherniss said. "She helped set the example for our underclassmen."

The Coyotes finished the season ranked 13th in the final NCAA Division II poll, their highest final ranking in four seasons. Coach Cherniss' prospects are high for 2018 as 10 Coyotes are expected to return, led by All-CCAA performers junior middle blocker Hailey Jackson and junior setter Jayann DeHoog. ●



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