



**By 2014-15, CSU Bakersfield will be the leading campus in the CSU system in terms of:**

**Faculty and academic excellence and diversity  
Quality of the student experience  
Community engagement.**

**Realization of our vision will be advanced by recruitment, development and promotion of excellent and diverse staff within an organizational culture committed to excellence in all areas.**

**CSUB**<sup>™</sup> *...Partnering for excellence*

**Access to Excellence**  
**CSUB Campus Dialogue, Thursday, 15 March 2007**  
**Multi-Purpose Room, Student Union**

**12:00 – 12:45 Lunch** – CSU Trustee **Roberta Achtenberg**, CSU Associate Vice Chancellor **Keith Boyum**, CSUB President **Horace Mitchell**, Provost **Soraya Coley**, Special Assistant to the Provost **Edwin Sasaki**, **Domain Co-Facilitators, & Domain Members**

**1:00 – 1:15 Welcome & Opening Statement, President Horace Mitchell**

**1:15 – 1:45 Domain 1: Assuring Access**

**Domain Co-Facilitators:** **Jacqueline Mimms** (AVP, Enrollment Management; Liaison, Foundations of Excellence; & WASC Steering Committee) & **John Dirkse** (AVP, Academic Programs; & Co-Liaison, Foundations of Excellence)

**Domain Members:** **Janice Clausen** (Director, Services for Students with Disabilities); **Rey Cuesta** (Director, Student Achievement, Academic, & Retention [STAAR] Program); **Maria Escobedo** (Director, College Assistance Migrant Programs [CAMP] & Title V Project); **Keith Powell** (Director, Educational Opportunity Program [EOP]); **Jessie Quintanilla** (Director, Educational Talent Search [ETS]); **Imelda Simos-Valdez** (Director, Gaining Early Awareness & Readiness for Undergraduate Programs [GEAR UP])

**1:45 – 2:15 Domain 2: Connecting to P-12 Schools and to Community Colleges**

**Domain Co-Facilitators:** **Curtis Guaglianone** (Dean, School of Education) & **John Dirkse** (AVP, Academic Programs; & Co-Liaison, Foundations of Excellence)

**Domain Members:** **Greg Chamberlain** (Kern Community College District [KCCD]); **Kim Flachmann** (Professor, English, & Director, CSUB Writing Programs & Reading Institutes for Academic Preparation [RIAP]); **Abbas Grammy** (Professor, Applied Economics, & Director, Enterprise College); **Geri Mohler** (Assistant Professor, Teacher Education, & Director, CSUB Literacy Project), **Larry Reider** (Kern County Superintendent of Schools [KCSS])

**2:15 – 2:45 Domain 3: Fulfilling Commitments to Multiple Stakeholders**

**Domain Co-Facilitators:** **Michael Chertok** (VP, University Advancement) & **John Hultsman** (AVP, CSUB Antelope Valley Center)

**Domain Members:** **Kenneth Beurmann** (President, Associated Students, Inc.); **Bryan Burrow** (President, CSUB Alumni Association); **Richard Chapman** (President/CEO, Kern Economic Development Corporation [KEDC]); **Abbas Grammy** (Professor, Applied Economics, Editor, Kern Economic Journal, & Founder/Coordinator, Kern Economic Summit); **Jacquelyn Kegley** (Department Chair, Philosophy & Religious Studies; CSU State-wide Academic Senator; & WASC Steering Committee); **Donna Simmons** (Associate Professor, Communications, & Primary Lead for WASC Work Group #3)

**2:45 – 3:00 Break**

**3:00 – 3:30 Domain 4: Ensuring Success in Student Learning**

**Domain Co-Facilitators:** **Shelley Ruelas** (VP, Student Affairs; & WASC Steering Committee) & **Kaye Bragg** (Director, Faculty Teaching & Learning Center and University Assessment Center; & WASC Steering Committee)

**Domain Members:** **Primavera Arvizu** (Director, Title V Advising/Mentoring, & McNair Program); **Melanie Butler** (Career Counselor, Career Development Center, & Primary Co-Lead, WASC Work Group #2); **Emile “E.J.” Callahan** (Activities Coordinator, Student Activities); **Andreas Gebauer** (Assistant Professor, Chemistry; Roadrunner Faculty Mentor—Sciences; & Foundations of Excellence, Learning Dimension); **Clarke Sanford** (AVP, Information Resources & Technology Support, & WASC Work Group #4)

**3:30 – 4:00 Domain 5: Faculty/Staff Excellence to Promote Student Success**

**Domain Co-Facilitators:** **Beth Reinzi** (AVP, Faculty Affairs; & WASC Steering Committee) & **Jacquelyn Kegley** (Department Chair, Philosophy & Religious Studies, CSU State-wide Academic Senator, & WASC Steering Committee)

**Domain Members:** **Ray Finnell** (Theatre Technician, & WASC Work Group #4); **Brian Hemphill** (Professor, Anthropology, & former-Chair, University Program Review Committee [UPRC]); **John Stark** (Department Chair, Management & Marketing, & Primary Lead, WASC Work Group #1), **Larry Taylor** (Professor, Mathematics & Computer Science, & President, CSUB Chapter of CFA); **Diane Turner** (Professor, Art Education, & Chair, University Review Committee [URC])

**4:00 – 4:30 Domain 6: Now and in the Future: Campus/System Identity**

**Domain Co-Facilitators:** **Mike Neal** (VP, Business & Administrative Affairs) & **Rudy Carvajal** (Athletic Director)

**Domain Members:** **Thomas Blommers** (Professor, Spanish; Chair, Budget & Planning Committee; and Co-Lead, WASC Work Group #5); **Gregory Bynum** (President/CEO, Gregory D. Bynum & Associates, Inc.; Past-President, CSUB Foundation Board of Directors); **Judy Fritch** (Chair, Fine Arts Committee/CSUB Foundation Board); **Dan Gianoutsos** (Presidential Intern, & former President, Associated Students, Inc.); **Geoffrey King** (Chair, Athletic Committee/CSUB Foundation Board of Directors); **Evelyn Nelson** (Executive Assistant to the President); **Milton Younger** (Chain-Younger Law Offices, & CSUB Foundation Board)

**4:30 – 5:30 Closing Reception**

## **Domain 1: Assuring Access Selected Highlights for CSUB**

### **Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP)**

- This 5-year project, funded by the U.S. Department of Education, is now in its 5<sup>th</sup> year of funding at Arvin High School for \$655,623 for the 2006-2007 fiscal year; the current GEAR UP cohort is 1100+ 10<sup>th</sup> and 11<sup>th</sup> grade students.

### **Early Assessment Program (EAP)**

- In Spring 2004, all 14 high schools of the Kern High School District in collaboration with CSUB tested the questions drawn from the Golden State Exam and the California Standards Test that served as the foundation for the EAP testing program.
- CSUB EAP has conducted information workshops and training workshops in English and math for all high schools in Kern County, Inyo County, Mono County, northern Los Angeles County, and southern Tulare County.
- Two CSUB faculty—Kim Flachmann in English and John Dirkse in Mathematics—have had lead roles in the development and testing of the CSU projects in reading/writing and mathematics associated with EAP, respectively.

### **Educational Talent Search (ETS)**

- For the 2005-2006 academic year, 85% of ETS students completed their application paperwork and received federal assistance.
- Two thirds of the 1000 students served by ETS in 2005-2006 were low-income and potential first generation college students, and approximately 90% applied to post-secondary education as well.

### **Services for Students with Disabilities**

- The Office of Services for Students with Disabilities (SSD) engaged the support of the campus community in 2003 in adopting the Americans with Disabilities Act Accessibility Policies Manual.
- CSUB offered the Ruth A. Simonson Scholarship, which was established to assist students who have mental illnesses/psychiatric disabilities with college related expenses.

### **Student Achievement, Academic, and Retention (STAAR)**

- In 2001, CSUB STAAR Program hosted the Central California Chapter Student Leadership Conference. CSUB has been the only university in Central and Southern California that has had 700+ students participate in this annual Leadership Conference, and CSUB has been asked to host again for 2008.
- CSUB STAAR Program has awarded students more than \$60,000 of grant assistance.
- CSUB STAAR Program has the only chapter of National Honor society (Chi Alpha Epsilon) on the west coast.
- CSUB STAAR program has hosted an annual reception for 29 years to honor academic excellence of its graduating seniors. STAAR has given out various awards to highlight student academic achievements and student service to the campus.

### **Educational Opportunity Program (EOP) – Summer Bridge**

- 17 first time freshmen that were special admits before the 2006 Summer Bridge became regular admits after completing the Summer Bridge program.
- 2006 Summer Bridge had its largest number of students ever from outside our service area, particularly from Los Angeles (17.9%).
- 83% and 89% of the Summer Bridge students completed the EPT/ELM exams, respectively.
- 17% of the students that started in the lowest Math (75) and 35% of the students that started in the lowest English (80) “advanced” one or two levels.
- 98% of the students from 2006 Summer Bridge enrolled at CSUB for Fall 2006.

### **College Assistance Migrant Program (CAMP) and Title V**

- In 2005, CSUB CAMP submitted a proposal in response to a nationwide competitive RFP and was refunded for a second five-year cycle.
- Since 2000, CAMP has assisted over 500 migrant students on their path to earning their baccalaureate degree.
- Approximately 95% of CAMP students enter the university needing remedial courses in English and math. CAMP students successfully complete remedial courses (within the first year) at 20% higher rate than the average first-time CSUB student.
- CAMP has an on-site transfer center at Bakersfield College (BC).
- Since 2003, an estimated 300 Title V students have transferred from BC to CSUB.
- Title V programs at CSUB and BC collaborates on CSUB on-site admissions events.

## **Domain 2: Connecting to P-12 Schools and to Community Colleges**

### **Selected Highlights for CSUB**

#### **Ready to Start**

- CSUB, in a collaborative with the Kern County Superintendent of Schools, four school districts, and AERA Energy, has developed a 4-week summer program for pre-K academic preparation, including tutoring services by CSUB students.

#### **Chevron Pre-Literacy Project**

- CSUB, with funding support from Chevron, has developed a pre-literacy program for pre-K teachers and instructional aids in the Bakersfield City School District. CSUB Master's students in Reading serve as "facilitators" and as "models."

#### **Discovery Depot**

- The Child, Adolescent, and Family Services (CAFS) Program staff has secured and is managing a large grant that supports staffing for a childcare center at the Bakersfield Homeless Shelter.

#### **Foster Youth Tutoring Program**

- CSUB, in partnership with the Kern Network for Children, provides tutoring services to foster youth in greater Kern County.

#### **Enterprise College**

- CSUB, in collaboration with the Kern High School District, offers a 3-week summer program in Economics for high school juniors and seniors. Students experience a combination of learning modes: in-class presentations, discussions with business leaders, and field trips to public agencies and private businesses. Students earn high school or college credit.

#### **Academic Decathlon**

- For the 17<sup>th</sup> year, CSUB hosted the Academic Decathlon Preparation Day on November 15, 2006.
- Over 250 students from 25 high schools in Kern County were treated to four outstanding presentations by CSUB faculty in the areas of social sciences, art, economics, and climatology.
- Students earn college credit for participating in all the Decathlon activities of their high school and by scoring above the median in the Kern County Decathlon competitions.

#### **Foundations of Excellence (FoE) Collaboration with Bakersfield College**

- CSUB has joined with Bakersfield College (BC) for a guided self-study and improvement process focusing on the complete first-year experience at the two campuses.
- Both campuses have established nine Dimension committees composed of faculty, staff, students, and administrators. The nine Dimensions guide the assessment process for the effectiveness of institutional efforts focused on first-year students.
- This is first ever such collaboration between a 4-year university and a 2-year college in the 3-year history of FoE and is, therefore, a high priority for the National Policy Center, the sponsoring entity for FoE.

#### **Reading Institute for Academic Preparation (RIAP)**

- Kern County leads the State in the number of high school teachers (over 300) trained in both the RIAP and the English Reading and Writing Course (ERWC). RIAP training is now merging with EAP training.
- The Kern High School District and CSUB have created a local website which lists lesson plans and teaching modules created by high school teachers. All Kern County high schools use the RIAP strategies to some extent.
- CSUB is one of the few CSU campuses that have received funding for RIAP for all 5 years of the program.

#### **Tulare County Office of Education Partnerships**

- The first program provided specialized training in classroom management techniques for teacher interns in the Delano School District. The second program is a teacher recruitment project involving scholarships, a teacher recruiter, and a teacher-recruitment fair.

#### **Content Academic Language Literacy instruction (CALLI)**

- CPEC funded this partnership grant for CSUB faculty to provide professional development training to Delano High School faculty in Second Language Acquisition.

#### **Mathematics Teacher Preparation Grants at CSUB Antelope Valley Center**

- David Murphy has received funding for several grants to provide Math Education training for mathematics teachers in schools from Lancaster, Palmdale, and surrounding areas.

### **Domain 3: Fulfilling Commitments to Multiple Stakeholders**

#### **Selected Highlights for CSUB**

- Inauguration of Alumni Hall of Fame on March 24, 2007, recognizing distinguished achievement by CSUB alumni. This activity brings additional recognition to CSUB and the vital role it plays in the community.
- “Celebrate CSUB” on April 28, 2007, will attract many people to the campus to experience a taste of the university’s diverse academic programs and student activities.
- Alumni Party in the Park attracts over 700 alumni and friends to the campus strengthening the ties between alumni and the University.
- CSUB Endowment Fund has been increased from \$7.2 million to over \$15 million in 18 months. This investment in the University by alumni and friends is evidence of confidence in the University and its programs to serve the southern San Joaquin Valley.
- A \$6 million campaign to move CSUB Athletics from NCAA Division II to Division I has been successfully completed. This investment of private resources strengthens the pride local fans have in the University, its athletics program, and its student athletes.
- CSUB co-sponsors with Kern Economic Development Corporation and the Greater Bakersfield Chamber of Commerce an annual Economic Summit for Kern County.
- CSUB provides a major resource for economic data in Kern County through the publication of the Kern Economic Journal.
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- CSUB has achieved back-to-back record-breaking years in fundraising indicating the confidence of a constituency to invest in CSUB. We are on track to set another record in 2006-07.
- CSUB continues to build strong relations in the community evidenced by the recent \$1 million gift from Chevron Corporation to CSUB for the Mathematics/Science Initiative.
- Strong leadership in ASI as evidenced by student fee referendums to build a Student Recreation Center, support Division I Athletics, and provide additional funds for student clubs and organizations at both Bakersfield main campus and the CSUB Antelope Valley Center.

#### **Domain 3 Connections to Other CSUB Planning Activities:**

- CSUB Strategic Goals (Goal 3: Strengthen Community Engagements)
- CSU Access to Excellence Domains (Connecting to P-12 Schools & Community Colleges; Fulfilling Commitments to Multiple Stakeholders)
- Foundations of Excellence Dimensions (Dimension 3—Learning; Dimension 7—Diversity)
- WASC Work Groups (Work Group III—Strengthen Community Engagement)

## **Domain 4: Ensuring Success in Student Learning**

### **Selected Highlights for CSUB**

1. Demonstrating the achievement of outcomes-based competencies among students and communicating these outcomes in ways that are clear and accessible to students, parents, and the public.
  - Fall 2006 - Establishment of Committee on Academic Requirements and Standards (CARS).
  - All departmental majors have outlined student learning goals and objectives (available on-line).
2. Awarding of credit to degrees using rigorous learning experiences both inside and outside the classroom and employing both traditional and nontraditional pedagogy.
  - Service learning courses & internships are offered within majors; paid work experiences in students' interest areas are provided through Career Development Center.
  - Constructionist learning environment is pervasive (e.g., on-line discussion boards & hybrid courses).
2. Assuring that comprehensive student advising continues through to graduation.
  - Creation of Advising Center to centralize general advising processes, formally started 1996 and currently under revision for new structure.
  - Faculty provides mentoring and career planning services directly to students within their majors.
  - Web access to forms, transcripts, transfer equivalencies, and degree audits.
3. Tracking student success beyond the traditional six-year graduation rate.
  - Alumni frequently return to campus and speak about their experiences and offer advice to students.
  - Spring 2007 – Alumni Hall of Fame Banquet highlights and recognizes Alumni successes.
4. Measuring and improving transfer student success.
  - Spring 2007 – Implementation of the Roadrunner RUSH-A orientation seminar for transfer students.
  - Spring 2006 – Creation of BC/CSUB Foundations of Excellence Collaborative Project.
  - BC-CSUB Transfer Center provides information to assist BC students with transfer processes.
6. Assessing the success of campus internship programs, and contributions to student success as a result of support from parents, community, and donors.
  - Center for Service Learning & Community Partnerships—internships and service learning opportunities
  - Alumni support and participation through Student Support Committee/CSUB Foundation Board of Directors.
7. Assuring "start-to-finish" support for students with deficiencies in academic preparation from the time they are accepted into the university.
  - Mentoring programs are available through Title V linking faculty with first generation college students.
  - Specific service programs: Alliance for Minority Participation (AMP), College Assistance Migrant Program (CAMP), Educational Opportunity Program (EOP), Education Talent Search (ETS), SPARC and MARC, U\*STAR, & STAAR
8. Ensuring that campus and system policies work in support of student success.
  - Implementation of online registration system; on-line bookstore purchases forthcoming.
  - Orientation programs involve one-stop advising, financial aid, registration, and student life information.
  - Academic Support & Student Services Committee (Academic Senate) overview of policies.
9. Supporting student participation in the research and scholarly and creative activities of faculty
  - McNair program student-faculty research activities; Student Research Scholars (SRS) program
10. Preparing students with a global perspective, language abilities, cross-cultural competencies, and technological capabilities that will lead to successful lives and lifelong learning skills.
  - Kegley Institute of Ethics—several nationally/internationally-known speakers and presentations
  - Spring 2007 – Campus Life Conference for Student Leaders (inaugural event sponsored by Student Activities Office)

## **Domain 5. Faculty/Staff Excellence to Promote Student Success**

### **Selected Highlights for CSUB**

#### **Faculty Awards**

- 30 CSUB Outstanding Professor Awards; one received the CSU Outstanding Professor Award in 1988.
- Since 1997, CSUB gave 10 Faculty Research Awards and 11 Leadership Awards.
- 3 CSUB faculty members and one administrator received the prestigious CSU Wang Family Excellence Award.
- CSUB will honor Faculty Scholarship and Creativity in 2007, Faculty Teaching in 2008, and Faculty Service and Community Connection in 2009 on a rotating 3-year schedule.
- The Faculty Teaching & Learning Center (TLC) sponsors grants for faculty to encourage teaching innovation, professional development, scholarship, and technology. Since Fall 2005, 133 grants have been awarded.

#### **Student Research Achievements**

- Since its establishment in 1994 by the CSUB Foundation Board of Directors, 60 CSUB Student Research Scholars (SRS) have received \$2000 grants to conduct research, scholarship, or creative activity under faculty sponsorship.
- Many SRS research projects have led to important contributions to the local community; most lead to presentations at professional meetings and some result in publications in professional journals.

#### **Research Conferences at CSUB**

- University Research Conference held yearly since 1997; CSU Student Research Conference hosted by CSUB in 1999.
- Philosophy/Religious Studies Research Conference held yearly since 2003; Psychology/Social Science Research Conference held yearly since 2000.
- CSUB values faculty-student research. Students have jointly authored research papers with faculty from Anthropology, Biology, Chemistry, Communications, English, History, Mathematics, Nursing, Philosophy, Physics, Psychology, Religious Studies, Sociology, and Social Work.
- CSUB faculty and students participate in professional conferences. Over 100 Psychology students have attended regional or national conferences to present papers in the last 5 years.
- In 2005-2006, 8 students presented papers at the Society for California Archaeology; 4 students presented papers at the Great Basin Anthropological Conference in Las Vegas this past April.

#### **Achievements in the Creative Arts and Athletics**

- Two CSUB publications, Calliope and Orpheus, publish student literary work.
- The CSUB Singers have performed twice at Carnegie Hall and once at the Sydney Opera House.
- Two theater students have continued on to prestigious MFA programs at doctoral institutions.
- *A number of music students have developed professional or teaching careers.*
- There have been many successful student athletes including winners of NCAA scholarships.

#### **Staff achievements**

- Each year, 7 awards are given to outstanding staff, one for each division of the University.

## **Domain 6: Now and In the Future: Campus/System Identity Selected Highlights for CSUB**

### **I. Community Engagement**

#### **A. Events Involving the Community**

- Jazz Festival
- Alumni Party in the Park
- Athletics Fall and Spring Barbecues
- Athletics Casino & Auction Night
- Academic Competitions for K-12
- Academic and Athletic Youth Camps
- Alumni Hall of Fame
- Celebrate CSUB
- Taste Of The Arts
- Art Day For Children
- Academic Decathlon

#### **B. Community Service and Outreach**

- National Youth Sports Program (NYSP)
- Rowdy about Reading
- Osher Life Long Learning Center
- Kegley Institute of Ethics
- Numerous service projects
  - + Boys and Girls Club
  - + Homeless Center
  - + Friendship House
  - + Police Activities league (PAL)

#### **C. Community Partnerships**

- Kern County Economic Summit
- Potential Joint-Use Baseball Stadium with City of Bakersfield
- Public/Private Real Estate Developments to Advance Mission of CSUB
- Key Participant in Bakersfield Vision 2020

### **II. Quality of the Student Experience**

#### **A. Community Support for Student Experiences**

- Athletics and Division I
- Musical performances from composers of varied periods of time
- Art exhibitions, including two showings from prestigious collections
- Theater performances

#### **B. New Facilities to Enhance Learning Environment**

- Temporary Nursing Lab (Fall 2006)
- Math, Computer Science Building (Spring 2008)
- Student Recreational Center (Fall 2008)
- New Student Residence Development (Spring 2009)
- Updated Campus Master Plan

### **III. Creating University Identity and Promotion of University Vision and Mission**

- A. New University seal, logos, athletic image, University web page revisions
- B. New University vision, mission, and strategic plan
- C. Use of Technology to promote access to university – XOS Technologies - web page for athletics

### **IV. Organizational Culture Committed to Excellence**

- A. Athletics “Think Big” campaign
- B. Expand our community’s vision
- C. Establish our identity by what we want to do and what we want to be
- D. Maximize and communicate our successes
- E. Active engagement of community leaders
- F. Active engagement of political leaders—local, state, and federal

## The Big Picture

<u>CSUB Strategic Goals</u>	<u>WASC Work Groups</u>	<u>CSU Access to Excellence Domains</u>	<u>Foundations of Excellence Dimensions</u>	<u>CSU Facilitating Graduation 22 "Points-of-Light"</u>
1 Extend faculty and academic excellence and diversity	I	3 - Fulfilling commitments to multiple stakeholders 4 - Ensuring success in student learning 5 - Faculty/Staff excellence to promote student learning	3 - Learning 4 - Faculty 7 - Diversity	
2 Enhance the quality of the student experience	II	1 - Assuring access 3 - Fulfilling commitments to multiple stakeholders 4 - Ensuring success in student learning	2 - Organizations 3 - Learning 5 - Transitions 6 - All Students 7 - Diversity 8 - Roles & Purposes	Supporting students in choosing an efficient pathway to the baccalaureate - 3, 4, 5, 6  Tools to keep student of efficient pathways to the baccalaureate - 7, 8, 9, 10, 11, 12, 13  Strong advising strategies & practices - 14, 15, 16, 17, 18
3 Strengthen community engagement	III	2 - Connecting to P-12 schools & community colleges 3 - Fulfilling commitments to multiple stakeholders	3 - Learning 7 - Diversity	
4 Develop an excellent & diverse staff	IV	3 - Fulfilling commitments to multiple stakeholders 4 - Ensuring success in student learning 5 - Faculty/Staff excellence to promote student learning	3 - Learning 4 - Faculty 7 - Diversity	
5 Develop a campus culture with a sense of community & a commitment to organizational excellence	V	3 - Fulfilling commitments to multiple stakeholders 6 - Now & in the future: campus/system identity	1 - Philosophy 2 - Organizations 5 - Transitions 8 - Roles & Purposes 9 - Improvement	Campus monitoring & feedback - 19, 20