

# CSUSB

MAGAZINE

**EXPANDING  
LEARNING  
EXPERIENCES  
THROUGH  
EXTENDED  
REALITY**



p.8

See how CSUSB faculty, staff and students help the community during the COVID-19 pandemic



CAL STATE SAN BERNARDINO

WE DEFINE THE *Future*

| spring 2020

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**EXPANDING  
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Read all of these fascinating stories and more online at [magazine.csusb.edu](http://magazine.csusb.edu).

# PRESIDENT'S AGENDA

As this edition of CSUSB Magazine was being finalized, our University continued to deal with challenges presented by the ongoing COVID-19 pandemic. In May, the CSU announced all member institutions next fall will provide instruction virtually with limited exceptions.

As always, our top priority at CSUSB is the health, safety and welfare of our students, faculty and staff. Everything we do and all decisions are made with that commitment as the starting point. However, our educational mission is unchanged: CSUSB is not closed; we continue to offer quality education, responsive assistance and experiential opportunities to all our students.

Our faculty made the transition quickly and translated their courses for virtual delivery while maintaining their student-centered focus. Our staff continued to serve from remote locations, providing the support and resources our students need to succeed. And our Division of Information Technology Services facilitated the switch to virtual learning with information, expanded access and patient instruction.

There is encouraging news. During the spring quarter – our last before switching to the semester system next fall – we experienced higher enrollment than we did the previous spring despite the switch to remote instruction. In addition, while the deadline for deposits for fall semester 2020 was extended until June 1, projections indicate CSUSB will meet all its enrollment targets.

It is difficult knowing our new and continuing students will not begin the year with the full range of college experiential opportunities. That includes meetings, lectures, artistic and cultural performances, intercollegiate athletic events and community service efforts. We are hopeful that each day will bring improved conditions, new advancements, expanded testing and the possibility of returning to an open campus in 2021.

I urge all of our alumni, supporters, donors and friends to continue your relationship with CSUSB and maintain your Coyote pride. I firmly believe that when we look back on this time, we will take great pride in what, together, we achieved in the face of such tremendous adversity.

I hope you enjoy exploring this issue. I know you will be impressed and inspired by how, at CSUSB, *We Define The Future.*

Tomás D. Morales  
President

*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 part of program to promote higher education

President Morales was one of several education leaders from the inland region who were part of the launching of the College Next Inland Empire program, a collaboration of K-12 school districts, the California Community College District and the California State University to promote the importance of higher education and help make the route to college more accessible and easier to attain.

As part of the kickoff, Morales and the other leaders participated in a video highlighting the partnership as they talked about the program's goal to remove barriers to success and support students in setting and achieving their goals for life after high school.

The program is powered by resources provided by the California College Guidance Initiative (CCGI), which manages CaliforniaColleges.edu, the state of California's college- and career-planning platform. ●

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



### College education focus of talk by CSUSB president at Riverside church

President Morales visited Allen Chapel AME church in Riverside on Feb. 23 to share with congregants a simple message on the importance of a college education for their children and for themselves.

"Those of you who started college and for some reason had to leave or perhaps always wanted to go to college – don't give up on that dream," Morales said. "It doesn't matter how old you are."

The president was among the CSU leaders and other CSUSB administrators who visited African American churches throughout the state as part of the California State University's 15th annual Super Sunday outreach to encourage the pursuit of a college education, especially in the African American community. This year's Super Sunday theme was "College Is Within Your Reach ... and It Powers Opportunity."

Morales told the congregants that "it's never too late to go back to college. My mother went back when she was 39 years old. She was a high school dropout when she started her higher education journey. I would not be here before you if she hadn't been my role model."

He urged them to make sure that when their children are entering high school, that they are enrolled in the A-G precollege curriculum to ensure they would be eligible for admission to a CSU or a University of California campus.

More than a million people have attended Super Sunday outreach efforts over the last 15 years. CSU Super Sunday is one of many events supported by the CSU community to increase the preparation, retention and graduation of African American students. ●

### President Morales speaker at IE Latino Economic & Policy Summit

President Morales joined other inland region leaders at the inaugural Inland Empire Latino Economic & Policy Summit held on Nov. 22 in Ontario.

The summit focused on the economic mobility challenges and policy barriers faced by Latinos in the inland region and the state. Of the 4.5 million people who live in San Bernardino and Riverside counties, 2.3 million of them are Latinos. The discussion included public policy concerning education, housing and the future of work that disproportionately affects the Latino community.

Morales served on a panel focusing on education. The panel session topic was "Latino College Access & Success – Determining the Future of the Inland Empire." ●



## CSUSB president named to co-chair Inland Empire Recovery Research Team

President Morales was named co-chair of the Economic Recovery Research Team, which is part of the recently created Inland Empire Business and Employment Recovery Task Force that was formed to help the inland region deal with the economic effects of the COVID-19 pandemic.

Morales will serve with fellow co-chair University of California, Riverside Chancellor Kim Wilcox in leading the research team.

The task force, which was created by the Inland Empire Economic Partnership, also consists of an Economic Recovery Team and a Workforce Recovery Team. Members of the task force will include leaders from the business, government, education and labor sectors. ●



## AASCU-CCIEE delegation members visit CSUSB

The American Association of State Colleges and Universities (AASCU) and the China Center for International Educational Exchanges (CCIEE), two significant partners of Cal State San Bernardino, visited the campus in mid-December to meet with President Morales, provost and vice president of Academic Affairs Shari McMahan, and other CSUSB representatives.

During the three-day visit, a dozen AASCU-CCIEE delegation participants – made up mostly of university leadership from CCIEE member institutions – were introduced to international education at CSUSB and the services the university provides to international students and scholars. Numerous presentations were given, including one about the TESOL program and another about the international activity on the CSUSB campus. CSUSB and AASCU-CCIEE also explored opportunities for collaboration. ●



## CSUSB HOSTS EIGHTH ANNUAL PIONEER BREAKFAST

With the theme “Leading a Legacy to Black Excellence,” the Cal State San Bernardino Black Faculty, Staff and Student Association (BFSSA) held its Eighth Annual Pioneer Breakfast on Feb. 28 to recognize community leaders and outstanding students.

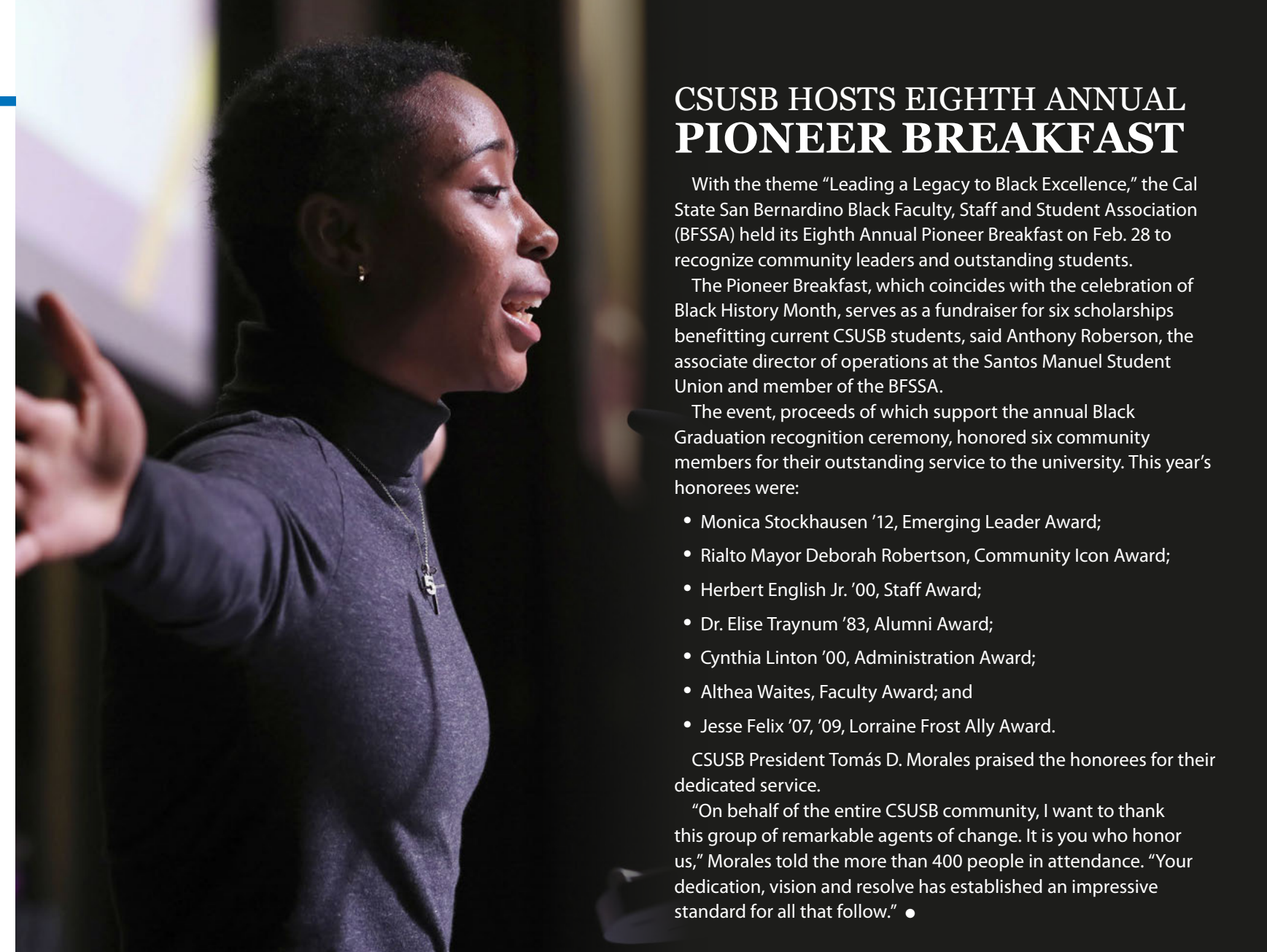
The Pioneer Breakfast, which coincides with the celebration of Black History Month, serves as a fundraiser for six scholarships benefitting current CSUSB students, said Anthony Roberson, the associate director of operations at the Santos Manuel Student Union and member of the BFSSA.

The event, proceeds of which support the annual Black Graduation recognition ceremony, honored six community members for their outstanding service to the university. This year’s honorees were:

- Monica Stockhausen '12, Emerging Leader Award;
- Rialto Mayor Deborah Robertson, Community Icon Award;
- Herbert English Jr. '00, Staff Award;
- Dr. Elise Traynum '83, Alumni Award;
- Cynthia Linton '00, Administration Award;
- Althea Waites, Faculty Award; and
- Jesse Felix '07, '09, Lorraine Frost Ally Award.

CSUSB President Tomás D. Morales praised the honorees for their dedicated service.

“On behalf of the entire CSUSB community, I want to thank this group of remarkable agents of change. It is you who honor us,” Morales told the more than 400 people in attendance. “Your dedication, vision and resolve has established an impressive standard for all that follow.” ●



## CSUSB CELEBRATES BLACK HISTORY MONTH

In recognition of the contributions, heritage and culture of African Americans in the United States, CSUSB held a number of events during the month of February as part of Black History Month.

More than 25 events took place, including a poetry slam, screening of films, and various annual celebrations, including the Pioneer Breakfast hosted by the university’s Black Faculty, Staff and Student Association.

In addition, throughout the month of February, the Pan-African Student Success Center and the Cross Cultural Center held “All for Blu,” a school/office/snack supply drive for the Blu Education Foundation, which provides educational and human services programming to youths, adults and organizations in order to build healthy, productive communities. ●



## GLOBAL LEADER AND ENTREPRENEUR DELIVERS POWERFUL SPEECH AT CSUSB

Motivated by her family, and particularly her husband, Janice Bryant Howroyd, businesswoman, educator and one of America's most successful female entrepreneurs, talked to an audience at Cal State San Bernardino about the importance of gratitude of those around you and the balance needed in one's life, which she says cannot be done alone.

"Balance isn't levered by you alone," Howroyd said on Jan. 30 in the university's Santos Manuel Student Union. "You got to be thoughtful that somebody else is winning along with you."

Howroyd, founder and chief executive officer of the ActOne Group, a global leader providing customized cutting-edge solutions in the human resources industry, offered life advice and suggestions for success, which can be found in her newest book "Acting Up: Winning in Business and Life Using Down-Home Wisdom."

Howroyd also highlighted the fact that you can have it all, but you don't get it all at once – life does not happen in 30-second soundbites like you see on social media, she said. One must work hard and keep a healthy balance.

"Balance is not 50/50. Balance is reaching your 100," she said. "And you do that based on some certain principles you employ and the key one amongst them is bringing joy to what you do."

After her talk, which was moderated by CSUSB alumna Paulette Brown-Hinds '90, founder of Voice Media Ventures and the second-generation publisher of The Black Voice News, Howroyd met with audience members for a book signing. The event was sponsored by CSUSB's Jack H. Brown College of Business and Public Administration. ●



## CSUSB HELPS BRING NATIVE VOICES POETRY FESTIVAL TO COMMUNITY

CSUSB's Public History Program and Department of English were among the community groups that joined with the Dorothy Ramon Learning Center in Banning to present the Native Voices Poetry Festival, an annual celebration of Native American poetry, music and art, which took place Feb. 8.

The Native Voices Poetry Festival was organized by CSUSB English professor Juan Delgado, Ernest and June Siva, and Carolyn Horsman.

The free event, which featured writing and art workshops for all ages, as well as performances and cultural displays, celebrated San Jacinto Peak or Aya Kaich. ●

## SOCIAL JUSTICE SUMMIT FEATURES SPEAKER WHO HELPED IGNITE TIME'S UP MOVEMENT

Mónica Ramírez – an activist, author, civil rights attorney, social entrepreneur and speaker who helped spark the Time's Up movement through a "Dear Sisters" letter published in Time Magazine – visited CSUSB for the university's annual Social Justice Summit, hosted by the Office of Student Engagement.

In her keynote presentation on Feb. 7, Ramírez talked about her experiences growing up as the daughter and granddaughter of migrant farmworkers, the work of prominent LatinX and African American leaders, the sexual harassment that many farmworker women face, the anti-immigration climate in the country, and discussed some of the cases she worked on when she was a practicing attorney.

During her speech, Ramírez declared it is time for courage.

"If we want to live in a more just society, if we want to change the laws, if we want to make sure that no one is marginalized or othered or isolated, it's on all of us," she said. "It's going to require every single thing that we have – all of our tools, all of our skills, all of our voices, all of our platforms." ●



In addition to Ramírez, the summit featured interactive breakout sessions and engaging activities to help attendees learn more about social justice issues, develop an understanding of social justice when it comes to civic engagement, and how to have these conversations with others. ●

## Union Bank Foundation presents \$110K to CSUSB business centers

The Union Bank Foundation presented two checks totaling \$110,000 to the Jack H. Brown College of Business and Public Administration for two of its centers – \$60,000 as part of a two-year grant to the Women's Business Center and \$50,000 for a one-year grant to the Inland Empire Small Business Development Center.

Union Bank Foundation representatives Rossina Gallegos, JR Raines and Jeff Redondo were on campus Jan. 29 for the check presentation ceremony held at the Jack H. Brown College. The presentation marked five years of partnership

between CSUSB and the MUFJ Union Bank Foundation in their commitment to strengthen small business and entrepreneurship in the Inland Empire. Both centers are housed in the university's Inland Empire Center for Entrepreneurship whose goal is to cultivate entrepreneurship on campus and in the community.

The Women's Business Center program, which supports the growth of women-owned businesses, will use the grant for business training and counseling services, and assist women business owners with management issues, business startup, gaining access to capital, federal contracts and more.

The additional grant recipient, the Inland Empire Small Business Development Center, provides a vast array of technical assistance to small businesses and aspiring entrepreneurs. The Union Bank Foundation has given \$250,000 to the center over the past five years. ●

# Coming Together IN TIMES OF NEED

CSUSB FACULTY, STAFF AND STUDENTS HELP THE COMMUNITY DURING THE COVID-19 PANDEMIC



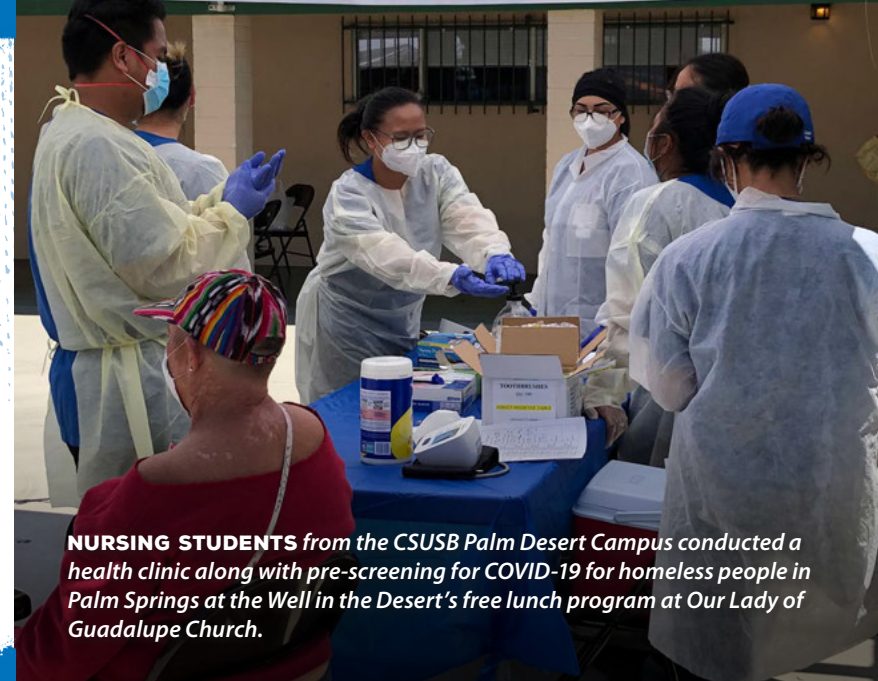
**CSUSB PALM DESERT CAMPUS NURSING STUDENTS** did pre-screening and follow-up calls for farm workers in the Coachella Valley, who had been tested as part of Coachella Valley Volunteers in Medicine's effort, supported by U.S. Rep. Raul Ruiz – who is also a physician – to provide about 200 free COVID-19 tests to the underserved and uninsured of the East Valley.



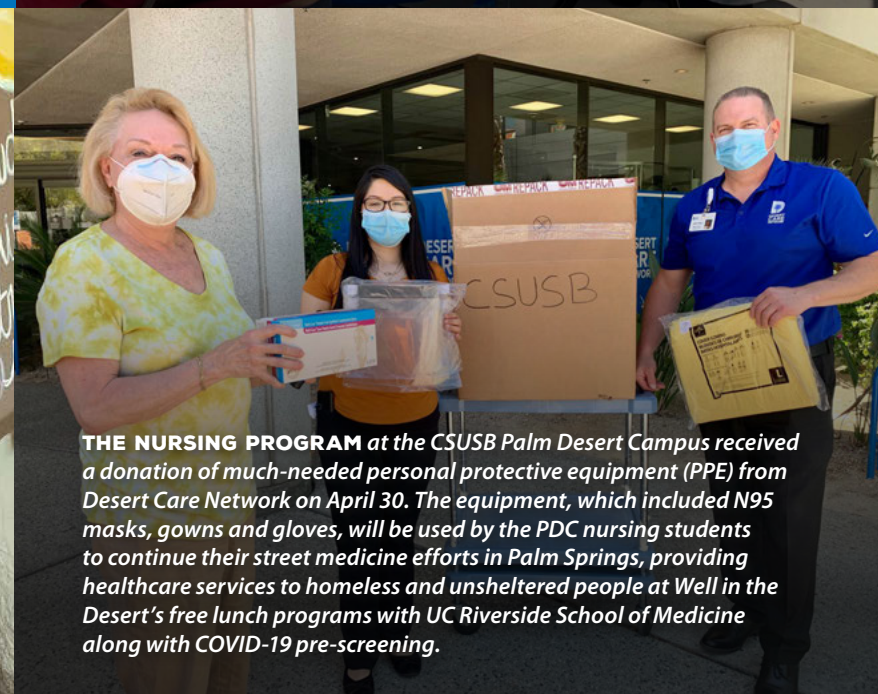
**ANDREA OKOH** is the human resources manager for the Santos Manuel Student Union. Okoh has spent countless hours sewing face masks for our campus and community members since the start of the COVID-19 pandemic. She has sewn more than 250 masks and mailed them to CSUSB students, colleagues, hospital employees and community members.



**LISA HALLECK-ELLERBROEK**, a junior at the CSUSB Palm Desert Campus majoring in liberal arts and humanities, has sewn more than 60 masks with her daughters, Whitney and Alexandria, and donated them to Eisenhower Medical Center in Rancho Mirage and the Mizell Senior Center in Palm Springs. Halleck-Ellerbroek says that she and her daughters enjoy volunteering together at their church and at local walks as greeters. Since they are homebound due to COVID-19, they decided to serve in another way. She says that sewing came naturally to her 16-year-old daughter, Whitney, and she is her "eager assistant!"



**NURSING STUDENTS** from the CSUSB Palm Desert Campus conducted a health clinic along with pre-screening for COVID-19 for homeless people in Palm Springs at the Well in the Desert's free lunch program at Our Lady of Guadalupe Church.

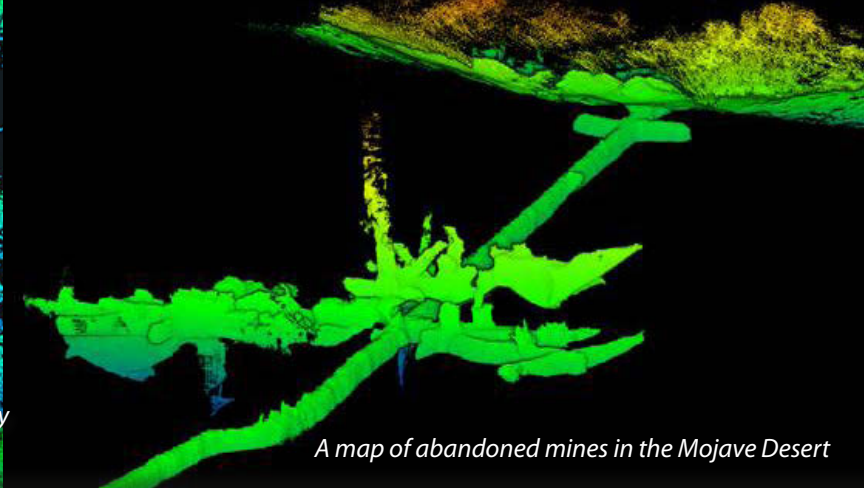
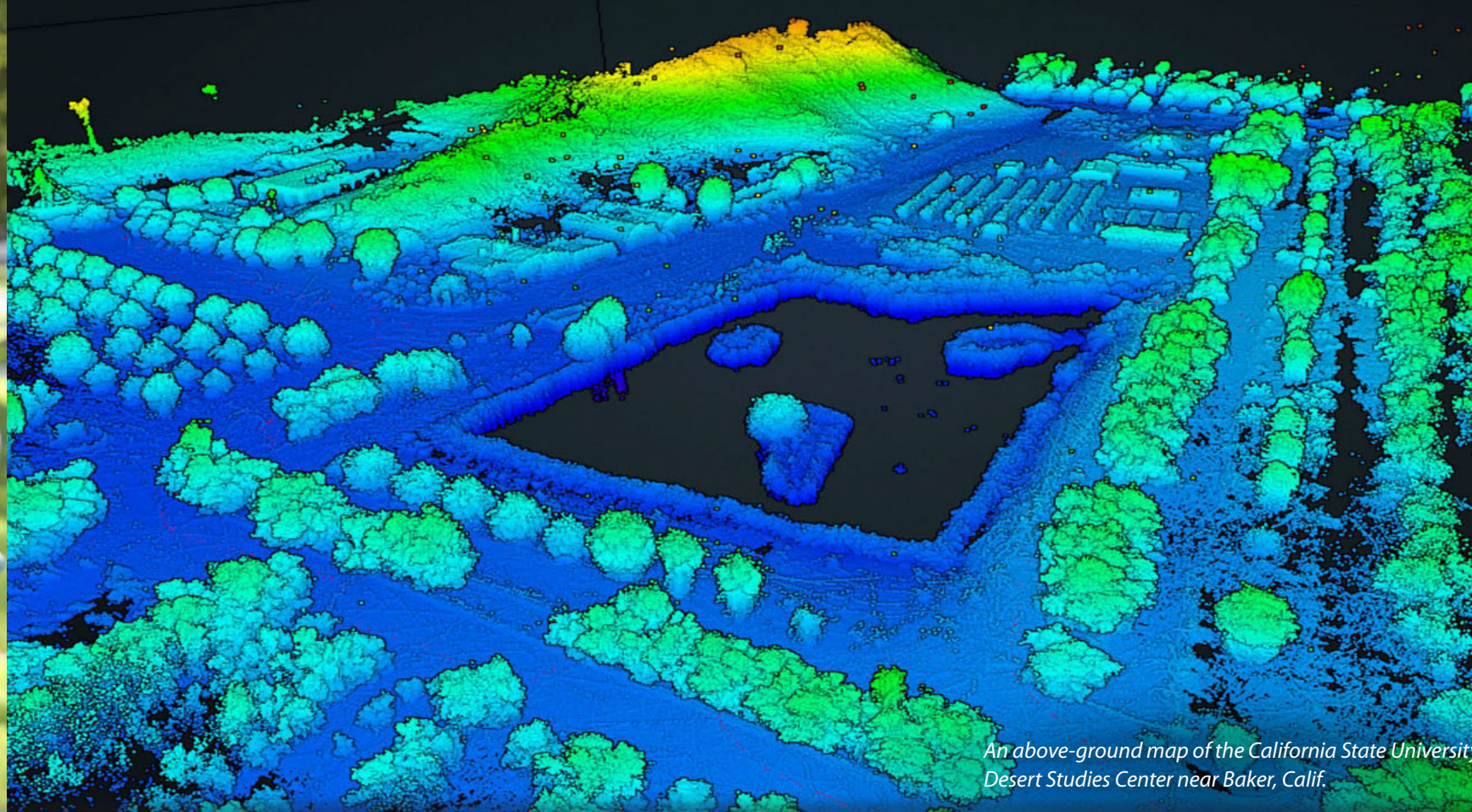


**THE NURSING PROGRAM** at the CSUSB Palm Desert Campus received a donation of much-needed personal protective equipment (PPE) from Desert Care Network on April 30. The equipment, which included N95 masks, gowns and gloves, will be used by the PDC nursing students to continue their street medicine efforts in Palm Springs, providing healthcare services to homeless and unsheltered people at Well in the Desert's free lunch programs with UC Riverside School of Medicine along with COVID-19 pre-screening.



**MICHAEL MOODY**, CSUSB public administration graduate student, and his mother made more than 100 masks and gave them to Kaiser Permanente, CSUSB Alumni and emergency frontline workers. "It was nice to make sure that we could give back and help make our heroes safer doing the things they need to do," Moody said.

- **CONSUELO CARRASCO**, a CSUSB criminal justice student and a member of the Kappa Delta Chi, has been volunteering to deliver food and other supplies to elderly residents shuttered in local communities as a result of the COVID-19 pandemic.
- CSUSB student **JUAN ZAVALA** is using 3D printers at the San Bernardino Community College District to create hundreds of medical-quality face shields for local hospitals, nursing facilities and the campus police department. Each shield takes about two-and-a-half hours to assemble. The protective wear has gone to Arrowhead Regional Medical Center in Colton, Mountains Community Hospital in Lake Arrowhead and Providence Healthcare Group, which runs local nursing facilities.
- **CSUSB'S OFFICE OF COMMUNITY ENGAGEMENT** donated about 400 pairs of nitrile gloves and four boxes of N95 masks (60 total) to Barstow Community Hospital. The masks and gloves had been purchased for the university's volunteer Coyote Cares Day, which was canceled.
- **THE OFFICE OF COMMUNITY ENGAGEMENT** created a 23-page PDF resource guide regarding COVID-19. The guide has best practices to protect against COVID-19 and links to public health agencies, available community resources, local grocery stores and volunteer opportunities. The guide was created for CSUSB students, faculty and staff, and will also be made available to communities throughout San Bernardino and Riverside counties.
- The **CSUSB NURSING, KINESIOLOGY AND BIOLOGY DEPARTMENTS** donated 36 boxes of gloves, 35 isolation gowns, 60 masks and seven N95 masks to the Kaiser Permanente Medical Center ER in Ontario.
- The university's **CHEMISTRY AND BIOCHEMISTRY DEPARTMENT**, with the help of department chair Kim Cousins, donated 73 boxes of gloves and 197 goggles to the Riverside University Health System after learning from CSUSB alumna Amylee Martin '16, now a medical student at the University of California, Riverside and volunteer with MedSupplyDrive, that the medical center was running low on personal protective equipment. Martin and other UCR medical students complete some of their clinical rotations at the site.
- **SHARON KALKOSKE**, lecturer of Teacher Education and Foundation, and her husband, Dr. Mark Kalkoske, are contributing to the new Coachella Valley Mask Makers initiative. Coachella Valley Mask Makers are a group of local volunteers who make personal protective equipment masks for local healthcare employees during the COVID-19 pandemic. The initiative's intent is to construct and deliver 1,000 quality masks per day to their local healthcare providers. Their goal is to make one "mask stack" per week for as long as this critical need exists.
- **TORI WILEY**, a CSUSB student and member of the Coyotes track and field team, partnered with the Ronald McDonald House in her hometown of Bakersfield and organized a drive-thru donation drive for people in need of essentials during the COVID-19 pandemic.



An above-ground map of the California State University Desert Studies Center near Baker, Calif.

A map of abandoned mines in the Mojave Desert

# 'KEEP THE MOMENTUM GOING'

## CAROLINE AMPLATZ'S GIFTS INVEST IN SCIENCE RESEARCH AND EDUCATION

Caroline Amplatz's tireless efforts to support great causes have been profound – and global. About one year ago, the attorney and private benefactor extended her desire to invest in science research and education to CSUSB with a substantial gift to the Department of Geological Sciences.

Amplatz's gift was precipitated by conversations with her childhood friend, Sally McGill, a CSUSB geology professor

and associate dean of the College of Natural Sciences (CNS). Amplatz said her gift's focus was to provide powerful tools to support faculty research, in this case, drone and LIDAR (Light Detection and Ranging) mapping technology. "The professors are influencing a generation of students who will use the latest technologies to make a difference in the world," she said.

Amplatz recently doubled down on her generosity with an additional gift to CNS. Building on the mutually beneficial relationship established last year, Amplatz and the college are expanding their partnership and developing more ways to bring innovative technologies to students, including an expansion of the drone and LIDAR program as well as upgrading the university's Murillo Family Observatory with new and updated telescopes.

"Our college is extremely grateful for the learning opportunities Caroline Amplatz's gifts will support," said Sastry G. Pantula, dean of the college. "Her generosity has supported permanent investments in our college that will benefit our students and faculty for decades to come. She is definitely helping us define the future!"

Amplatz herself expressed gratitude for the "mutually beneficial relationship of trust" that has been established.

Amplatz was initially intrigued by McGill's use of drones and LIDAR technology in her research on active faults. Drones provide a quick and inexpensive way of obtaining aerial imagery to study active faults and landslides. Mounting a LIDAR camera on a drone provides an additional benefit because "it can 'see' through vegetation and reveal aspects of the ground surface that might otherwise be invisible," said McGill.

Amplatz's initial gift also supported ground-based LIDAR instruments – including hand-held and tripod-mounted models – that are being used by geology faculty and students to create detailed maps of dams, debris flows and abandoned mine workings.

In these trying times, when so many are struggling through the current health and economic crisis, Amplatz was happy to reallocate a significant portion of her recent gift to support food security and basic needs for students through the CSUSB Obershaw DEN on both campuses.

"Caroline's generous gift will have an immediate and profound impact on our students and college," said Robert J. Nava, vice president and executive director for the CSUSB Philanthropic Foundation.

"We planted this amazing seed," Amplatz said. "I dove in with two feet and got something interesting going. I want to build on our success and keep the momentum going."

CNS is exploring with Amplatz possibilities for an observatory expansion that could include a multi-purpose room for 3D visualizations from a variety of disciplines.

Throughout her gift-giving, Amplatz cited her longtime relationship with McGill as well as growing up around doctors and scientists. Her father, Dr. Kurt Amplatz, was a world-renowned pioneer in the field of radiology and pediatric cardiology. ●

## COMPUTER SCIENCE PROFESSOR NAMED ACE FELLOW

George Georgiou, a professor in CSUSB's School of Computer Science and Engineering, was named an American Council on Education Fellow for the academic year of 2020-21.

Following nomination by the senior administration of their institutions and a rigorous application process, Georgiou, who joined CSUSB in 1992 as an assistant professor, is one of two academics from the California State University system who have been named ACE Fellows for 2020-21.

Since its inception in 1965, the ACE Fellows Program has strengthened institutions in American higher education by identifying and preparing more than 2,000 faculty, staff and administrators for senior positions in college and university leadership through its distinctive and intensive nominator-driven, cohort-based mentorship model.

Georgiou, who has served in a number of positions at CSUSB, said the appointment was both a great honor and the chance to make a difference in higher education administration.

"As an ACE Fellow, I will have the opportunity to observe and work with a president and other senior leaders at a host campus, attend decision-making meetings, and work on issues of current interest," Georgiou said. "The ACE Fellow cohort meets regularly and visits other campuses and institutions of higher learning, through which learning and leadership experiences are gained.

"In parallel, at CSUSB, I will be engaged in a project that will examine student equity gaps, and based on research I will propose solutions that will include best practices both



locally and internationally," he said. "In sum, the program compresses years of experience and knowledge and provides an unparalleled and superb leadership training with a high track record of successful careers for those who went through it."

Georgiou holds a doctorate and master's degree in computer science, both from Tulane University; master's degrees in mathematics and electrical engineering from Louisiana State University, Baton Rouge; and a bachelor's degree in electrical engineering from Louisiana Tech University, Ruston. ●

## STUDENT EXHIBIT WITH RENOWNED PAINTER DISPLAYED AT RAFFMA

"Visual Frequency," an exhibit that was displayed at the university's Robert and Frances Fullerton Museum of Art in February, featured art from CSUSB students who worked closely with renowned painter and Coachella Valley native Armando Lerma. The students' art was shown alongside Lerma's at RAFFMA's Dutton Family Gallery.

"Visual Frequency," which featured more than 40 artists, was a multi-media group exhibition that examined the multiple uses and expressions inherent in sign-based forms of visual communication. The exhibition reflected the many possibilities in which signage can be the voice of a

community by transmitting information, humor, political positions and social awareness on key issues facing society. The artworks projected the aesthetic language made familiar in the commercial signs of the retail world of advertising and the language established in the Pop Art movement of the 20th century, while simultaneously being personalized forms of artistic expression.

Lerma, who worked with the art students in fall 2019, was the first artist-in-residence to be chosen for a program created under a new partnership between CSUSB's Department of Art and Design and the Riverside Art Museum (RAM). The program was made possible by a grant from the New California Art Fund and the James Irvine Foundation, along with support from CSUSB's College of Arts and Letters.

The partnership falls under the umbrella of The Cheech Marin Center for Chicano Art, Culture and Industry. Opening in 2021, The Cheech, which RAM will oversee, will permanently house the world-renowned Chicano art collection from Richard Anthony "Cheech" Marin – the actor, director, comedian and author, known for his role in the comedic duo Cheech and Chong. Lerma's solo exhibition at RAM, which concluded in January, was part of a series of exhibits leading up to the opening of The Cheech. ●

## NURSING PROFESSOR APPOINTED TO STATE PRECISION MEDICINE ADVISORY COUNCIL

Mary Anne Schultz, a professor in the Department of Nursing, was appointed by Gov. Gavin Newsom to serve on a statewide group of health professionals, scientists and community activists to guide California's Initiative to Advance Precision Medicine (CIAPM).

Schultz, who is also an informaticist, serves as the sole registered nurse on the 11-member advisory council, which supports patient-focused research demonstration projects and connect health and medicine stakeholders across the state.

"This is a critical time for the practice of nursing, especially for those of us who prepare undergraduate students for entry into practice," Schultz said. "The challenge brought to higher education is to translate artificial intelligence (AI) and big data analytics methodologies in health care's Precision Medicine and Precision Health movements into actionable and understandable nursing knowledge and care strategy."

Schultz has more than 40 years of nursing experience, including business and clinical intelligence strategy, which is the aggregation, analysis, and use of clinical, financial, operational, and non-traditional data captured inside and out of the healthcare setting to directly inform decision-making. She was chosen in part due to her long-standing affiliation to the California State University system as a nurse educator. ●



## DIRECTOR OF UNIVERSITY'S IECE FEATURED IN MAGAZINE'S 'INNOVATORS' EDITION

Mike Stull, professor of management and director of the Inland Empire Center for Entrepreneurship at CSUSB, was featured in Inland Empire Magazine's "Innovators" edition. He shared his perspectives on the ideal traits of entrepreneurs, the power of innovation, and where we are seeing students gravitate toward making an impact in business with an increased interest in entrepreneurial education. The article, "Innovation: The Educators," begins on page 6 of the April 2020 edition. ●

Read the full story at [magazine.csusb.edu](http://magazine.csusb.edu)







## ART PROFESSOR TO BE HONORED AS FELLOW OF THE AMERICAN CRAFT COUNCIL

A distinguished glass artist who was the resident evaluator on the Netflix show “Blown Away,” Katherine Gray, professor of art at Cal State San Bernardino, continues to be recognized for her talent.

Gray has been honored as a Fellow of the American Craft Council (ACC), a national nonprofit dedicated to advancing American craft. She is scheduled to formally receive the award on Oct. 24 at the Baltimore Museum of Art during the 2020 ACC Awards, which honor individuals and organizations for exceptional artistic, scholarly and philanthropic contributions to the craft field.

“This feels like a lifetime achievement kind of award, and in my head, I feel still too young for this, but I am truly honored by this recognition,” Gray said.

“We – myself and my colleagues in the Department of Art and Design – are very proud of this honor that Kathy has been awarded. The invitation to the Fellowship of the American Crafts Council is bestowed on only very few of the best artists in the United States,” said Matthew Poole, chair of the Department of Art and Design. “Kathy continues to have an amazing career as one of the best glass-making artists in the North America, and the past couple of years have been particularly impressive for Kathy’s achievements ... We feel very lucky to have her working with us at CSUSB.”

To be named a fellow, an artist must demonstrate leadership in the field, outstanding ability as an artist and/or teacher, and 25 years or more of professional achievement as an American craftsperson.

Gray’s work ranges from blown glass to elaborate installations of found glass. Her immersive work draws on rich traditions of glass blowing, fearless experimentation, and a fascination with glass as both a visual and experiential encounter.

In 2017, she received the Libenský | Brychtová Award from the Pilchuck Glass School for her artistic and educational contributions to the field. Gray studied at the Ontario College of Art and received her MFA from the Rhode Island School of Design. She has had recent solo shows at Craft Contemporary and the Toledo Museum of Art. Her work can be found in the collections of the Corning Museum of Glass, the Toledo Museum of Art, and the Tacoma Museum of Glass, among others. Her work has been reviewed in New York Observer, Artforum, LA Times, and The New York Times design magazine.

“Since 1970, the American Craft Council has recognized significant contributions to the field of craft,” the American Craft Council website says. “Originally designated the Award of Merit, in 1975 the ACC adopted the distinction of Fellow of the Council, the body of awardees known collectively as the College of Fellows. Election to the College of Fellows continues to this day, the award a commitment ‘to honor those who have made an outstanding contribution to the crafts in America.’”

This year’s ACC winners include seven artists, a museum, and an advocate in the craft field who are continuing to uplift traditions while advancing the boundaries and impact of contemporary craft. Awarded biennially, the ACC Awards include the College of Fellows, the Gold Medal for Consummate Craftsmanship, the Award of Distinction, and the Aileen Osborn Webb Award for Philanthropy. ●

## GRANT AWARDED TO CSUSB-LED TEAM AIMS TO BRIDGE ACHIEVEMENT GAP IN CHEMISTRY

Three co-principal investigators from CSUSB were part of a team awarded a \$1 million grant from the Governor's Office of Planning and Research that aims to bridge the achievement gap in chemistry. The three-year innovation grant, "Rebalancing the Equity Gap in Chemistry Education with Culturally Sensitive Adaptive Learning," will use online, personalized learning technologies to decrease the achievement gap for approximately 8,000 students per year through a coordinated effort. It was one of only five grants selected by the governor's office.

With more than 100,000 students taking chemistry courses in California annually, the study is designed to directly improve outcomes for underrepresented student populations pursuing STEM education by using culturally responsive, technology-enabled learning to address factors known to disproportionately impact historically marginalized groups in STEM. The outcomes of this study will include development, testing and distribution of a free adaptive learning platform as part of the LibreText Open Educational Resources program, an online repository of free textbooks and course content that has saved students \$30 million on textbook costs,

broadening access to education nationally.

Adaptive learning is a technology-driven teaching approach that is responsive to individual student's needs, behaviors and performance. Culturally Sensitive Adaptive Learning uses culturally responsive content to bolster STEM identity.

Securing the grant were CSUSB chemistry professors Larry Mink and Andreas Beyersdorf, and communication studies professor Mihaela Popescu, representing Academic Technologies and Innovation at CSUSB, alongside co-principal investigators from all three segments of California postsecondary education at the University of California, Davis, the California State University Chancellor's Office, and Mendocino College.

Additional benefits from the grant to CSUSB will include adaptive learning implementation into campus general chemistry courses in order to specifically address the equity gaps, and dissemination of research in publications and conferences. The grant award is now made more relevant by the need to rethink course delivery due to COVID-19 disruptions and closures. ●

## U-RISE GRANT AIMS TO ENLARGE POOL OF DIVERSE CANDIDATES IN BIOMEDICAL, RESEARCH-FOCUSED CAREERS

The National Institutes of Health has awarded a grant to Cal State San Bernardino that is aimed at increasing the diversity of students earning their bachelor's degrees and moving on to complete researched-focused, biomedical advanced degrees.

Sanders McDougall and Cynthia Crawford, both CSUSB professors of psychology, wrote the grant for the Undergraduate Research Training Initiative for Student Enhancement, or U-RISE, which was awarded in March. The multi-million-dollar grant was funded for a full five years at \$497,000 per year.



Professor Cynthia Crawford works with student in psychology lab

The goal of U-RISE is to increase the diversity of students earning advanced degrees, such as a Ph.D. or M.D./Ph.D.

CSUSB expects to have as many as seven students participate in the program each year. ●



## Grants and Partnerships

### *CSUSB receives NIH grant to increase diversity of faculty and students doing research*

The National Institutes of Health awarded a \$871,000 grant to CSUSB to help reorganize and streamline the university's grant functions and support and increase the diversity of faculty and students engaged in biomedical and biobehavioral research, and research overall. The three-year grant will fund CSUSB ASPIRE (Advancing Sponsored Program Infrastructure for Research Excellence).

### *CSUSB receives \$75K from Edison International for STEM and math education scholarships*

Edison International continued its ongoing support of CSUSB STEM (science, technology, engineering and mathematics) and math scholarships with a \$75,000 grant for the 2019-20 academic year to support economically disadvantaged, underrepresented, academically qualified students to pay for tuition and related expenses. The grant funded up to 20 College of Natural Sciences (CNS) students pursuing STEM majors and up to seven CNS students pursuing mathematics degrees and involved in the university's Center for Enhancement of Mathematics Education program.

### *Geological Sciences receives grant to enrich student learning with digital mapping technology*

The Department of Geological Sciences received a \$275,000 grant from the W.M. Keck Foundation to support an undergraduate digital-mapping program that puts cutting-edge equipment directly in the hands of students. The program will enrich students' learning experiences by providing them with career-ready training; encouraging them to participate in other disciplines such as geology, engineering, geography, archeology, history, and art; and promoting increased engagement in their education.

The new instruments will also be used to establish a Digital Mapping Laboratory, and help faculty expand the research they conduct and publish, allowing students to study in regions of rugged topography and rugged vegetation that may not be easily accessible or visible to the eye.

### *CSUSB receives grant to support Growing Inland Achievement initiative*

CSUSB received a \$300,000 grant from The James Irvine Foundation to support the continued organizational capacity, building and sustainability of Growing Inland Achievement (GIA), a bi-county collective impact effort in the Inland Empire whose mission is to improve the long-term economic outlook of the region through improving educational attainment rates. The goals are to support the next phase of GIA's organizational structure, including expanding its network of institutions, and support the development of a long-term business model in order to support expansive systems change among postsecondary education in the Inland Empire.

### *PDC receives \$50,000 grant to help students in need of emergency funding*

The Auen Foundation awarded the CSUSB Palm Desert Campus with emergency gap funding for qualified students. The \$50,000 grant was presented to the PDC to create a needs-based, financial support system for current students enrolled at the university. Through an application and interview process, students are provided with grants of up to \$1,500 per calendar year to support immediate and short-term challenges that hinder individual success.

### *CSUSB receives grants totaling \$75,000 from Wells Fargo*

CSUSB was awarded three grants, totaling \$75,000, from Wells Fargo, each worth \$25,000. The grants support a variety of university programs, including the Veterans Success Center, Coyote First STEP, the Inland Empire Small Business Development Center and the Women's Business Center. ●



# CSUSB NAMED ONE OF THE MOST TRANSFORMATIVE COLLEGES IN THE NATION

Cal State San Bernardino was ranked No. 19 in Money magazine's list of the 50 most transformative colleges in the nation.

"We are incredibly proud of this recognition as it demonstrates the positive influence our programs, faculty and overall campus have on our students and their futures," said CSUSB President Tomás D. Morales. "Supporting and transforming the lives of our students is always a top priority."

Through various programs and scholarships, CSUSB focuses on providing transformative experiences for all of its students, and offers numerous resources for those who are underrepresented and first-generation. In fact, more than 80 percent of CSUSB's student population identifies as the first in their families to attend college.

"It's not surprising that elite schools report high graduation rates or alumni success. What's impressive is when students beat the odds by doing better than would be expected from their academic and economic backgrounds," the Money magazine website says.

"We call this a college's value add. For this list, we ranked colleges based on our exclusive value-added score for graduation rates, earnings, and student loan repayment, eliminating schools with below-average scores."

Money magazine used a variety of sources to create its list, including information from the U.S. Department of Education, Peterson's, Payscale.com, and Money/College Measures calculations.

CSUSB was also ranked No. 70 out of 744 universities throughout the country for Money magazine's "Best Colleges in America, Ranked by Value" list. The same sources as the transformative colleges ranking were used. ●

## CIRM INTERNSHIP PROGRAM AT CSUSB prepares students for top-tier research universities



**T**he California Institute for Regenerative Medicine (CIRM) Bridges internship program at CSUSB caters to the hands-on experience and preparation of real-world research opportunities for its students. This program allows CSUSB students to flourish in their academics and has opened up opportunities to advance their scholarly research at prestigious universities.

CSUSB alumna Nicole Sparks '12 calls the CIRM program at CSUSB "fulfilling" and "rewarding," crediting the university for helping her get the career she has today. She is currently a scientist and recipient of the University of California Chancellor's Postdoctoral Fellowship in the department of Molecular, Cell and Systems Biology at the University of California, Riverside.

For alumna Rosyli Reveron-Thornton, '12 '14, the research she conducted in the CIRM Bridges program took her "to another level," and she was accepted to several prominent universities, such as Stanford and Yale. She ultimately chose Stanford University's School of Medicine.

Alumnus Andrew Salas '15, a research specialist in the Stem Cell Analytics Core at Children's Hospital Los Angeles,

calls his time in the CIRM program "instrumental," and says it made him realize that this is the type of work he wants to do for the rest of his life.

While in the CIRM program, Laughing Bear Torrez Dulgeroff, '08 '12, studied stem cells. She is now a research scientist at Bolt Biotherapeutics, Inc. in Redwood City, where she studies cancer therapeutics.

"While my research has kind of shifted from a number of different areas, I think the one thing that stayed intact is understanding how we can utilize all the information that we're learning," she said.

CIRM was created in 2004 by California voters to fund STEM cell research. The objective of the program is to prepare California's undergraduate and graduate students for highly productive careers in stem cell research and therapy development. ●

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

# EXPANDING LEARNING EXPERIENCES THROUGH EXTENDED REALITY

by Amanda Mattox



Imagine studying the inside of an active volcano without ever physically immersing yourself into one. The rich learning opportunities are at your fingertips, but the risk of danger is absent.

How is this done exactly? Through “extended reality,” also known as XR, and Cal State San Bernardino is at the forefront of this cutting-edge technology.

“Our campus has a well-developed lab capable of designing and creating a wide range of XR learning experiences,” said Mihaela Popescu, professor of communication studies and co-founder of CSUSB’s Extended Reality for Learning (xREAL) Lab, which is housed in the Academic Technologies & Innovation (ATI) department in Information Technologies Services.

XR, which refers to all technologies that involve computer-generated environments that reproduce the experience of embodiment, can be used across a number of disciplines. CSUSB has been able to create immersive technology opportunities for various fields, including archaeology, nursing and journalism.

According to Popescu, the lab has worked with faculty to create instructional 360-degree videos to bring to life rich environments otherwise inaccessible to students, used the power of 3D modeling and augmented reality (AR) to create virtual labs, and designed full-fledged virtual reality (VR) environments for experiential learning.

But what makes CSUSB’s xREAL Lab especially unique are the principles behind its organization. According to Popescu, most XR labs in the CSU system (with some important exceptions) specialize in curating off-the-shelves products. In contrast, for CSUSB, the intention was not only to create an infrastructure that allows the lab to build XR learning experiences from scratch, but to do so in a project-based learning framework that ensures a student pipeline to the industry.

“What that means is that, by nurturing the collaboration between faculty and students in the creation of content, we help not only embody the pedagogical vision of our faculty, but also teach the students working in the lab both the hard and the soft skills they need to become competitive in the marketplace,” Popescu said.

Scott Vance, student development lead of the lab and lecturer of music – whose students have developed music and sound assets for films, video, computer games and XR environments – agrees.

## WE HAVE DEVELOPED A REPUTATION FOR INNOVATION IN VIRTUAL REALITY AMONGST OUR CSU COLLEAGUES

"The students have learned to work with a wider variety of software in a team coordinated environment," he said. "Working together to produce well-organized and documented code improves throughput and makes our students more attractive in the outside marketplace."

Through the expertise of Duncan Smith, the programming lead, the xREAL Lab has a valuable mentor/mentee approach with the student programmers, designers and artists, where they are able to "create content that is both engaging and informative."

"It's an interesting creative experience developing with student assistants," Smith said. "Often I find that the best ideas come from them; I provide design insight and direction and they follow through with the realization. It's as if I create the skeleton and then they flesh out the rest."

Smith encourages students to trust their creative vision, to be outspoken and to have a say in the process of every piece of the work, all with the goal of "pursuing a unified vision without losing that individual agency."

Designing, building and implementing these XR experiences has distinguished CSUSB's lab, leading to it being featured by Educause, a nonprofit association in the United States whose mission is to advance higher education through the use of information technology. The lab was highlighted during Educause's 2018 two-day online event, "eXtended Reality (XR):

How AR, VR, and MR Are Extending Learning Opportunities," and in its influential 2020 Horizon Report: Teaching and Learning Edition, which profiles key trends and emerging technologies.

The xREAL Lab has done some particularly notable work in virtual reality, a computer-generated immersive environment that users can experience and interact with by means of headsets and controllers.

"Through the efforts of Mihaela Popescu and others at ATI, we have developed a reputation for innovation in virtual reality amongst our CSU colleagues," Vance said. "Many of the CSU campuses are exploring VR technology in education. We are unique in that we develop our simulations in house. This provides educational goal-specific (with built-in assessment) experiences."

In fact, Vance said the lab has begun looking into developing patents for some of its work.

One of the major projects the lab continues to work on is called "Ambrosia," a series of fully interactive educational experiences in virtual reality in which students in the Department of Anthropology, with the help of VR headsets and hand-held controllers, learn how to navigate an archeological site, interact with artifacts, and make inferences about their cultural significance.

The pilot program of Ambrosia took more than a year to develop and was presented at the 2019 spring CSUSB Faculty Showcase by Peter Robertshaw, department chair for philosophy, who created the concept of Ambrosia with Frances Berdan, professor emerita of anthropology.

"Our VR team has developed a simulation in which students become members of an archeological survey crew that searches for and records archaeological sites on the mythical

island of Ambrosia in the Indian Ocean," Robertshaw said during the showcase. "Students learn how to conduct archaeological reconnaissance, experience the excitement of discovering sites and interact with the archaeological materials on those sites to answer questions about site formation processes and what can be learned from material culture."

The students were even able to interact with artificially intelligent avatars with distinct personalities, one of them being an indigenous Ambrosian.

The project is comprised of students from art, computer sciences, and music who work on programming the environment and its design; an instructional technologist to supervise the programming; an instructional designer to ensure that experience is designed with learning objectives in mind; and a graduate student with content-matter expertise for project management.

"This team composition illustrates beautifully the kind of collaboration that we believe leads to student success," Popescu said. "Collaborating on producing XR learning environments in the xREAL Lab is a fantastic

project-based learning experience for the students working with us."

The project involved a large team of people, Robertshaw said, and the group collectively learned as they moved through the process of creating the simulation.

According to Robertshaw, the team

**STUDENTS ENGAGE IN HANDS-ON EXPERIENCES THAT WOULD NORMALLY BE UNAVAILABLE OR TOO RISKY, AND VISUALIZE HOW THINGS WORK.**

plans on eventually developing 30 to 50 sites on Ambrosia, so students can repeat the simulation without encountering the same experiences.

The lab concept and the work on Ambrosia received the silver award in the category Innovation in Teaching, Learning and/or Accessibility at the Cal State 2019 Tech Conference in San

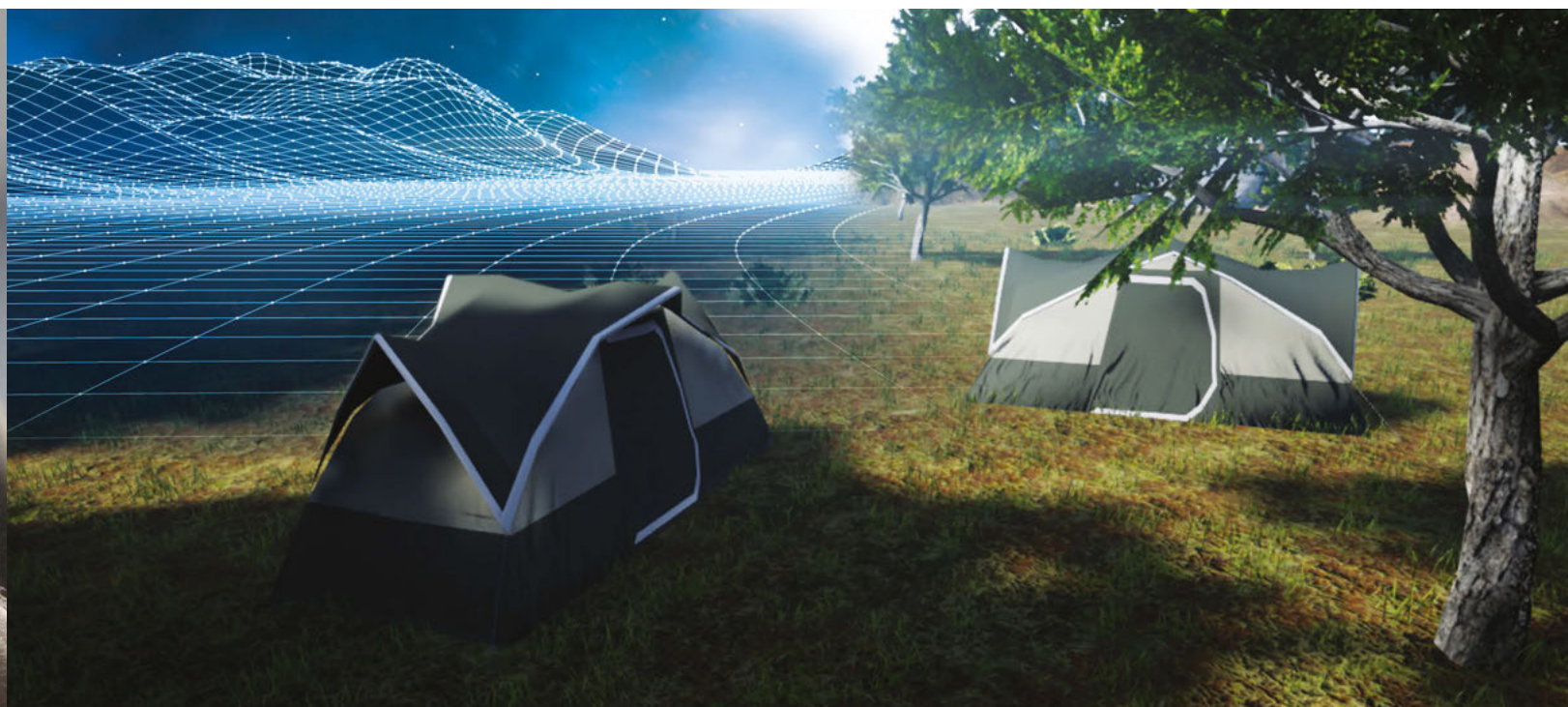
Diego, which recognized excellence and outstanding contributions by CSU campuses, project teams and individuals across several areas. The category recognized integration of new technology in traditional classroom, hybrid, online or technology-assisted courses.

"We continually strive to provide our students with unique and innovative learning experiences in our lab – experiences they can use in and outside of the classroom," said Samuel Sudhakar, vice president and chief information officer of Information Technologies Services, when CSUSB received the award.

Robertshaw also noted that virtual reality simulations, such as Ambrosia, have the potential to provide an alternative to field schools, which are often beyond the financial and logistical reach of many students.

"With XR," Popescu said, "students engage in hands-on experiences that would normally be unavailable or too risky, and visualize how things work."

For CSUSB nursing professor Cheryl Brandt, she recognized her nursing students often faced the challenge of time while learning in a real-life clinical setting.



"Nursing students are newbies ... so they need more time, they need an opportunity to practice – even skills like patient teaching – outside of the patient care environment, which is busy with people coming and going," she said. "It had been my observation that patient education opportunities in the hospital often had to happen under the time gun, under real time pressure."

As a result, in 2018, Brandt came up with the concept to teach students how to interact with patients through an immersive virtual reality patient care simulation.

The pilot simulation, which launched in fall 2019, required students to interact with a virtual patient who

needed some kind of education before that patient went home, such as directions on how to manage their chronic disease or how to take their medication. The simulated patient's responses to the students were driven by artificial intelligence technology, like it is with the Ambrosia project, so the students would receive unique responses each time they interacted with them.

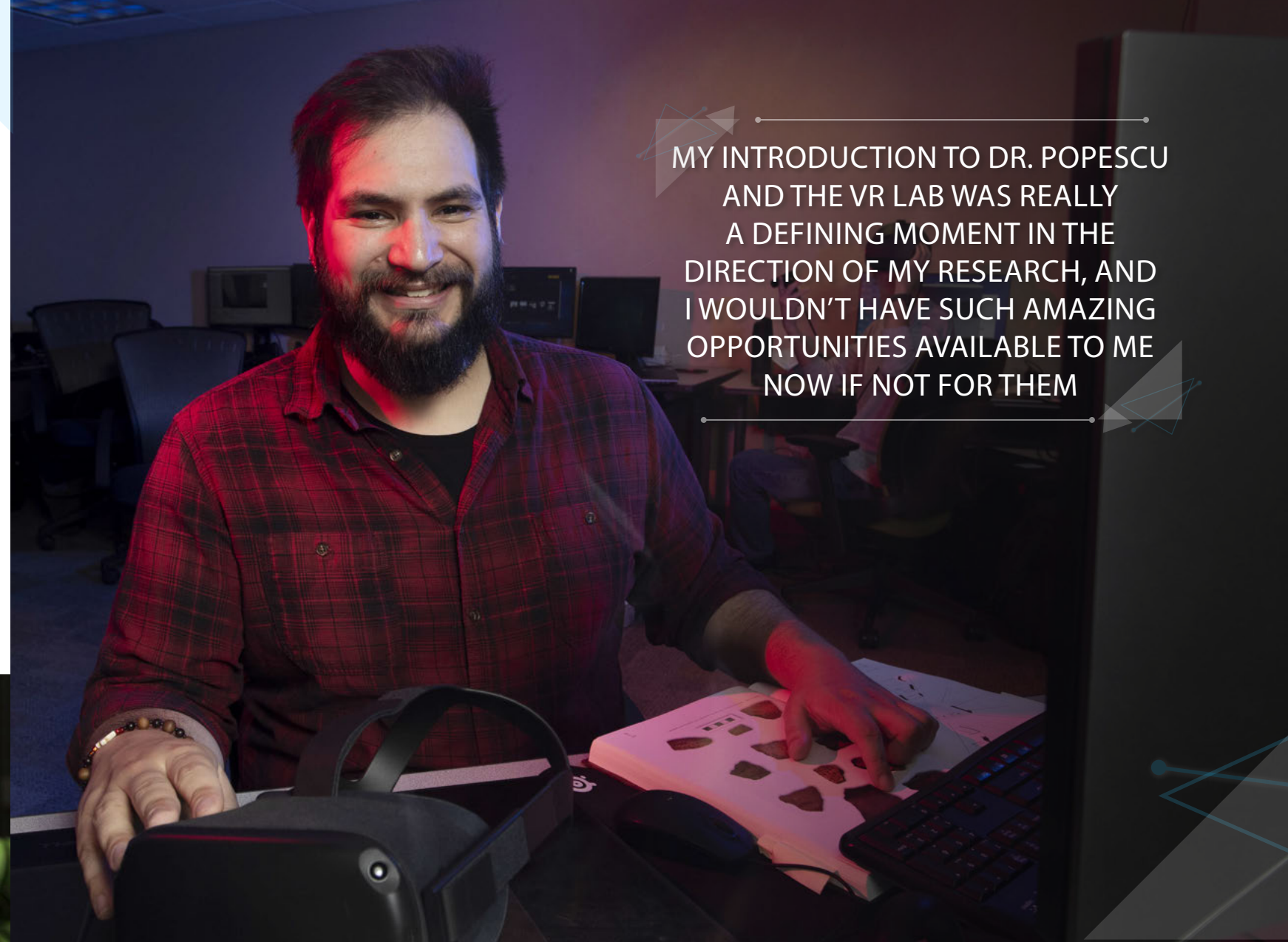
While skills such as learning how to properly administer a shot are certainly important, Brandt notes that this nursing simulation, which was carried out by nearly 35 students, focused on the significance of communication and relationship building, including patient education skills.

"We are always looking for opportunities for them to practice skills before they get into a clinical setting with real patients and actually carry out those skills," said Brandt, who credits Popescu and her team for bringing her ideas to life.

"What was really fun for me was bringing my expertise, which is clinical – not technical at all – together with their expertise," she said. "And it shows what an interprofessional team can do."

Brandt was also impressed with the many student programmers who helped create the simulation and said the whole ATI team was "amazing to work with."

MY INTRODUCTION TO DR. POPESCU AND THE VR LAB WAS REALLY A DEFINING MOMENT IN THE DIRECTION OF MY RESEARCH, AND I WOULDN'T HAVE SUCH AMAZING OPPORTUNITIES AVAILABLE TO ME NOW IF NOT FOR THEM



Although there were some initial glitches, Brandt notes that many of the students who participated in the simulation said the experience was "interesting and fun." Brandt and the xREAL Lab team plan on improving and continuing the simulation in the future.

Whether building XR simulations from scratch or inviting students to participate in an XR experience, the xREAL Lab provides students with the tools they need to enhance their learning experiences and ultimately their future.

CSUSB alumnus Andre Adame '19, who graduated with his master's in communication studies, used the lab to conduct research on immersion virtual reality. His experiences in the xREAL Lab helped lead him to being accepted to the highly competitive doctoral program at University of California, Irvine's School of Informatics, where he will study the human/computer relationship that promotes engagement and how

that can be applied to promoting greater opportunities for learning.

"I cannot overstate how incredible it is that CSUSB has a VR Lab with some of the latest equipment readily available for use," said Adame, who calls the lab a hidden gem at CSUSB. "My introduction to Dr. Popescu and the VR Lab was really a defining moment in the direction of my research, and I wouldn't have such amazing opportunities available to me now if not for them."

While the campus operates remotely due to the COVID-19 pandemic, the lab's work on fully immersive and fully interactive VR is currently on hold. However, this has given the team the opportunity to focus more of its attention on augmented reality, a way to superimpose computer graphics and information over the physical world so that users could experience this enhanced reality with their mobile devices.

THE ABILITY TO SUPERIMPOSE DIGITAL OBJECTS OVER THE REAL ENVIRONMENT IN A WAY THAT ALLOWS STUDENTS TO VISUALIZE THEM AND INTERACT WITH THEM AS IF THEY WERE REAL COULD POTENTIALLY BE A GAME-CHANGER

According to Popescu, the team has already started working on projects that aim to recreate the experience of learning in a photo studio or a STEM lab via 3D, interactive digital objects that create a sense of immersion and embodiment for students.

"The ability to superimpose digital objects over the real environment in a way that allows students to visualize them and interact with them as if they were real could potentially be a game-changer," she said.

And even through these challenging times, the xREAL Lab team remains committed to helping faculty bring their visions to life.

"By exploring strategic industry and community partnerships and mobile, distributed production," Popescu said, "we hope to expand our collaborations and the scope of work we are doing in order to assist more faculty in creating a truly phenomenal virtual course experience despite these difficult conditions." ●



## Professor Brian Levin honored with Wang Family Excellence Award for Outstanding Faculty Scholarship



Brian Levin, professor of criminal justice and director of the non-partisan CSUSB Center for the Study of Hate and Extremism, received the 2020 Wang Family Excellence Award from the California State University. Levin was honored in the Outstanding Faculty Scholarship category.

"The Wang Award is a wonderful and appropriate recognition of Professor Levin's devotion to promoting scholarly understandings of prejudice, hate, and their attendant threats to our society," said Rafik Mohamed, dean of CSUSB's College of Social and Behavioral Sciences, where the center and criminal justice department are housed. "I couldn't be happier for him, or prouder of the work that he

and his colleagues do in the Center for the Study of Hate and Extremism at CSUSB."

The award is given annually to the university system's outstanding faculty members and one outstanding staff member, who, through extraordinary commitment and dedication, have distinguished themselves by exemplary contributions and achievements.

Awardees, who were honored by the CSU trustees on Jan. 28, were selected by a committee comprised of representatives from the Board of Trustees, the chair of the Academic Senate, a previous faculty recipient of the Wang Award and CSU executive staff. Each recipient received a \$20,000 award with the honor; Levin directed all of the funds to the work of the center, and a smaller amount to other charities.

For more than three decades, Levin has been doing more than just keeping an eye on people who inflict some of the worst harm humans wreak on each other. He takes his original and collaborative trend analysis to Congress, the U.S. Supreme Court and U.S. Department of Justice, and also to community stakeholders, because he believes a civil democracy's market place of ideas should be informed by facts at all levels.

From that perspective, Levin has with repeated accuracy identified trends not only to help law enforcement and policy makers fight hate crimes and other extremist acts, but also to inform the public through independent and timely data. Along the way, he has earned the reputation for being one of the most knowledgeable and accessible scholars of extremism and remedies to it. He is often called upon by governmental and academic bodies and journalists around the world for his insight and analysis.

Levin is the fifth CSUSB faculty member to receive a Wang Family Excellence Award. ●

## Biology assistant professor wins national excellence in academic advising regional award

Daniel Nickerson, an assistant professor in biology, was named the recipient of the Excellence in Advising Faculty Advisor Award from the national organization NACADA: The Global Community for Academic Advising's Pacific Region.

The NACADA award recognizes Nickerson's work in advising students. The award is not his first recognition in advising. Last May, Nickerson was named CSUSB's 2018-19 Outstanding Faculty Advisor.

Mike Chao, chair of the CSUSB biological sciences department, said Nickerson is incredibly deserving of the award.

"He's a tireless advocate and mentor for students – for their well-being, their academics, and their personal growth," Chao said. "He really has a personal touch when working with students. Even in large classes he knows all his students by name, and students feel comfortable confiding in him."

Along with advising, Nickerson's primary area of interest is eukaryotic cell biology.

Nickerson was awarded a bachelor's degree in biology from Kenyon College, a Ph.D. in molecular cellular and developmental biology from the University of Colorado-Boulder, and did additional postdoctoral work in biochemistry at the University of Washington-Seattle. ●



## Palm Desert Campus hires first-ever full-time faculty member

This past January, the CSUSB Palm Desert Campus welcomed its first instructional tenure-track faculty member specifically hired for the campus, Pablo Gomez. This marks an important milestone in the campus's 34-year history – since its inception, all faculty members have been non-tenure adjunct faculty.

Gomez was born in Mexico City, and obtained his Ph.D. from Northwestern University in 2003. He is an associate professor of psychology at PDC, teaching cognitive psychology and statistics/methods courses. While his research interests lie on perceptual decision making and visual word recognition, he is also interested in expanding the use of reproducible research practices in psychology.

“Dr. Gomez is an internationally known expert on the cognitive and neurological processes involved in reading,” said Bob Ricco, chair of the psychology department, “and with more than 50 publications in professional journals and books, and substantial experience mentoring students in research at DePaul University, he brings with him the resources needed to spearhead our efforts at providing PDC students with substantial opportunities to obtain direct training in conducting scientific research.”

One of the challenges the Palm Desert Campus has experienced over the years is that it has a 100 percent reliance on academic program delivery from departments on its San Bernardino campus. While this dependence provides tremendous advantages to PDC, housing its own faculty will benefit the campus in many ways: they are generally more available to students, they develop courses and programs, they conduct research involving students and they participate in campus events. ●

## High school students battle for scholarships at annual competition at Palm Desert Campus

For the fourth year in a row, a team of students from Palm Desert High School emerged as winners from a field of 11 Coachella Valley high schools during the 15th annual Academic WorldQuest competition at CSUSB's Palm Desert Campus on Feb. 4.

After an intense tiebreaker with Xavier College Preparatory High School, the Palm Desert High School team took first place with a score of 41 out of 50.

Sponsored by World Affairs Council of the Desert, the Academic WorldQuest is a team game that challenges the competitors' knowledge of world affairs. The topics this year included U.S.-Russia Relations; Preventing Extremism in Fragile States; Oceans: The World's Garbage Dump; Brexit and the EU; and China's Belt and Road Initiative. Patrick Evans, meteorologist at KESQ News Channel 3, served as master of ceremony. ●



## MAGIC, MOONLIGHT AND MUSIC: PALM DESERT CAMPUS HOSTS MARDI GRAS-STYLE FUNDRAISER FOR HOSPITALITY MANAGEMENT PROGRAM

CSUSB's Palm Desert Campus hosted a Mardi Gras-themed reception on March 8 at The Ritz-Carlton, Rancho Mirage to raise funds for scholarships and program support for its hospitality management program, which will launch this fall.

The Mardi Gras Moonrise Magic Reception was an intimate, upscale event where supporters learned more about the exciting developments with the program, met the first enrolled students and entered a raffle with luxury items and exotic travel packages.

The hospitality management program's director, Joe Tormey, who began his position at PDC in summer 2019, is implementing a plan to transform it into a world-class program that attracts the best students from the Coachella Valley, the state and beyond. ●





## STUDENTS SAVE **\$1.7 MILLION** IN TEXTBOOKS COSTS FROM CSUSB FACULTY-LED **AFFORDABLE LEARNING SOLUTIONS PROGRAM**

As the rising cost of higher education continues to burden college students and their families, they especially feel it with the soaring price tags of textbooks and learning materials.

Over the last 30 years, textbook prices have risen 800 percent, according to the Open Textbook Alliance, a nationwide coalition of student government leaders. The average cost of a science textbook is \$250 and about 65 percent of students have opted not to buy a required textbook due to the cost, according to the alliance.

To help students, the California State University system created the Affordable Learning Solutions (AL\$) program, which works with faculty to find ways to reduce course materials costs. The program, which is used at all 23 CSU campuses, including Cal State San Bernardino, saved more than \$50 million in learning materials costs in 2018-19.

For CSUSB, AL\$ has saved students more than \$3.2 million since the program was launched in 2013. This year, 2019-2020, the program saved 13,117 students more than \$1.7 million, or an average of about \$132 per student. For classes, the savings is nearly \$5,000 per course.

"AL\$ affects the immediate challenges to students by reducing the cost of the textbooks and providing an affordable manner in which to acquire the materials thereby allowing the students to retain money for other expenses," said Bibiana Diaz, the CSUSB program coordinator. "Long term this translates to over \$1,731,726 in savings to our students through the support of the faculty."

The program works with faculty to find lower cost educational materials, said Diaz, an associate professor in the CSUSB Department of World Languages and Literatures.

"The purpose of Affordable Learning Solutions is to encourage faculty to choose, adopt and provide more affordable, quality educational materials for our students, while at the same time enhancing the overall educational experience," said Diaz.

Currently more than 30 departments in the university's five colleges participate in the program.



The CSUSB AL\$ project team is a joint university effort consisting of CSUSB faculty, Academic Technologies & Innovation (ATI), the John M. Pfafl Library, the Coyote Bookstore, Services to Students with Disabilities, and administrative support, specially from Provost Shari McMahan, vice president for Information Technology Services and chief information officer Sam Sudhakar, and faculty associate of ATI Mihaela Popescu.

"Our goal is to help our students succeed academically and earn a degree. But we also want to help them find ways to reduce the financial burden of a college education," said McMahan, who also serves as the vice president for Academic Affairs. "The Affordable Learning Solutions program is a wonderful example of our university community coming together to help our students."

Through their participation, faculty members can take a more proactive approach that will help students in the classroom as they will be able to access, rent or buy more affordable textbooks and learning materials and ultimately move closer to graduation, Diaz said.

As an additional incentive, for participating in the AL\$ program, faculty are eligible for \$700 program grants, which can be used for professional development that includes conferences, teaching materials or equipment.

The AL\$ program may have some additional impact as a result of the COVID-19 pandemic. The university has been forced to hold classes virtually in the spring quarter and summer session, thus creating an opportunity for faculty to find virtual resources and technologies to help in their teaching.

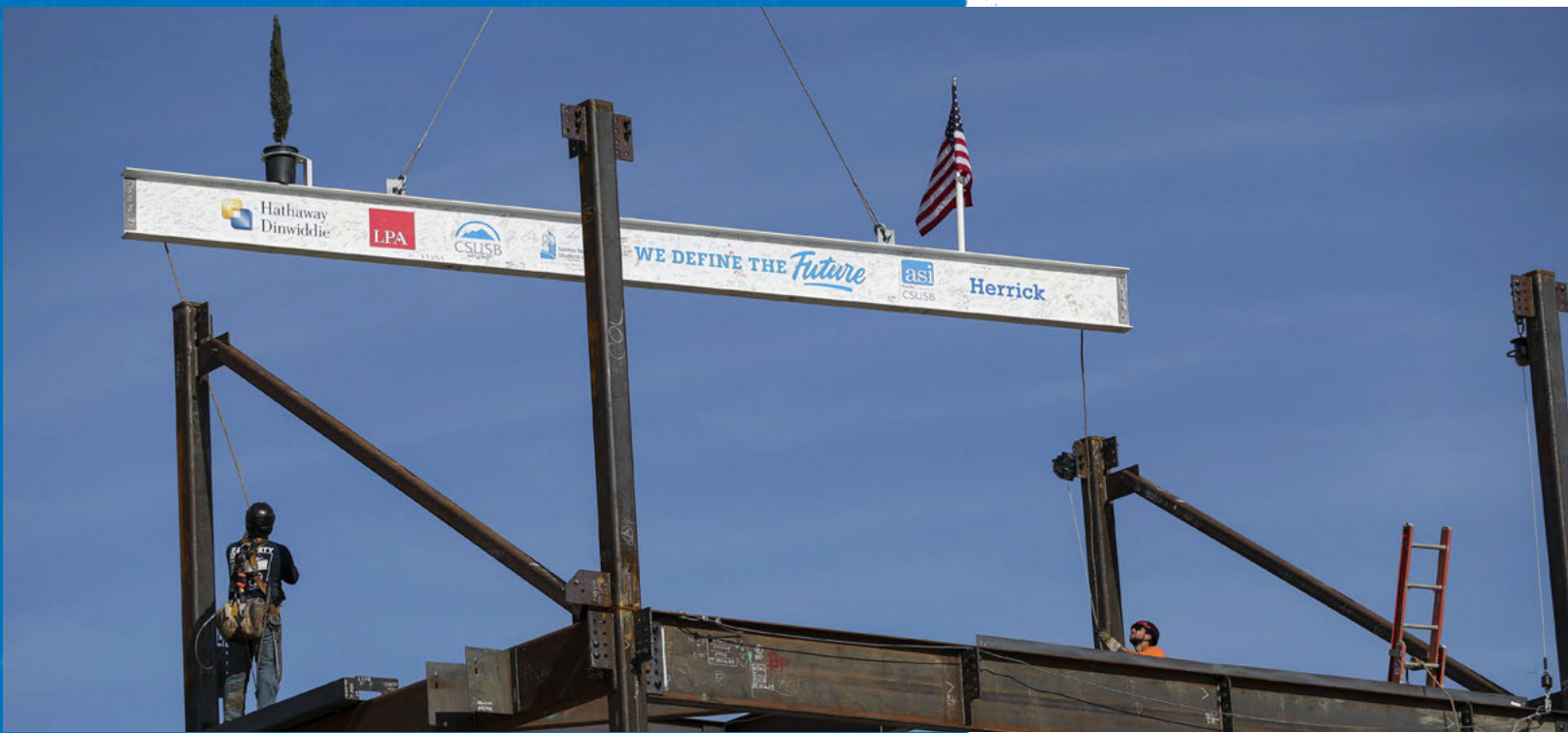
But Diaz said some of the strongest and convincing advocates for AL\$ are students.

"When the students know that the faculty is helping them save money, they will go to other faculty in the same department," Diaz said. "For example, say we have two classes in the same department. They are the same class. For one professor, the material is \$40. This other one is \$140. What do you think the students are going to choose which class to study?"

Melissa Osorio, who is the AL\$ student ambassador, and currently enrolled in the teaching credential program, said it's a great feeling knowing that she will pay less for her textbooks or sometimes nothing at all.

"I am so grateful for all of the faculty who take on the initiative to decrease students' expenses in any way possible, including minimizing textbook costs, which at times ranges from \$300-\$500 per quarter, while still enhancing our educational journey with qualitative learning materials," Osorio said.

"Affordable instructional materials and open educational resources encourage students to use the materials because they are often more relevant and up-to-date," Diaz said. "And they give students the flexibility to access their course materials anywhere, anytime without having to have to carry around textbooks. And by reducing student course material expenses, more students acquire the course materials they need to succeed and ultimately benefit from their CSUSB learning experience." ●



## CSUSB HOLDS TOPPING OFF CEREMONY TO CELEBRATE SMSU EXPANSION

More than 150 CSUSB students, staff and faculty on March 2 celebrated the placement of the highest beam of the three-story, 120,000-square-foot, \$90 million expansion of the university's Santos Manuel Student Union.

"This building will expand upon the growth opportunities we afford our students. It will offer increased resources where they can ask questions, search for solutions, and share their joys and anxieties with classmates and experienced professionals," President Tomás D. Morales said. "It is a place where numerous and varied discussions will happen. Where friendships will be established. Where customs, beliefs and values will be shared and appreciated."

The expansion is set for completion in September 2021 and will include a multi-purpose ballroom, which is twice the size of the existing SMSU Events Center, an eight-lane bowling alley and game room, a pub, food service and retail space, collaborative spaces for student organizations and support centers, and a bookstore.

To conclude the event, Morales led students, staff and faculty in signing their names on the girder that was later lifted into place as part of the topping off ceremony, a tradition that dates to medieval Europe, when ironworkers would celebrate the placement of the final beam of a building, often putting a fir tree atop the beam. ●



## A LEADER IN THE INTERNATIONAL ACCOUNTING INDUSTRY AND TWO ENTREPRENEURS CHOSEN FOR HONORARY DEGREES

Cal State San Bernardino alumna Jean M. Stephens '91, chief executive officer of RSM International Limited, as well as Reginald and René Webb of Webb Family Enterprises, franchise owner operators of McDonald's restaurants, have been selected to receive Honorary Doctor of Humane Letters degrees.

Stephens is the CEO of the London, UK-based RSM International Limited, one of the top 10 global networks of independent professional service firms that specialize in audit, tax and consulting services, with more than 800 offices and members in more than 120 countries. As the first woman to lead a top 10 international accountancy network upon her appointment in 2006, the company has grown by 120 percent through acquisition and organic growth. In 2017, RSM saw revenues rise by 5.6 percent to \$5.1 billion. She is an advocate for continuing education and growing career pathways for her organization's employees. A year after she became CEO, she established the RSM Academy, a highly rated international leadership program that develops the skills of RSM's future leaders.

The Webbs founded Webb Family Services in 1985, which provides access, opportunities and resources for those who are pre-career, entry-level, early-life entrepreneurs, and career transitioning entrepreneurs to become their most successful self. They also own 16 McDonald's restaurants that span the Inland Empire to Los Angeles, providing employment for more than 1,100 Southern California residents. Related firms include Webb Family Investments, which contains other family investments, and Cooperative Economic Empowerment Movement, which provides resources such as entrepreneurial workshops and support to Black businesses to help redirect and circulate capital in the Black community.

The recipients were scheduled to be recognized at the university's spring commencement ceremonies, however, due to the COVID-19 pandemic, the events have been postponed. ●

## CSUSB'S COLLEGE OF ARTS AND LETTERS SELECTS NEW DEAN

Following a national search and the careful consideration of input from the campus community, Rueyling Chuang has been named dean of the College of Arts and Letters.

Chuang, who continues to hold an academic appointment as a tenured full professor in the Department of Communication Studies, has been a valued educator and leader at CSUSB for 20 years. During the past two years, she has served as interim dean of the College of Arts and Letters; prior to that, she was associate dean of the college for nearly three years.

Among her other leadership roles on campus, Chuang served as the faculty director of the Center for International Studies and Programs, the executive director and CEO of the Phi Beta Delta Honor Society for International Scholars, and coordinator of the Asian Studies Program.

She will continue to advance academic excellence in her new role. Among her responsibilities, she will provide strategic academic and administrative leadership to the seven departments and one interdisciplinary program in the college. She will also oversee operations of the Robert and Frances Fullerton Museum of Art and serve on the Museum Advisory Board.

A first-generation student and the only person in her immediate family to immigrate to the U.S., she received her Ph.D. in interpersonal communication from Ohio University and her master's degree in speech communication from CSU Hayward, now known as Cal State East Bay. ●

**NEW**  
**BIOLOGY**  
 TEACHING LABS COMING TO THE  
 COLLEGE OF NATURAL SCIENCES

The College of Natural Sciences is getting two new biology teaching labs and renovated graduate research facilities. The existing vacated museum space in the Chemical Sciences building will be converted into two new state-of-the-art anatomy/physiology teaching laboratories with a total of 48 seats and a shared specimen storage room.

This new space will double the capacity of the existing anatomy/physiology lab and will allow for additional course sections to be offered to meet student demand. The existing specimen storage in the Biological Sciences building will be converted into a geology graduate research lab to provide much-needed research space for students and faculty.

This project is the culmination of the partnership with CSUSB's Academic Affairs, faculty, Administration & Finance, and the Chancellor's Office, who championed the project to alleviate the bottleneck related to impacted anatomy lab sections and enhance the student research experience.

In recognition of the importance for the need of appropriate teaching lab and student research space, the CSU system has provided \$2.7 million of funding for the \$2.9 million project. The project is scheduled to be open for fall 2020. ●



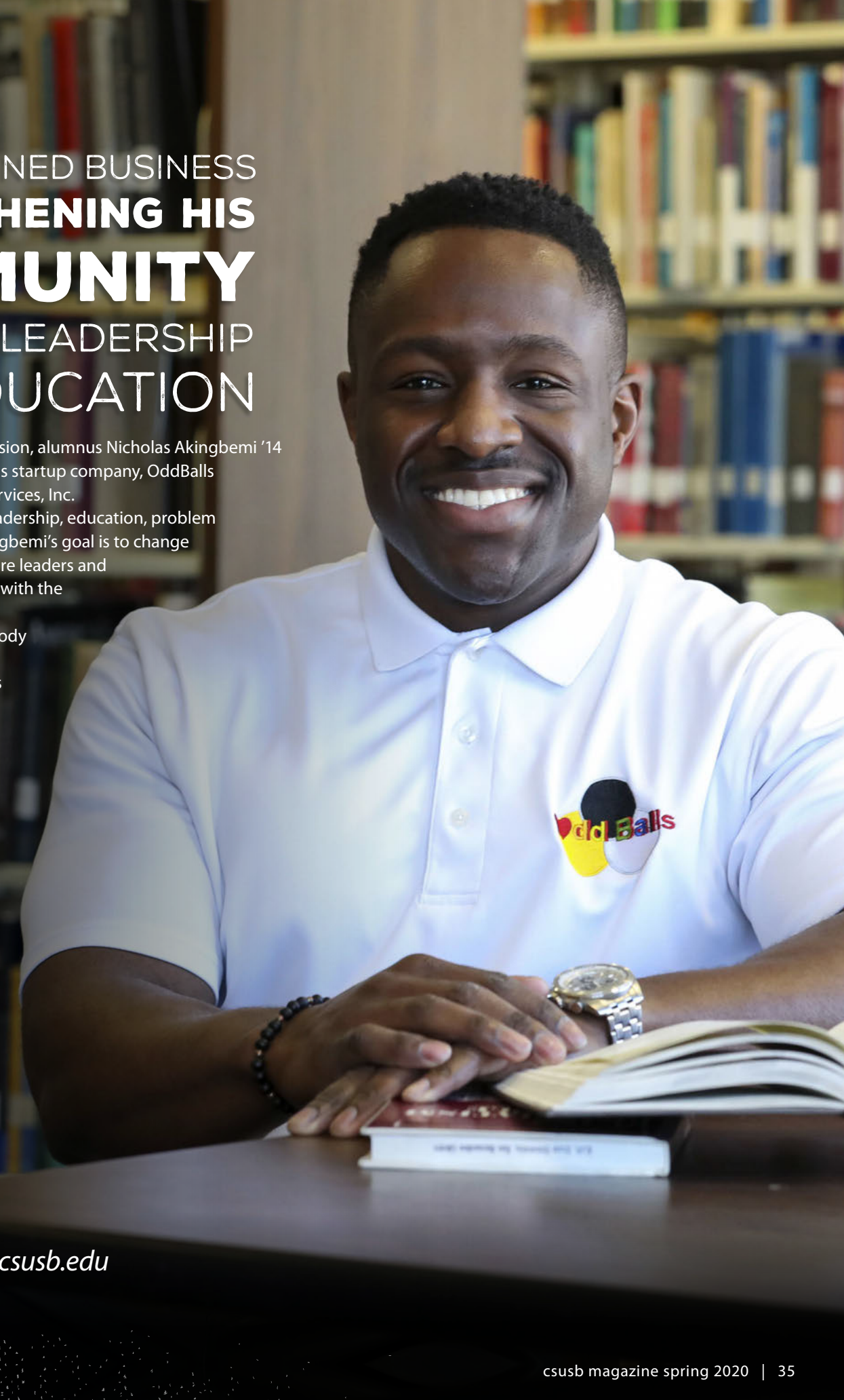
ALUMNI-OWNED BUSINESS  
 STRENGTHENING HIS  
**COMMUNITY**  
 THROUGH LEADERSHIP  
 AND EDUCATION

Through love and compassion, alumnus Nicholas Akingbemi '14 defines his future through his startup company, OddBalls Consulting & Educational Services, Inc.

Using the four pillars of leadership, education, problem solving and consulting, Akingbemi's goal is to change the world by mentoring future leaders and strengthening communities with the goal of creating unity for all.

"In the journey of life, nobody succeeds alone. Life is best lived together," the Oddballs website says. "The measure of a man's life should not be the abundance of his material possessions but the extent to which he is able to impact the lives of others. The desire to pour ourselves into the lives of others was the guiding principle that undergird the founding of our organization."

Through many experiences and opportunities, Akingbemi credits CSUSB with his success in life, leadership, and owning a private business. Akingbemi graduated from CSUSB with a bachelor's degree in criminal justice. ●



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

# ALUMNA USES ENGLISH DEGREE TO TRACK DOWN CYBER CRIMINALS

After earning both her bachelor's and master's degrees in English from CSUSB, alumna Jessica Lee, '11 '13, applied her knowledge of linguistics to an unexpected career – she became a cyber threat intelligence analyst for the Principal Financial Group, a global financial investment management and insurance company in Houston.

"Getting a degree in English gave me a lot of strong research and analytical skills and I was really able to apply those skills specifically to cyber threat intelligence," Lee said.

"And I was able to transition from a technical writing role into an intelligence analyst role."

As a cyber threat intelligence analyst, Lee tracks adversaries, primarily financially motivated cyber criminals who are looking to steal money from companies or individuals.

Lee, who previously worked at Chevron and Lockheed Martin, must always be alert, as cyber criminals are continually evolving to find new ways to carry out their plans. ●



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



## CSUSB RECOGNIZES MAYOR OF RIVERSIDE AT ANNUAL ALUMNI MIXER

The Office of Alumni Relations hosted its fourth annual alumni mixer on the top floor of Riverside City Hall on the evening of Dec. 12. With 170 people in attendance, this event marked the largest mixer of the year.

"Events like these are great because they allow us to stay connected with an incredibly valuable university resource – our alumni," CSUSB President Tomás D. Morales said during the event. "As alumni, you are an integral part of CSUSB and its incredible legacy. I encourage you to get involved and show your Coyote Pride often."

The event also recognized Rusty Bailey '04, mayor of Riverside and CSUSB alumnus, for his leadership and dedicated service to the Riverside and San Bernardino communities.

"Since Mayor Bailey is not running for reelection, we took the opportunity to thank him for his service to the region," said Crystal Wymer-Lucero, director of Alumni Relations.

Morales presented Bailey with a signed certificate of recognition on behalf of the university, as well as some branded alumni gifts.

"Rusty is an inspirational civic leader," Morales said, "and an outstanding CSUSB alumnus!" ●



## DISTINGUISHED CSUSB ALUMNA RECEIVES PRESTIGIOUS THEATER AWARD

Cal State San Bernardino alumna ValLimar Jansen '90, a renowned professional singer and performer who has toured the world, is a recipient of the prestigious Kennedy Center Gold Medallion.

Jansen, who earned her bachelor's degree in theater arts from CSUSB in 1990, was honored during the Region 8 Kennedy Center American College Theater Festival (KCACTF) held at Cal State Fullerton in mid-February.

The Kennedy Center Gold Medallion is given to individuals or organizations that have made extraordinary contributions to the teaching and producing of theater and who have significantly dedicated their time, artistry and enthusiasm to the development of the KCACTF.

Jansen has professionally performed and toured around the globe, including the United States, Canada, the United Kingdom, Poland, Italy, Switzerland, France, Germany, Belgium, St. Maarten, St. Kitts, Bonaire, Ghana, Israel, Japan, Singapore and China.

One of her most notable projects was a one-woman musical about the life of American singer and actress Ethel Waters, which Jansen starred and co-authored with her CSUSB theater professor and mentor, the late William Slout. Jansen received a special commendation from The Kennedy Center in Washington, D.C., for the performance. ●





## **MEN'S SOCCER TEAM HONORED DURING BASKETBALL GAME**

The men's soccer team's final ranking of No. 5 nationally and advancing to the NCAA Quarterfinals was its best season in CSUSB history. The Coyotes' extraordinary run ended with a 2-0 defeat against Cal State LA in early December.

To highlight their amazing work, the team was honored at halftime during the CSUSB men's basketball game on Feb. 15 at midcourt and then with a special video presentation. Team members then signed autographs for fans in attendance. ●

## **UNIVERSITY CELEBRATES ITS NATIONAL CHAMPION COYOTE VOLLEYBALL TEAM**

The CSUSB Coyote volleyball team, which captured the NCAA Division II National Championship in December – the university's first national title – was honored on Feb. 26 during a special dinner at the Mission Inn Hotel & Spa in Riverside, hosted by President Tomás D. Morales.

To further honor their undefeated season, the team was also celebrated at a block party on campus on Feb. 28. During the celebration held in the University Hall Plaza, the team was congratulated and praised for its hard work, determination and dedication.

In addition, on March 9, hosted by Assemblymember Eloise Gómez Reyes (D-San Bernardino), the California Assembly and Senate honored the team in Sacramento.

Players and coaches were joined by university administrators and state officials in the Capitol. Before being honored by the state Senate, the team was recognized by the state Assembly when Reyes introduced the team to her fellow legislators.

Not only is the team CSUSB's first national champion, the Coyotes are "the first team from California to claim a Division II title since 1989," said state Sen. Connie Leyva (D-Chino) when she presented the team in the Senate chamber. "So these women are pretty amazing."

With a 33-0 record, CSUSB became only the third undefeated champion in NCAA Division II history.

Just as impressive, the student-athletes also led in the classroom, earning CCAA Conference All-Academic honors and maintaining the highest GPA of any CSUSB athletic team. ●

# FLIGHT TO *Harmony*

*The CSUSB orchestra experiences performance of a lifetime*

Through the generosity of the Shin Il Cultural/Education Foundation and Dr. Se-Ung Lee, honorary chair of the foundation, the CSUSB orchestra embarked on a once-in-a-lifetime journey to South Korea, where they performed their first-ever international concert at the world-renowned Seoul Arts Center on Oct. 2, 2019.



Watch their extraordinary experiences unfold in "Flight to Harmony," which premiered on Sunday, March 1, during a special reception with the CSUSB orchestra and their friends and families.



Watch now:  
[magazine.csusb.edu](https://magazine.csusb.edu)

## CAL STATE SAN BERNARDINO RANKS HIGH

CSUSB's criminal justice master's and MBA online programs were listed among the best in the nation, according to U.S. News & World Report's 2020 rankings.

CSUSB's online criminal justice master's program was named Intelligent.com's Top 50 Criminal Justice Degree Programs for 2020, placing at No. 18.

Great Value Colleges ranked CSUSB No. 18 on its list of the 50 Most Affordable Bachelor's in Economics Programs for 2020.

CSUSB was ranked No. 10 by Study.com for having the best online programs in California.

U.S. News & World Report ranked CSUSB among the nation's top graduate schools for its Master of Fine Arts, Public Affairs, and part-time MBA graduate programs.

CSUSB's Department of Criminal Justice was ranked No. 15 on Great Value Colleges' list of the 35 Most Affordable Bachelor's in Criminology for 2020.

CSUSB's MBA program was listed among the top business schools in the world by CEO Magazine. The listing placed the Jack H. Brown College of Business and Public Administration's MBA program in Tier 1 of the North American MBA rankings.

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