

# CSUSB

MAGAZINE

**Jack H. Brown brings  
new inspiration to business  
and public administration**

**inspiration**



News for Supporters of the University

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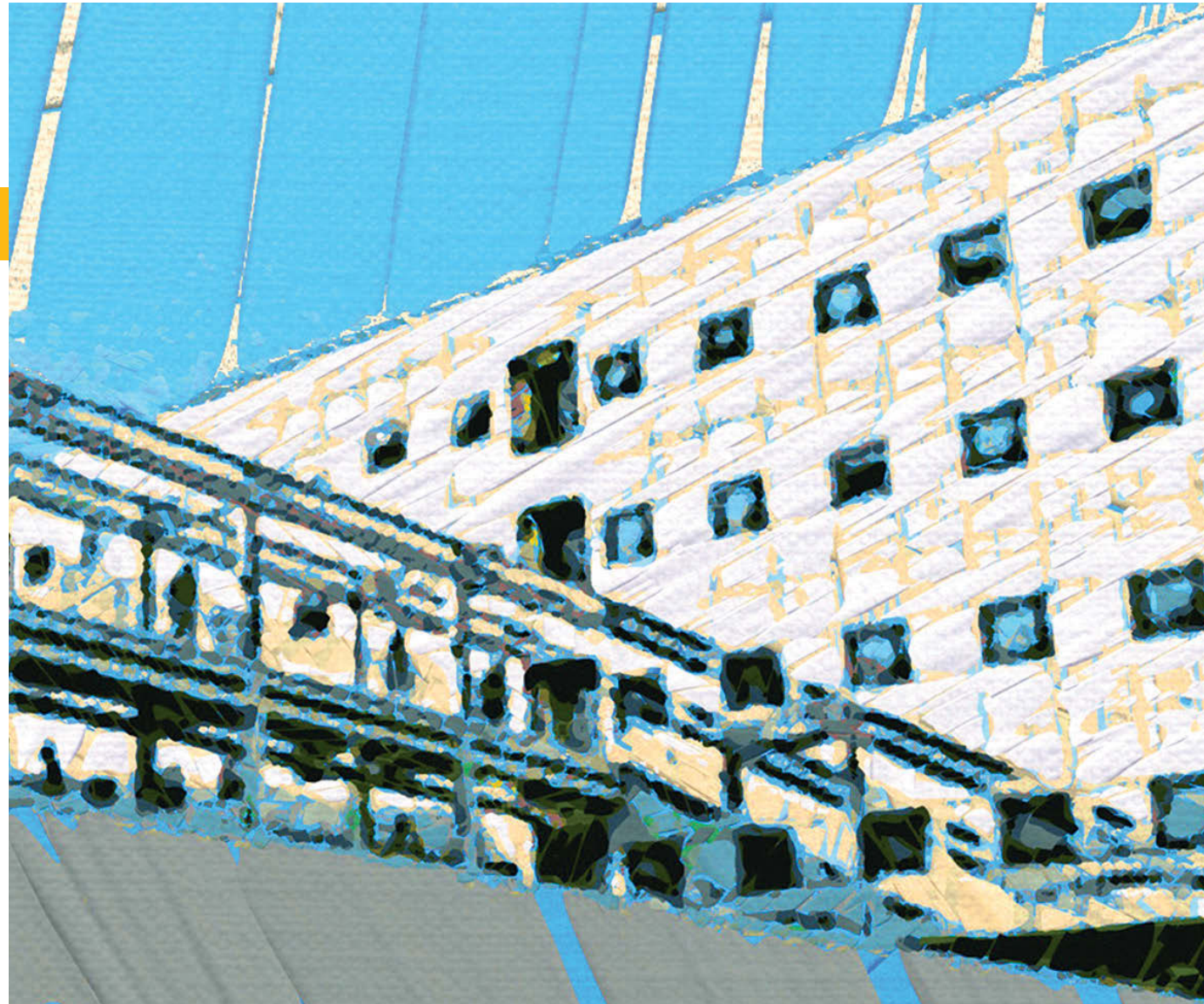
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# Shepherds of the *Dream*



Closest to their hearts have been the young lives that have faced the challenges of being a foster child. Mark and Lori Edwards have supported these at-risk youth through CSUSB's Renaissance Scholars Educational Opportunity Program. Over the last nine years, they have donated funds and gifts, and provided rich cultural experiences that have inspired more than 60 foster youth through the program. Their own inspiration has been their son. He was in foster care before Mark, a local attorney, adopted him. Mark and Lori, the director of nursing at a Flagstaff, Ariz., community college, believe college eludes most foster youth because they have no support. And so the Edwards give. This June, they received CSUSB bestowed honorary doctorates of humane letters, not only for opening the doors to college for these young minds, but, in Mark's case, for work as vice president of the CSUSB Philanthropic Foundation Board. And for both Mark and Lori, in recognition of their work with such organizations as the San Bernardino Symphony Orchestra, Central City Lutheran Mission, Highland Senior Center, the Business Development Association of the Inland Empire, San Bernardino Convention and Visitors Bureau, the Flagstaff Family Food Center and the First Presbyterian Church of San Bernardino. ●

## Tweet rewards

Whether you do or don't support Donald Trump, he's been remarkably deft at wielding a mean Twitter feed since opening his run for president of the United States. Twitter has been a key social networking tool he's used to reinforce his strong



Joshua Adamson

position heading into the GOP convention and presidential election cycles. Meanwhile, at a convention of another kind, Trump's tweets have contributed to the sweet stuff of research and reward.

“Such political communication vis-à-vis social media is something that I hope to continue to study and research in the future,” said Joshua Adamson, a Cal State San Bernardino communication studies major.

This past February, he won the very competitive Undergraduate Scholars Research Conference category at the 13th annual Western States Communication Association in San Diego. Adamson presented his solo-authored paper, “Twitter Privacy: Determinants of Sharing Behavior on Twitter,” earning a silver award. “Learning that my paper had been cho-

sen for presentation of my research was already an incredibly important accomplishment for me,” said the Murrieta resident, who capped off his conference experience with the top award.

Trump's sharing behavior determinants weren't the sole inspiration for Adamson's interest in Twitter, however. Twitter is what, up until recently, he says, has been his social media outlet of choice.

“Twitter just seemed more useful than alternative platforms like Facebook, Instagram or Tumblr because of the level of direct interaction that Twitter facilitates between its users.”

One of his findings also cut against the grain of some commonly held beliefs.

“Without a doubt, the biggest surprise to me in my research was that users' biological sex has no effect on their sharing behavior. There is considerable extant scholarship that indicates that women are,

one, more concerned about their privacy than men, and, two, less likely to engage in self-disclosure on the Internet than men.” His research, he says, didn't support that view. ●



## Knightsfall

On a May day, against blue sky with a smattering of clouds, the U.S. Army's Golden Knights floated down, landing among the hundreds of yellow ribbons pinned to trees. All of this on Armed Forces Day, a reminder of those serving in the U.S. military who help keep the nation free and strong. Community members from on and off campus came to CSUSB to honor them. In California, 18,000 women and men serve in the armed forces, stationed in more than 100 nations around the world. ●

# Taking a lead



CSUSB President Tomás Morales (center left) welcomed HACU President Antonio Flores (center right) and attendees to the university in April, when HACU held a panel discussion on "Cradle to Career in San Bernardino." Morales is chair of the national organization's governing board.

Every time Tomás Morales works with area school districts to increase high school graduation rates, encourages high schoolers to dream the college dream, or meets and mingles with students now at Cal State San Bernardino, he's pushing a population in a region with one of the highest percentages of Latino youngsters in America.

Morales began his tenure as president at CSUSB in 2012. He said from the out-

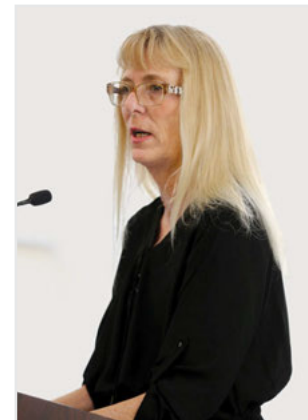
set that it "was all about the students." Still, four years later, it's clear that Morales himself has become one of the nation's major Latino educators.

In July, Latino Leaders Magazine named Morales one of "The 2016 101 Most Influential Latinos. It put him in the company of movers such as California Congressman Xavier Becerra, entrepreneur, producer and author Nely Galan and U.S. Treasurer Rosie Rios. Septem-

ber brought two more accolades with the Ohtli Award, Mexico's highest honor for a civilian outside the country; and the Hispanic Association of Colleges and Universities honored him with its President's Award for Excellence, recognizing all he has done over his more than 40-year career to foster Hispanic higher education success. ●

## Top profs

Cal State San Bernardino shines the brightest light on its teachers when it surprises winners of the university's most coveted faculty honors. This year, CSUSB President Tomás Morales presented awards to four distinguished faculty for 2015-2016. The awards are based on faculty nomination letters and what their own students say about their professors. ●



*Cynthia Cotter*  
English lecturer  
Outstanding Lecturer

*Dany Doueiri*  
Arabic studies associate professor  
Golden Apple Award for Teaching



*Brian Janiskee*  
Political science professor  
Outstanding Professor Award

*Jim Usher*  
Physics professor  
Outstanding Scholarship, Research and Creative Activities



## The achievement gap



At the Cal State San Bernardino Palm Desert Campus's Equity in Education Conference, the aim for teachers, parents and students from three Coachella Valley school districts and the San Jacinto Unified School District was as straightforward as they come: Influence school officials on how they spend district money and on what programs.

Organized by educators and graduate students from CSUSB's educational administration program, the conference threw a bright light on the disparities in student achievement throughout the Coachella Valley.

Elementary, middle and high schools throughout the valley are measured every year with state-mandated tests. But many don't meet the achievement goals for all students. Schools that serve the largest population of low socioeconomic students are among the lowest achieving in the nation.

California test results show that the achievement gap is greater among students of color of lower socioeconomic status, said conference organizers. But research has also shown that pertinent programs, especially those designed to provide support for students of color and low socioeconomic status, have been the most effective in closing this achievement gap. Local school teachers are now drawing attention to the educational practices that promote fairness for all students regardless of gender, socioeconomic status, or ethnic origin. ●

# Historic gift Lasting impact

Jack H. Brown's \$10 million donation to CBPA is more than a name changer



By Charles Bentley

In a fast-paced society where today's biggest news often fades into obscurity in a matter of moments, it can be difficult to grasp the impact of a single act. Yet last June, longtime Cal State San Bernardino supporter and nationally

acclaimed business leader Jack H. Brown made a \$10 million gift to the university's College of Business and Public Administration that can best be described as transformational.

To be sure, the change took place relatively quickly. On July 19, the

California State University board of trustees approved CSUSB's proposal to rename its business school the Jack H. Brown College of Business and Public Administration.

The gift – by far the largest single cash gift in university history – was given with

no restrictions on how CBPA can use it. The lone stipulation is that the principal remains untouched; only the interest earned from the invested sum is available for spending. Still, with an estimated annual return of approximately \$400,000, it provides a major boost to the college's budget.

"It's all up front; we don't have to wait for it. That's the extraordinary part, because these things usually are given over time or after someone passes away," says Lawrence Rose, dean of the newly renamed college. "The fact that it is pretty much totally flexible – he did not pick one program and say 'you must use it for this' – is special. We can use it for academic enrichment, for student scholarships, for anything related to our college strategic plan." The university's official announcement also mentioned such possible uses as attracting and retaining faculty, providing for new programs and supplementing research in perpetuity.

programs and supplementing research in perpetuity.

In his formal statement, Brown said, "I am extremely pleased to make this personal gift to Cal State San Bernardino to provide untold educational opportunities for many current and future College of Business and Public Administration students, especially those in my Stater

Bros. 'family,' at this great public university."

Brown, executive chair of Stater Bros. Markets, stepped down as CEO last January after 35 years leading what Forbes Magazine ranks as one of the nation's largest private companies. With nearly 18,000 employees, the grocery chain is the Inland Empire's leading private employer. Having grown up in San Bernardino, Brown wanted his gift to benefit the university and serve as a lasting investment in the region.

An immediate effect is the peace of mind the gift affords CBPA regarding its educational mission.

"If you take it as a whole," says Rose, "it gives us more stability, more ability to weather any storms. If there is an economic downturn, should the state and the governor cut down funding, we now have this as a solid foundation."

While the opportunity to help so many for a prolonged period of time is certainly significant, it will take time to decide exactly where to use the money. CBPA will host a series of conversations with faculty, staff, various stakeholders and a select number of students to generate more ideas.

"The senior leadership team will make the decisions and prioritize," Rose says. "My guess is it will probably be at least a year as we discuss alternatives."

One possibility is to expand Jack Brown Hall, named in honor of a past contribution by Brown that aided original construction of the building in 1991. Adding new teaching space, upgrading technology and updating what is already in place would provide the college an opportunity to develop new degree programs.

Ultimately, the greatest impact of the Brown gift is not a direct result of the

Jack Brown



money, but rather the name associated with it.

"It is the fact that it's associated with success in the community. Jack Brown is a recognizable name that carries a lot of respect, and our college benefits from that association" says Rose, who clearly recalls his first face-to-face meeting with Brown. "I was very impressed with his demeanor, his presence, his feel for the community. Through it all I felt his being very real."

Because of the level of recognition that comes with being connected with a business leader who is also an icon within the local community, the lasting impact will be the positive influence it has on the college's image. Thanks to its accreditation by the Association to Advance Collegiate Schools of Business and many national rankings received over the years, CBPA enjoys a strong reputation throughout the country and around the globe.

The dean believes the college will transform how it is seen closer to home, too.

"I want us to be world famous inside the Inland Empire as well," says Rose, who expects both alumni and the community to enthusiastically embrace the change. "They are going to be proud to be associated with Jack Brown and what he stands for. The name Jack Brown carries a huge cachet within this region." ●

# Of Heroes and Sheroes



Class of 1967 graduates (from left to right) Joyce (Gates) Payne, Mary McCoy and Lois Carson pose with CSUSB President Tomas Morales during the 2016 Pioneer Breakfast.

## Four alumni from the inaugural graduating class take their seats in CSUSB history

When Debbie Zuniga got wind that one of her former teachers was among those being honored at the annual Cal State San Bernardino Pioneer Breakfast, she was absolutely bent on being there.

"Here I was on the west side, raised by my grandmother," said Debbie, remembering both her young school days in San Bernardino and Mary McCoy. "No one ever made it past high school then. I just remember she always said, she'd sit us all down to say, 'You can be whatever you want to be.' I never heard that. ... She's not just touched me. She's

touched a lot of people."

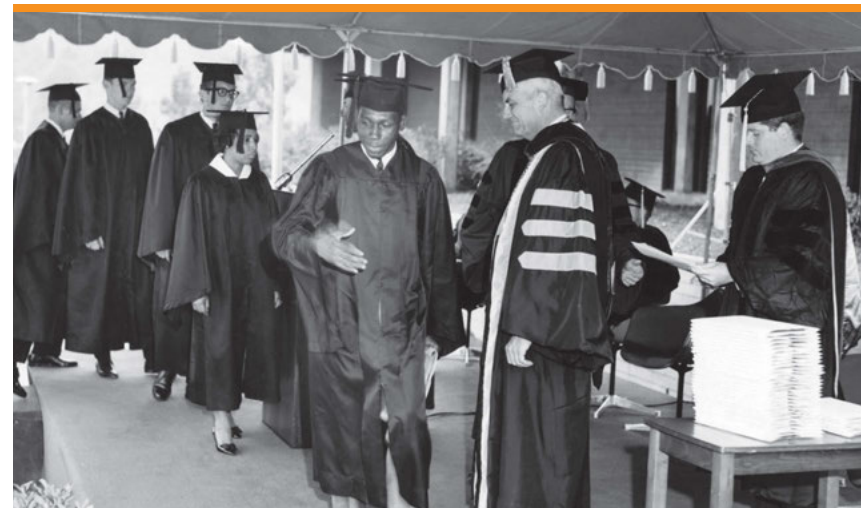
So it goes when you're a pioneer and one of Cal State San Bernardino's four African American students who graduated in CSUSB's first commencement in 1967. This past February, during the 50th year since the university's birth in 1965, the annual Pioneer Breakfast held by the Black Faculty, Staff and Student Association honored Mary, Joyce (Gates) Payne, Lois Carson and John McCoy, posthumously and no relation to Mary.

Mary's road to becoming an elementary school teacher in San Bernardino, and eventually a

principal, was full of stops and starts. Married and raising two young children, she knew it would take sharp focus to get through college. She graduated at age 32, and all these years later has the same advice for college students as she had for second-graders back in the day.

"If you have an idea, don't procrastinate. Do it. And don't let anybody tell you you can't. Because yes you can, and yes you will."

Lois Carson graduated as an older student and was raising children, too. Her parents knew she had always wanted to finish college. She'd already completed two years at Wilberforce University in Ohio and had taken classes at San Bernardino Valley College. "I think they probably thought that after I had had six children that wasn't going to happen. But it happened. And I was so pleased that they were able to see it, because I was the first of my siblings to finish college."



John McCoy and Mary McCoy (behind him), along with other graduates, are congratulated by then-California State College system Chancellor Glenn Dumke during the San Bernardino campus's first commencement, June 10, 1967.



Mary Jane McCoy, Lois Carson, Joyce (Gates) Payne and John McCoy.

All three women remember how small the brand spanking new Cal State San Bernardino was with just three single-story buildings, acres and acres of surrounding brush, active wildlife, and the wind. And they recall the tough academic requirements, which they hated, and later appreciated. They felt they'd come to a place where the education was as good as it comes. It was

that way for Joyce Payne, who went on to earn a master's at Boston State University.

Still, there's work to do.

"Although it is true that their graduating class of

1967 totaled just 59 students," said CSUSB President Tomás Morales at the opening of the Pioneer Breakfast, "it should disturb us that only four were African American. I would suggest that there is no better way to honor these four than by re-doubling our efforts to achieve real diversity and inclusion on this campus."

CSUSB honored several other more recent graduates at the event: alumni Jenise Bush, assistant principal at Dunn Elementary School in Rialto; John Futch, former director of the Santos Manuel Student Union Cross Cultural Center; Linvol Henry, professor emeritus in accounting; Taft Newman, Educational Oppor-

tunity Program director who passed away many years ago; and Nadine Chavez, a retired EOP director.

"What we have to do," John Futch said, "is that we, as African Americans, continue to make a minority that is stronger, more educated, more willing to take our place. We have a future."



John Futch

"But like I heard my friend James say about San Manuel," continued John, Futch speaking of former tribal leader and now San Bernardino County Supervisor James Ramos, "when everything else is gone, what do you have? You have your culture. And what our culture is began long before the Civil War." ●

# Home, sweet home



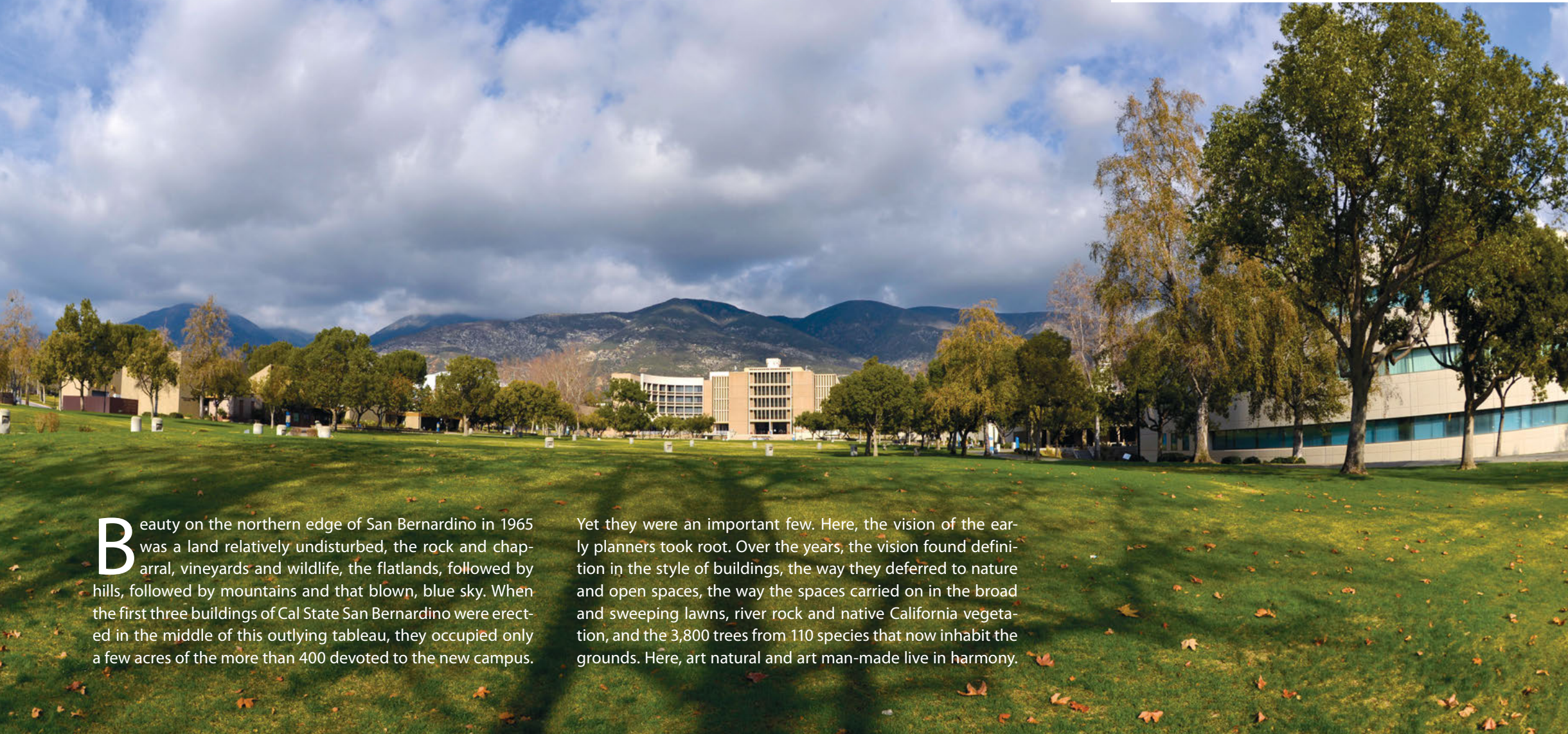
Homecoming is always special. For Cal State San Bernardino, last winter's event was extraordinary. It kicked off a weeklong celebration of events as part of the university's yearlong 50th anniversary observance. Students, alumni and their families lined walkways throughout campus for the parade of decorated carts, cars and music leading up to Coussoulis Arena in February. That's when more than 700 participants enjoyed food, live music by the Lifetime Rockers, a photo booth with props and kid-friendly activities that included a bounce house and face painting. Homecoming for the new 2016-2017 school year was held Oct. 17-22. ●

Photography by Robert Whitehead

See many more of the faces and events from the CSUSB Homecoming celebration at <http://csusb.zenfolio.com/homecoming> and click on "Slideshow" on the upper right side of the web page.



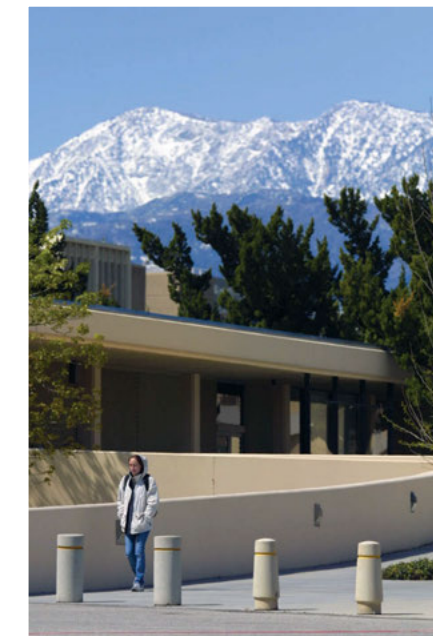
# Studies in shades of wow



Beauty on the northern edge of San Bernardino in 1965 was a land relatively undisturbed, the rock and chaparral, vineyards and wildlife, the flatlands, followed by hills, followed by mountains and that blown, blue sky. When the first three buildings of Cal State San Bernardino were erected in the middle of this outlying tableau, they occupied only a few acres of the more than 400 devoted to the new campus.

Yet they were an important few. Here, the vision of the early planners took root. Over the years, the vision found definition in the style of buildings, the way they deferred to nature and open spaces, the way the spaces carried on in the broad and sweeping lawns, river rock and native California vegetation, and the 3,800 trees from 110 species that now inhabit the grounds. Here, art natural and art man-made live in harmony.

*John M. Pfau Library (above). A 1960s view (inset black and white photo) of the San Bernardino Mountains rising above Sierra Hall and Chaparral Hall. Student union clock tower (top right). Yearly snows (right) that fall on the mountains provide perfect backdrop on university's northern border. Students walk along Camphor Way (above), stretching between Social and Behavioral Sciences Building and Jack Brown Hall.*







Santos Manuel Student Union (left-hand side of page). Student Recreation and Wellness Center (left). College of Education Building (below). Murillo Family Observatory on Badger Hill (bottom of page).



Students walk through the trees toward Serrano Village.

And if a student studies under the shade of an Afghan pine, a California sycamore, an ornamental pear, a leafy camphor or a giant sequoia, and the student does well, give a nod to the view. In the din of lectures, homework and cramming for tests, research has shown that “the outdoor environment is

as critical to success as the indoor,” says CSUSB facilities management director Jenny Sorenson. Beauty on campus seems an unheralded star, a quiet recruiter that never overtly figures into students’ decisions to come here for college. But how could it not? ●



# The unconquered

## INVICTUS GAMES ORLANDO 2016



Robert Brown, Nick Titman, Michael Kacer and Sean Venencia were proud medalists after their 4x100 meter relay. Team USA Head Coach Aaron Moffett (far left) and team track Coach Rodney Carson (far right) pose with them. Team USA (right) enters the arena during opening ceremonies for the 2016 Invictus Games.

*My head is bloody, but unbowed. ...  
I am the master of my fate;  
I am the captain of my soul.*

— From “Invictus,”  
by William Ernest Henley

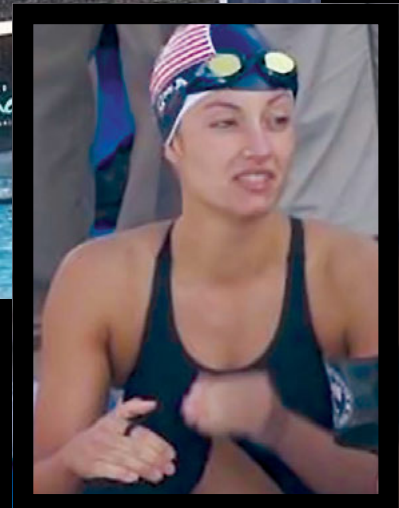
At the Invictus Games in Orlando, where Wounded Warriors did battle against all odds, there was no rank and file. Only captains locked in a match of wills and physical limits. But at this premier competition for disabled vets, they had a coach: Aaron Moffett, professor of kinesiology at CSUSB and the founder of the university’s DisAbility Sports Festival.

Moffett had been chosen to lead Team USA to the 2016 games. He knew what it took for these 115 American soldiers to serve their country, and what it took for them now as athletes to compete in Orlando. “It was so exhilarating.”

He had coached many of them over the last



Elizabeth Marks (above) is congratulated by Aaron Moffett following her women's 50m breaststroke victory in Orlando.



Marks gave one of her four gold medals back to Prince Harry of Great Britain to give to the England hospital that saved her life in London, where she had gone to compete in the inaugural Invictus Games in 2014. When she had arrived, she began to have trouble breathing and almost died. Tracy Collett (below), the assistant USA swim coach, and Moffett talk over the competition with Prince Harry at this year’s games.

several years, had seen their struggles, and he felt their accomplishments throughout the games. The U.S. won the overall medal count and grabbed gold in each of the team sports.

“I saw August O’Neil repel from the helicopter and bring in the Invictus flag for opening ceremonies,” Moffett said, “knowing the fight he’s had to be cleared to be the first above-knee amputee to be returned to duty as a pararescuer.”

“I saw warriors from Canada, U.K., Australia and the Netherlands who were completely lost and struggling with invisible wounds, such as PTSD and TBI [Traumatic Brain Injury] when I first met them the past few years who had complete vigor and an incredibly high quality of life, because they found new passion and were saved by sport. The power of sport, especially in recovery of our world’s greatest heroes, is the greatest lesson that can be learned from this experience. Sport can teach many lessons, but most importantly it saves lives.” ●



# Once on these diamonds

*From neighborhood fields to the national stage,  
Mexican American baseball hits the bigs 75 years after its start.*



*This team photo of the Cucamonga Browns was taken in the 1930s. It also features Jack H. Brown Sr., sponsor of the team, commander of the San Bernardino County Sheriff's Office and father of Jack H. Brown Jr., the current executive chair of Stater Bros. Markets.*



The Mitla restaurant in San Bernardino is a staple and star of the Inland Empire, where its Mexican food has been served up since 1937. It was The Mitla that showed Glenn Bell, who eventually founded Taco Bell, how to make tacos, The Mitla that fed travelers motoring down the Mount Vernon portion of Route 66, fed Cesar Chavez when he had the time, and hosted local baseball players after a game.

This past February, those players from the heyday of Latino diamond play – the 1940s and '50s – and the Mitla's crisp and beefy tacos loaded with cheese took a back booth, however, when in walked Fernando Valenzuela.

"Fernandomania" erupted in the early 1980s when the pitcher, from Etchohuaquila, Mexico, led the Dodgers to victory in the 1981 World Series.

To the surprise of everyone at The Mitla, Valenzuela visited for longer than the two minutes he said he had, talking baseball and taking pictures with players. This was how it went down for the official launch of the Cal State San Bernardino Latino Baseball History Project and the inaugural community collecting event in collaboration with the Smithsonian's National Museum of American History.

For these collections of old photographs and baseball uniforms, gloves, bats and balls, dog-eared baseball cards, programs, lineup cards, ticket stubs, autographs, news stories and aged oral histories, Cesar Caballero feels more than nostalgia.

"The project has uncovered community heroes that had been forgotten in some way," said Caballero, dean of CSUSB's John M. Pfau Library, to a Press-Enterprise newspaper reporter. "It's time to put them up as positive role models. A lot of these guys didn't just play ball. They became teachers and businessmen. They became leaders in the community. It helps our positive self-image."

The book on "Mexican American Baseball in the Inland Empire," by Richard Santillan, Mark Ocegueda and Terry Cannon, was the second of seven books published so far in the series. The first was on Latino baseball in Los Angeles.

Until the late 1940s, says the book on the IE, segregation was common at work, city parks, public pools or a theater. Baseball was a way to keep young people busy and became a point of pride.

In San Bernardino, ball players scooted around the base paths at a ballpark built by local businesses between Seventh and Victoria on Mount Vernon. The Mitla Café-sponsored team won three straight city league championships from 1947-49. And in Riverside County, the Corona Athletics dominated play for many years in its local league. It became one of the best teams in the entire inland region.

The Smithsonian's initiative, "Latinos and Baseball: In the Barrios and the Big Leagues," is a multi-year community project to collect, document, and preserve oral histories, artifacts, and other materials on Latino baseball teams from the late 1800s to today. After San Bernardino, the Smithsonian will hold community collecting events in Los Angeles, Kansas City and Syracuse this year. More events are set for 2017 with an eye on bringing Latino baseball history collections to the general public via a national travelling exhibit. ●

# calendar

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enjoy

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.



"Volcanoes, Riots, Wrecks, & Nudes: The Art of Edward Hagedorn" exhibit, Oct. 8-Dec. 10, 2016.

## art exhibits

**"Journey to the Beyond: Ancient Egyptians in the Pursuit of Eternity."** RAFFMA. October 2016-July 2017. Free admission with suggested donation of \$3. Parking \$6; \$3 on weekends. Museum hours Monday-Friday, 10 a.m.-5 p.m. (909) 537-7373. RAFFMA.csusb.edu.

**"Volcanoes, Riots, Wrecks, & Nudes: The Art of Edward Hagedorn."** Exploring the range of the artist's imagination, wit, bold color and tireless commitment to investigating the human condition. RAFFMA. Oct. 8-Dec. 10, 2016. General admission free with suggested donation of \$3. Parking \$6 per vehicle; \$3 on weekends. Museum hours Monday-Friday, 10 a.m.-5 p.m. (909) 537-7373. RAFFMA.csusb.edu.

## theatre

**"Alicia in Wonder Tierra."** Written by Silvia Gonzalez and directed by Johanna Smith. Loosely based on "Alice in Wonderland," plus a touch of "The Wizard of Oz." Family entertainment. Includes puppetry. CSUSB Barnes Theatre. Nov. 11-20, 2016. Also at Palm Desert Campus in Indian Wells Theater, Dec. 1 and 2, 2016. General admission \$15; 55-and-older, scholarship donors, active military, CSUSB faculty and staff, CSUSB Alumni Association members \$12; children 5-17 \$6. Parking \$6. (909) 537-5884. Theatre.csusb.edu.

## music

(All concerts are in the Performing Arts Building Recital Hall and all tickets are \$11 for general admission, \$9 for senior citizens and CSUSB staff and faculty, and \$6 for students unless otherwise indicated. Music.csusb.edu or (909) 537-7516. Parking \$6.)

CSUSB Jazz Combo. Nov. 10, 7:30 p.m.

Opera Scenes. Nov. 17, 7:30 p.m.

CSUSB Symphonic Band. Nov. 21, 7:30 p.m.

CSUSB Choir. Nov. 22, 7:30 p.m.

Music Showcase featuring

**The Americans.** Nov. 30, 7:30 p.m.  
General admission \$15; senior citizens, CSUSB staff and faculty \$12; students \$8.

CSUSB Chamber Orchestra. Dec. 1, 7:30 p.m.

CSUSB Vocal Jazz Ensemble. Dec. 2, 7:30 p.m.

CSUSB Chamber Ensembles: String and Percussion. Dec. 4, 7:30 p.m.

CSUSB Chamber Ensembles. Dec. 5, 7:30 p.m.



## commencement

**Graduation ceremonies.** Saturday, Dec. 10, 2016. Colleges of arts and letters, education and social and behavioral sciences at 9 a.m. Colleges of business and public administration and natural sciences at 1 p.m. CSUSB Coussoulis Arena. Commencement.csusb.edu.

*Congratulations*  
to the Class of 2016



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