

SPRING/SUMMER 2020

MONTEREY BAY

THE MAGAZINE OF CSU MONTEREY BAY

25 *for the* Next 25
SERVING
OUR FUTURE

25TH ANNIVERSARY SPECIAL EDITION



COVID-19 Response
Special Section



Dear friends of Cal State Monterey Bay,

As our university's celebration of our Silver Jubilee winds down, we reflect on our incredible 25 years at California State University, Monterey Bay. This year strengthened the foundation for an even brighter future. Our renewed accreditation – for the longest possible term of 10 years – shows that we exceed expectations as an institution, and our rising graduation rates speak to our commitment to student success.

We are elevating our regional profile as a valued partner providing educational opportunities to underserved communities and promoting sustainable economic growth, but much work remains.

Last fall, the College Futures Foundation reported 144,000 college-ready students will be turned away annually from California's four-year higher education institutions by 2030 — double today's numbers. This poses a severe threat to the state's economy and will widen racial, income, and geographic inequities.

At CSUMB, we are part of the solution, and we are ready to grow with the need. Unlike many CSU campuses, we have room and the flexibility to do so in a way that broadens our statewide impact as an engine of economic growth and social mobility.

We moved forward with new degrees in agricultural plant and soil sciences and sustainable hospitality management. Those programs directly impact our local economy. Our teacher pathway program, a collaboration with community college partners, addresses the critical shortage of teachers in our region with graduates committed to their communities.

We are also addressing the need for more nurses and physician assistants through degree programs that partner with local health organizations. We are building support for a new school of engineering with its first degree program, mechatronics, serving emerging areas in the agriculture industry, and meeting broader needs for employees with tech expertise.

We are all impacted by the unprecedented events of 2020 and the coronavirus pandemic. I believe this will have a significant and lasting effect on higher education and how we operate. We've included a special section in this magazine about our response. As we respond and adapt to the new normal, we remain committed to the success of our students and to helping our region thrive.

Sincerely,

A handwritten signature in black ink, appearing to read "Eduardo M. Ochoa". The signature is fluid and cursive, with a horizontal line underneath the name.

Eduardo M. Ochoa, *President*



Cinematic Arts and Technology Department students at CSUMB have access to a state-of-the-art studio with a green screen for their film productions.

PHOTO BY RANDY TUNNELL



Vol. XIII, No. I
Spring/Summer 2020

Published twice yearly for alumni, donors and friends of Cal State Monterey Bay by University Communications.

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CSUMB alumni who are city of Monterey employees outside Colton Hall Museum with City Manager Hans Uslar (fourth from right). From left: Jay Punkar, Eric Palmer, Rafael Albarran, Kristonee Wade, Gundy Rettke, Jennifer Cleary, Ben Fowler, Paige Smith, Nat Rojanasathira, Wendy Davies, (Uslar), Vince Pizzo, Olga Maximoff and Jordan Leininger.

PHOTO BY RANDY TUNNELL

Community Partners

CSUMB grads working for city of Monterey in nearly every department

BY SOPHIA HUANG MCKENZIE

In an old bank building in downtown Monterey, Jordan Leininger opened the massive steel door of a vault filled with historical treasures. The temperature and humidity-controlled space provides an ideal environment for storing delicate and aging documents and other artifacts, he explained.

Leininger pulls on a pair of white gloves and takes down a large rectangular box from a high shelf. He places the box on a table, opens the lid and gently lifts protective layers of thin white paper to reveal one of the oldest items in the city's museum collection.

It's a 175-year-old American flag with 26 stars and belonged to John C. Fremont, the 19th-century explorer, mapmaker, politician and soldier. Fremont's work was instrumental to the U.S. governments' development of California.

"He was mapping out the territory of upper California at the time, before it was part of the United States, and he took it on one of his expeditions," Leininger said.

Leininger, who graduated from CSU Monterey Bay in 2018 with

a degree in social and behavioral sciences, is employed by the city of Monterey as an artifacts specialist. He is one of at least 30 CSUMB alumni working for the city in just about every department.

Milestone Anniversaries

Both the city and CSUMB are celebrating milestone anniversaries in 2020. Founded in 1770, the city is commemorating 250 years. CSUMB marked 25 years since its creation in 1994 during the 2019-2020 academic year.

"Over the past 25 years, CSUMB has established itself as an impactful and value-adding institution, successfully matching and aligning relevant curricula with our region's important industries and employers,"

City Manager Hans Uslar said.

"As a local government, the city of Monterey is proud to be able to point to this successful example of academia, military base reuse and partnership."

The city's five museums hold artifacts including original documents from the Constitutional Convention of 1849 when the state of California was created; and personal items belonging to John Steinbeck and his close friend, Ed Ricketts, a respected marine biologist fictionalized as "Doc" in the novel, "Cannery Row."

"It's pretty cool stuff that we have here," Leininger said.

After carefully putting away Fremont's flag, he explained how he discovered his career path thanks to CSUMB.

Leininger said he loves history

— “Stories of the past and mysteries are always fun. What happened here? Why did this happen? It fascinates me, keeps me intrigued” — but he wasn’t always sure how he could turn his passion into a profession. He wasn’t interested in teaching history, and he didn’t think he had other options.

Then he took a museum studies class at CSUMB and volunteered at the city’s Pacific Biological Laboratories museum to fulfill his service-learning requirement. He relished the work and found his calling.

The city first hired him as a museum attendant, and he later took on his current position.

“Because of CSUMB and service learning, I’m where I am today,” Leininger said.

Serving the Community

Built in 1951, Fire Station 12 on Hawthorne Street is the second oldest of the city’s six fire stations. It serves the area which includes Cannery Row and the Presidio of Monterey. The station is known for battling the historic Associated Oil Co. tank fire of 1924, caused by a lightning strike, and the fire at China Point in 1906, which destroyed a Chinese fishing settlement.

The fire department employs four CSUMB alums, and three of them sat down together at the station’s kitchen table on a weekday afternoon in November. With a radio squawking and buzzers sounding in the background, they reminisced about CSUMB and the influence it had on their lives.

Fire Capt. Vaughn Costa joined the city’s fire department in 2013. He graduated from CSUMB in 2011 with a degree in kinesiology. Costa played baseball at CSUMB for two years, and a former teammate encouraged him to join in pursuing a career as a firefighter.

“Playing sports my whole life, it’s kind of that same team mentality. It’s a job where I’m working with other people, and we’re all working towards



Artifacts specialist Jordan Leininger with a 175-year-old American flag in the city’s museum collection.

that common goal. It’s kind of been the theme of everything I’ve done in my life.”

CSUMB also instilled in him the desire to serve in the community, he said.

The same holds true for Gundy Rettke, the CSUMB alum who has worked for the city the longest at 23 years. She started with the police department then moved to the fire department 12 years ago. She is now a senior analyst who handles budgets, grants and contracts.

“Attending CSUMB helped me expand my interests and discover a deeper passion to help, which may not have developed without my CSUMB education,” Rettke said.

“I knew working in support of public safety was serving the purpose of protecting our greater community’s health and human services. But I learned so much more about social services, ethics, policies and the skills to promote them — from writing and statistical analysis to leadership, presentations and actually performing services through community service internships.”

Rettke interned with hospice

services and plans to volunteer for them after she retires.

Never Too Late

Rettke went to school on and off over the years while working full time for the city, fitting in classes when she could. She graduated in 2006 with a degree in collaborative health and human services when she was almost 50 years old.

Earning her degree wouldn’t have been possible without the support and encouragement of her CSUMB professors, she said.

“My instructors were very influential in keeping me going and helping me make it through.”

Rettke hopes her story will inspire others to finish their college education.

“It’s never too late to get a degree,” she said.

Kristonee Wade, one of the newest Otters hired by the city, became an administrative assistant in the fire department less than a year ago. She graduated in 2015 with a degree in environmental studies. CSUMB’s smaller size helped her achieve academic success, she said.



Monterey Fire Department employees Kristonee Wade, Vaughn Costa and Gundy Rettke outside Fire Station 12.

“I thought it was the best experience. Everyone was so close. You got to know every single person in the same classes with you. It was like you had a family to study with. You had that community, rather than a huge place where you might feel a little bit lost,” she said.

“My instructors were amazing. They made it so fun and collaborative with the whole class. I made friends with my instructors because they actually care.”

Highest-Ranking Otter

Nat Rojanasathira became assistant city manager in June 2019, the highest-ranking Otter alum working for the city. He came back to the region after 12 years of working for the town of Danville, California.

“I’m so fortunate to be here. Since attending CSUMB, I’ve always wanted to establish roots here in Monterey. This was such a unique opportunity to take the next step in my career and be a part of the community in the city that I’ve always wanted to work for and to be a part of.”

As assistant city manager,

Rojanasathira helps guide and lead many parts of city operations.

Monterey is unusual because the population swells from 28,000 to over 70,000 during the day when people come to the city for work, business, education and tourism. In addition, the city encompasses forests, beaches, military installations and runs a world-class sports center.

“CSUMB continues to deliver on its promise to be an asset to the region. The CSUMB graduates who are part of the dedicated workforce in the city of Monterey are a testament to that.”

“We get to make a difference in people’s lives across very diverse areas of service delivery from public safety to recreational opportunities,”

he said.

Rojanasathira, who graduated in 2005 with a bachelor’s degree in global studies, decided to attend CSUMB after visiting the campus for open house, then called “Kelp Kraze.”

“I didn’t apply to any other college,” he said.

At Kelp Kraze, now known as Otter Days, Rojanasathira met faculty and students and learned about opportunities in student government.

“They said this is a campus where you can be involved, and be a part of the community. They talked about this being a pioneering, 21st-century university. I was passionate about environmental issues, and there was an environmental committee I could join,” he said.

Rojanasathira was elected to three terms as CSUMB’s environmental senator, representing the student government on issues relating to solid waste, recycling and the clean up of the former Fort Ord army base. He also worked for the city of Pacific Grove for over two years.

“CSUMB’s focus on learning by doing really helped me grow and gain my interest in local government as a profession where you can make a difference in the community,” he said.

The closure of Fort Ord was difficult for the region, but the founding of CSUMB and its growth and impact has been amazing, Rojanasathira said.

“CSUMB continues to deliver on its promise to be an asset to the region. The CSUMB graduates that are part of the dedicated workforce in the city of Monterey are a testament to that.” MB

Editor’s Note: After this story was completed, the city of Monterey announced in April plans to lay off more than 80 employees because of \$10 million in revenue loss in just two months from COVID-19. City Manager Hans Uslar said he hopes to quickly rehire employees as programs and facilities reopen.



Basic NEEDS

INITIATIVE
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Clockwise from top, left: food bags at a Basic Needs event; Basic Needs Coordinator Ashley Ramsden; groceries ready to distribute at a Food Pantry; CSUMB student Serena Contreras.

Making Ends Meet

CSUMB helps students struggling to find adequate food, housing

BY JOANNA SNAWDER-MANZO

She wanted to blend in. Look like a regular college student. She thought of ways to conceal her secret. She splurged on a navy sweatshirt that broadcast her attendance at CSU Monterey Bay. She entered campus early, before most of her peers, affording her cover.

PHOTOS BY NIC COURTY

She gave very little information when working with her co-students on projects. Always careful to meet them on campus and steer the conversation away from personal details, re-focusing on the assignments at hand.

She had goals: Get a degree. Change her situation. Break the cycles of her parents before her. For Emily (not her real name), living out of her car was secondary. She had made it to a four-year university.

Part of the allure of being at CSUMB was the access to resources that would help her be successful. Resources like vouchers to the Dining Commons. An opportunity to break bread with her peers, undetected as homeless.

Emily is not an anomaly.

California is a state that consistently has one of the highest costs of living in the country. More students than ever are attending college, but the cost of attendance has increased while education budgets have decreased.

The result? Many students struggle to meet their basic needs. Basic needs refers to food, housing and overall wellness security.

The McKinney-Vento Homeless Assistance Act of 1987, the federal law that provides funds for homeless programs, defines homelessness as:

A lack of a fixed, regular and adequate nighttime residence.

Sobering Statistics

California State University (CSU) released the results of its system-wide Study of Student Basic Needs in 2018. Of the 24,324 respondents — 5.8 percent of the overall CSU — 10.9 percent reported experiencing homelessness in the previous year. That translates to 2,650 college students in California.

That is a lot of couch-surfing and sleeping in cars and tents. Some rent a garage. Some find refuge in the live-work exchange model. Others stay in unhealthy, unhappy, and potentially abusive relationships because shelter is so hard to come by.

When you dig into the CSU

study for CSUMB specific data, 9.16 percent or 699 students responded to the survey. Of those students, 15.9 percent or 111 students, reported an experience of homelessness.

Many more students are hungry. The study found that 50.1 percent of CSUMB respondents had experienced food insecurity in the previous year. Food insecurity is defined by the United States Department of Agriculture (USDA) as:

Limited or uncertain availability of nutritionally adequate and safe foods; or, limited or uncertain ability to acquire acceptable foods in socially acceptable ways.

Dumpster diving is not generally thought of as socially acceptable. The question of nutrition becomes moot if all a student has money for is ramen noodles and fast food. Without proper nourishment, students cannot achieve peak academic performance. Perhaps the characterization of the “starving college student” is no longer a rite of passage to laugh off.

In Emily’s case, she ended up stopping out of CSUMB. It remains uncertain if and when she will be back.

New Strategy

Tanner Yost is a computer science major from Sebastopol, California. He transferred to CSUMB in Fall 2018 looking for a strong academic program and a close-knit community. CSUMB checked off both boxes.

He lived on campus his first year, specifically so he could get connected, have roommates, and meet people. His residence hall had a meal plan requirement. Wanting to relieve himself from worry about food, he chose the unlimited plan. He could eat at the Dining Commons as much as wanted.

In his second year, he opted to live off campus, partially to live with his significant other, who is not a student. With a tight budget and no meal plan, he needed a new strategy for feeding himself. He sought help from

CSUMB’s Basic Needs resources.

“I have utilized all of the Basic Needs resources at some point in the last semester, and I am also a CalFresh recipient,” Yost said.

Reducing Stress

“Using these resources has reduced the stress of food insecurity for me significantly, especially CalFresh. The services provided by Basic Needs help me focus more on studying and let me worry less about paying for meals.”

He used the Food Pantry while waiting for his CalFresh application to process, and it allowed him to prepare fresh meals. Once approved for CalFresh, he’s been able to cook dinners every night and keep leftovers for lunch the next day. Yost will also grab quick snacks from The Basic Needs Hub.

For those on the fence about applying to CalFresh, “Just do it,” Yost said.

“It took me about 10 minutes to apply and I got a phone interview four days later. The interview took only about 15 minutes, and I was approved immediately. ... Eligibility rules for students can be difficult to interpret, so just apply and let them tell you if you are eligible or not.”

Yost was scheduled to graduate in May. He used to think he wanted to work for a profitable tech company. Within the last year, his focus has shifted.

He is now interested in working for the government or possibly in higher education. He has a distaste for how competitive the tech industry is, and he would rather do work that helps people, he said. MB

Joanna Snawder-Manzo is a care manager with the Office of Student Life and a member of the Basic Needs Committee at CSUMB.

Basic Needs resources on campus growing



Basic Needs resources at CSUMB have continuously grown since the Associated Students (AS) held its first Food Pantry in Spring 2016. Now four years on, the campus has developed several useful programs and has a physical location called The Hub where students can receive resources and services.

Located in the Student Center, The Hub offers one-on-one consultation, CalFresh Food application assistance, and tangible resources such as perishable food from Starbucks. The latter is a collaboration that began in February 2019. Approximately 400 different students sought assistance from The Hub in Fall 2019.

CSUMB hired Ashley Ramsden to manage its expanding Basic Needs resources in October 2019. She holds a master's degree in social work and brought a wealth of experience representing low-income students and navigating processes and resources in the interest of their educational pursuits.

"I have already seen firsthand the positive impact that meeting students'

basic needs, like access to sufficient, healthy food and secure housing, has on them in the classroom and community," Ramsden said.

"By providing them with these resources, we allow them to put their energy and enthusiasm where it should be used — towards achieving their hopes and dreams for their lives."

CalFresh Food

A federally-funded nutrition assistance program. Recipients receive CalFresh Food benefits electronically at grocery stores and farmers markets via cards that look like any other credit or debit cards. CalFresh helps tight budgets stretch to include fresh fruits and vegetables. Students can receive hands-on assistance when submitting their CalFresh application.

Otter Eats

An opt-in texting service that alerts students to free food available on campus. Sometimes it will be leftover food, other times food is provided before an event. In Fall 2019, 36 texts went out notifying students of available food.

Feed Each Otter

CSUMB's version of the national Swipe Out Hunger program. This collaboration with Dining Services enables students with meal plans to donate to fellow students in need. In Fall 2019, 285 meals were donated.

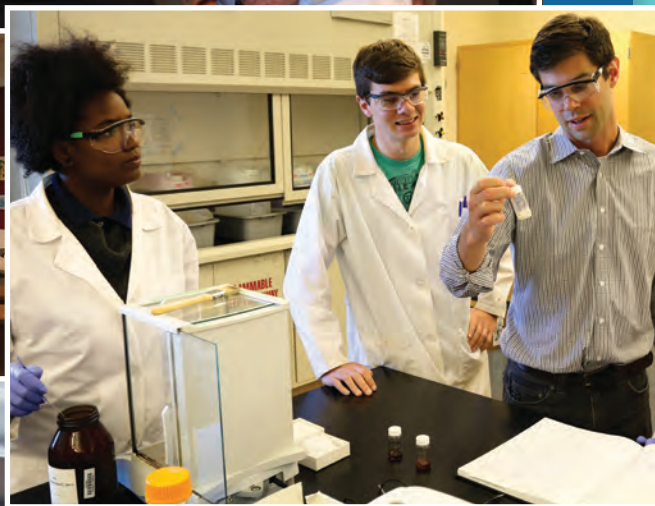
Food Pantry

A monthly pop-up model, the food pantry sees upwards of 400 unique students each time. Food comes from a partnership with the Food Bank of Monterey. Students simply have to check-in with their OtterCard (student ID) to receive goods.

Fresh Access

A partnership with Monterey Bay Certified Farmers Markets in which students, after completing a brief assessment, can receive vouchers to use at markets. The goals are to alleviate food insecurity while giving students access to fresh produce.

“By providing them with these resources, we allow them to put their energy and enthusiasm where it should be used — towards achieving their hopes and dreams for their lives.”



Clockwise from top: White Coat Ceremony for physician assistant program; College of Science research lab; groundbreaking for new Otter Student Union; presentation at CSUMB library.

PHOTOS BY (CLOCKWISE FROM TOP, LEFT) RANDY TUNNELL, JOAN IGUBAN GALIGUIS, CSUMB.

25 *for the* Next 25 SERVING OUR FUTURE

Innovation is one of the cornerstones of CSU Monterey Bay. As we celebrate our 25th anniversary, CSUMB continues to embrace innovation and our commitment to a transformative vision for education and service. In “25 for the Next 25,” we highlight 25 innovative people, projects and programs taking us into the next 25 years.

BY SOPHIA HUANG MCKENZIE

25 *for the* Next 25 OPENING DOORS



Clockwise from top: CSUMB divers; graduate Adolfo Gonzalez, 58, a former farmworker; alum Cherisa Friedlander and NOAA colleague at the South Pole.

PHOTOS BY CSUMB AND NOAA.

Teacher Pathway Program

With the goal of “growing our own” educators to remedy the critical teacher shortage in our region, CSUMB partnered with Hartnell College to launch the Teacher Pathway Program in fall 2016.

“The program is truly unique in the CSU system and is just one example of the potential that CSUMB offers to collaboratively address the workforce needs of our region,” said CSUMB College of Education Dean Jose Luis Alvarado.

The program is achieving remarkable success. It expanded to include Monterey Peninsula and Cabrillo colleges, and student retention rates have far surpassed those of traditional programs. In its first three years, 86 percent of students earned their associate degrees in two years.

“Our Teacher Pathway Program is designed to eliminate barriers to ensure that our local talent is able to pursue workforce training that allows them to become educators who serve their local communities and are reflective of the students taught in our local schools,” Alvarado said.

Nelson Graff, Associate Professor

The CSU honored Nelson Graff, associate professor and director for CSUMB’s Communication Across the Disciplines program, with one of 19 CSU Faculty Innovation and Leadership Awards for 2019-2020. The award acknowledges faculty who have demonstrated leadership to improve student success and outcomes in courses with traditionally low success rates or persistent equity gaps.

Since his arrival in 2015, Graff centered reading practice as the foundation of education at CSUMB. Graff boosted student performance by bringing the Reading Apprenticeship (RA) framework to multiple disciplines on campus, including First-Year Seminar and freshman mathematics and statistics.

He also collaborated with CSUMB’s tutoring center to implement RA in tutoring practice. In addition to his campus leadership, he has become a system leader in RA efforts, presenting in several webinars and at RA conferences.

Master of Science Physician Assistant Program

Central California’s underserved communities lack access to quality healthcare. CSUMB launched a new Masters of Science Physician Assistant (MSPA) Program in 2019 to help fill the gaps.

The program is the first of its kind in the CSU, and only one of three in the country to teach in Spanish, according to Director Christopher Forest.

Physician assistants provide many of the same services as doctors, including performing physical exams, diagnosing illnesses, and prescribing medications, but less training and certification are required.

More than 1,600 people applied for the 32 spots available in the program’s inaugural cohort which started classes in January 2019.

Read about the MSPA Program’s first White Coat Ceremony on Page 46.

President’s Sustainability Committee

CSUMB defines sustainability as the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for current and future generations.

The President’s Sustainability Committee at CSUMB promotes sustainability throughout the university in planning, development and operation of the campus facilities, including student support services.

The committee works to build awareness, understanding, and a culture of sustainability. It aims to support sustainability through curriculum innovation, faculty, staff, and student research, and outreach to the local, regional and global community.

Learn more about CSUMB’s sustainability efforts at csumb.edu/sustainability.

Adolfo Gonzalez, Alumnus

When 58-year-old Mexican farmworker Adolfo Gonzalez graduated with honors from CSUMB last May, his remarkable achievement made USA Today’s “Top 10 California Stories of 2019” and gained international attention.

25 *for the* Next 25 FINDING PATHWAYS



Clockwise from top: Makerspace in CSUMB's library; Erin Mansell, 2019 Forbes Under 30 Scholar; classroom at Alisal Community School, a Bright Futures strong performer.

PHOTOS BY (CLOCKWISE FROM TOP) IWC COURRY, PROVIDED, RICHARD GREEN

Gonzalez earned a bachelor's degree in Spanish, pursuing his education when he could while working in the Salinas Valley for 18 years, picking lettuce and harvesting celery. He learned English, became a U.S. citizen and obtained a GED from Salinas Adult School. He then attended Hartnell College and earned an associate's degree before enrolling at CSUMB.

As part of his CSUMB service learning experience, Gonzalez volunteered at the Salinas Adult School where he was once a student himself. González plans to earn a master's degree and become a teacher in Salinas to help educate the immigrant farmworker community.

"Every time I have the opportunity to share and tell my community, I strongly recommend them to stay focused in school," Gonzalez said at The County of Monterey Board of Supervisors meeting on June 11, 2019. It was declared "Adolfo Gonzalez Day."

"I strongly believe that if I can do it at age 58, I think everybody can do it."

Campus Master Plan

CSUMB updated its master plan in 2017 to express a vision for a 21st-century learning environment that connects the university's mission and academic plan with the design, development and stewardship of the campus.

It identifies best practices in sustainability and transportation, protects the natural environment, increases public and pedestrian-friendly areas and determines locations of future classrooms, offices and research spaces.

Learn more about the master plan and current construction projects at: csumb.edu/campusplanning.

Osher Lifelong Learning Institute

Osher Lifelong Learning Institute at CSUMB opened in 2007 to provide educational opportunities for people age 50 and up through unique university-level courses and experiences on a wide-range of subjects from politics to poetry.

Known as OLLI@CSUMB, it is one of 124 institutes nationwide supported in part by The Bernard Osher Foundation. Additional

funding comes from membership fees and donations. CSUMB provides in-kind support.

Most OLLI courses are held at CSUMB at Ryan Ranch in Monterey. Select classes are held on the main campus, at CSUMB @ Salinas City Center and other community venues.

Makerspace

In September 2018, Room 3125 at the Tanimura & Antle Family Memorial Library transformed from an area for book processing and storage into a Makerspace, a home for creative activities. It provides hands-on learning and builds the critical thinking skills needed in STEM (science, technology, engineering and math) fields.

Participants use the workspace for making, learning, exploring and sharing using high and low-tech tools. They paint, design laser cut art, 3D print, create terrariums, crochet, sew and more. All skill levels are welcome, and training and workshops occur throughout the year.

A collaboration between students, faculty and staff of the College of Education, the College of Science and the library, the Makerspace was made possible by grants from Chevron California State University Pathways (in cooperation with Sonoma State University's Makerspace), El Camino Health and the New Generation of Educators Initiative.

Research Diving Program

Fully leveraging our proximity to the extraordinary 'living laboratory' of Monterey Bay, CSUMB began a dive program from its earliest days. The program focused on recreational training, including introductory courses in open water SCUBA and advanced SCUBA rescue. In 2010, the scientific research diving program was born.

The program is certified by the American Academy of Underwater Sciences, an organization that sets standards for scientific diving, certifications and operations at all universities in the United States.

The entire dive program is now unified under the umbrella of the Department of

25 *for the* Next 25 GENERATING GROWTH



Clockwise from top: grand opening of CSUMB @ Salinas City Center; CSUMB Black History Month event; student receives 1-on-1 attention in math class.

PHOTOS BY CSUMB

Marine Science, including new courses that allow students to use their training to conduct original research on the state's most pressing environmental challenges.

"We're interested in giving students the tools they'll need to succeed out in the world, and scientific diving is a critical tool," said James Lindholm, marine science and diving program chair.

"Our students are getting incredible jobs and opportunities in graduate school. With training in the challenging conditions of Monterey, they are very literally ready to work on day one."

Institute for Innovation and Economic Development

The Institute for Innovation and Economic Development (iiED) at the College of Business (COB) embarked on its mission a decade ago to promote entrepreneurship, educate student entrepreneurs, and build a sustainable economic ecosystem in the Monterey Bay region.

"It's regional development that goes beyond agriculture and hospitality. It diversifies the region. It brings tech companies, companies in food processing, companies in recreation and healthcare," COB Dean Shyam Kamath said.

The iiED sponsors three major hands-on programs each academic year under the Startup Monterey umbrella for students and community members. It also co-hosts meetups, expos, forums and symposiums which connect students, developers, designers, entrepreneurs, mentors and resources.

The institute estimates it has trained more than 2,000 entrepreneurs, helped start over 525 businesses, and seen more than \$10 million in capital raised by companies.

CSUMB @ Salinas City Center

Expanding our academic and cultural outreach in Salinas, CSUMB purchased The National Steinbeck Center building in 2016. CSUMB @ Salinas City Center hosts a wide range of community-centered events including monthly First Fridays, all free and open to the public.

Hosting open community events is in keeping with CSUMB's role as a community

resource, providing forums for discussion that can impact thought and action on issues important to our community.

Local artists and CSUMB students regularly hold art exhibitions at the center. It provides students with opportunities to create exhibits, work in collaboration with community partners, and converse with national figures in arts and humanities, Founding Director Enid Ryce said.

Erin Mansell, CART student

Forbes magazine honored Erin Mansell, a CSUMB senior in Cinematic Arts and Technology, as one of 1,000 students nationwide named "2019 Under 30 Scholars." She was invited to Forbes Under 30 Summit in Detroit, Michigan, in October 2019, a gathering of "the best minds across industries, venture capitalism, public policy and more."

Mansell is an Undergraduate Research Opportunities Center and Ronald E. McNair Scholar, and a Gilman Scholar who studied abroad in London. Her resume includes work on documentaries about Robin Williams and Alzheimer's disease, and the transgender experience under the Trump Administration.

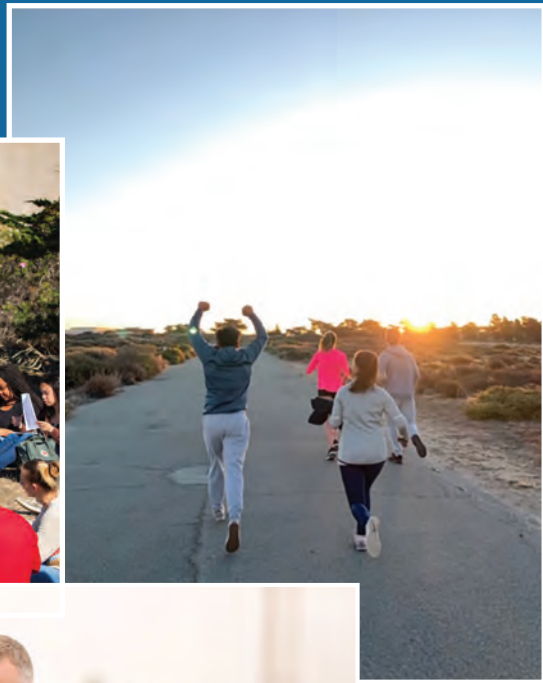
She also wrote and directed an award-winning film, "Screaming in Silence," featuring American Sign Language. The Monterey Film Commission recognized her for outstanding academic achievement and commitment to showcasing diversity in film.

Cherisa Friedlander, Alumna

Cherisa Friedlander made history in The National Oceanic and Atmospheric Administration (NOAA) Commissioned Corps as a member of the first all-female team to run NOAA's Atmospheric Research Observatory at the South Pole.

Friedlander, who holds a master's degree in applied marine and watershed science from CSUMB, was stationed at the South Pole for one year from November 2017-2018. She experienced six months of darkness, the Southern Lights and a low temperature of -103 degrees Fahrenheit, she told The Everygirl women's lifestyle website.

25 *for the* Next 25 CREATING OPPORTUNITY



Clockwise from top, left: kinesiology class meets outdoors; Run, Walk & Roll Club; Softball Coach Andrea Kenney with Athletics Director Kirby Garry.

PHOTOS BY NIC CORY (TOP, LEFT) AND CSUMB

Friedlander is now the operations officer onboard a 208-foot research vessel based in Newport, Rhode Island.

Otter Student Union

CSUMB will have a new heart of the campus with the opening of the \$55 million Otter Student Union scheduled for 2020. Construction began in summer 2018 and has continued steadily, reaching 70 percent completion in spring 2020.

The much-anticipated 70,000-square-foot, three-story building will include a main quad plaza, indoor and outdoor podium seating, the university bookstore, meeting rooms, a game room, lounges, retail and dining operations. It will also have space for administration and support services and student organizations such as Associated Students and Otter Cross Cultural Center.

In alignment with CSUMB's campus master plan, the building's design meets the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) silver certification standards and may achieve gold status.

For more information, see Page 34.

Basic Needs initiative

As more students nationwide and in California struggle to afford food and housing, the CSU and CSUMB have responded with the Basic Needs Initiative. This innovative set of programs strives to support student success by ensuring that basic needs — food, housing and overall wellness security — are met through resources, access and advocacy.

Learn more about basic needs issues and CSUMB's efforts to address them in "Making Ends Meet" on Page 10.

College Support Programs

CSUMB provides several College Support Programs in direct support of CSU Graduation Initiative 2025, a system-wide effort to increase graduation rates while eliminating opportunity and achievement gaps.

One such program, the College Assistance Migrant Program (CAMP),

assists first-generation students who come from migrant and seasonal farmworker backgrounds. Services include peer mentorship, cultural enrichment opportunities, and assistance with admission and financial aid applications.

Since 2014, CAMP at CSUMB has helped more than 300 students and seen a 54 percent four-year graduation rate. In Summer 2019, CAMP received a five-year, \$2 million grant from the U.S. Department of Education to continue its work.

Other College Support Programs are: Educational Opportunity Program for low-income, first generation students; TRIO Student Support Services for first-generation, low income students and students with disabilities; and Guardian Scholars for foster youth.

Greg Gonzalez, Alumnus

CSUMB alum Greg Gonzalez is at the forefront of the "precision viticulture" industry with Scheid Vineyards, an award-winning winemaker in Monterey County.

Gonzalez graduated in 2010 with a social and behavioral sciences degree with a concentration in geographic information systems (GIS). National Geographic describes GIS as "a computer system for capturing, storing, checking, and displaying data related to positions on Earth's surface." It allows multiple kinds of data to be shown on one map and enables easier analysis and understanding of patterns and relationships.

Gonzalez joined Scheid in 2009 as a harvest intern. Eight months later, he was hired as a ranch supervisor and GIS technologist. Today he serves as Director of Vineyard Operations.

With other GIS technology team members, Gonzalez has implemented a cutting-edge farming system using GIS to manage data, analyze harvests, select planting sites, collect in-field data, and determine irrigation needs.

Kirby Garry, Otter Athletics Director

In his 14 years at CSUMB, Kirby Garry has helped shape nearly every aspect of Otter Athletics as an NCAA Division II intercollegiate athletics program and

25 *for the* Next 25 FUELING INNOVATION



Clockwise from top: a group of diverse students; Startup Weekend hosted by Institute of Innovation and Economic Development; CSU award winner Nelson Graff, associate professor with the Communication Across the Disciplines program.

emerged as a nationally-respected leader in athletics administration.

Athletics director since 2013, Garry leads and supports the department's 13 sports teams and more than 40 coaches and staff. CSUMB boasts a national title in golf, and long national tournament runs by the baseball and softball teams. In 2018-2019, Otter student-athletes led all California schools in their conference in academic achievement.

Garry's state and national leadership roles include: California Collegiate Athletic Association, Executive Council Chair; NCAA DII Athletic Directors Association, Board of Directors; and National Association of Collegiate Directors of Athletics, Executive Committee.

Archives & Special Collections

Embracing the belief that we must preserve our past to protect our future, Archives & Special Collections at CSUMB collects and preserves valuable records to support the research and curriculum needs of students, faculty and the community.

Located in the library, Archives & Special Collections acquires and preserves university records, and items related to the histories of CSUMB, Fort Ord Army base and local communities. Digitized materials include items from the Monterey County LGBTQ Collection and the Farr Legacy Collection, which documents the careers of U.S. Rep. Sam Farr and his father, state Sen. Fred Farr.

The archives also serve as a higher education resource by providing unique learning opportunities for students to work hands-on with historical documents and primary sources. Faculty can develop learning experiences for students to meet specific course objectives.

Bright Futures

Eduardo M. Ochoa became president of CSUMB in 2012 and focused on the role of the university as a steward of the community.

"At CSUMB we take responsibility for advancing our region socially, economically and culturally," he told *The Chronicle of Higher Education* in 2018. "We have a

strong mission of social equity and social justice and providing access (to education) for underserved communities."

In 2014 Ochoa founded Bright Futures Educational Partnership, an initiative involving education, business and community leaders, to improve "cradle-to-career" educational outcomes in the region. Doing so would have the greatest impact by sending positive ripple effects through multiple aspects of life, including poverty, health, crime and the local economy, he said.

The long-term goal is to raise the percentage of Monterey County students who earn a post-secondary certificate or degree from 20 to 60 percent by 2025.

President's Committee on Equity & Inclusion

President Ochoa issued a statement on equity and inclusion in September 2018 describing CSUMB's commitment to both as "an expression of caring, valuing and support for all the individuals who are part of this community."

"I encourage all of us in our Monterey Bay community to not only foster a culture that embraces diversity and inclusion, but to also continually look for ways to leverage that diversity as an asset in improving the education of our students for the changing demands and requirements of global citizenship," Ochoa said.

To this end, the President's Committee on Equity & Inclusion was formed with representatives from all university divisions. The committee serves as an advisory body to the president and provides leadership and accountability for CSUMB's efforts to promote an equitable and inclusive campus community.

Infectious Disease Response Team

CSUMB's Infectious Disease Response Team (IDRT) plays a critical role in keeping the campus community safe during a public health crisis. Comprised of more than 30 members, the team includes the viewpoints of healthcare workers, epidemiologists and stakeholders including students, faculty and staff.

Originally formed because of the

25 *for the* Next 25 TRANSFORMING LIVES



Clockwise from top: Asian Pacific Islander graduates at 2019 Commencement; archivist Robin Guthrie; alum Greg Gonzalez.

PHOTOS BY (CLOCKWISE FROM TOP) RANDY TUNNELL, NIC COURTY, SCHEID VINEYARDS

2009 swine flu (H1N1 virus) pandemic, a revamped IDRT began meeting in January once COVID-19 started spreading beyond China. The team would normally meet monthly to plan, prepare and educate the campus community. As the COVID-19 situation worsened, the team moved to weekly meetings to advise the university's Incident Management Team (IMT). The IMT activates in emergencies like COVID-19 to lead the campus response.

"CSUMB's response to the COVID-19 event has been very good," said Amy Thomas, director for Environmental Health, Safety & Risk Management. "Everyone has come together well to manage a situation that the country has never dealt with at this level."

Agricultural Plant and Soil Science Program

Investing in the future of Salinas Valley agriculture, the College of Science will introduce a new degree program in fall 2020: Agricultural Plant and Soil Science.

The program will be distinctive from other agriculture programs in California by focusing on the specialty fruit and vegetable crops grown in our region, Dean Andrew Lawson said.

The curriculum will develop crosscutting skills such as strong quantitative and communication skills, as well as expertise in plant science, and integrated soil, water, nutrient and pest management.

In close partnership with local community colleges including Hartnell, the program will incorporate practical, hands-on learning and industry or research internship placements to provide college-to-career pathways.

"We are excited to provide our students a degree pathway that will prepare them for great careers in our region's largest industry," Lawson said.

Wellness Programs

To improve the health of our campus community, CSUMB offers numerous free classes, programs and health screenings to achieve and maintain wellness.

University Personnel and Health & Wellness Services teamed up to debut the Otter Wellness Challenge in 2019. During the four-week event, participants were invited to set goals, adopt healthy behaviors and attend activities, such as exercise classes and health presentations. Those that completed a weekly survey had a chance to win prizes.

The Kinesiology Department hosted its first "Exercise is Medicine (EIM) on Campus Week" in October 2019, as part of an American College of Sports Medicine global health initiative. Activities included yoga and exercise sessions. EIM classes also were available at other times during the year. In addition, the department sponsors a "Run, Walk & Roll Club" which meets twice weekly. "Mindful Mondays" meditation sessions were held during Spring Semester 2020. The sessions — offered by the Cooperative Learning Center and Teaching, Learning & Assessment — included silent and guided meditations and mindfulness exercises to mitigate stress and support wellness.

New CSUMB Strategic Plan

At the close of our 25th-anniversary year of celebration, CSUMB unveiled its new Strategic Plan. It represents the culmination of more than two years of work and reflection by committee members and many other contributors.

Grounded in our inspiring founding vision, the new plan articulates the university's refreshed mission, vision and values for the 21st century. In addition, four priorities and strategies — Student Success, Inclusive Excellence, Regional Stewardship and Global Engagement, and Organizational Learning — will guide our decisions and our processes.

The new Strategic Plan is an overarching statement of what we value, what we strive to accomplish, and how we will continue our vital work of creating a brighter future for our region and beyond.

Learn more about the new CSUMB Strategic Plan by turning to Page 28.

New Strategic Plan Guides CSUMB into Next 25 Years

BY AARON BRYANT

On a Monday in November 2017, the faculty and staff of CSUMB gathered for the Campus Vision Retreat to begin the dialogue toward a refreshed mission, and to create a new strategic plan that would adapt to the new realities of the 21st Century.

At this meeting, President Eduardo M. Ochoa outlined the three periods of time for the university — Foundational, Consolidation and Re-engagement — then articulated a direction for where this young and nimble university would go in the future. We engaged with our founding vision, and how it carries to the future, stimulating discussion about what our region needs most to positively impact the lives and future of our community.

“Through our combined efforts, we have produced a brief but substantive statement of who we are, what we value and what we strive to accomplish at CSU Monterey Bay.”

The event led to the formation of the Strategic Planning Committee and a series of working groups to create a strategic plan, running on five-year action cycles. Each cycle will stay true to our values but will adjust the goals and objectives to advance the mission of the university.

The process was longer than

expected, but the product is a living strategic plan that can adjust as conditions change. No one anticipated that our flexibility would be tested so soon, but the events of 2020 show that the efforts were necessary.

The new Mission, Vision and Values are a succinct statement of our fundamental purpose, the institution we want to become, and the values that guide us in our work. The plan includes four areas of focus in its Priorities and Strategies. Student Success is, of course, the *raison d'être* of our university. Inclusive Excellence involves leveraging the diversity of our campus as a key educational resource to enhance the learning experience. Regional Stewardship and Global Engagement involves our role in advancing the region and internationalizing the student experience. The fourth element, Organizational Learning, is how we assure that our internal mechanisms are continually improved to enhance institutional effectiveness.

Our new strategic plan is the center of our processes and decision making. It informs and aids our focus as we set priorities. It guides us on the data to collect, and the evaluation needed to accomplish our aims strategically. It is the tool we reference for making budget decisions, and it will serve as a reminder of what we value most.

The university administration appreciates the work of the strategic

plan committees and contributors. Through our combined efforts, we have produced a brief but substantive statement of who we are, what we value, and what we strive to accomplish at CSU Monterey Bay.

CSUMB Strategic Plan 2019-2024

MISSION

To prepare students to contribute responsibly to California and the global community by providing transformative learning experiences in an inclusive environment.

VISION

We will be recognized as a premier comprehensive university that prepares reflective practitioners, innovative leaders, and thriving citizens dedicated to the public good.

VALUES

- Student-centeredness
- Intellectual Curiosity
- Creativity and Innovation
- Integrity, Accountability and Mutual Respect
- Diversity, Equity and Inclusion
- Service and Civic Engagement
- Sustainability
- Global Orientation
- Health and Wellness

PRIORITIES

1. Student Success
2. Inclusive Excellence
3. Regional Stewardship & Global Engagement
4. Organizational Learning

SPECIAL SECTION



Student group engages by virtual meeting in March.

CSUMB Responds to Global Pandemic

FROM PRESIDENT EDUARDO M. OCHOA:

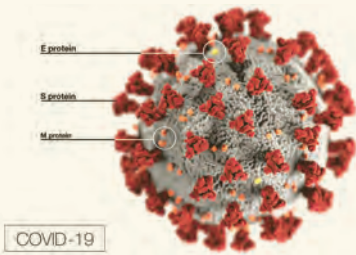
These are unprecedented times. The coronavirus pandemic defied our assumptions and required the university to reinvent our core processes at unprecedented speed. We are grateful that public health professionals acted quickly with expert advice based on scientific evidence, providing us with clear guidance.

Our faculty and staff moved quickly to carry out the changes necessary to protect the health and safety of our community. Our staff expedited the reduction of our on-campus population, orchestrated a drastic reduction of our housing occupancy, and implemented new cleaning and social distancing protocols. Our faculty adroitly transitioned to virtual instruction, continuing their commitment to high-quality education, and fulfilling our promise to students.

I appreciate the understanding of our students in these difficult times that adversely affected milestones like commencement. It is heartbreaking to miss these experiences, but our students have been amazingly supportive of efforts to protect the health of the community.

This special section highlights how our Otter community rose to the challenge and did its part to fight this pandemic and its impact on our society. This watershed moment will have a lasting effect on how we think and operate. In higher education, the way we facilitate classes, serve diverse populations, and train the next generation of the workforce will require adjustment. We are an institution founded on inclusion and the use of technology to enhance our mission, and we will rise to this challenge.

STORIES BY SOPHIA HUANG MCKENZIE



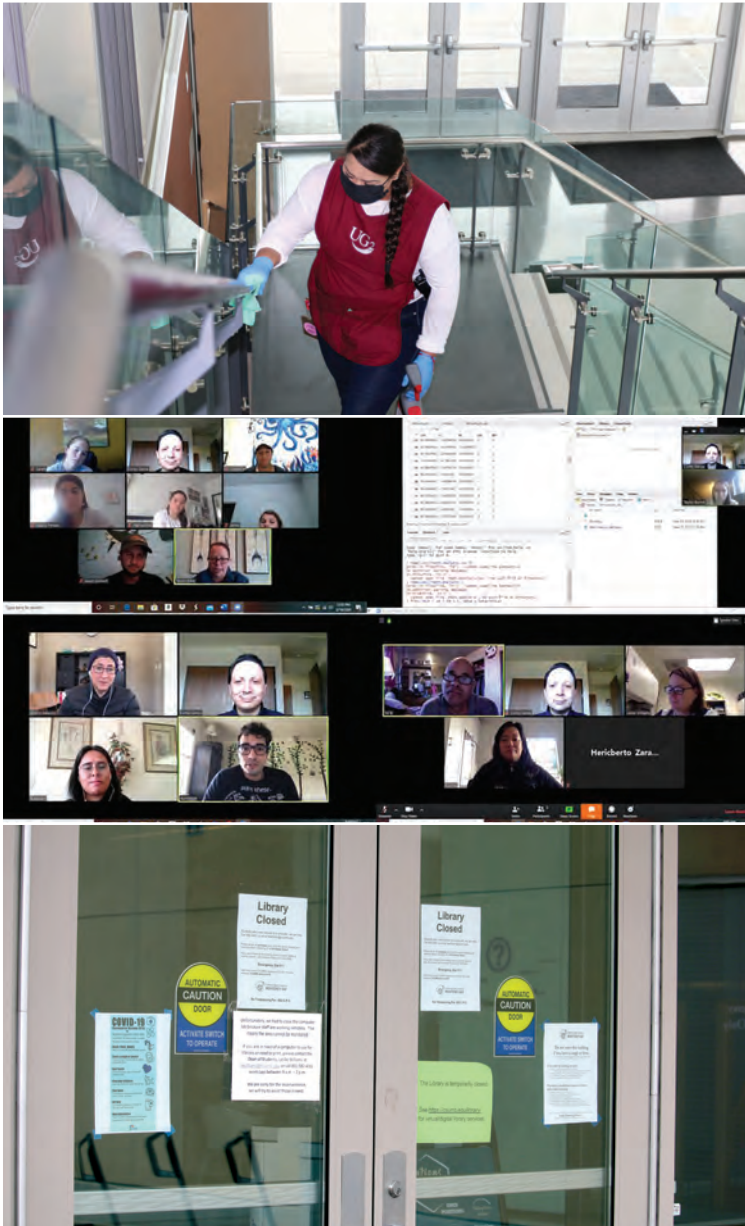
Jan. 30 First Message

CSUMB monitoring outbreak in China. Anyone with flu-like illness asked to stay off campus. General precautions such as hand washing urged.

Jan. 31 Three California Cases

California Department of Public Health announces three confirmed cases. None in Monterey Bay area.

JANUARY



From top: an essential employee wearing protective mask and gloves; students and faculty switch to virtual meetings; closure and COVID-19 information signs on library doors.

In Case of Emergency...

When an emergency such as the coronavirus pandemic emerges, CSUMB initiates an Emergency Operations Plan required by the state and federal government. The plan calls for activation of an Emergency Operations Center and an Incident Management Team (IMT) to lead our campus response.

In the case of COVID-19, CSUMB's Infectious Disease Response Team — which normally meets monthly to plan, prepare and educate the campus community — moved to weekly meetings once the coronavirus started to spread beyond China. They advise the IMT from a variety of perspectives, including healthcare service members', epidemiologists' and stakeholders' such as faculty and students.

Emergency Manager Ken Folsom and Amy Thomas, Director of Enterprise Risk Management and Environmental Health and Safety, lead the IMT. Team members include about a dozen administrators and any technical specialists needed.

The team provides recommendations to the Cabinet, the university's president and vice presidents, who make all policy decisions about matters such as closures and class suspensions. Decisions are based on available information from resources including the Governor's Office, the CSU Chancellor's Office and the County Public Health Department.

Feb. 10 Update Message

CSUMB provides latest information from health department, as well as health advisory for international students and instructors.

FEBRUARY

March 2 Preparations Underway

CSUMB actively planning and preparing for possible disruption of normal campus operations. "Our Values" statement issued rejecting anti-Asian behavior.

March 12 Classes Suspended

California Gov. Gavin Newsom's executive order prompts suspension of classes, cancellation or postponement of events with over 50 people, implementation of social distancing.

MARCH

CSUMB Rises to COVID-19 Challenges

When CSU Monterey Bay moved to limited campus operations to slow the spread of COVID-19, students and employees left, facilities closed, and in-person classes ceased. Faced with these drastic changes, the CSUMB community adapted quickly and effectively.

This pandemic has "driven home the fact that we are all an interconnected human family," and "it's also bringing out the best in many of us," President Eduardo M. Ochoa said. "I'm very proud and humbled and heartened by how the Otter community has responded to this unprecedented situation."

Campus Changes

During the last two weeks of March, nearly 2,400 students moved out of university housing. Approximately 680 were allowed to stay if they felt safer on campus. Forty-five staff including resident advisors also remained.

"We utilized an emergency express checkout process to expedite the process and promote social distancing," said W. Jeff Cooper, director of Student Housing and Residential Life.

Employees deemed "non-essential" switched to working remotely from home. Only essential employees such as security personnel, custodial staff and food service workers continued to

work on campus.

"Campus life is quiet," Cooper said. Students use the Dining Commons for meals and the Quad for fresh air "from time to time," but they are embracing health and safety recommendations and mainly staying inside.

Distance Learning

Halfway through the spring semester, all classes moved to virtual instruction in just one week. Historically innovative and a leader in online learning, CSUMB was better prepared than many institutions to make the change.

Between 500 to 800 videoconference meetings took place daily in the first week of distance learning. "We have over 480 instructors actively delivering class to over 7,600 students on Zoom," the videoconferencing service contracted with the CSU, Chief Information Officer Chip Lenno said.

CSUMB's library holds a large collection of digital materials always accessible online. For students in need, the university supplied computers and wi-fi hot spots. The Cooperative Learning Center began online tutoring services. Teaching, Learning and Assessment provided resources for faculty and students, including a toolkit named "Keep Calm and Otter On(line)."

Virtual Raft

While forced to be apart, the Otter community created a "virtual raft" to stay connected. In the wild, sea otters form "rafts" by linking their paws to remain together while floating in the water.

University Communications launched a social media campaign inviting everyone to post photos and videos of themselves working and playing from home tagged with "#VirtualRaft." President Eduardo M. Ochoa, the Department of Psychology, Otter Athletics and the College of Business released video messages to express sympathy, offer advice and encourage each other.

The Otter Student Union (OSU) led in launching virtual activities and events including a poetry slam, live concerts, trivia nights and a lecture about pandemics. Many other departments including Health and Wellness Services and Recreation followed with additional virtual programming.

"We know this is an incredibly stressful time. We want to provide that opportunity for people to continue to get together and engage on both fun topics as well as more serious topics related to what's going on in the world," OSU Director Chelsea Buffington said.

March 13 Athletics Facilities Close

Otter Sports Center and Aquatic Center close because of health and safety concerns.

March 16 Commencement Postponed

Based on CDC guidelines for mass gatherings, all campus events suspended, including commencement.

March 17 Shelter in Place

Monterey County issues shelter-in-place order after two residents test positive. Students asked to leave campus. Non-essential employees begin work remotely. Facilities including library close.

MARCH

Students, Faculty Among Healthcare Heroes



Above: screenshots from Michael B. Jorgensen's training video. Below: science students Angela Albanese, Pilar Rentar and Melissa Naugle at the county lab.

CSU Monterey Bay can count many of our own among the healthcare heroes battling the COVID-19 global pandemic. Students in the College of Health Sciences and Human Services (CHSHS) and the College of Science (COS) are working and volunteering in our region and across the country.

Master of Science Physician Assistant (MSPA) students have joined hospital volunteer corps. Nursing students are working in medical facilities throughout the Central Coast. Public health students are involved with contact tracing for COVID-19

patients. Social work students are finding services for the homeless in the Chinatown neighborhood of Salinas.

"The impact of President Ochoa's visionary effort to establish CHSHS in 2014 is being experienced in our region now more than ever," Dean Britt Rios-Ellis said. "I simply couldn't be prouder of their cumulative efforts."

MSPA Virtual Training

To prepare MSPA students to help in multiple capacities — including

airway management, suctioning, and equipment assembly — faculty instructor Michael B. Jorgensen scrambled to put together a week-long virtual "boot camp." About 75 percent of 29 inaugural cohort students have signed on to volunteer at hospitals across the country.

Natividad Medical Center in Salinas loaned Jorgensen a ventilator for 24 hours. From his garage at home, he familiarized students with setup, use and troubleshooting.

"I'm extremely proud to play a part in this effort, but not as much as

PHOTOS PROVIDED

March 20 Spring Athletics Canceled

In line with NCAA and California Collegiate Athletic Association decisions, all intercollegiate athletics-related activities canceled through May.

March 23 Alternate Instruction Begins

Students will complete remainder of spring semester virtually. All instruction moves to alternate modalities.

April 8 Further Restrictions

CSUMB increases social distancing protocols, restricts building access to comply with county's expanded shelter-at-home order.

APRIL

I'm proud of our PA students who are volunteering to do what PAs do best, and that is preserve life," Jorgensen said.

Nurses on Frontlines

The 89 students in the Bachelor of Science in Nursing program already hold associate's degrees from community colleges and work in hospitals, public health departments, skilled nursing facilities, clinics and more, said Alyssa Erikson, interim chair of the nursing department.

"The current COVID-19 crisis has shown how nurses provide essential work to the health of a community. It's not easy during normal times to juggle work demands, family responsibilities and academics, but especially challenging during a pandemic," Erikson said.

Lab Volunteers

Four COS students are helping test for the COVID-19 virus and its antibodies at public and private labs. Graduate student Melissa Naugle researches coral reefs at CSUMB and now volunteers at the Monterey County Public Health Laboratory.

The experience is "adding breadth" to her education through experience in a different type of lab environment, Naugle said. "It has also been super fulfilling to volunteer my time to a cause that is directly benefitting people in my community."

COB's Responsible Business Concept More Relevant Because of COVID-19

The five dimensions of Responsible Business — particularly ethics and equity — are more relevant than ever because of the COVID-19 crisis, according to Shyam Kamath, dean of the College of Business (COB). California's economy and businesses have suffered significantly because of the pandemic.

"In crises like this, you default to survival mode. ... Businesses want their staff and families to be OK," said Teddy Balestreri, a member of CSUMB's Foundation Board and an executive with Cannery Row Co. of Monterey. Gov. Gavin Newsom named Balestreri to the new California Business and Jobs Recovery Task Force in April to help coordinate the reopening of the state's economy.

"The lessons students will learn from this crisis will be invaluable to the future of the region, state and world. Business schools can help teach critical thinking and creative solutions to problems ... how to stick to your values ... (and how) to prioritize and adapt," Balestreri said.

Kamath and Kelly O'Brien, a COB executive in residence

and CEO of Tandaji consulting company, explained Responsible Business in the CSUMB MBA blog.

It is a core concept of the business school and describes how the next generation of 21st-century businesses will operate, they wrote. The quintuple bottom line of Responsible Business is:

Profit The primary role is to ensure that the business returns a profit and provides income to survive and grow.

People Employees are the life-blood of a successful business, deserving of good wages, meaningful employment. Suppliers are key to obtaining goal-effective, cost-effective inputs. Customers deserve safe, high quality, high-value products and services.

Planet Minimize harm to the planet, treat the natural environment as a finite resource.

Ethics The code by which a business abides, including legal, moral, values-based.

Equity Providing for the health of the community, employment for local citizens, programs that help the needy and underrepresented.





PHOTOS BY NIC COURRY

Otter Student Union to Open Next Fall

Slated for completion in 2020, the \$55 million Otter Student Union will provide a spectacular new hub on campus with three stories and 70,000 square feet of space.

It will house the Otter Cross Cultural Center, a Starbucks, the university bookstore, group conference and study spaces, along with an array of retail and dining options. It will also contain professional staff and departmental offices.

“The new Otter Student Union will provide an important hub for the campus community, offering a plethora of opportunities for formal and informal gathering,” said Otter Student Union Director Chelsea Buffington. “From hosting meetings and events to providing important casual environments for chatting with friends and colleagues, the OSU will truly enhance the CSUMB experience.”

In line with CSUMB’s commitment to sustainability, the building’s design meets the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) silver certification with the possibility of achieving gold status.

From top to bottom: images of the Otter Student Union by Gilbane Building Company; the new building under construction in March as seen from the main quad on campus.



Selena Velasquez hopes to inspire underrepresented students to pursue doctoral studies.

PHOTO BY JOAN IGUBAN CALIGUIS

CSU Trustees' Award Winner

First-generation student dedicated to helping underrepresented youth

Selena Velasquez has an impressive resume, even though the psychology major and statistics minor just graduated from CSUMB with a bachelor's degree in May.

She is the recipient of a 2019 CSU Trustees' Award for Outstanding Achievement — the CSU's highest recognition of student achievement — as well as a CSU Sally Casanova Pre-Doctoral Scholarship.

She has conducted research in the psychology lab at CSUMB, the Minority Health Disparities lab at the University of Nebraska-Lincoln (UNL), and with the Student Success Equity Research Center (SSERC) at UC Santa Cruz.

These are spectacular accomplishments for any student, but especially so for Velasquez. She was born the daughter of a teen mom and is the first in her family to attend college.

"My mother had me when she was 16 and raised me without a partner," Velasquez said. "She was unemployed by the time I was 9, and for years I watched her struggle with substance abuse while my grandma worked countless overtime hours to accommodate my mom and me into her home of five."

Growing up in an unstable

household propelled Velasquez to dedicate herself to education as the key to one day being able to provide a better life for herself and her family.

Still, leaving her home in Visalia, California, for college wasn't easy. It became even more challenging when she left the state for the first time for her sophomore summer research experience.

In June 2018, she boarded her first airplane flight and traveled to Lincoln, Nebraska, to work with the Minority Health Disparities Initiative.

She spent 10 weeks investigating social support networks available to Inuit women experiencing domestic violence. Velasquez presented her research at both the Summer Research Symposium at the UNL, and also at the CSUMB Summer Regional Research Symposium.

"That summer allowed me to find confidence in some of my abilities that I did not see before," she said.

As an Undergraduate Research Opportunities Center Scholar and Ronald E. McNair Scholar at CSUMB, Velasquez received the support she needed to conduct research that examines access and equity in higher education, with a focus on success for underrepresented students.

"Selena's work is part of a growing body of scientific research suggesting success grows out of more than intelligence," said Kevin Grobman, assistant professor of psychology and Velasquez's research mentor.

"It's part of broadening discussions about what counts as the assets

students bring to the learning environment and future workplaces."

Velasquez's work at UC Santa Cruz, in collaboration with the SSERC, evaluated the needs of underrepresented students in engineering, with the intention of instituting new support services. She plans to continue this work in graduate school.

Velasquez has continuously used her expertise and interpersonal skills to support her local community. She is devoted to shaping the futures of underrepresented youth.

As part of her CSUMB service-learning requirements, Velasquez tutored fifth-grade students with reading disabilities at the CSUMB Reading Center, giving them individualized tools and encouragement.

Beyond the university's requirements, Velasquez also helped graduating high school seniors in Gonzales, a rural community of 9,000 in the Salinas Valley, by facilitating college application workshops.

Velasquez credits her family and faculty mentors for her achievements.

"I owe my successes to my supportive family and faculty mentors who have gone above and beyond in supporting me through higher education," Velasquez says.

"I hope to inspire other underrepresented scholars to explore and pursue doctoral studies."

— Eric Barajas and Holly Unruh



Patterson Emesibe inside CSUMB's Tanimura & Antle Family Memorial Library.

PHOTO BY NIC COURTY

Advocating for Others

Former foster youth found his voice, purpose at CSUMB

“Are you a hugger?” Patterson Emesibe asked as he walked through the Starbucks, arms outstretched. After the greeting, he bantered with the barista.

“Look at me. Tell me how many scoops of matcha you think I need?” he asked her. She smiled, laughed, and together they agreed on the appropriate number of scoops. Emesibe’s people skills are among his greatest strengths.

The 25-year-old graduate student is pursuing his master’s in social work at CSUMB. The eldest son of Nigerian immigrants, Emesibe grew up with the cultural expectation that he would become a doctor, lawyer or engineer.

In social work, he’s found he can be all three: “I’m helping people heal, like a doctor. Through my advocacy, I’m changing the law, like a lawyer. And I’m building better systems for people, like an engineer,” he said.

Emesibe has overcome a lot to get to this place. When he was 12 years old, his father shot and killed his mother and grandmother in an act of domestic violence.

Afterward, Emesibe and his four younger siblings went into the foster care system. He fought to keep his family together as they bounced through three different foster homes.

At school, things were difficult as

well. The story of his parents had hit the news, and Emesibe’s classmates were fishing for details.

“I got quiet,” he said. “I didn’t want to open up.”

Months later, he and his siblings were able to join his aunt’s family in Hesperia, California. It provided a fresh start. No one knew his history, and Emesibe developed new coping mechanisms to keep it that way.

“I became popular on accident,” he said. He learned to shift conversations away from himself by being funny and spreading his friendships across many social groups. Even his close friendships were one-sided.

“I could get people to talk deeper about themselves,” he said. “They got to be seen, but they were not seeing me.”

Emesibe entered CSUMB as a pre-med bio major, still intent on fulfilling his family’s dream of becoming a doctor. He remained a social butterfly through his second year, when he realized he couldn’t maintain the charade any longer.

He’d always been an inconsistent student. He earned As in classes he liked while failing others. By sophomore year he was on academic probation and at risk of losing his financial aid.

“I had an identity crisis,” Emesibe said.

At a crossroads, he decided to explore classes from every major before settling on psychology. He also joined the Otter Christian Fellowship and the CSUMB chapter of California Youth Connection, an advocacy group

for former foster youth.

“For the first time in eight years, I opened up and shared my trauma,” says Emesibe. “That’s when my healing started.”

Connecting with other former foster youth about what they had been through helped him express his own pain. Through their successful advocacy work at the state capitol, he realized his story could have an impact.

“My voice mattered,” he said. “I got really good with advocacy. It helped my self-esteem and gave me a sense of purpose.”

After graduation in 2016, Emesibe and several other students founded a youth-led community resource center in Salinas called the Epicenter that serves foster, at-risk and LGBTQ youth. To keep the program run by young adults ages 18 to 24, Emesibe stepped down when he turned 25. Next, he established a peer mentoring program at Door to Hope, a Monterey County mental health services agency.

In 2018, Emesibe returned to CSUMB to pursue his master’s degree. He hopes to continue creating organizations that help communities. He’s particularly interested in social entrepreneurship. He also wants to travel and keep being a good older brother and taking care of his family.

“I’m staying true to my Nigerian values,” he said. “I’m just doing the work further upstream.”

– Liz MacDonald

Promoting Health & Wellness

New director committed
to well-being of
campus community



Ana Hernandez outside
CSUMB's Health &
Wellness Services Building.

PHOTO BY MIC COURRY

Health & Wellness Services (HWS) at CSU Monterey Bay — the Campus Health Center, the Personal Growth and Counseling Center, and Student Disability Resources — strives to help members of the CSUMB community achieve and maintain physical, mental, emotional and spiritual wellness.

Ana Hernandez became the new senior director of HWS in October 2019. She brought 10 years of experience as an administrator in the health and wellness industry. Most recently she served as the senior director of behavioral health services at Aldea Children & Family Services in Napa and Solano counties. Hernandez was also an adjunct professor in the College of Business at Montana State University. She holds a master's degree in organizational development from the University of San Francisco and a bachelor's degree in psychology from UC Berkeley.

Why were you attracted to this position at CSU Monterey Bay? What makes you a great fit for this community?

The position was an optimal opportunity to integrate my behavioral health professional experience in higher education with my personal commitment to healthy living practices. I started my academic career 25 years ago as a first-generation college student. I navigated many new experiences and

faced challenges that have gratefully provided me knowledge and enthusiasm for lifelong learning to instill in the next generation. I believe CSUMB is the perfect partner to fulfill my drive to promote ripple effects of healthy living across its campus community.

What sparked your interest in a career in health and wellness?

I was fortunate to have an active upbringing with space to roam and homegrown foods in the backyard. I maintained a deep appreciation for the land and the value of balanced intakes into college, where I was introduced to psychology and the foundations of mental health. Since then, I have learned many forms of yoga, alternative medicines, spiritual and earth wellness practices. I continue my commitment to evolve into new ways of being that engage the mind, nurture the spirit, and fuel the body. Wellness necessitates self-stewardship to serve others and to realize what we want to bring into our lives. This makes health and wellness the ideal career choice for me.

What are the most difficult wellness challenges students face today? How does HWS help them cope?

Today's students are challenged by multiple stressors, from basic needs insecurities to safety issues due to immigration changes. Building resilience — the strength to endure emotional pain and adversity while making the necessary adjustments to achieve desired outcomes — is critical to continuously regain respite and equilibrium. HWS provides students the opportunity to strengthen the foundation they will utilize for developing a healthy life, which will further support their families and communities. I encourage students to

take advantage of this time and space to explore what they individually need to regain new strength and energy to face the next challenge. Some challenges are not negative, they are opportunities for change. We all need support in building these foundational skills to continue to try and try again.

What are your main goals for HWS, moving into the future? Any new resources or programs on the horizon?

On the horizon is HWS' vision to become a clinic without walls. We will continue to partner with CSUMB colleges and departments to increase accessibility to health and wellness services across campus. By Fall 2021, new CSUMB students will be supported to meet a few additional immunization requirements set by the CSU system. Each of the HWS departments continuously seeks the campus community's feedback. This is an opportunity to hear everyone's voice as we identify and evaluate innovative technologies and service initiatives that can be introduced in the coming years.

Is there anything else you want people to know about you and/or HWS?

I am honored to have been chosen to build on the first 25 years of remarkable efforts to develop CSUMB's Health & Wellness Services. The strides and landmarks reached by the founding staff members led by Caroline Haskell continue to be demonstrated in each of the professionals who go above and beyond in their desire to support everyone at CSUMB. I am ignited with optimism for what the future holds for CSUMB in the next 25 years.

— Noah Rappahahn and Sophia McKenzie



Kathryn Poethig brought the world to students through global studies.

PHOTO BY CSUMB

Connecting the World

Retiring professor built global studies program for 20 years

Professor Kathryn Poethig has made a career by bringing the world to California State University, Monterey Bay. After more than 20 years of teaching global studies at CSUMB, a program she helped develop upon her arrival, Spring 2020 was her last semester.

During her tenure, she has taught about gender, feminist theory, religious studies and peacemaking on a global scale. Much of Poethig's work before CSUMB was focused on Southeast Asia studies, namely in Cambodia and the Philippines.

"I really wanted to talk about epistemology, almost as human communications, but from a global perspective," she says. "What are the views that bring us to worlds that religion talks about? How do we understand the politics of aspiration?"

It is a concept Poethig calls "invisible aid" — how other worlds interact with our world to produce a human response to political crises. Her work focused on war and post-war areas, and religion as politics of those areas.

"I was interested in what people didn't talk about when talking about

surviving the refugee experience," she says. "A lot of those stories I heard were about how the Buddha would help them, or a dream they had about their father. Stories about how they really thought they survived these conflicts."

A common thread emerged that fascinated Poethig. To survive, people everywhere relied on their belief in things beyond other humans, such as religion and prayer. That understanding helped Poethig grow the global studies program at CSUMB to make it more inclusive.

"Global studies isn't the United States and the international community; it's deeper than that. It's beyond the binary of the U.S. and everyone else. What I want people to keep doing is finding their locations and understanding their translocality. We are all part of one another."

As a department, Poethig believes global studies has done well reaching across borders to the Latinx and other communities and prompting students to think about intersectionality.

"Those efforts have helped CSUMB students study all over the world and view their own personal role in the world. They are able to see things a little more consciously. It's making people conscious of their own existence in a way."

"What they do here is affecting them. Global studies is multi-disciplinary with things like anthropology, religious studies and feminism. All of those things are connected," says Poethig.

In the last five years, more

international students are coming to CSUMB in a reverse study abroad. They bring their cultural experience from their homes to Monterey County.

"It's a good way to have those voices conjoined. It makes a big difference in having an intersectional program. The university has become much more internationalized than it has been before," she says. "By having the world in your classroom, it certainly disabuses you of generalizations."

Poethig is confident global studies will thrive after she leaves.

"I think the program is going to go in some very interesting directions when I'm gone, and that has to do with the department itself. There are some really great faculty here."

Her colleagues agree, and give Poethig much of the credit. From 2015 to 2017, Poethig co-chaired the American Council on Education Internationalization Lab initiative and helped CSUMB develop its first internationalization strategic plan.

"Dr. Poethig paved the way and established the Global Studies Education Abroad Guide. She dedicated countless hours, working outside of her duties with the International Programs (IP) staff," said Ida Mansourian, IP associate dean. "She always keeps students' well-being and success in mind. She has set a benchmark and model not only for Global Studies faculty and staff, but also for other academic programs to follow."

— Nic Coury

Head of the Class

Soccer goalie among student-athletes
setting academic achievement records



Alyssa Noh (26) and teammates celebrate at an Otter soccer game.

PHOTO BY CSUMB ATHLETICS

Alyssa Noh's longest, hardest days start as early as 5 a.m. and are filled with workouts, training, classes, homework and games. The CSUMB soccer goalie says any dedicated student-athlete will tell you: "It's a grind."

"When it comes to soccer season, when competition really counts, I organize like crazy. Whiteboard calendars, google calendars, planner notebooks, and sticky notes all help me tackle my objectives," Noh said.

While the balancing act can be grueling, the hard work is paying off in a big way for Noh and other Otter student-athletes.

CSUMB placed a record 107 student-athletes on conference All-Academic teams for 2018-2019. Ninety-six Otters made the California Collegiate Athletic Association (CCAA) All-Academic Team, besting all other schools in the conference. Eleven more Otters earned spots on the Western Water Polo Association All-Academic team.

The Otters then topped all CCAA opponents once again when 62 student-athletes earned the prestigious D2 Athletic Directors Association (D2ADA) Academic Achievement Award.

To be eligible for the latter, student-athletes must compile at least a 3.5 grade point average with a minimum of four semesters of work. Winners were also required to be active members of their respective teams during the 2018-19 school year. All 13 Otter teams were represented among this year's winners.

"The most important goal of our athletics department is to ensure that student-athletes reach their academic potential and leave CSUMB with a degree," said CSUMB Director of Athletics Kirby Garry.

"It feels good to know we are walking the walk and living our department values. Student success takes a team effort and we are thankful for our CSUMB faculty and staff for their continued support of our students."

Noh, who will be a senior kinesiology major next year, is one of the best and the busiest. She is co-president of the CSUMB Student-Athlete Advisory Committee and a supervisor at the Otter Sports Center.

In June 2019, she was selected to attend the NCAA Career in Sports Forum at its headquarters in Indianapolis, Indiana. The annual education event brings together 200 NCAA student-athletes from across the country to explore careers in sports.

"The scope of things I have to keep tabs on can be overwhelming but what really drives me to accomplish all that I'm doing is pouring love into it, wholeheartedly," Noh said. "In the grand scheme, I have a clear vision and big heart for the things I'm striving for."

Noh couldn't do it alone. Teammates, coaches, faculty and others keep her moving forward toward her goals.

"The support from teammates, coaches and fellow athletes and coaching mentors is immense and acts as my second wind when I need it."

"My coaches set rules in place to show what really is important and to have some sort of structure. The faculty pushes me academically to show me the purpose behind learning and where this knowledge can be used."

Noh hopes to extend her college success into a career as a sports chiropractor.

"The vast knowledge in this profession offers elite athletes that extra skill and information on how to reach their highest level for their body and to continue to keep pushing the bar in their sport-specific goals," she said.

In the meantime, Noh gratefully pursues her current goals on the field and in the classroom.

"I wouldn't trade these experiences for anything else and wouldn't want to be at any other school alongside any other athletes. I've made a home out of these teammates, coaches, fellow athletes, professors and other aides that work for student success."

— *Sophia Huang McKenzie and Kevin Gilmore*



Physician assistant program holds first White Coat Ceremony

CSU Monterey Bay's Master of Science Physician Assistant (MSPA) Program honored its inaugural cohort of 29 students with a White Coat Ceremony in December 2019.

The event celebrated the successful completion of first-year studies for the students. According to medical tradition, the students donned white coats to signify their transition from book-learning to supervised clinical practice.

CSUMB President Eduardo M. Ochoa gave the welcome address. Program Director Christopher Forest presided as master of ceremonies. Britt Rios-Ellis, dean of the College of Health Sciences and Human Services, spoke about the journey of bringing the program to fruition, the first of its kind in the 23-campus California State University system.

More than 300 people attended the ceremony, including university leadership, families, friends, preceptors, and leaders from multiple local hospitals and medical groups where students had been invited to complete their clinical rotations over the next 16 months.

The program focuses on providing primary care to underserved patient populations, in keeping with the CSUMB Vision Statement. It serves a critical regional need and will strengthen the health of the communities the physician assistants will serve.



CSUMB Land Acknowledgement recognizes Native Americans

To honor Native Americans and recognize their historical ties to the land on which the campus is built, California State University, Monterey Bay recently adopted a land acknowledgment statement.

Shantel Martinez, assistant director of the Otter Cross Cultural Center, and Browning Neddeau, former assistant professor of education, co-authored the acknowledgment. It reads:

California State University, Monterey Bay (CSUMB) resides on the indigenous homeland of the Esselen people (also known as Carmeleno, Monterey Band, and Rumsen). It is on the rich homeland of the Esselen, where CSUMB not only thrives as an institution of higher education, but also provides an education abundant with service and experience to a diverse community of learners. As our students, staff, faculty, alumni, and community members explore the university's campus, remember to respect the land and take note of the natural beauty. Remember that ancestors rest below pathways and in other less traveled areas on campus.

We Are Here – Let Ka Lai

Martinez said CSUMB has active tribal authorities in the surrounding area, who approved the acknowledgment. She hopes it becomes standard practice to read it at campus events to aid in "strengthening our relationships with these tribal authorities, so that our connection and bridge to them becomes stronger."

Pictured above: Native American representatives at a CSUMB Affinity Graduation Ceremony.

PHOTOS BY CSUMB



2019 President's Medals awarded to three employees

California State University, Monterey Bay (CSUMB) President Eduardo M. Ochoa awarded three employees with 2019 President's Medals on January 16, 2020, at the annual Faculty & Staff Appreciation Breakfast.

"The colleagues we recognize today – our three recipients and all of the nominees – have shared their time and talents with students, staff, and faculty above and beyond what is expected. They have demonstrated exemplary day-to-day service and a personal commitment to CSU Monterey Bay and its Vision," Ochoa said.

Kris Roney, associate vice president for Academic Programs and dean of University College and Graduate Studies, received the Management Personnel award for her work with Graduation Initiative 2025, CSU executive orders regarding general education requirements and first-year student preparedness, and the creation and development of University College.

Chrissy Lofgren received the Staff award for her commitment to CSUMB's value of lifelong learning and continuous improvement. She is a CSUMB alumna who currently works in the Center for Advising, Career and Student Success as an academic advisor focused on student success.

Marylou Shockley, College of Business (COB) department chair and professor of Management and International Business, has taught at CSUMB since 2006. She was honored with the Faculty award for her exceptional leadership and service in the COB and Academic Senate.

Pictured above: from left: Kris Roney, Chrissy Lofgren, Eduardo M. Ochoa and Marylou Shockley.



First Visionary Innovator Award honors aquarium director

CSU Monterey Bay announced its new Visionary Innovator Award in the spring to mark a new stage in the life of the university. CSUMB celebrated its 25th anniversary in the 2019-2020 academic year, and the university's engagement with the region and its future is reaching a new level of impact and commitment, President Eduardo M. Ochoa said. A gala set for March was postponed because of the coronavirus pandemic and will be rescheduled.

Julie Packard, executive director of the Monterey Bay Aquarium, will receive the inaugural award for her ocean conservation work and its positive impact on the Monterey Bay region and the world. Political leaders Leon Panetta, Sam Farr, and the late Henry Mello also will be honored for their roles in the visionary founding of CSUMB.

From its origins, CSUMB has defined itself as an academic institution with a culture that embraces innovation and is committed to a transformative vision for education and regional service. The annual gala will be a vehicle for recognizing our community partners in this endeavor and to highlight the university's accomplishments.



Lauren Cohen inside a giant bubble at MY Museum.

PHOTO BY NIC COURRY

Playing With the Future

Museum director weaves her CSUMB past into the present and beyond

One thing has stayed constant for CSUMB alum Lauren Cohen during her two decades at Monterey's MY Museum: the art of play as an integral part of early childhood learning.

"If we want industries of innovative people, we have to give them, at the start of their lives, time to be creative individuals. If we start formal education too soon, we take that away," Cohen said.

"Mister Rogers' whole thing was how play is the work of children, and if we give them the opportunity, they'll learn."

Since 1998, Cohen has been executive director of the Monterey County Youth Museum, known as MY Museum. The museum opened in 1997, the same year Cohen graduated from CSUMB with a degree in liberal studies. Later she also earned a teaching credential.

The museum began as a project of the Junior League and evolved into a community-based nonprofit which now sees an average of 60,000 visitors a year. Cohen credits CSUMB for contributing to her and the museum's success.

"(CSUMB's) credential program was pretty open-minded. I always needed to learn in a non-traditional way," she said. "The teaching program

was welcoming and accepting of that. And because it was a new school, they were open to what was new for education."

In addition, "a majority of our staff are CSUMB students. In so many ways, the university has created the next young workforce."

CSUMB has grown and changed, but Cohen says the university is still thinking outside of the box. For example, CSUMB partners with other organizations in Monterey County, including MY Museum.

"A majority of our staff are CSUMB students. In so many ways, the university has created the next young workforce."

In Fall 2018, CSUMB professor Enid Ryce, executive director of CSUMB Salinas Center for Arts & Culture, contacted Cohen with an idea to create a children's exhibit at the center. They combined efforts with Salinas Public Library, First 5 California and the Transportation Agency of Monterey County (TAMC).

"Salinas had a huge traffic issue that involved the safety of kids," Cohen said. They decided to create a fun exhibit that addressed the problem.

The project was called MY Town and featured a playful layout of a typical city. During the two months it was open, CSUMB students observed facets of the exhibit including: gender-neutrality, cultural differences, parent interaction with the exhibit, and cellphone use at the exhibit.

"The premise for MY Town was identifying a social problem and adding other things we want kids to learn, like negotiating with others," Cohen said.

"TAMC really wanted students to survey to see if people were learning about things like wearing helmets or using crosswalks."

The exhibit attracted hundreds of families a day, including many repeat guests. It's slated to return to Salinas in 2020.

"A lot of the parents were much more engaged than we expected, which may allow them to discuss traffic on a kid-friendly level," Cohen said.

More recently, Cohen and her staff have brought more activities to the museum, like yoga and Zumba. If a family is a member of the museum, the new classes are free. It's part of Cohen's newest efforts to offer a one-stop shop for learning through play for Monterey County kids.

"Children's museums will always be relevant," Cohen said. "But in order to stay, we really need to reinvent ourselves by keeping a pulse on the world of education."

For Cohen, that pulse is playtime.

—Nic Coury

1999

Shawn De Haven (B.A., World Language and Cultures) went to Japan in 2011 and earned a master's degree in comparative culture. He also married, had two boys, and started working as a teacher at universities in the cities of Tokyo and Chiba. De Haven currently teaches at the International University of Health and Welfare, a medical university in Narita, Japan.

2000

Nicole Mendoza (B.S., Telecommunications, Multimedia and Applied Computing) received a master's degree in higher education administration from San Jose State University. She is currently assistant registrar at Stanford University, creating a degree audit system for the campus. She has two children.

2003



Steven Hall (B.S., Telecommunications, Multimedia and Applied Computing) is a data scientist who just celebrated his 20-year anniversary at Cisco Systems. He began his

career at Cisco while still attending CSUMB and taking Cisco Networking Academy courses. His work at Cisco has taken him to Costa Rica, India, Canada and Australia. It has also allowed him to work from home wherever he happens to live (currently in Las Vegas, Nevada) and has been far more rewarding than he could have imagined.

Julio Cardona (B.A., Human Communications) started in his new position this past winter as assistant dean for Student Affairs and Diversity, Equity & Inclusion at the University of Michigan, Ann Arbor.

2008

Alex McDermott (B.S., Business Administration) currently lives in New Brunswick, New Jersey. He works in real estate as assistant business manager for Alliance Residential and manages 400+ multi-family units. In addition, he has recently been active in the fight against multiple sclerosis by volunteering across the country to help find a cure for the disease.

2009

Chris Ponce (B.A., Teledramatic Arts & Technology) has worked for Quality Home Services for more than three years. As a surveyor, he consults with clients about

their water conditioning system needs. In January, he received a certificate of appreciation from the company.

2010

Adam Flynn (B.S., Business Administration) celebrated his third anniversary in January 2020 as Director of Business Development with BlackStar Group (BSG), a network service provider designing, building, securing, and managing demanding networks for events and facilities with critical operational needs. The majority of BSG's clients are related to esports (professional video gaming) and festival/experiential marketing events. He has worked with industry leaders including Major League Gaming, Electronic Arts, and Activision Blizzard Entertainment. Flynn said he still finds himself pleasantly surprised at how often he uses the knowledge and skills he learned at CSUMB. "It's incredibly rewarding to be able to put my education, and my investment of time and money to work by helping to build a company excelling in an industry I'm passionate about," he said.

2011

Dominick Guglielmo (B.A., Teledramatic Arts & Technology) is working for Deutsch ad agency as

a post producer for the in-house, post-production team. He finished 2019 with a big series of H&R Block spots for broadcast. Guglielmo also did some fun domestic traveling in 2019, including visiting the Cheers bars in Boston and exploring Milwaukee, Wisconsin.

2012

Steven Macias (B.S., Business Administration) is the founder of Monterey County Camaros Car Club. In February 2019, Macias became the senior administrative assistant for nonproliferation expert William Potter at the James Martin Center for Nonproliferation Studies. He was most recently employed at WeatherTech Raceway Laguna Seca as the executive administrator to the CEO. In his downtime, he manages his multiple stock portfolios and provides pro-bono start-up consultation.

Paige Newbury (M.A., Education) is an educator in the Scotts Valley Unified School District. She credits CSUMB as the reason why she is in education today. Newbury says she gained a great deal of excellent experience at CSUMB, and has fond memories of the fantastic education department.

2013

Elissa (Casarez) Soto (B.S., Business Administration) first worked as a tax preparer and stay-at-home parent after graduating from CSUMB. After a couple of years, she moved to full-time employment in financial systems and reporting with Granite Construction's corporate office in Watsonville. In November 2019 she fulfilled her long-term goal of working in real estate investing. She became a realtor for Aldina Real Estate based in Watsonville, serving Santa Cruz, Monterey and Merced counties. She says she is proud to be now living her dream, and purchased her first property in December. Soto says she is grateful she had the opportunity to learn from the amazing teachers at CSUMB. Their knowledge and experience helped form the foundation for her success.

2014

Candice Rogers (Master of Business Administration) fulfilled a career goal by taking a position with a non-profit healthcare organization in 2016. As a Senior Process Improvement Specialist with AltaMed Health Services, she is able to utilize her MBA and her Lean Six Sigma Black Belt to help the organization improve its processes and ultimately, the patient experience. Rogers has also been certified by Prosci

as a Change Management Professional and achieved her Project Manager Professional (PMP) certification.

Jarrett Garife (B.S., Business Administration) is employed as Assistant Manager of Transportation with the Monterey County Office of Education. He will graduate from San Jose State University with a Masters of Public Administration in Spring 2020. Next he plans to pursue a doctorate in education law beginning in Fall 2020. Since graduating from CSUMB, Garife says he was able to take what he learned and apply it to the non-profit he helped create. Funds were raised for college scholarships for local high school students and to provide food, clothing, toys and school supplies during the holidays.

Sean LaTour (B.A., Liberal Studies) founded Project Lifelong in 2016, an expansion of his CSUMB senior capstone project, and it became an official 501(c)(3) nonprofit in early 2020. Project Lifelong empowers youth through skateboarding and outdoor adventure. In partnership with school districts and other nonprofits in Sacramento, LaTour will build his third skate night site on a school campus this year to take on more than 100 students each week. The third site was made possible by winning a \$10,000 national grant from the Sheckler

Foundation. Project Lifelong is an affordable outlet for Sacramento youth that focuses on self-confidence and love while connecting children to nature and positive adult mentors. Learn more about Latour's work at www.projectlifelong.org.

2015

Adele Bilotta (B.A., Human Communication) worked for a few years as an international flight attendant for Emirates Airlines after graduating from CSUMB. She moved to the Middle-Eastern metropolis of Dubai and was stationed there for three years. During that time, she traveled extensively to over 55 countries. Bilotta states that being a flight attendant was very hectic and tiring, but she loved the consistent travel. More recently, Bilotta decided to pursue her dream of being a journalist. She moved to London to pursue a master's degree and study international journalism at City, University of London. Bilotta says she still travels frequently and hopes to incorporate travel into a future career as a documentarian or a foreign correspondent for a news agency.

Edward Swan (B.A., Social and Behavioral Science) earned his master's degree in teaching from the University of Southern California, and he teaches special education at an

inner-city high school in Los Angeles. Swan and his wife have two children.

2017



Jenae Coleman (B.A., Psychology) is currently working for Monterey County as a Talent Development Specialist. Her job entails helping local youth between the ages of 18 and 24 with starting their journeys to achieve their ultimate goals. This includes providing financial support for training or helping them get back into school or find jobs that better suit their interests. Coleman says she is working toward her ultimate goal of earning a master's degree in school counseling. She is finishing her first year with Brandman University and loving everything she is learning.

Hannah Mayers (B.S., Biology) worked for the Feather River Fish Hatchery in Oroville, California, as a fisheries technician after graduating from CSUMB. Mayers and her team collected long-term monitoring data on both the river and hatchery Chinook salmon populations. When the salmon run

concluded for the season, she worked at a nursery. Mayers then moved to Miami, Florida, to pursue a graduate degree in biology. She started work on a bonnethead shark ecology project and taught undergraduate biology lab classes. Mayers has changed gears and is now applying to become an officer in the U.S. Air Force. She hopes to become a pilot and then an astronaut. In the meantime, she volunteers at Mother Lode Wildlife Care in Tuolumne, California, helping rehabilitate injured and orphaned birds and small mammals.

2018

Katie Brown (B.A., Environmental Studies) earned a master's degree in science communication from UC Santa Cruz and moved to Washington, D.C., to work on a climate change communication campaign for the National Park Service. She then accepted a position at the Pulitzer Center on Crisis Reporting, an international journalism nonprofit. Brown is now working as a freelance journalist, which has taken her to tiny towns in West Virginia and led her to chase down stories in Belize.

Mary Cabriaes (B.A., Human Communication) published an essay in the CSUMB Digital Commons which 70 people have downloaded to potentially

cite in their own writing and projects. Cabriaes says CSUMB and the college experience helped her take pride in herself and realize her resilience and mental toughness.

Soteria Fangupo

(Master of Business Administration) is enrolled in CSUMB's teaching credential program and student teaching at New Republic Elementary School in Salinas, California. She also recently welcomed her third child. Fangupo says she is thankful for the friends she has met at CSUMB and looks forward to another year of growth.

2019

Lupita Zuniga (B.S., Business Administration) opened a mobile coffee trailer, Maktub Espresso Cafe, a couple of months before graduating in May 2019 and had a surprisingly successful first year. She says she loves making coffee and is grateful for the opportunities that came along through the year. She has taken her coffee trailer to WeatherTech Raceway in Laguna Seca, a country music festival in Sonoma County and other events.

Dallas Perriera (B.A., Environmental Studies) was contacted by RP Construction Services in Monterey via LinkedIn upon graduation because the CEO was impressed

with her resume, as well as her e-portfolio created in a CSUMB class. Perriera went in for an interview and was hired on the spot. The company builds solar panels nationally and is working to make the power industry more environmentally friendly and sustainable, which is perfect for her. Perriera also volunteers for the Monterey Bay Aquarium's Sea Otter Program and has learned about the world of wildlife rehabilitation. She also volunteers at the SPCA of Monterey Bay in their adoption clinic. Perriera says CSUMB truly made an impact in her professional career and personal life, and she is grateful to have been able to go to school and build her resume simultaneously.

Marie Alonzo (B.A., Collaborative Health and Human Services) completed her first year in the three-year Master of Social Work program and started part-time work as the Grad Writing Tutor for the Cooperative Learning Center at CSUMB. Alonzo is the Inter-Club Council representative for the MSW Student Association and became a Title IX/DHR Ambassador. She also continues to be a Peer Educator for the Health Department and is a member of the Committee on Inclusiveness and Social Equity for CSUMB's College of Health Sciences and Human Services. In addition, Alonzo is working toward an associate's degree in

alcohol and other drug counseling and nutrition at Hartnell Community College.



Madeleine Maurer (B.A., Global Studies) moved to Amsterdam in August 2019 to complete a pre-masters program in Environment and Resource Management at the Vrije Universiteit. Her courses have focused largely on the transition to a circular economy. In February 2019, she will begin her new role as a Corporate Responsibility Intern at PVH Corp., the clothing company whose brand portfolio includes Calvin Klein, Tommy Hilfiger, and Heritage Brands. PVH is a leader in global commitments to make fashion more circular and sustainable. Maurer says she could not be more excited to join the company's dedicated team and make a difference in this important industry.

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