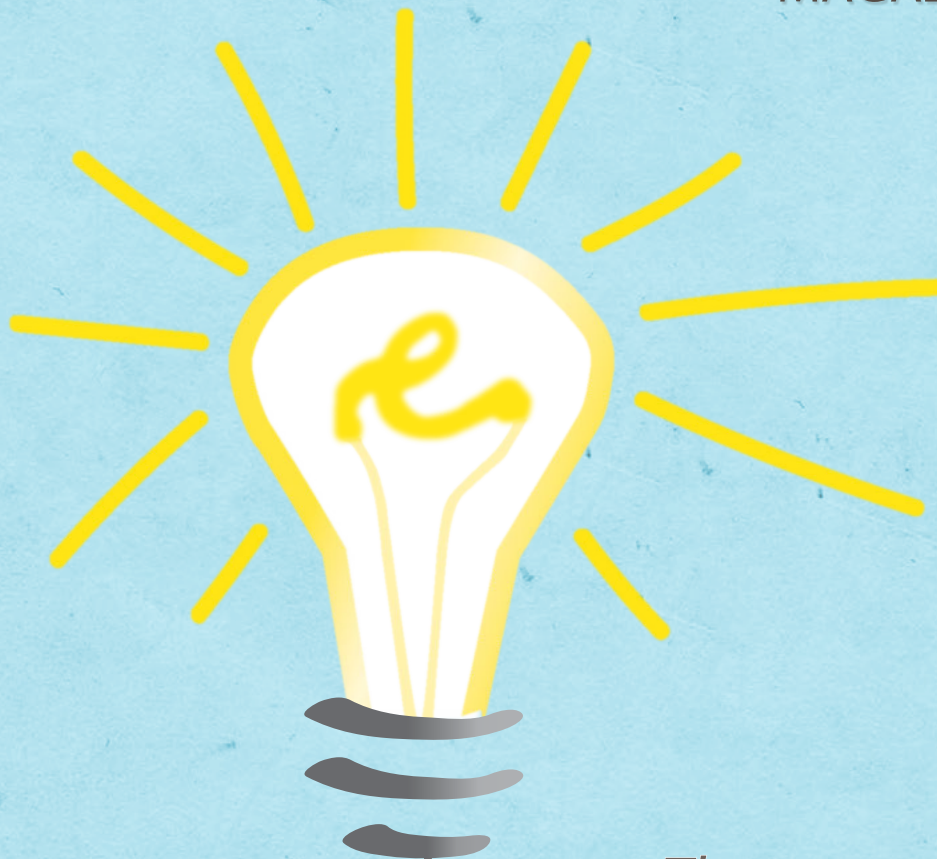


# csusb

MAGAZINE



*The power  
of an idea*

*Entrepreneurship*



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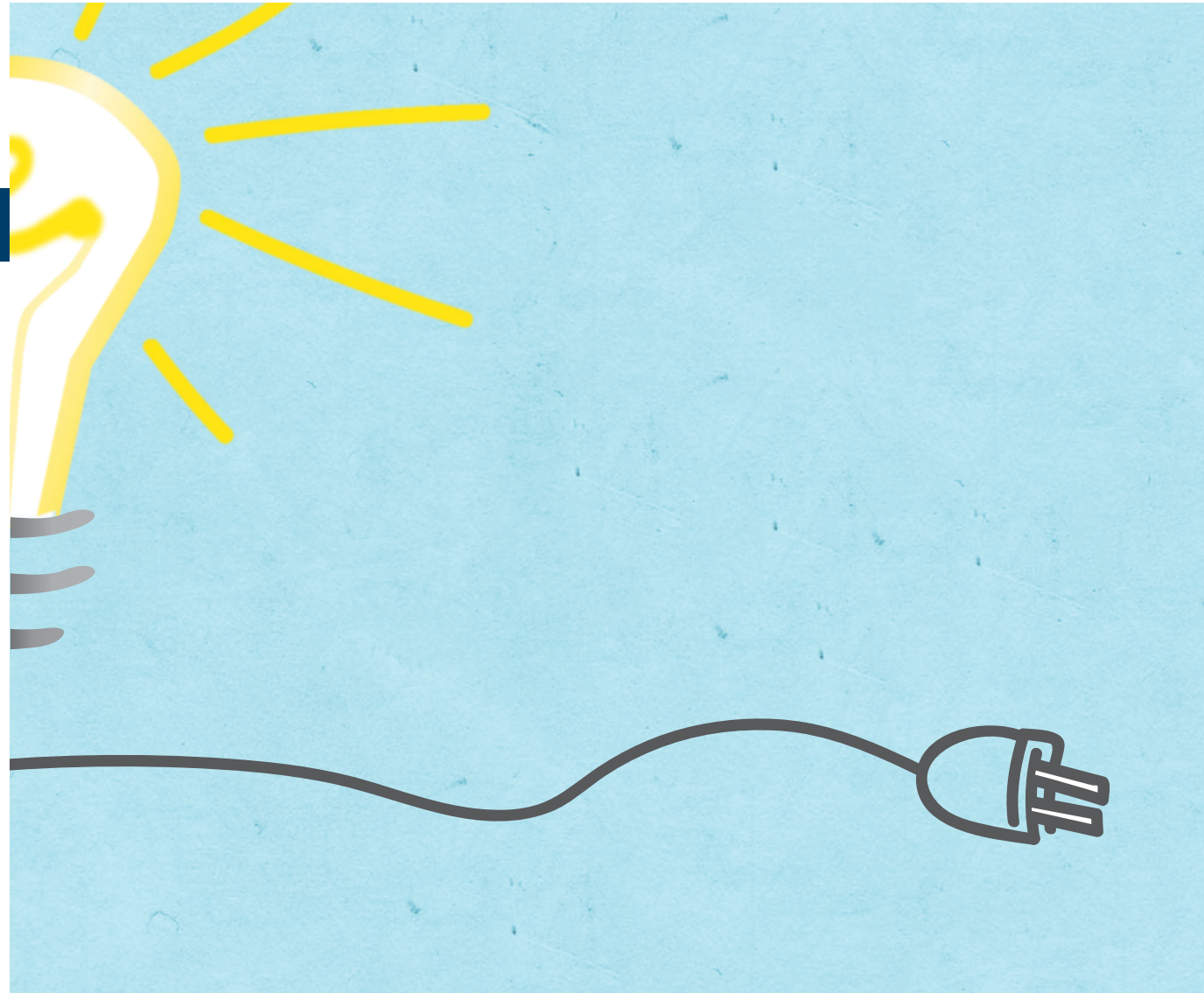
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## Cover Story

### 10 Building Business Success

A good idea can be its own source of energy. But the resources being tapped by new and established businesses alike also are brightening the economic future of the inland region. Meet CSUSB's entrepreneurship programs, the people who run them, and those who've benefitted from and believe in them.

Cover illustration by Angela Gillespie



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## An unconventional *success*

Traditional education does not always work for the students of Amy Brophy Laughlin. She always offers something different. She calls herself their biggest cheerleader. “They are my heroes,” and it’s her job, she says, to ensure every child succeeds.

It must be going well. The 2001 Cal State San Bernardino graduate, who earned a master’s in curriculum and instruction, was recognized as one of California’s five Teachers of the Year by state Superintendent of Public Instruction Tom Torlakson.

Laughlin has made it a part of her lesson plan to nurture confidence and a sense of pride and self-worth in children who may have felt alone and unworthy. “Whether it is the child who has fallen so far behind that the teacher is at a loss on how to help, or the child who may be academically proficient yet inwardly battles social and emotional conflict,” she says.



Teaching for 16 years — 13 of them at Hansen School in Anaheim — Laughlin has spent the last six as a Title I Intervention Specialist there. Her class, called Husky Time, is an intensive reading intervention program she created for struggling students in all grade levels. It was because of her teaching program at CSUSB and the cohort she worked so closely with, Laughlin says, that she created new programs at Hansen.

“The inspirational teaching, the motivating peers surrounding me, and the strong connections I made influenced me to branch out, try new ideas, and fight for what I stand for,” she says.

Hansen school officials have praised Laughlin for her dedication to her students. “Simply put, Amy Laughlin is the most amazing educator I have ever had the pleasure of working with,” wrote Shannon D. Wyatt, principal of Hansen School. “Amy’s greatest strength is her ability to motivate and build relationships with students.”

The other four 2015 California Teachers of the Year teach in Manhattan Beach, Rancho Palos Verdes, Santa Ana and St. Helena. ●

— Joe Gutierrez

## Smoother roads



Agreements between Cal State San Bernardino and school districts throughout the inland region are improving high school students’ opportunities to earn a college degree.

In the last four months, CSUSB has signed memorandum of understanding agreements with four school districts. An MOU with the Moreno Valley Unified School District came in October, while recent agreements with Coachella Valley, Desert Sands and Palm Springs school districts will guarantee admission to Cal State San Bernardino and its Palm Desert Campus.

CSUSB already has similar agreements in place with San Bernardino City Unified, Chaffey Joint Unified, Colton Joint Unified, Rialto Unified and the Fontana Unified school districts.

As part of the MOUs, districts will provide incoming high school freshmen with challenging academic programs and advising support to help them meet eligibility requirements for

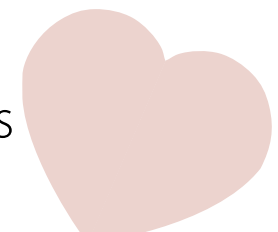
the California State University system.

The agreements mean that all students from these districts who stay on track with good grades and meet college entrance pre-requisites, known as A-G requirements, as well as criteria for impacted majors, will automatically earn a place at CSUSB. The A-G requirements are college preparatory courses in history, social science, English, math, lab sciences and a language other than English.

“It’s absolutely crucial that students are prepared to go to college when they graduate from high school,” said Tomás D. Morales, president of Cal State San Bernardino. “Such agreements make the path to college smoother for qualified students, and the agreements are also beneficial once students arrive on campus. They can start taking courses within their major sooner, and this helps speed the time to graduation.” ●



## Contributions of the heart



Mark and Lori Edwards, longtime supporters of Cal State San Bernardino, especially for its foster youth students, were honored as the Philanthropists of the Year by the Inland Empire Chapter of the Association of Fundraising Professionals.

Currently the vice president of the CSUSB Philanthropic Foundation Board, Mark Edwards has served on the board since 2007. He has also been involved in the community for a number of years, supporting the San Bernardino Symphony along with the San Bernardino Area Chamber of Commerce, the Business Development Association of the Inland Empire and the San Bernardino

Leadership program.

Lori Edwards is active with the American Association of Diabetes Educators, where she regularly gives her time, talent and knowledge at community events that educate the public about diabetes.

But where they have opened their hearts most and generously given their support is with at-risk youth, specifically CSUSB foster youth students. The Edwards not only financially support these Educational Opportunity Program Renaissance Scholars, but also expose them to a variety of enrichment activities. Since 2007, the Edwards have donated funds, gifts-in-kind and cultural experiences for nearly 40 of the 60 foster youth served through the program. ●



One of the projects Revolve is working on right now is a campaign to support local businesses. Revolve team members pictured here are (standing from left) ND Nguyen, Nohemi Arias, Cesar Gomez, and Erick Lemus, (kneeling from left) Rusty Palmer and Michael Diaz.

## Cloud on the horizon

This fall, the Revolve Project opened its quest to get Cal State San Bernardino students' heads in the cloud by distributing cutting-edge devices equipped with Near Field Communication technology.

While NFC technology is small, the Revolve team's vision (<http://www.therevolveproject.com>) for the city of San Bernardino and CSUSB is not. The group wants to help revitalize the local economy and tap into the underused potential of the thousands of students who come through the college town each year.

A technology that allows two-way communication between devices that are close to each other, NFC gives users of the Revolve Project's touch technology their own profile. Users can then transfer information from their profile through their NFC device to, say, a kiosk at a local business or a tag on a flier on campus.

The cloud-kiosk transfer system is a two-way street. Just as students can give out information through Revolve Touch, they can also receive information from local businesses, professors, community event organizers, social media platforms and more with a simple touch of their device – such as a cell phone or I.D. card — to a tag in town.

The Revolve team sees NFC as the key to improving and connecting the community and small business sector in San Bernardino and eventually beyond. "The cities of Riverside and Colton want us, the local chamber is on board, lots of local businesses are on board — but we want to prove it at CSUSB first," said Rusty Palmer, Revolve CEO and a CSUSB alumnus, who is currently pursuing two M.B.A.s at the university in entrepreneurship and management.

The group is not fully funded or part of a club or program of the university. The Revolve Project simply has a heart for the city of San Bernardino and wants to see it restored to its former glory.

"We have more value in the city of San Bernardino than is being accessed, and we want a way to keep students in the community and get them involved and plugged in," said Palmer. ●

— Hannah Wagner



## Serving those who've served

Student graduation, retention, persistence and course completion rates are key factors that have now put Cal State San Bernardino in California's No. 1 spot as a Best for Vets college.

Military Times Magazine's 2015 rankings of the top 100 universities also

have placed the university ninth in the nation.

The Military Times Best for Vets distinction recognizes CSUSB for its commitment to providing opportunities to America's veterans. The ranking is the most comprehensive school-by-school

assessment of veteran and military students' success rates, according to the magazine.

Officials said the survey-based Best for Vets: Colleges doesn't manipulate mainstream research to skew responses toward veterans. The detailed survey

requires schools to meticulously document a tremendous array of services, special rules, accommodations and financial incentives offered to military and veteran students, and to describe many aspects of veteran culture on a campus. Military Times' series of Best

for Vets survey-based rankings includes colleges, career and technical colleges, business schools, franchises, employers and law enforcement. ●

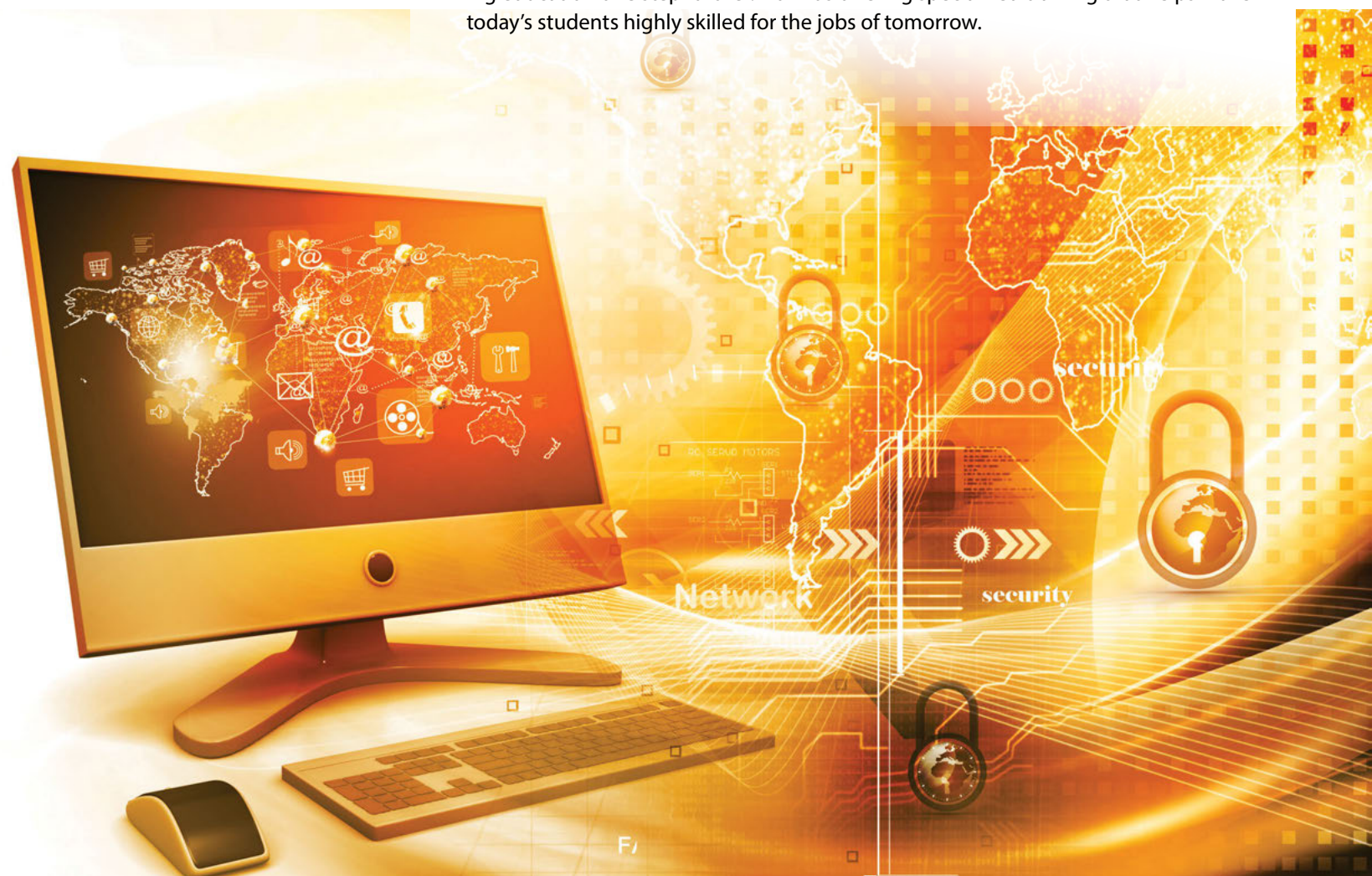
# CYBER ENTREPRENEURS

## *CSUSB uses technology transfer to equip the next-generation workforce*

By Julie Bos

There's no question that Cal State San Bernardino is helping create and inspire a whole new generation of future entrepreneurs. But the university's formal entrepreneurship programs are just the start.

Thanks to the Inland Empire Center for Entrepreneurship's (IECE) Integrated Technology Transfer Network and the university's cyber security programs, CSUSB is taking education one step further. Now it's offering specialized training that helps make today's students highly skilled for the jobs of tomorrow.



From 2005 to 2012, with funding by the U.S. Department of Defense and the Army Research Lab, the IECE's Integrated Technology Transfer Network has trained minority science students from across the nation to become technology innovators and entrepreneurial leaders of the future. Program leaders are currently working with several government agencies to secure funding to restart the program and sustain it for the next seven years.

"Basically we take STEM students and we immerse them in an entrepreneurial experience — teaching them how to create new businesses from emerging technologies and how to successfully transfer technology from a research lab into the marketplace," said Mike Stull, IECE director and professor of entrepreneurship at CSUSB. "We leverage their scientific and technology expertise and basically teach them a new language — how to commercialize innovation."

The program is an intensive, year-long process that takes students through graduate-level entrepreneurship coursework and technology commercialization, while they also work on technology commercialization projects along the way. At the end of the program, students transfer to a government research laboratory where they work on patent assessments, market feasibility studies and commercialization projects for the lab's most promis-

ing technologies. While there, they also provide valuable training to existing scientists — specifically on the entrepreneurial process.

"We're proud to have won the National Excellence in Entrepreneurship Education Award for this program — an award that has been given to Georgia Tech and Stanford University in the past," said Stull.

The university's Cyber Security Center is another tremendous launching pad. In 2014, it was designated as a National Center of Academic Excellence in Information Assurance and Cyber Defense Education by the National Security Agency and the U.S. Department of Homeland Security. It's also a magnet for underrepresented STEM students. According to center director Tony Coulson, the center is one of the most diverse programs in the nation: 50 percent of its students are Hispanic and 43 percent are female, a number that typically hovers around 12 percent.

"CSUSB programs have a very multidisciplinary flair," said Coulson. "We're trying to educate people for ideas, technologies and jobs that don't quite exist — they're still on the forefront. Between entrepreneurship and our program, we're not only teaching people to have a spirit of innovation, but use that innovation to create interdisciplinary solutions that reflect what the world needs today, as opposed to what

the world needed 40 years ago.

"For example, we've had physics students who have gone through the entrepreneurship program and the tech transfer network to land in our world-class cyber security [program], then go on to become highly desirable candidates for employment," Coulson added. "Whether they start their own consulting companies or go on to work for the government, our graduates are very sought after. They have a diversity of skills needed to create awesome things and get great jobs."

Clearly, the high rate of graduate placement speaks for itself. According to Coulson, more than 30 percent of graduates from CSUSB's Cyber Security program work in permanent positions for the U.S. government, including the Department of Defense, Department of Justice and the Department of Homeland Security, while industry, high-tech companies and retail hire the rest of these in-demand graduates. ●

# A wall of common purpose



## Vision trumps division in a prison gym

The big idea to create a mural inside the prison began with a small request from the warden: Can you teach some art classes? Teach they did. After eight months of hard work, inmates at the California Institution for Men in Chino, along with students from Cal State San Bernardino, recently completed the 7-foot-high, 45-foot-wide mural — about the width of half a basketball court and painted on one wall of the prison gym.

The work depicts a forest enveloped in a nighttime fire, shifts to regrowth with dawn, and finally into a rich forest, full of sun and color and in full bloom.

The project was part of the Community-based Art Program offered through the art department at CSUSB. A new and growing initiative, the pro-

gram is staffed by university students who conduct art classes at several inland region sites that otherwise would never have access to art, says Annie Buckley, the CSUSB assistant professor of visual studies who initiated and oversees the program.

In an article she wrote for the Los Angeles Review of Books, Buckley says, “The university students learn about the ways that social, cultural, and economic factors impact access to art, including examining who studies it — most schools in wealthy neighborhoods, for example, have thriving art programs while the vast majority of public schools, particularly those in urban neighborhoods and inner cities, do not ....”

Bee Wilkie, a university M.F.A. student

who began teaching an art history and critique seminar at CIM during the spring 2014 quarter, encouraged participants to “liberate” themselves from their situation.

Focusing on art can be a positive experience, he says. “In our minds, we’re all equally free or trapped. It’s just a matter of perspective,” he adds. “I was just trying to motivate them.”

With so much time on their hands, many CIM inmates had already become artists in their own right, Buckley says, “creating powerful imagery with whatever materials they had on hand, including a detailed ink drawing on a plastic drinking cup and an inspiring self-portrait, based on the photo on a prison-issue ID, surrounded by Chinese characters for life, strength, and wisdom.”

CSUSB art student Cesia Ortiz (on right in black) taught printmaking and was one of several university interns who worked with CIM inmates on the unusual mural project. On Dec. 12, the project gave rise to an unusual event when outside guests were invited to the prison grounds for an exhibition reception.

The inmates capture imagery, adds Buckley, in the most photorealistic ways, detail so exquisite that her descriptions of the inmates’ artwork, as well as descriptions from Wilke and Nancy Stevens, who graduated from CSUSB in June with degrees in studio art and art education, sound more like movie reviews. “Amazing,” “very, very impressive,” “stunning,” “beautiful.”

But the inmates at the Chino prison have not just been producing a beautiful painting. Nor have they been trying to make some sort of statement to the world. The project has made a difference in their own world. While they painted on the gymnasium wall, they also brushed back heavy divides.

One of the inmates not involved in the project approached Buckley one day.

He told her, she recalls, “You know, I’ve been kind of here just seeing the program ever since you guys first came a year-and-a-half ago, and what really stands out to me is the way that there’s a conversation and the connections

that are happening. ... You know, out there in the yard and in their cells inside there’s just frustration and strife. There are a lot of problems, and most of these men wouldn’t even be talking to each other out there.”

Prison culture brooks no socializing among groups. That’s how the yard politics works. But in the gym, the mural and freestanding tables that have served as classrooms for art and creative writing classes have become common space, where the inmates collaborate with each other, where students are teachers and inmates are artists. At CIM, Buckley and student interns discussed the mural concept with the men before they ever began. Everyone worked together throughout the project.

In fact, says Buckley, collaboration is a cornerstone in the Community-based Art Program.

“All the classes, projects, and workshops are born of the needs and interests of the site and the participating students, equally.”

When inmates requested writing, Buckley adds, CBAP found Price Hall, a Cal State San Bernardino M.F.A. student and poet, who has been leading a creative writing workshop since last spring.

Stevens and one of the inmates, Stan Hunter, who has as much or more experience than her in painting murals, were the lead artists on the mural, guiding the overall production, and coordinated her drawing class lessons with the lessons he taught in painting. When he needed her expertise, she painted with the students to demonstrate a point he was making.

Throughout the project, no particular slogan or vision statement guided the inmates’ work, says Stevens. They simply wanted the mural to tell a story. But, she adds, “If I were looking at it and I knew the story, I would say, ‘life finds a way.’” ●



In keeping with the idea of transformation, the men at CIM were united in their belief that the mural scene should move from the fires of night to the full sun of day, rather than the other way around.

All images courtesy of the CSUSB Community-based Art Program at the California Institution for Men; Photographs by Andrew K. Thompson.

# Building Business Success

## CSUSB's Inland Empire Center for Entrepreneurship Is a Catalyst for Growth in the Region

By Julie Bos

Long before most Fortune 500 companies ever became global powerhouses, they likely started with one thing — an entrepreneur with a good idea.

Today, the spirit of entrepreneurship is alive and well throughout America. It's also very much alive at Cal State San Bernardino, where a variety of resources are helping to build future leaders and paving the way for business success.

"Often times, people have a lot of passion and enthusiasm to start a business — and they're even willing to take the risk — but what they lack is the knowledge, skills and business savvy to make it work successfully," said Mike Stull, professor of entrepreneurship at CSUSB as well as the university's director for the

Inland Empire Center for Entrepreneurship (IECE). "As a result, many of them fail or learn it's a lot harder than they realized."

That's where the IECE comes in. A variety of education programs helps prepare undergraduate and graduate students for the experience of creating and running a business, ultimately increasing their odds of success. At the same time, there's a whole group of people in the local community who don't necessarily want a degree, but they're in business for themselves and need some assistance. So the IECE also offers a number of programs to help the community through business training and counseling.

"We really do exist to support and promote entrepreneurship — both on campus and in the community," said Stull.

### *Student Resources Focus on Entrepreneurial Skills*

For students, the IECE program offers experiential learning — both in the classroom and out of it. Beyond having access to internships, students can join a fast-pitch competition, where



Photography by Robert Whitehead and Corinne McCurdy

## Success is no accident

Unlike many CSUSB students, Lucy Gallardo already owned a business before she graduated with a degree in entrepreneurship. Yet the knowledge she gained through her coursework — as well as the resources available through the Inland Empire Women's Business Center (IEWBC) — have all helped her accelerate her business growth and fuel major progress.

Lucy's business started as a simple auto detail shop, which she bought from a friend eight years ago. Thanks to the help of many IEWBC resources, she has grown the company into what it is today — a full auto collision facility she now runs with her husband. The company offers auto body work, custom paint, detail and collision repair, as well as custom work for motorcycles.

"I was still a student when I started taking classes at the Inland Empire Women's Business Center," said Lucy, a Riverside resident. "I learned to create a business plan and a marketing plan, and then started learning QuickBooks. Best yet, through that organization I connected with a business attorney who helped me transition from being a sole proprietor to a corporation. The IEWBC helped me more than you could imagine."

Not surprisingly, Lucy's business success has not gone unnoticed. Before she graduated in 2008, she was selected to represent CSUSB at the California Region Global Student Entrepreneur Award competition, where she took third place among 60 participants. In 2012, she also represented CSUSB well by winning first place in the university's Spirit of the Entrepreneur competition, which recognizes top businesses in San Bernardino and Riverside counties. She won in the family-owned business category. All in all, Lucy's business is a shining example of entrepreneurship knowledge in motion. ●

they practice “selling” their business idea to potential investors. They can also enjoy a wide range of events, such as the on-campus “Lunch with an Entrepreneur” events, or the off-campus dinners with a local entrepreneur at his or her facility. Each year, 50-60 students are also invited to the Spirit of the Entrepreneur Awards, a black-tie event that recognizes the best entrepreneurs in the region. Each of these events gives students opportunities to meet local business leaders, hear their stories, learn valuable lessons and make local connections.

Students who have well-developed business plans may even get invited to join the IECE’s new Student Accelerator Program, an on-campus resource that provides temporary office space and mentoring support during a business launch. In addition, the IECE delivers innovative specialty educa-

tion programs like the Integrated Technology Transfer Network, which trains minority science students from across the nation to become technology innovators and entrepreneurial leaders of the future.

“Whether someone is an undergrad or an M.B.A. student who has to actually start a business in the program, there are tons of things happening both in the classroom and outside the classroom that immerse them in the entrepreneurial experience,” said Stull.

#### *Community Resources Provide Expert Guidance*

Of course, the IECE also exists to provide valuable resources for non-students — people in the community who could use some business education and support.

Local businesses can work with the Inland Empire Women’s Business Center, the Coachella Valley Women’s Business Center, the Family Business Partnership, Inland Empire Small Business Development Center or any number of CSUSB student consulting and project teams to take their business to the next level.

Not surprisingly, the IECE has had a huge impact since it opened in 2002.

In the last 12 years, the IECE has provided assistance to more than 54,000 individuals and local businesses. The net result has been the creation of more than 2,000 local jobs and more than \$97 million of economic impact in the Inland Empire — through increased sales, increased profits and access to capital loans.

“That’s big value for a region that was hit hard by

the recession and is still trying to come back,” said Stull. “We’re working hard for people who have the dream of starting or growing a business and aren’t always equipped to do it themselves.” A handful of women’s business centers are, collectively, one huge benefit to the community. The IEWBC has full-time offices in Riverside and San Bernardino, plus a part-time office in Corona; and the CVWBC has a full-time office in Palm Desert. Together, these resources offer training throughout the two-county region.

“Our mission is to counsel, teach, encourage and inspire women business owners at every stage of development and expansion,” said Michelle Skiljan, a CSUSB alumna and executive director of the Women’s Business Center program. “Our services are open to anyone, but our focus is primarily



## Thinking on Their Feet

America has fallen in love with the hit TV show “Shark Tank,” where aspiring entrepreneurs make business presentations to a panel of potential investors. Yet this process is nothing new to CSUSB’s Inland Empire Center for Entrepreneurship, which hosts a similar student competition every year.

It’s called the Garner Holt Productions Student Fast Pitch Competition, named after the founder of the world’s largest designer and manufacturer of animatronics, show action equipment and special effects for theme parks, museums, and shopping and dining locations around the world.

The annual competition gives CSUSB students an opportunity to jump-start their entrepreneurial dreams by presenting their proposed business venture to a panel of investors and Southern California entrepreneurs. The competition consists of up to 15 student entrepreneurs, selected from a

field of more than 75 entries. Each 90-second pitch is judged for the quality of the presentation and its investment potential. Winners split \$7,000 in cash (\$4,000 for first place, \$2,000 for second and \$1,000 for third place).

“This competition is near and dear to my heart because it was really a fast pitch that got me my first big break,” said Garner Holt, a local product whose studios are based in San Bernardino. “Back in the ‘80s, I had always dreamed about working for a major theme park, but I didn’t have any theme park experience or connections at that point. I finally met someone who introduced me to the chairman of the board for MGM Grand, which at the time was building a theme park in Las Vegas called MGM Grand Adventures.

“So here I was, just a kid, thrust in front of this chairman of the board and I had only 10 minutes to convince him to use me to provide animation for a big ride at the park,” he added. “I gave him my best pitch and it worked. He ended up using us and it was the first big theme park job I had. And today we’re the primary provider of theme park animation worldwide — working with clients like Disney, Universal, Knott’s and more — so it proved to be my first big break. That’s why I know fast pitching is such a valuable skill.” ●





# Young programmers

When Patrick Person started his M.B.A. program in entrepreneurship at CSUSB, his first class assignment was to start a business — and he wasn't quite sure what to do. Ironically, his four-year-old son announced that he wanted to become a computer programmer, which had Patrick stumped.

"I went to the library and did some internet searches but couldn't find any computer programming resources geared toward young children," he said. "That's when I had the idea to teach kids how to do computer programming, and that's where the idea for my company, Kids That Code, was born. Our vision is to teach computer programming, game design and mobile app creation to children in grades K-8."

That first class assignment led to the Fast Pitch Competition, where Patrick's business idea scored in the top 5. After further mentoring from CSUSB instructors, Patrick went on to compete with 28 other universities in the annual California Dreaming Business Plan Competition, where he placed in the top 10.

"After that, we started testing the program in local San Bernardino schools," said Patrick. "We gained more and more notoriety, and parents and schools began asking if we could bring the program to their schools."

Today, a year-and-a-half later, Kids That Code is a business idea that has come full circle. The company was the first to be invited into the university's new Student Accelerator Program on campus, where entrepreneurship mentors can assist with a successful business launch.

"Our plan is franchise an online program nationally," said Patrick, who graduates with a dual M.B.A. in entrepreneurship and marketing next year. "This program will teach instructors how to teach kids to program computers and make games. By making the program available online, we can expand our business while making the program available to schools everywhere — far beyond San Bernardino." ●

entrepreneurship and marketing next year. "This program will teach instructors how to teach kids to program computers and make games. By making the program available online, we can expand our business while making the program available to schools everywhere — far beyond San Bernardino." ●



women — startups as well as existing businesses — and many low-to-moderate income people. They don't always have the support system that encourages them to move forward as an entrepreneur. We can serve that role, as well as provide the accountability and knowledge they need to start, grow and successfully run a business.

"Most individuals start a business because they have expertise and passion in a certain area; but that doesn't mean they're good at being a good business administrator," she said. "We teach the ABCs of starting your own business, as well as marketing basics, how to use QuickBooks, how to write a business plan and how to implement those business plans. Some people need loans, others need help evaluating cash flow, and we can help them implement plans for both. We do our best to make ourselves accessible to the Inland Empire community."

Since the first Women's Business Center launched in 2003, it has counseled more than 3,300 clients and trained more than 38,000 workshop attendees. Collectively, both centers have had more than a \$16 million economic impact on the community.

## Making a Difference in the Inland Empire

All in all, the IECE is making a dramatic impact on the area — and the growth of CSUSB's entrepreneurship program validates its appeal to a new generation.

According to Stull, "When I got here in 2002, we had about 15-18 students studying entrepreneur-

ship, and today we have about 300 students, between our bachelor's and master's and our minor degree program. So we've seen a pretty dramatic increase."

Stull is even more excited about where the IECE is headed. His team is in the process of starting a Student Accelerator Program, where mentors can nurture student businesses on campus and give them access to office space and equipment.

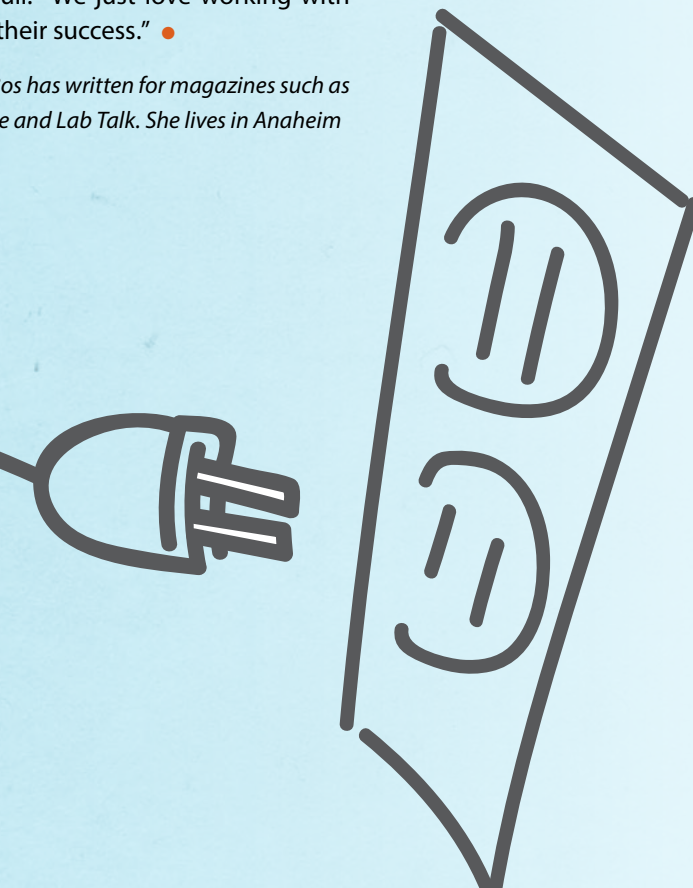
"We're doing a soft opening this fall with one student venture we've been mentoring for the last year [see sidebar], then we plan to open it up to the whole campus through a startup competition," he said. "We'd like to get a handful of companies that we can start nurturing, so they can spin off into the community and do good things."

The IECE is also in the process of creating a better way to track and survey student successes, not only while they're in the program, but also after they leave.

"We're always looking for new ways to impact people's lives, change their business trajectory and help people in the community — that's really why we're here," said Stull. "We just love working with people and seeing their success." ●

*Freelance writer Julie Bos has written for magazines such as Toastmaster, Workforce and Lab Talk. She lives in Anaheim Hills, Calif.*

*"We're always looking for new ways to impact people's lives ..."*



# A good read



*A book draws in a student during a book giveaway sponsored by CSUSB's Watson and Associates Literacy Center and the Molina Foundation.*

*The university's efforts to promote literacy are growing, and so is the confidence of young readers*

*By Carmen Murillo-Moyeda*

As the Watson and Associates Literacy Center celebrated its 10th anniversary in June, Catherine Terrell, the center's director, finalized an agreement with Holcomb Elementary School in San Bernardino to provide literacy tutors to its students in second through sixth grade.

"What's been great about expanding our services into the community is serving children who would otherwise be unable to receive tutoring," said Terrell. "In addition, we are fostering college-going behaviors and increasing the positive presence of the university in the community."

Now four CSUSB student tutors take their show on the road to Holcomb, each assigned to four tutees, four days a week, one hour each day.

"We've been actively reaching out to schools in the community since I arrived in January 2013," said Terrell. "It's been a bit challenging because it does require a commitment of extra time for the schools' teachers."

Brandon Marquez, a CSUSB musical theater major and tutor who has worked at the literacy center since 2013, said that he's learned a lot from the children. "They teach me," Marquez said.

"As I've worked with these children, I've observed that each child develops a passion for a particular author's style that they respond to," said Marquez, who attributes his volunteerism in the community to his family environment. "When they find a writer they can relate to, the children adopt that style of grammar, structure and syntax in their own writing.

"In turn, the children become bolder in their writing and take more risks, thus building self-confidence. The results

are reflected in their improved grades."

Founded in 2004, the Watson and Associates Literacy Center was named in honor of James and Judy Watson, of Watson and Associates, for their generosity in establishing the center with a \$1 million contribution. Now, the couple has pledged to match donations up to \$25,000.

The center was created to assist students in grades kindergarten through 12 in improving their listening, speaking, reading and writing skills, and offers one-to-one tutoring services to children who are not meeting grade level proficiency in literacy.

For James Watson, president and chief executive officer of Watson and Associates, literacy has a personal note. He entered the fourth grade with poor reading skills, but with the help of a very dedicated teacher, greatly improved those skills within a month. Watson still considers that class the most significant he has ever taken, including college.

Earlier this fall, the CSUSB College of Education and the Watson and Associates Literacy Center collaborated with the Molina Foundation to reduce illiteracy in San Bernardino and Riverside counties through a book giveaway, donating nearly 2,000 free books valued at more than \$15,000, at Grand Terrace Elementary and Hoover Elementary in Indio. The Molina Foundation's generous donation helps schools, community and civic organizations that serve children from low income or at-risk families.

The Reading Challenge that the literacy center has initiated, Terrell explained, invites children to read four books that are current models in the Common Core Standards. These standards, which are more complex, expect

children to read at more difficult levels than previous standards. When they accomplish reading the four texts, the children receive a book from those donated by the Molina Foundation.

Joanna Salazar, CSUSB tutor and psychology major, said that the most rewarding aspect about tutoring at the literacy center is when she helps the student achieve his or her goal. The San Bernardino resident, who's been tutoring at the center since January 2013, cited a case with a special education high school senior with whom Salazar had been working for about a year.

This past summer, the student not only completed the literacy center's program, but graduated high school as well. The teen and her mother were so excited and grateful for the tutoring, which helped her accomplish graduation.

Salazar, who wants to work as an educational counselor after completing her degree, said the experience has really helped her become more confident in her own abilities. She sees an added benefit to being bilingual, as she is able to converse in Spanish with the children's parents and as a result, has gained their trust.

"I feel privileged to study at this university and to be working at the center," said Salazar, who is the first in her family to attend college. ●



# A New Era, A New Beginning

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# Riding Hope

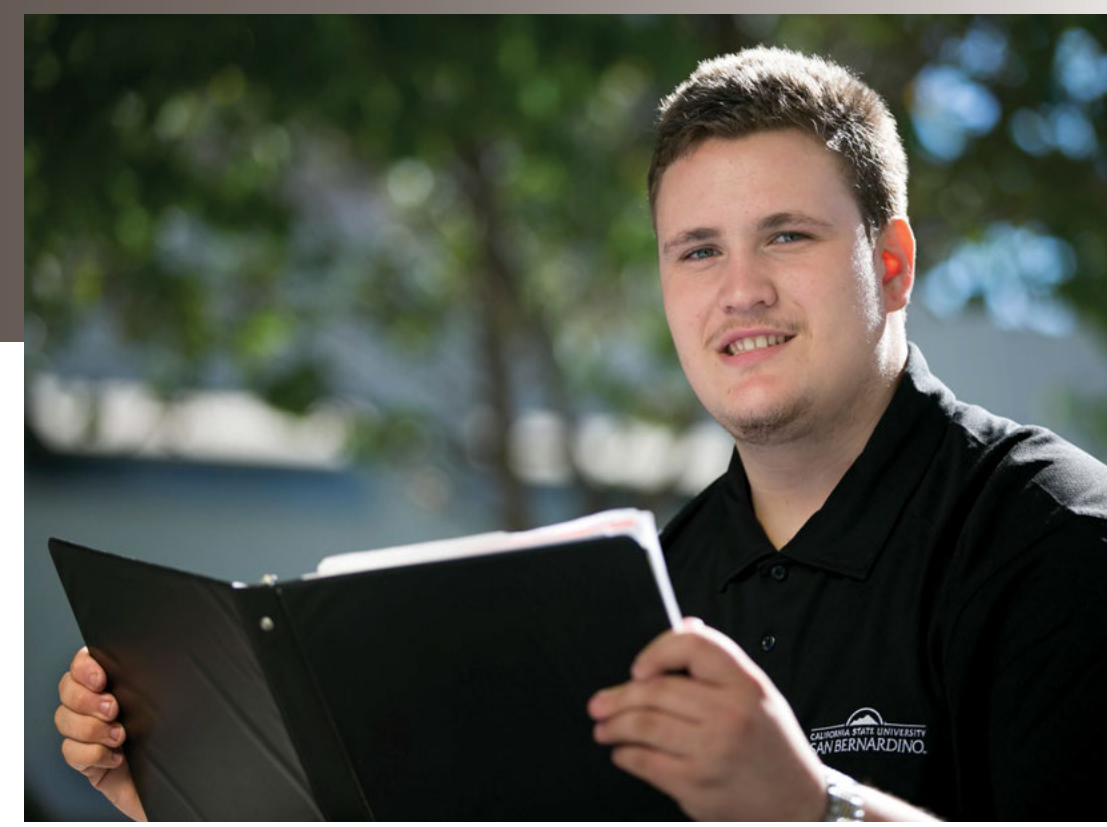
EOP Renaissance  
Scholars Program  
provides new  
beginnings for  
foster youth

By Alan Llavore

When John Devine was a child, his mother shared with him her dream that he would be the first in his family to go to college, earn his degree, work in a career that he loved and raise a family.

Now, with his June 2015 graduation in sight, a good portion of that dream is about to be a reality. Yet achieving it has been a difficult journey. When he was 12, his mother and grandmother, who both had raised him, died. With no other family able to take him in, he was placed in foster care, which meant four different foster families in six years.

And once he reached the age of 18, John "aged out" of the foster care system — no family was required to care for him — which left him with no safety



net and a seemingly bleak future. A 2007 report by the Children's Advocacy Institute at the University of San Diego School of Law found that 65 percent of all foster youth had no home after aging out, 51 percent were unemployed, and only 20 percent who completed high school even attempted going to

college, compared to 60 percent of their peers. The same report said 1 to 3 percent of former foster youth went on to earn a college degree.

Still, there was his mother's dream — and that drove John. "If I didn't do well in high school, I wouldn't be able to attend college and take advantage of the



*“We’ve been through situations other people don’t experience. And through that we’ve definitely persevered.”*



financial aid available, making me a high risk for homelessness,” John says.

After graduating from San Jacinto High School as an honor student, John was accepted to Cal State San Bernardino through the Educational Opportunity Program. The EOP program provides comprehensive support services to current and former foster youths. Many of them do not have the support behind them to guide them through the college application process, much less through their years as they work toward a degree.

It’s now called the EOP Renaissance Scholars Program — its students chose the new name — because the program offers them a chance at a new beginning. Current and former foster youth receive assistance in the admissions process, and once enrolled, financial aid and guidance, as well as academic advising that involves progress reports. Each student is also assigned a mentor who is an upper classman. The program encourages the student to get involved in university life, as well as preparation for life after graduation from CSUSB.

As of the 2014 fall quarter, 53 students were EOP Renaissance Scholars at CSUSB, and since the program was established in 2003, it has had 43 of its students graduate. One of them is Brandon Miller, who earned his degree in kinesiology in 2013. Now a graduate student in kinesiology at the University of Las Vegas, Nevada, he hopes

to eventually obtain a doctorate and teach at a university.

“Foster youth have a lot of potential, and a lot of us are grateful for the opportunity to attend college,” Brandon says. “We’ve been through situations other people don’t experience. And through that we’ve definitely persevered.”

As John navigated through his college years at CSUSB, the EOP staff, which includes program director Veronica Amerson and foster youth coordinator Michael Edwards, guided and supported him and his fellow students, all the while holding them to high expectations. It was the kind of structure John welcomed. “They set the bar high because they want us all to do well,” he says. “The expectations are needed so that we can move on to the next level.”

John’s next level, after he receives his bachelor’s degree in sociology and certificates in social services and gerontology, is graduate school, most likely at CSUSB. Inspired by his mother’s dream, his own drive and the help of the EOP Renaissance Scholars Program, he says he looks forward to a career of helping others.

Looking back when he first arrived at CSUSB, John says, “I thought I was going to be in worse shape, honestly. I didn’t believe that opportunities opened up doors.” And now, “I’m happy I’m this transformed person. If it wasn’t for the EOP Renaissance Scholars Program, to begin with, I wouldn’t have had the opportunities. Now I want to be an advocate for foster youth whenever I can.” ●

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*An athlete takes a swing during CSUSB's Eighth Annual Disability Sports Festival in October.*

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Incoming CSUSB freshmen get familiar with the campus during a SOAR session.

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Orlando Reynolds  
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Victoria A. Seitz  
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We are committed to accuracy in our Honor Roll listings. Should you find an error, please contact us so we can make the appropriate corrections. Thank you.



The 2014 CSUSB women's soccer team finished with a school-record 14-4-1 season.

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f Faculty – Staff † CSUSB Retiree ✘ Deceased

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# calendar

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California State University, San Bernardino offers a variety of arts and entertainment events throughout the year. It may be best to confirm an event at the number listed.

## Music

Music.csusb.edu. 909.537.7516  
 (All shows in Performing Arts Recital Hall unless otherwise indicated)

**Distinguished Artist Series** featuring Patrick Morganelli performing music of the American film industry. Feb. 10, noon. Free.

**"Caliente!" Latin jazz and salsa.** Feb. 12, 7:30 p.m. CSUSB Santos Manuel Student Union.

**Small Ensembles Night.** March 2, 7:30 p.m.

**Music Tuesdays.** March 3, 7:30 p.m. Free.

**CSUSB Jazz Combo.** March 4, 7:30 p.m.

**CSUSB Vocal Jazz.** March 6, 7:30 p.m.

**Opera Preview.** March 11, 7:30 p.m.

**Student/Faculty Showcase.** March 12, 7:30 p.m.

**CSUSB Chamber Winds with CSUSB Symphonic Band.** March 16, 7:30 p.m.

**Winter Choral Concert.** March 17, 7:30 p.m.

**CSUSB Chamber Orchestra.** March 19, 7:30 p.m.

**CSUSB Keyboard Studies Program.** "French Elegance and Refinement." Music of French composers. March 20, 7:30 p.m.

**Little Giant Chamber Orchestra.** March 22, 7:30 p.m.

**Student Chamber Concert.** March 23, 7:30 p.m.

## Theatre

Theatre.csusb.edu. 909.537.5884

**"Black Butterfly," by Luis Alfaro.** This trip through the teenage psyche explores the complex world of five girls growing up in East L.A. The play is based on their writing from the seventh grade through high school, expertly put together into a series of poems, monologues, music and dramatic scenes filled with adolescent angst, humor, American slang, Spanish and Spanglish. Performing Arts Recital Hall. Jan. 23 - 25, 2015.

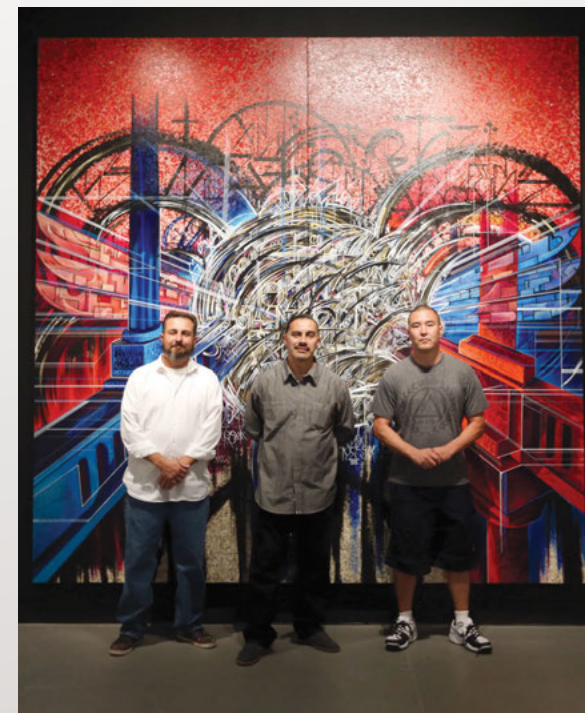


By Theresa Rebeck

**"Family of Mann," by Theresa Rebeck.** Belinda realizes it's a man's world when she scores her dream job as a writer for a sitcom starring Hollywood royalty. But once the pressures of working in an ego-driven, testosterone filled writers' room sets in, the truth behind the "City of Angels" begins to reveal itself to her. Or she's just losing her mind. Production features language and themes of adult nature; not intended for young audiences. Barnes Theatre. March 13 - 22, 2015.

## Art Exhibit

Raffma.csusb.edu. 909.537.7373



**"Bridging Homeboy Industries: Fabian Debora, Alex Kizu and Juan Carlos Munoz Hernandez."** Through Jan. 31, 2015. Painting, sculpture and collaborative work by artists who share roots in East L.A. neighborhood of Boyle Heights. Free. Suggested donation \$5. Parking \$5. Museum hours: Mon.-Wed. and Sat. 10 a.m.-5 p.m., Thurs. 11 a.m.-7 p.m.; closed Fri. and Sun.

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