

Presenters

Recently promoted to Professor, **Jesús David Jerez-Gómez** earned his Ph.D. from the University of California at Davis and teaches Spanish in the World Languages and Literatures Department. He is the Director of the Mediterranean Studies Academy and focuses on study abroad and curricular development.

With research expertise in the Golden Age, he is an active scholar and especially interested in the intersections of cultures in the Mediterranean. He recently presented “Estelas mediterráneas en el Persiles: Cervantes y las raíces de la tradición narrativa” at the Cervantes Symposium of California, at University of California, Berkeley and “Captain Alonso de Contreras’ Memoirs: Mediterranean Identity as a literary genre” at the International Mediterranean Studies Association Conference in Malta. Jerez-Gómez was instrumental in establishing the connection with University of Granada for the Center of Global Management’s study abroad program which he coordinated with Matthew Habich. Jerez-Gómez also contributes to the Study Abroad Valladolid program.

With an MBA from University of Michigan, **Matthew Habich** came to CSUSB with extensive business leadership experience in the communications technology and water technology industries. He also has expertise coaching and facilitating groups of CEOs and executives, which he continues currently as a facilitator with the Executive Leadership Network. At CSUSB, he was the essential faculty member in the cross-college application for the Teaching Innovation Grant to found the Mediterranean Studies Academy. In spring 2017, Habich was honored with the Outstanding Lecturer Award from the Jack H. Brown College of Business and Public Administration. He co-led, with Dr. Jerez-Gómez, the Study Abroad Spain program and designed Management 306, Expository Writing: Mediterranean Fortunes: Culture and Commerce. Habich is currently developing an interdisciplinary research agenda with a focus on the impact of study abroad on student employability and he presented on this topic at the University of Granada in July 2017. This fall, he was selected as one of the Center for Global Management’s faculty fellows to encourage faculty-led programs and facilitate student orientations.

College of Arts & Letters Faculty Colloquium

12:00 Introductions

Holly Henry, English

12:05 Welcome

Terry Ballman Dean, College of Arts & Letters

12:10 Brief Remarks on Study Abroad

Vipin Gupta, Center for Global Management

12:15 Study Abroad Romania

Victoria Seitz, Marketing

12:30 Study Abroad London, United Kingdom

Bradford Owen, Communication Studies

12:45 Study Abroad Slovenia

Eva Kirsch, Robert and Frances Fullerton Museum of Art
Luz Elena Ramirez, English

1:00 Study Abroad Spain

J. David Jerez-Gomez, World Languages and Literatures
Matthew Habich, Management

1:15 Moderation of Discussion

Holly Henry, English

September 25, 2017

12:00 – 1:45 p.m.

**Robert and Frances Fullerton Museum of Art
California State University, San Bernardino**

<https://cal.csusb.edu/faculty/colloquia>

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Victoria Seitz is Professor and Chair of the Marketing Department at California State University, San Bernardino. She is the author of *Power Dressing*, *Your Executive Image*, and *I Don't Wear A Suit* as well as books on advertising and public relations published in Romania with Mariana Nicolae (2006), "Crearea Imaginii (*Image Making* 2008) and *Cheia Succesului Imaginea Profesionala (Your Key to a Successful Professional Image)*. Seitz received her Master's and Ph.D. from Oklahoma State University. Prior to teaching she was a fashion coordinator for Burdines Department Stores in Florida and in retail management for Saks Fifth Avenue. Dr. Seitz has been a guest on numerous radio and TV talk shows and has been quoted in the *Los Angeles Times*, *Investor's Business Daily*, *Business Week*, and the *Kansas City Star*. She has written hundreds of articles for academic, trade and popular magazines and presented at national and international conferences. Seitz received a Fulbright Senior Fellowship award in 2002 and two Fulbright Specialist Awards in 2006 and 2008 in Romania conducting research and teaching advertising and marketing. She also consults on issues dealing with image marketing and advertising and her clients have included the US Armed Forces, General Dynamics, Texas Instrument, Abbot Laboratories, and The YMCA.

Bradford Owen is Associate Professor and Interim Chair of the Communication Studies Department. He earned his M.B.A. and M.F.A. in Film Production, and M.A. and Ph.D. degrees in Communication from the University of Southern California. His professional experience includes founding a film and video production company through which he produced, directed, and edited numerous non-theatrical projects and line-produced two independent feature films. At CSUSB, Owen co-founded the CSUSB London Summer Program in 2013 and directs or co-directs the program. He also has helped lead Communication Studies' Q2S curriculum transformation. In 2015, Owen completed extensive teacher training at the University of Massachusetts Medical School Center for Mindfulness, and is authorized to teach the 8-week Mindfulness-Based Stress Reduction (MBSR) course. His current research interests include the effect of trait mindfulness on human communication and technology as well as narrative comprehension from the perspectives of entertainment theory and media psychology. He teaches film studies, digital video production, and quantitative research methods.

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With an MA in Exhibition Design and Museum Studies from CSU Fullerton, **Eva Kirsch** is the director of the Robert and Frances Fullerton Museum of Art. RAFFMA holds one of the three major California collections of Egyptian antiquities and a small collection of ancient pottery from the Italian Peninsula, and regularly exhibits art from the Mediterranean region. Kirsch has curated several Mediterranean-theme exhibitions, including *Journey to the BEYOND: Ancient Egyptians in the Pursuit of Eternity* (Oct. 2016-June 2018).

In summer of 2017, Kirsch team taught with Luz Elena Ramirez at the Faculty of Economics at the University of Ljubljana and provided an invaluable perspective on museums students toured during the study abroad program. In addition to directing the museum and teaching, Kirsch serves as the President of the Southern California chapter of the American Research Center in Egypt featuring "the premiere Egyptian lecture program in the U.S." (John Adams)

With a Ph.D. from University of Texas, Austin, **Luz Elena Ramirez** specializes in Victorian literature, early twentieth-century British fiction, and the crossroads of imperial cultures. Professor of English, Ramirez teaches British literature, literary theory, and Humanities courses and she is the co-founder of the Mediterranean Studies Academy. An innovative teacher who internationalizes the curriculum, she was honored with the Senate Award for Exceptional Service to Students which recognized her development of the Study Abroad Slovenia Program offered in July 2017 at the Faculty of Economics at the University of Ljubljana. The syllabus she designed with Eva Kirsch was one of 40 out of 550 to be accepted at this prestigious, Triple Crown and highly competitive summer teaching program.

In addition to teaching, Ramirez maintains an active research agenda. This summer she presented "The Impact of Museums on Literary Criticism: The Palacio de los Olvidados and Crypto-Judaism in Rider Haggard's *Fair Margaret* (1907)" at the Universidad de Granada. Currently, she is working on her book manuscript, *Conquest and Reclamation in the English Imagination*.