FOR THE WEEKS OF JANUARY 30—FEBRUARY 20, 2007

In Progress

- Kristen Habbestad assisted ABC7 reporter Dave Kunz in interviewing and filming the students in the Automotive Technology Program on Tuesday, February 20. Steve Richardson and Kevin Taylor were interviewed on camera by Kunz. The piece will air sometime this week (details to follow). This visit by ABC7 is due in part to the efforts of Todd Leutheuser, of Southland Motor Car Dealers Association.

Coverage


Long Beach Press-Telegram — January 18, 2007 — Brief about Cerritos College being in the running for a national award recognizing outstanding achievements in athletic accomplishment.

The Wave — January 18, 2007 — Short article on Cerritos College’s men’s and women’s basketball seasons

Long Beach Press-Telegram — January 24, 2007 — Article on men’s soccer coach Benny Artiaga receiving a national award

Los Angeles Times — January 25, 2007 — Feature of a performance by renowned violinist Hilary Hahn including a quote from a Cerritos College music student in attendance

Bellflower Bulletin — February 2007 — Article covering Boeing’s contract with Cerritos College to provide specializing training to students and thereby, future employees for local industry (from press release).

Norwalk Community News, La Mirada Insider — February 2, 2007, February 7, 2007 — Article about Cerritos College hosting a hands-on auto tech competition for high school seniors (from press release)
Norwalk Community News—February 9, 2007—Feature on Norwalk Community Coordinating Council recognizing Cerritos College for its achievements

Norwalk Community News—February 9, 2007—Article on a Cerritos College sophomore who won an award for biomedical research presented at a conference (from press release).

The Wave—February 16, 2007—Brief covering Cerritos College’s upcoming Black History month event (from media alert).

The Daily Breeze (Torrance)—February 18, 2007—Feature on training young people for automotive careers with several mentions of Cerritos College

Related News
L.A. Times—February 2, 2007—Article about a study which found that many community college students fail to transfer or earn degrees

Long Beach Press-Telegram—February 7, 2007—Article covering CSU Long Beach faculty members’ protest of pay raises for administrators in light of tuition hikes and drawn out negotiations for faculty members’ salary

Long Beach Press-Telegram—February 11, 2007—Article detailing CSU Long Beach’s new drive for funds via alumni donations
Cerritos College Student Wins Award at Research Conference

Brenda Velis Hopes to Continue Medical Research as a Profession

For Immediate Release: February 5, 2006

NORWALK, CA – February 5, 2007 – Brenda Velis, a sophomore at Cerritos College, was recently honored with an award for research she presented at the Annual Biomedical Research Conference for Minority Students (ABRCMS) in Anaheim, California in November 2006. Velis is a student in Cerritos College’s Project HOPE program, a federally funded program dedicated to increasing the number of Latinos and other underrepresented groups entering, matriculating, and completing health careers.

A graduate of Dominguez High School and a resident of Compton, Velis said she was very proud to accept the award and that she looks forward to upcoming conferences at which she can participate in other research presentations.

“It wasn’t easy, coming out of Dominguez High School and being a young woman interested in science and math,” Velis explained.

“But I am determined to study hard, and I plan to earn both medical and research doctorates so that I can continue to pursue research—hopefully in the area of pediatrics.

ABRCMS is an annual conference organized by the American Society for Microbiology (ASM) and supported by a grant from the National Institute of General Medical Sciences. Now in its sixth year, ABRCMS is the largest, professional conference for biomedical students. More than 2,500 people attended this year’s conference including 1,633 students, 421 faculty and program directors and 418 exhibitors. The conference is designed to encourage underrepresented minority students to pursue advanced training in the biomedical and behavioral sciences and provide faculty mentors and advisors with resources for facilitating students’ success.

During the four-day ABRCMS conference in November, more than 1,100 students participated in poster and oral presentations in nine sub-disciplines in the biomedical and behavioral sciences. All under-
graduate student presentations were judged and those receiving the highest scores in each scientific discipline and in each educational level were given awards during the final banquet. A total of 120 undergraduates—including Velis—received monetary awards of $250 for their outstanding research.

Velis was recognized for her work identifying genes responsible for senescence (when organs of a plant die as a part of the normal development) in the plant Arabidopsis thaliana. She worked with Bunkuong Lim, a student at Long Beach City College, to complete the research. Velis and Lim were brought together to work on the project through the Bridges to the Baccalaureate Summer Research Program at California State University, Long Beach, offered through the National Institutes of Health, a federally-funded, intensive nine-week program that partners students from local community colleges with professors from California state universities to enrich students’ math and science research skills in the biomedical sciences. The program also seeks to increase the number of underrepresented students to graduate from a four-year university in the sciences. Velis and Lim conducted their research with input from a faculty mentor from CSULB.

Cerritos College Project HOPE students Viviana Ruiz and Rosalie Reynoso were also involved in the Bridges to the Baccalaureate Summer Research Program and at CSULB and developed research projects exploring genetics and biochemistry, respectively.

Velis says she hopes to apply for another research program this summer at the Medical College of Georgia to gain further experience in the field. After she completes her courses at Cerritos College in May 2007, she hopes to transfer to a Cal State university—preferably Cal State University Long Beach.

“Brenda is a great student and has shown dedication and self-discipline,” said Cerritos College Chemistry Department Chair Cheryl Shimazu.

“We are thrilled and are very proud of Brenda and we believe she has a bright future ahead of her and will make significant contributions in the medical field.”

Cerritos College serves as a comprehensive community college for southeastern Los Angeles County. Communities within the college’s district include Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, La Mirada, Norwalk, and portions of Bell Gardens, Lakewood, Long Beach, Santa Fe Springs and South Gate. Cerritos College offers degrees and certificates in more than 180 areas of study in nine divisions. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu.
Cerritos College Theater to Present Dramatic Interpretation of True Immigrant Stories

“Getting Here,” an Ensemble Piece, Was Created through Community Input

For Immediate Release: February 2, 2007
Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

WHAT: The Cerritos College Theatre Department will present “Getting Here,” an original, ensemble-piece play based on true immigrant stories shared by the campus community and friends of the college, beginning Friday, March 2 at 8 p.m. Five additional showings will follow opening night.

Scripting for “Getting Here” was written and created through collaboration between Forrest Hartl, the playwright/dramaturge, Robin Huber, director, and the cast. The department began requesting and collecting stories for use in the production in October 2006.

WHEN: “Getting Here” will be presented on the following dates:
- Friday, March 2 at 8 p.m.
- Saturday, March 3 at 8 p.m.
- Thursday, March 8 at 8 p.m.
- Friday, March 9 at 8 p.m.
- Saturday, March 10 at 8 p.m.
- Sunday, March 11 at 2 p.m.

WHERE: Cerritos College
Burnight Center Theatre
11110 Alondra Blvd
Norwalk, CA 90650
A map of the campus is available at www.cerritos.edu/guide

CONTACT: For more information on “Getting Here” and the Cerritos College Theatre Department, please call (562) 860-5451, ext. 5058 or visit www.cerritos.edu/theatre

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MR.
ROSE
PARADE

After designing more than 500 floats, Raul Rodriguez still sees the Tournament of Roses as a celebration of life.

BY JULIE RIGGOTT

Even if you hadn’t noticed Raul Rodriguez riding on a float down Colorado Boulevard with a big blue parrot perched on his shoulder, you’ve surely admired his parades.

The internationally recognized designer has created more than 500 floats for the Rose Parade and, ranked up with several other prominent parade designers, is frequently asked to participate in parades in other countries. Every year, he invites sons, family and friends to Henneck Park for more than 20 years. 

“I love people. People are a gift to me, and I think that’s what’s been the essence of this parade for thousands of people that I’ve met,” says Rodriguez at his lifestyle home, located to the north of Glendale. Every inch sparkles with cheer, from the mantelscapes guarding the front door to the Christmas trees interweaving with mistletoe, lights and ornaments. He suggests putting a fire in the living room fireplace, but the
The Weekly (Pasadena), con't
December 28, 2006

continued from page 15
Christmas carols further setting the mood.

Actually, the holiday extravaganza begins in Rodriguez's front yard. A large sleigh and reindeer and an enormous rocking horse fill the yard, while fake birch trees line the path to the designer's front door. Rodriguez loves that throngs of people come to gaze at his display lit up at night.

But many more get to admire his exuberance in design at the parade. This year, he dreamed up 14 floats for cities like Duarte and West Covina and organizations such as University of Redlands, Rain Bird and Rotary International.

Working with Tournament President Paul Holman's theme of "Our Good Nature," Rodriguez has imagined lush gardens with lizards, butterflies, turtles and even rock 'n' roll dinosaurs, everything crafted with lively color and meticulous attention to detail. This year, he'll ride on the float he designed for the city of Santa Fe Springs, where he attended high school and launched his career by winning a contest to design a float for the city of Whittier at age 15.

He's been designing floats for the Rose Parade ever since, but reflexively shies away from mentioning exactly how many years that's been. It's quick to point out that companies such as Fiesta Parade Floats and Charisma Floats in Pasadena and Festival Artists Worldwide in Azusa are the ones that deserve credit for bringing his drawings to life. Working for months at a time, the float builders are the "unsung heroes" of the parade, constructing with tools, metal, wood, paint and ultimately seeds and flowers Rodriguez's artistic visions.

"I work with so many talented people, like Tim Estes and Jim Hynd at Fiesta Parade Floats. We're like a family you know. We read each other, we discuss a lot of things, and we've worked so long together. We're like a family."

That bond is important to Rodriguez, a third-generation Angeleno raised in Boyle Heights.

His mother, a painter, and his father, a staff sergeant in the Army, nurtured his talents from an early age. As a teen, Rodriguez took classes at Art Center College of Design when it was located on Third Street in Los Angeles, eventually graduating from Otis Art Institute and Cal State Long Beach, where he has since set up a scholarship fund.

He dedicates his floats to his parents each year. For him, there is more meaning and feeling behind them than more physical splendor.

"We all know the terrible things that go on on the planet, but we're all here to bring beauty and start the New Year off on a positive note," he says, "I'm a big believer in dreams, and I'm probably the ultimate optimist. I always see the glass half-full."

One of the things Rodriguez especially enjoys about the parade is its "international flavor," the idea that it is a melting pot of all of the cultures of Los Angeles coming together on the first day of the year: "I call it the five-and-a-half-mile smile," he says.

Rodriguez always shares a ride with his constant companion, a kynoch monkey. Sebastian, a 4-year-old with brilliant blue feathers, playfully shredded a copy of a list of floats with his beak while Rodriguez unfurled his large-scale sketches, but squawked with fear at the fake reindeer as he perched on Rodriguez's shoulder for a photo in the front yard. Before Sebastian, another monkey, Roxy, accompanied Rodriguez in the parade for many years. The year Roxy died, Rodriguez opted to sit out the procession and instead commemorated with Unilvision, a presentation that won an Emmy. Rodriguez is no stranger to such attention. His flair for design can be seen everywhere from Vegas and Disneyland to Korea, Taipei and Thailand. From his imagination sprang Circus Circus' 12-story clown in Reno, facades and sculptures for other gaming establishments, including the Flamingo Hilton and Caesars Palace, the entire "Walt Disney's Parade of Dreams" and the villa at Ferrer-Carrano Winery. Rodriguez has also worked with Radio City Music Hall in New York, the World's Fair in New Orleans and the Olympic Games in Los Angeles, among other equally prominent grand-scale productions.

Meanwhile, designing floats for the Rose Parade is a year-round job. Before all the flowers have even been applied to the floats in Monday's parade, Rodriguez is already thinking about 2008. Though for us, the surprise will have to wait a whole year.

"I'm so happy that the next president whispers in our ear the gist of the theme — I'm not allowed to tell you," he says with a laugh.
Business students win bank scholarships

NORWALK — Habib American Bank has presented four Cerritos College students with $1,000 scholarships each during the recent Cerritos College Foundation Board meeting, according to Kristen Habbestad, the college’s media relations coordinator.

Students Angelica Keating of Canoga Park, Norma Legarreta of Santa Fe Springs and Ciara Romero and Rimrithsotheary Ek, both of Stanton, were each presented with a Habib American Bank Business Scholarship by Nadim Junejo, branch manager at Habib American Bank in Artesia.

The Habib American Bank Business Scholarship was established in 2004, and Saleem Iqbal, the bank’s chief operating officer, serves as a Cerritos College Foundation board member, Habbestad said.

The scholarship is awarded to business majors with a 3.0 or higher grade point average and who have completed a minimum of 12 units at Cerritos College.

Habib American Bank is chartered out of New York City and has a local presence through its branch in Artesia. The institution’s two other branches are located in New York and New Jersey.

Legarreta started a family at a young age and was unable to take advantage of pursuing a higher education because of her commitment to her family. She is learning the art of balancing family, full-time employment and education and will be receiving an associate’s degree with honors next spring, Habbestad said.

She then plans to transfer to a four-year university to obtain a bachelor’s degree in business management and would like to eventually become an accounting manager for a city government office.

The Cerritos College Foundation, a nonprofit organization, serves as a charitable vehicle for the community, individuals and alumni, to assist with financial support of Cerritos College beyond that which state funding supports.
Cerritos in the running for national award

By David Felton

Paced by a state championship in men's soccer and a fourth-place finish in wrestling, Cerritos College currently stands in second place in the for the 2006-07 National Alliance of Two-Year College Athletic Administrators/Pepsi Cup.

The Falcons have 92.5 points and trail only Fresno City (108.5), which claimed the wrestling title and reached the state semifinals in men's soccer.

Orange Coast sits in third place with 82 points and is followed by El Camino (80) and Long Beach City (73).

The Vikings won both the men's and women's water polo state titles in November. LBCC is the defending Pepsi Cup champion after winning state titles in women's soccer, men's water polo, men's volleyball and baseball during the 2005-06 season.

A college is awarded points based on its teams' final positions in postconference competition. Each college's top five men's and top five women's team results count toward the school's overall point total.

Final standings will be announced at the end of the spring season on May 30.
Cerritos
on wrong
end of
blowouts

BY RON GUILD
STAFF WRITER

This is rapidly turning into the worst season in the history of men’s basketball at Cerritos College.

An 89-66 loss to Long Beach City last week was the sixth by 20 or more points for the Falcons, who take records of 6-15 overall and 0-1 in the South Coast Conference South Division into Friday’s game at L.A. Harbor. Tipoff is at 7:30 p.m.

Harbor is 3-18 overall, 0-1 in divisional play following a loss to El Camino (11-9, 1-0).

Cerritos found itself down by as many as 30 points in the second half against LBCC, which got 28 points from Deon Tresvant. After being held to two points the first 20 minutes, Tresvant scored 14 straight points during one stretch and hit eight three-pointers in the second half.

Travale Jones, a freshman forward from Inglewood High School, had 18 of his 20 points in the second half for Cerritos. He also had seven rebounds and three blocked shots.

With a three-game winning streak under its belt, the Cerritos College women’s basketball team travels to L.A. Harbor Friday for a South Coast Conference South Division game. Tipoff is at 5:30 p.m.

Harbor is 5-13 overall, 1-0 in divisional play. The Seahawks edged El Camino, 51-50 last Friday for their first SCC South Division victory in three years.

An 84-77 overtime victory against Long Beach City last Friday in the start of division play improved the Falcons to 12-10 overall. Center Genesis Lewis, a freshman from Paramount, had 19 points and a career-high 18 rebounds to lead the way.

Sophomore guard LaTrina Payne scored five of her team-high 21 points in overtime. She hit a three-pointer early in the overtime to give the Falcons an advantage they would hold the rest of the way. Payne also had five assists and three steals.
Artiaga honored as top JC coach

By David Faison

Staff writer

Fresh off delivering Cerritos College its first CAJC championship, coach Don Artiaga was selected for the National Soccer Coaches Association of America's annual Junior College All-America team. The Eagles were 14-6-2 overall.

Artiaga was among three American coaches in the past five years to be honored by their schools for their accomplishments.

The Eagles are the nation's leading team in the Southern California Junior College Conference. They have won the conference title each of the past two seasons.

Artiaga, who has been at Cerritos for 14 years, will be honored on March 2 at the NCAA championship game in Indianapolis.

Long Beach City College

On a roll

Long Beach City College's men's basketball team has won eight games in a row and is 1-0 in the Southern California Conference South Division.

Since the 82-66 loss to Ventura on Dec. 10, the Vikings have been on a roll. They have beaten SCC opponents in each of the past two seasons, including a 93-79 win over Saddleback on Feb. 1.

The Vikings are now 16-2 overall and 12-2 in the Southern California Conference South Division.

Lasell College

Lasell College, which has won six consecutive SCC games, will play host to the Vikings on Saturday.

Alumni game

The Vikings will host their annual alumni game on Saturday at 4 p.m. at the gym.

Tickets are $5 for adults and $3 for students.
In the classical aisle

Hilary Hahn arrives with her violin as Amoeba reaches out to classical artists.

By James C. Taylor
Special to The Times

F

or the many competitors on display at Amoeba Music, it's first foray into live classical music, June's more vivid than the image of three punk rockers — two with Mohawk haircuts — walking down the store's main aisle as world-renowned violinist Hilary Hahn played the cadenzas from Paganini's D-Major Concerto.

The three young men, wearing jeans and black leather jackets, noticed the virtuoso, vanished for about three seconds and quickly went down a side aisle to peruse new albums from the band the Damned.

Officially, Tuesday night's performance celebrated the release of the non-classical CD "Grand Forks" by Tom Brosseau, which features Hahn's accompaniment on a number of tracks. But Hahn's fame and reputation — plus the fact that Amoeba's Hollywood store has never hosted a major classical artist — made this much more than just another live set by a young singer-songwriter.

With last year's closing of Tower Records, Los Angeles lost its major retail outlet for classical music. Amoeba, with its selection in the back room, now has arguably L.A.'s largest inventory of classical recordings.

Amoeba could run from this niche market — or embrace it. The store's decision to highlight Hahn on posters and signs, and let her play an extended solo set of pieces recorded with posthumous and 18th-century music suggest that Amoeba may try to support classical CDs at a time when many record labels are downsizing or directing resources to iTunes. Parts of classical music are not as won over by iTunes as their rock and hip-hop counterparts. Waiting for Hahn and Brosseau to go on, some music students from Cal State Northridge said they regularly make the trek to Amoeba to buy CDs instead of just going online.

Michelle Kim and Bryan Gonzalez, both 20, went to hear Hahn at Walt Disney Concert Hall but came Tuesday out of curiosity.

Despite the promise of a star letting her hair down, Hahn performed as she always does, albeit in jeans rather than an evening gown. Hahn played modestly and without theatrics. After opening with the Paganini cadenza, she performed the cadenza from Bach's D-Minor Partita.

Despite noisiness from shoppers, cash registers and phones, Bach's melody not only held the ears of those who had come to hear Hahn, it also grabbed the ears of the punk rockers.

After picking up a few albums and a "Clerks II" DVD, they could be seen listening to the cadenza. The three, it turned out, are music students — part of a group called the Astrorocking Roy Gorbisons, Matt Pinke, the group's bass player, said he doesn't listen to classical music: "Hilary Hahn. Never heard of her. It's complicated, very complicated music, but it made me stop and listen."

Much of the audience was, like Pinke, younger than 25, but many were familiar with Hahn's work. More than 50 people lined up to get the 27-year-old violinist's autograph, including Danny Martinez. He had never been to Amoeba but drove from the South Bay for the event. Martínez, 21, plays the violin and studies music at Cerritos College. "I have all her CDs," he said. "She was one of my first idols when I started to play."

A good deal of music students were in the aisles that night, but not every young Hahn listener is a budding fiddler player. Brian Ramos has been to many of Amoeba's concerts. "I've come here before to hear Blackalicious and the DJ from the Beastie Boys, Mike D. He saw the sign in the marquee outside the store and decided to come. I have one of her albums," he says, "but it's my first time seeing her — and for me, it's all about live."

A few members of the audience were older and dressed more for Disney Hall (where Hahn performed Sunday) than a giant record store with Jimi Hendrix and Sex Pistols posters lining the walls. Adrienne and Oscar Mazola drove from Mill Valley. "We had never heard of Amoeba," he said. "We thought it was a concert venue. I think they said they usually go to private concerts on the Westside. But, she said, "we read the reviews (of her Disney performance) and heard about this on the radio and were determined to hear Hilary Hahn.

"When they arrived at the huge, bustling Amoeba warehouse, they were surprised. "I thought maybe Amoeba was part of the Capitol Records building," she said. "I was expecting an intimate, windowless studio. This is very, well, different." He felt that the acoustics were wonderful and commented that there was no place to sit but was surprised by the breadth of classical CDs for sale. "Now that Tower is gone, I'll come back for the CDs," he said, "but not for a concert — although, for a half hour it wasn't so bad."

In fact, it was better than "not bad." Naturally, you couldn't hear the effects of Hahn's precision playing — the cavernous space limited the ability to hear the instrument's tone even when the din of the store didn't overwhelm it.

The violinist herself didn't seem to care. After the show, Hahn said she didn't mind the noisy, uncontrolled ambience; "I just play. Not worrying about the acoustics can be a relief in some ways." Hahn clearly likes branching out, not just in terms of collaboration (she's performed on other popular albums and will play with Brosseau again Feb. 9 at Largo) but also by bringing her classical technique and repertory out of the concert hall.

"For ages, acoustic instruments have been played everywhere; the violin doesn't need everything to be set up for it," Hahn said. "There's always room for it. People may not always listen, but you do."

At Amoeba on Tuesday, people did listen. More than 100 gathered around the small stage. Her performance palpably charged the air. Amoeba, the store, even if only for a few minutes. During the soft, lyric passages, the intimate, resonant cadenza, the clamor of the store momentarily subsided. Like the punk rockers listening to hear Paganini, the noise of commerce dipping to make way for Bach's music seemed too perfect, almost scripted — even for a concert in the heart of Hollywood.

After the show, up the street on Larchmont Lane, the Amoeba employee who manages these in-store events, leaned over and whispered: "This is the quietest the store has ever been. . . . I'm shocked."
Cerritos College and Boeing Partner to Support Local Industry

Three-Year Program Fosters Mentor Program between Boeing, Smaller Outfits

NORWALK — Cerritos College recently received a three-year contract from Boeing for the U.S. Air Force Mentor Pro-tégé program, which encourages relationships and development between Boeing and smaller, disadvantaged manufacturers. Cerritos College will facilitate the program by providing training, technical assistance, interns and graduates for newly created jobs. Manufacturers benefiting from the program are Aero Dynamics, KAP Manufacturing and Omega Precision.

“We’re thrilled to have this opportunity to develop and grow local businesses with Boeing,” said Jose Anaya, director of Cerritos College’s Office of Economic Development.

Cerritos College’s contribution to the program will consist of specialized employee training in quality assurance systems, efficient manufacturing processes, lean enterprise transformation, sub-tier management and accounting processes. The college’s contract with Boeing, valued at $950,000 will allow the college to provide these specialized services and on-site training, tailored to the manufacturers’ individual needs.

“The smaller manufacturers are strengthened, which benefits Boeing, who contracts with them on a regular basis, while Cerritos College continues to underscore its value in the community through providing education, training and opportunity,” Anaya explained.

“The expertise from all three suppliers will help support our programs with a diverse supply base,” said Steve Sargeant, director of Supplier Management & Procurement—General Procurement for Boeing Integrated Defense Systems.
Cerritos College will host seniors from 17 Los Angeles County high schools and local Regional Occupational Programs for the hands-on portion of the Automotive Technology Competition on Saturday, February 10, 2007. The contest, which is sponsored by Greater Los Angeles New Car Dealers Association (GLANCDCA) and Southland Motor Car Dealers Association (SMCDA), consists of written and hands-on tests, with the winning teams earning a trip to the national competition at the New York International Auto Show in April. Cerritos College hosted the pre-qualifying written exam in November.

The pre-qualifying exam drilled participants by having them troubleshoot problems in the areas of engine performance, electrical systems, brake performance, steering abilities and suspension. During the semifinal “hands-on” competition, teams consisting of two students compete by exhibiting their auto technology skills and reporting diagnostic conclusions in categories such as automatic transmission, fuel injection and emission, heating and air conditioning, brakes, basic electrical, tools and measurements.

The semifinal hands-on competition will test the students’ knowledge and ability in engine management, vehicle safety and chassis/body electrical systems. It is designed to challenge the students by measuring manual dexterity, diagnostic disciplines, problem-solving and deductive reasoning abilities; performance with measuring tools; meters and other electronic devices; ability to follow wiring diagrams; reading comprehension in using charts and specifications; use of resources such as repair manuals; and professional work habits; attention to detail and team work.

During the competition, teams consisting of two students compete by diagnosing and repairing a number of pre-assigned problems or “bugs” under job shadowing as they prepare for the competitions,” said John Symes, chairman of GLANCDCA and president of Symes Toyota of Pasadena.

The official tool and prize sponsors for the local competition are MATCO Tools™ which will provide prizes for teams placing first, second, and third. FORD ASSET (a manufacturer-sponsored auto tech program at Cerritos College) will donate a late-model Mustang to the auto tech class with the highest score.

Seventeen semifinalists out of the 23 Los Angeles County high schools will be split into two groups: the “Los Angeles Area,” which will be compete for the Greater Los Angeles New Car Dealers Association-sponsored spot at the National Auto Tech Competition, and the “Long Beach Area,” which will compete for the Southland Motor Car Dealer Association-sponsored at the national competition on April 10 and 11 at the 2007 New York International Auto Show. For a complete list of high schools participating in the semifinal hands-on competition, visit the GLANCDCA web site at www.glancdca.org.

Los Angeles County has been one of the largest retail automotive markets in the world for quite some time. Automotive dealers in Los Angeles County have set the standards in innovation and selling. The consumer market in Los Angeles County is one of the most sophisticated and enthusiastic markets in the county. However, one problem facing the dealers in Los Angeles County is the ever-growing shortage of high-quality technicians to repair and maintain the high-volume of vehicles sold each year.

The Greater Los Angeles New Car Dealers Association and Southland Motor Car Dealers Association have joined forces to promote this local competition. As a group both associations represent more than 300 new car dealers in Los Angeles County. The association members realize the importance of investing in new talent for the industry.

GLANCDCA and SMCDA have joined other state and metro associations throughout the United States in a program to encourage young people with an aptitude and passion for automotive technology to consider a career in the retail automotive industry. This program is the Automotive Technology Competition for High School Seniors.
Cerritos College to Host L.A. County High Schools for Hands On Auto Tech Competition

By: Kristen Habbestad
info@yourcityinsider.com

Cerritos College will host seniors from 17 Los Angeles County high schools and local Regional Occupational Programs for the hands-on portion of the Automotive Technology Competition on Saturday, February 10, 2007. The contest, which is sponsored by Greater Los Angeles New Car Dealers Association (GLANCDA) and Southland Motor Car Dealers Association (SMCDA), consists of written and hands-on tests, with the winning teams earning a trip to the national competition at the New York International Auto Show in April. Cerritos College hosted the pre-qualifying written exam in November.

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During the competition, teams consisting of two students compete by diagnosing and repairing a number of pre-assigned problems or "bugs" under a car's hood within an allotted amount of time. Each "bug" correctly repaired is worth a number of points, depending on the level of difficulty. To prepare for the competition, students train with their high school instructors and with certified technicians at local franchised automobile dealerships.

"This competition not only gives an opportunity for competing students to participate in the local and national levels, but will give them first hand experience working in a new car dealership during their internship or job shadowing as they prepare for the competitions," said John Symes, chairman of GLANCDA and president of Symes Toyota of Pasadena.

The official tool and prize sponsors for the local competition are MATCO ToolSTM which will provide prizes for teams placing first, second, and third. FORD ASSET (a manufacturer-sponsored auto tech program at Cerritos College) will donate a late model Mustang to the auto tech class with the highest score.

Seventeen semifinalists out of the 23 Los Angeles County high schools will be split into two groups: the "Los Angeles Area," which will compete for the Greater Los Angeles New Car Dealers Association-sponsored spot at the National Auto Tech Competition, and the "Long Beach Area," which will compete for the Southland Motor Car Dealer Association-sponsored spot at the national competition on April 10 and 11 at the 2007 New York International Auto Show. For a complete list of high schools participating in the semifinal hands-on competition, visit the GLANCDA website at www.glancda.org.

The Greater Los Angeles New Car Dealers Association and Southland Motor Car Dealers Association have joined forces to promote this local competition. As a group both associations represent more than 300 new car dealers in Los Angeles County. The association members realize the importance of investing in new talent for the industry.

Cerritos College serves as a comprehensive community college for southeastern Los Angeles County. Annually, more than 1,200 students successfully complete their course of studies, and enrollment currently surpasses 20,000 students. Visit Cerritos College online at www.cerritos.edu.
NCCC Salutes Cerritos College

By Helen Brown

The January 24th meeting of the Norwalk Community Coordinating Council (NCCC) began with an invocation by Fr. Edward Dober of St. John of God Church on Pioneer. He is new to our city and we want to give him a warm welcome. This was his first, but not his last, we hope, time to visit the council. The invocation was followed by the reading of the allegiance to the flag led by Karen Woods of Cerritos College Court Reporting Club.

Dr. Noelia Vela, President of Cerritos College was introduced by Grissel Chavez, NCCC Program Chair. Dr. Vela started her talk by relating that the college has been in the community since 1956 making it is now 51 years old. She was astonished when she learned NCCC member George Bottega attended the very first football game played at the college. George is a long time resident whose family had a dairy on Alondra east of Bloomfield. This was way back when Norwalk had lots and lots of cows. Remember those days?

Cerritos College is an asset to our city and not just for its academic value.

The college employees 656 full time employees, 294 of whom are faculty; 593 part-time, 575 of whom are faculty. It offers degrees and certificates in more than 200 areas of study.

Cerritos College is one of the ten largest community colleges in Los Angeles County with an average enrollment of more than 20,000 students; is the seventh largest Hispanic-serving community college in the nation and third in the state.

As with all schools and colleges, money is a problem and they are always researching government grants and other ways in which to bring in monies. In this, Dr. Vela, has been most fortunate by having the school awarded a total $5.2 million in grants over the last two years.

Let you think it is all work and no play for the students, let me assure you they have an outstanding sports program each year that is recognized nation wide. Men’s soccer coach, Benny Arizaga, was named Junior College Division III National Men’s Soccer coach of the Year, 2006, National Soccer Coaches Association of America.

Also, Chef Michael Pietini, received the 2006 Excellence in Teaching Award from the California Community College Association for Occupational Education (ACCCAOE). As department chair and an instructor in the college’s culinary arts program, Pietini teaches students both the theory and practical application of the skills needed in the food industry.

Last year, Dr. Vela assembled a team including campus architect, a structural engineer, the director of facilities and the vice president of business services, to make a case to the state that the college needed state funds to replace the existing facilities. In June, the state’s facilities personnel examined the structure of the current building and felt that Cerritos College was a perfect candidate for funding that would allow replacement of the facility.

Because of the stipulations that come with the funding, the size of the new theater is restricted to the existing square footage, but will feature additional seating, more efficient use of space and new location. The Burnight Center Theater will be constructed further south on the campus and near parking C-10 to afford more space for theater parking and to create synergy between the Theater Arts Department and nearby Woodworking Technology program, the woodworking shop and tools can be incorporated into set design and construction. Conversely, the leveling of the current Burnight Center Theater will allow the creation of a more open "front door" and drive-through drop off location off Alondra Boulevard.

There are more plans in the mix with the construction of a new lecture hall, more classrooms, new pool, and new infrastructure. Under the guidance of Dr. Vela, the Campus Transformation Committee, and Board of Trustees

Cerritos College is truly a college of excellence that is committed to helping students build their futures through learning.

Norwalk Community News
February 9, 2007
Cerritos College Student Wins Award at Research Conference

Brenda Velis hopes to continue medical research as a profession

Norwalk, CA - February 5, 2007 - Brenda Velis, a sophomore at Cerritos College, was recently honored with an award for research she presented at the Annual Biomedical Research Conference for Minority Students (ABRCMS) in Anaheim, California in November 2006. Velis is a student in Cerritos College's Project HOPE program, a federally funded program dedicated to increasing the number of Latinos and other underrepresented groups entering, matriculating, and completing health careers.

A graduate of Dominguez High School and a resident of Compton, Velis said she was very proud to accept the award and that she looks forward to upcoming conferences at which she can participate in other research presentations.

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National Institutes of Health, a federally-funded, intensive nine-week program that partners students from local community colleges with professors from California state universities to enrich students' math and science research skills in the biomedical sciences. The program also seeks to increase the number of underrepresented students to graduate from a four-year university in the sciences. Velis and Lim conducted their research with input from a faculty mentor from CSULB.

Cerritos College Project HOPE students Viviana Ruiz and Rosalie Reynoso were also involved in the Bridges to the Baccalaureate Summer Research Program and at CSULB and developed research projects exploring genetics and biochemistry, respectively.

Velis says she hopes to apply for another research program this summer at the Medical College of Georgia to gain further experience in the field. After she completes her courses at Cerritos College in May 2007, she hopes to transfer to a Cal State university—preferably Cal State University Long Beach.

"Brenda is a great student and has shown dedication and self-discipline," said Cerritos College Chemistry Department Chair Cheryl Shimazu.

"We are thrilled and are very proud of Brenda and we believe she has a bright future ahead of her and will make significant contributions in the medical field."
Cerritos College Plans Event Honoring Black History Month

Cerritos College's Black Student Union will present "A Summons From the Past: A Command for the Future," an event honoring Black History Month, on Friday, February 23 at 7 p.m. in the Cerritos College Student Center, located at 11110 Alondra Boulevard in Norwalk. The evening's events will feature guest speakers and a keynote address by Cerritos College President Dr. Noelia Vela. The event is free and open to the public.

For more information, please contact Connie Hunter at (562) 860-2451, ext. 2271 or at chunter@cerritos.edu.
AUTO SHOP: GETTING BACK IN TUNE

Car-related programs fell by the wayside in many area schools, but now there's a drive to retool and restore them as high-tech jobs increase in the automotive industry.

By Shelby Leachman

The metal door rolls up, squeaking sharply as it goes. When it's all the way open and the light shines where it's usually dark, the eye soon settles on an aged, rusting green Dodge truck hoisted in the air by a hydraulic lift.

From the bridal, its bed is full of 2-by-4s for some unknown use, its front tires absent and hubs slightly rusted. Nearby, at ground level, sit two old Camaros — one gold, one a faded maroon — the must-have sports car of an earlier era. Scratched on the back window of one, the handwriting of a finger runs through a thick coat of dust; in tiny "Keep Auto Shop!"

Found inside the cavernous, now-stagnant automotive classroom at Torrance's South High, these words are the simple message of a statewide movement to revamp and revitalize historic high school classes that have taken a back seat to more cutting-edge curriculum.

As academic standards have gotten more strict and educational expectations of the American student have ballooned, courses such as digital animation and Web design have become the offerings of choice for the career-minded. As a result, the old-school classes that launched vocational education, like auto shop, are getting left in the dust.

But as the buzz builds for vocational training — or career-technical education, as it's been rebadged — educators and career-industry types alike are speaking up for auto, arguing that its elimination limits kids' exposure to a billion-dollar industry with jobs galore.

"In Southern California, in particular, the career opportunities are almost limitless," said auto professor Kevin Taylor of Norwalk's Cerritos College, one of very few schools offering automotive degrees.

"There is a huge shortage of technically skilled people with technical skills and they
AUTO SHOP
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are very, very much in demand,” Taylor said. “Coupled with a degree, that person is very valuable. It’s good money and job security is very good, auto tech can be controllable.”

El INVOLVING

Every South Bay high school used an auto shop — Redondo Union, Mira Costa, El Segundo, et al. Torrance High had eight classes, each teaching up to five courses from four curriculum programs.

Today, the 25,800-student district has put an auto program in Herman High, where teacher Bill Eindone has the distinction of teaching three classes. In the computer diagnostic program, the area’s only program outside Los Angeles Unified, it is still running at Ramona and North and South high schools.

Though not officially closed, the South High program went on hold after a three-year hiatus in 2004. It returned in 2007. It will return to its original program, however, according to principal Scott McDowell.

Auto-interested South Bay students elsewhere must seek out non-vocational classes like Southern California College’s Technical and Career Center in Torrance or Harbor Occupational Center in San Pedro, where high school juniors and seniors can choose from a variety of classes.

Chad B. Hoffman, superintendent of STHS, estimates that about 600 of the center’s approximately 1000 automotive students are high school students. Adults can also enroll.

In LAUSD’s skill and career education division, which serves 45,000 high school students, there are an estimated 1000 students enrolled in auto shop, said interim director Alan Hoffman.

SHADO

She’s 17, good with the books, an excellent driver, taking care of the Toyota. She’s a high school sophomore at South Bay who plans to work after graduation. She enrolled in auto shop because she needed the extra credit to up her GPAs. Up to this point, she’s been fascinated by cars since she was a child. She’s a car enthusiast, and it’s almost like being a doctor: This is not just a job, it’s a passion.

She’s also pregnant. She’s been accepted to the Mercedes-Benz Manufacturing program at North High. It’s her second time applying. She says she’s not interested in engineering. She’s more interested in the business side of things. She’s considering going to a community college.

In blue jeans, a fitted jacket and black tennis sneakers, B-One appears to be a part of the group. But her Harbor High teacher, Bill Eindone, says she’s anything but. She’s intelligent, but her high school grades are unimpressive. She’s not afraid to ask questions. She’s not afraid to learn. She’s not afraid to work.

She’s very excited for the programs. She’s excited for the experience. She’s excited for the possibility.

For B-One, this is not just a job. It’s a passion. It’s a way of life. It’s a way to live. It’s a way to thrive. It’s a way to survive.

It’s also a way to give back.

South Torrance High School’s auto program is a testament to B-One’s dedication. After being diagnosed with cancer, she decided to take up auto shop. It was her way of giving back. It was her way of surviving.

She’s not alone. There are many like her. There are many who are dedicated to the program. They are dedicated to the students. They are dedicated to the future.

For South Torrance High School’s auto program, it’s not just about learning. It’s about living. It’s about surviving. It’s about thriving.

It’s about the future.
Few community college students transfer or earn degrees, study says

The survey, which tracked about 520,000 people over six years, cites ‘well-intentioned’ state policies, including ones that affect funding.

By Francisco Vara-Orta
Times Staff Writer

Only one-fourth of California’s community college students seeking a degree transferred to a university or earned an associate’s degree or certificate within six years, a report released Thursday found.

Researchers at Cal State Sacramento said the figure was an unintended consequence of state policies created over the last few decades to remove barriers to community college access.

“Historically, state policies have succeeded in getting students into community colleges, but the same policies impede community colleges from flexibility in meeting the students’ needs and getting them through college,” said Nancy Shulock, the report’s lead researcher.

Over a six-year period, Cal State Sacramento’s Institute for Higher Education Leadership & Policy tracked 520,407 students who initially enrolled at California’s community colleges during the 1999-2000 academic year. Sixty percent of the students identified themselves as degree seekers, while 40% were non-degree seekers who took courses to gain job skills or personal enrichment.

Shulock, joined by other researchers and lawmakers, announced the results in a teleconference from Sacramento.

Researchers said their report explained why 78% of degree seekers didn’t earn an associate’s degree or successfully transfer to a four-year institution.

Some of the main “barriers to completion” involve policies that affect how much funding colleges receive, how they spend their funds and student fees.

Community colleges receive most of their state funding based on enrollment, which leads some institutions to allow students to register late and postpone exams until enrollment is reported to the state, researchers said.

The strategy boosts funding but not academic excellence, the report said.

“There is a tremendous amount of pressure to get student enrollment as high as possible,” said Steve Ballard, higher education director for the nonpartisan Legislative Analyst’s Office in Sacramento. “But very little pressure to make sure they complete or transfer out.”

Ballard said the report justifiedly raised concerns over some state policies, such as one requiring a college to spend at least 50% of its budget on direct classroom instruction instead of on support staff, such as academic and financial aid advisors.

Another policy under scrutiny requires 75% of the faculty to be full-time instructors, instead of part-time teachers who could specialize in fields where jobs are needed in the local community.

“All of these provisions were well-intentioned efforts to address the rights of faculty and ensure a quality education,” Shulock said. But they sometimes hinder a college’s ability to offer the kinds of courses students need, she said.

The report also found that completion rates were higher among students who attended colleges full time, were enrolled continuously, completed an orientation course and registered on time for most of their courses.

“The colleges with the lowest transfer rates are typically those in socioeconomically disadvantaged areas, areas like Southeast Los Angeles or Oakland,” said Senate Education Committee Chairman Jack Scott (D-Alhambra). “It’s the same pattern you see with in K through 12 schools.”

The report’s findings back up a November study by the San Francisco-based Public Policy Institute of California, which also found that blacks and Latinos have the lowest completion rates of community college students statewide.

Black and Latino students have lower rates of completion — 15% and 18%, respectively — when compared with 27% for whites and 33% for Asians, the Cal State Sacramento study found.

“The community college is viewed as the principal route to upward mobility for many of California’s Latinos, but the disparities are evident,” Shulock said. “We just can’t throw up our hands in the air.”

California’s 110 community colleges have about 2.5 million students.

The report calls for policymakers and community college officials to work together to increase completion rates, making specific suggestions on the financial and instructional constraints that state policy has over community colleges.

Shulock said the report was not intended to portray California’s community college system as a failure but to point out how the colleges were “just playing by the rules” set by the state.

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“About three-fourths of the state’s public undergraduates attend community colleges, which contributes a lot to society,” Shulock said. “But it’s going to take not only more money, but better policies to produce better results.”

The complete report is available online at www.csus.edu/athe.

francisco.varaorta
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CSU pay raises draw protest

Professors and other faculty members walk a picket line at Cal State Long Beach in front of Brotman Hall on Tuesday. The "informational picket," one of 22 to be held on CSU campuses in the past month, was staged to address issues including pay raises for administrators and student fees raises.

Pickets tie fees, exec pay to faculty negotiations

By Leslie Anne Jones
Staff writer

LONG BEACH — Dozens of Cal State Long Beach faculty members staged an informational picket Tuesday decrying pay raises for administrators in the face of tuition hikes and 21 months of negotiations for faculty salary.

"When education is under attack what do we do? Fight back!” was one of the cheers voiced by faculty marching around the fountain outside Brotman Hall at noon.

"I don't want to strike, but I will” has been the slogan for 22 protests that faculty union members have staged on Cal State campuses in the last month.

None of the estimated 80 CSULB faculty who participated in Tuesday's protest missed class for the informational picket.

The CSU Board of Trustees approved a 4 percent raise for 28 of its top-ranked executives, including Chancellor Charles Reed, on Jan. 24. In October 2003, the system's top executives received a 14 percent pay hike.

CSU leaders say they need to pay competitive salaries to draw top talent.

Gov. Arnold Schwarzenegger's proposed budget for next year includes a 10 percent undergraduate tuition hike over the current yearly fee of $2,570. Such fees have nearly doubled since 2002.

Pay is the main contention between the California Faculty Association and the CSU system. University officials say they have made a good-faith offer that could result in a 24.5 percent salary increase for faculty over the next four years. The offer guarantees a 4 percent increase this year with greater increases over the next three years provided the governor continues to issue budgets similar to this year's.
“We stand by our offer,” said CSU spokeswoman Clara Potes-Fellow. “A 4 percent increase in one year is a good offer for any industry.”

But union members contend the offer amounts to a 15 percent increase until the contract expires in September 2010, due to contingency issues, including merit pay, and a disagreement on bookkeeping, said Alice Sunshine, California Faculty Association communications director.

There are three fact-finding hearings scheduled over the next month where a panel will review arguments from both sides and come out with nonbinding recommendations. If a suitable outcome can’t be reached in March, union leaders are discussing the possibility of two-day rolling strikes statewide, Sunshine said.

“Tuition has doubled since I started, but I still think we’re getting a good deal compared to UC tuition,” Farrow said.

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Faculty members protest in an informational picket outside Brotman Hall at Cal State Long Beach on Tuesday.
CSULB maps out financial future

Education: President targets alumni across the nation in a major fundraising drive.

By Kevin Butler
Staff writer

LONG BEACH — For Cal State Long Beach President F. King Alexander, tiny red dots are a big key to the university’s future.

The dots, located around major urban centers, represent alumni who live in those areas. Each dot represents one of the university’s more than 200,000 alumni. And the map, created last March, shows that many of those alumni are living outside the state, many in the Pacific Northwest.

Alexander’s fundraising strategy — a key initiative since he came to the campus in January 2006 — involves building relationships with alumni in other states and in areas of California outside Los Angeles County. The university is using alumni events, visits by school officials, e-mail and other methods of communication in an effort to achieve that goal.

F. King Alexander, president of Cal State Long Beach, keeps maps of California and the United States with red dots representing alumni from the university.
Continued from A1

CSULB has alumni "strung from Seattle to Maine to Florida [that] are doing amazing things and have been very successful in their careers," Alexander said. "And it's time to bring them back to the campus and get them interested and show them all the great things going on.

And it begins with communications."

Who lives where? Andrea Taylor, the CSULB fundraising chief, whom Alexander hired, said that she and the president were aware of the university's large alumni base of more than 50,000 graduates. "The question was... where are these alumni?" she said. Taylor, vice president of university relations and development.

The CSULB Alumni Association provided geography lectures James Clark with the addresses of about 192,000 alumni in its database. Woods fed the information into special software that identified the addresses on U.S. and California maps. The maps were made last March. Since then, the university has added new graduates, and the current total alumni estimate is about 217,000.

Woods was able to scan more than 98 percent of the addresses he was given. The remainder could not be mapped because they were outside the country or were P.O. boxes whose locations could not be determined, he said.

The map shows that about 83 percent of graduates remain in California, most staying close to their alma mater. More than 120,000 graduates — over 67 percent of the total — live within 35 miles of CSULB.

The most popular destinations outside California is Washington state, where roughly 1,500 live, followed by Arizona (1,200), Oregon (1,200), and Texas, which has slightly fewer than Oregon.

"We have much more of a significant impact, I think, politically and business-wise across the nation," Woods said. "We send people literally to every state.

Although offering a rough Fidelity-like grade, the map also displays, some small-scale information to help determine where to target alumni outreach efforts. The map could also help university staff choose locations for athletic games or fine arts performances that alumni events could be "piggybacked" upon, Alexander said.

Alumni appreciative

Alexander gives an example of a decision on whether to play an athletic game at Washington State University in Pullman or University of Washington in Seattle.

"The map reveals that there are far more alumni living in the Seattle area than in eastern Washington, where WSU is located. Seattle is one area that the university is focusing on. Last spring, the university held an event at a Seattle museum to reach out to alumni. About 50 alumni attended, Taylor said, body there was fantastic," said Alexander, who attended the event. "They loved the fact that we were in Seattle.

In April, CSULB is holding another alumni event in the Seattle area.

"It was a really fun experience for us," said Griffin, whose husband Donald is also a CSULB graduate. "Such events can help the university make important ties to alumni, she said.

"I think the more we do it, the more alumni will get involved," she said.

Victoria K. Hall, an attorney in Washington, D.C., has attended numerous "back-to-college" nights in the nation’s capital. The events allow alumni from multiple California colleges, such as CSULB UC campuses, to mingle together.

Hall, who often hosts the CSULB table at the events, frequently gets asked about the possibility of informal CSULB get-togethers in the area.

"I get asked about that every time," said Hall, a 1993 graduate.

Although not moving toward the organization of local chapters yet, the university aims to help organize local events, some tied to sports events or Alexander trips, to generate interest, Taylor said.

"It’s a more concerted effort to connect with our community and with our alumni base, because this is a very relationship-based business," she said.

"If people are going to support Cal State Long Beach, they need to feel that they have a personal connection with us.

Traveling the nation

Many events outside Southern California being held this month are examples of the new efforts.

On March 11, an alumni reception will be held in connection with the CSULB baseball game against Arizona State University in Tempe, near Phoenix.

That same month in Sacramento, a luncheon and evening reception for alumni is planned.

"We have treated Orange County like it's an out-of-state destination," he said.

Last summer in Orange County, an alumni event was held involving a meal at a restaurant and a trip to the Orange County Performing Arts Center to see a performance of the musical, "Wicked," Taylor said. Alexander has boosted staff in the alumni relations and fund-raising area of the university operations. He also increased funding for "Beach Review," the university's alumni magazine.

Fundraising success

By the end of January, the university had raised $21.2 million so far this fiscal year, outpacing the two previous fiscal years. The fiscal year ends June 30.

At the end of the same period in fiscal 2006, the campus had raised $11.1 million, and in 2005, it had raised $18.2 million.

The university also has seen an increase in the number of donors, reflecting its improved outreach efforts.

Alexander hopes that keeping alumni connected to the university will pay off in larger dividends.

"Our objective here is to make sure that they know what’s going on on campus," he said. "And we give them an opportunity to be a part of it, to buy back into the greatness of Cal State Long Beach."

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