FOR THE WEEK OF AUGUST 29 – SEPTEMBER 2, 2005

In progress
- Kristen Habbestad worked this week with an editor of a new weekly newspaper, the Westside Weekly, which focuses upon the Cerritos, Artesia and La Palma areas and is delivered each Friday as a supplement with the Orange County Register. Ms. Habbestad assisted the editor of the Westside Weekly in assembling a brief piece on the college's current G.O. bond construction projects. This piece will be featured along with briefs about other area school construction projects. Anticipated coverage date is September 3, 2005.

- Ms. Habbestad has planned a meeting on campus on September 8 with the Westside Weekly editor to introduce her to the college’s culinary arts program and to provide her with a tour of campus.

- Ms. Habbestad coordinated a bi-monthly advertisement in the Bellflower Bulletin celebrating the college's 50th anniversary. She also provided 50th anniversary posters and a copy of the college’s 50th anniversary commercial to the city of Cerritos for the city to display around various buildings (poster) and to air on the city of Cerritos’ cable channel (commercial).

Coverage
Plantservices.com – August 2005 – Article about web tools to help improve your persuasive techniques. Francie Quaas-Berryman from the English Department at Cerritos College included in article.

Downey Business – August 2005 – The first article from a series focusing on the history of Cerritos College in the 50s.

Orange County Register – August 2, 2005 – Article about Cerritos College coach charged with conspiracy and grand theft.

Santa Clarita Signal – August 3, 2005 – Article about Bud Murray, assistant softball coach at Cerritos College.

- More -
The Observer (student newspaper serving Notre Dame and Saint Mary's) – August 26, 2005 – Article about a rising number of college classes focusing on the literature, science and philosophy of Harry Potter. Cerritos College mentioned.

Press Telegram – August 27, 2005 – Article about Cerritos College coach charged with conspiracy and grand theft.

Press Telegram – August 28, 2005 – Article about Cerritos College coach charged with conspiracy and grand theft.

Whittier Daily News – August 29, 2005 – Article about the city of La Mirada offering free classes for adults and seniors taught by Cerritos College and local adult school teachers.

Press Telegram – August 30, 2005 – Article about Cerritos College coach offering apology for inappropriate remarks.

Press Telegram, Whittier Daily News – August 30, 2005 – Article about Cerritos College coach pleading not guilty to 26 counts of felony conspiracy and grand theft.

Related Articles
Whittier Daily News – August 18, 2005 – Article about two Rio Hondo trustees tapped to aid the state.


Whittier Daily News – August 22, 2005 – Article about the steep prices of college textbooks.

Los Angeles Times – August 27, 2005 – Article about Christian schools bringing a suit against UC.

Los Angeles Times – August 29, 2005 – Article about UC Merced chief Carol Tomlinson-Keasey.

Press Telegram – August 30, 2005 – Article about outgoing Cal State Long Beach President Robert C. Maxson.

Press Telegram – August 30, 2005 – Article about Cal State system hacked into via viruses.
FOR IMMEDIATE RELEASE:  
August 22, 2005

Cerritos College Department of Theatre Releases 2005-06 Season Lineup

NORWALK, CA – August 22, 2005 – The Cerritos College Department of Theatre has released its 2005-2006 season lineup. In celebration of the college’s 50th anniversary, performances will feature alumni actors along with current theatre students.

“The Diary of Anne Frank” opens the season in October 2005. A family is forced into hiding by Nazis during World War II in this timeless story of a young Jewish girl who gives strength to the human spirit.

“Aesop’s Fables” hits the stage in December 2005. Classic tales leap from the page to the stage in this cornical & adventurous show for the whole family. Join Director Ken Rugg and the ensemble as they ramble through selected tales from the wit and wisdom of Aesop, the slave who made good.

The spring semester opens with an “Alumni Improv Show,” in March 2006. Cerritos College alumni trained by longtime theatre department faculty member Kevin Hoggard once again tread the boards in a show filled with unexpected twists and endless laughter.

The season ends on a high note with “Grease,” a dinner theatre musical presented in April and May 2006. In celebration of the golden anniversary of Cerritos College, this 1950s rock ‘n’ roll musical takes you back in time when drive-in movies, greased hair, soda shops & hot rods were all the rage. Tickets for all performances may be purchased online or at the Barrington Center box office.

– More –
For more information, please contact the Burnight Center Theatre box office at (562) 467-5058 or visit www.cerritos.edu/theatre.

Show dates and times are as follows:

2005
The Diary of Anne Frank
Oct. 7, 8, 13, 14, 15 at 8 p.m.
Oct. 16 at 2 p.m.

Aesop’s Fables
Dec. 2, 3, 8, 9, 10 at 8 p.m.
Dec. 11 at 2 p.m.

2006
Alumni Improv Show
March 3, 4, 9, 10, 11 at 8 p.m.
March 12 at 2 p.m.

Grease (Dinner Theatre Musical)
Performance times only (dinner dates and times TBA)
April 29 at 8 p.m.
April 30 at 8 p.m.
May 4, 5, 6 at 8 p.m.
May 7 at 2 p.m.

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in serving as a comprehensive community college for southeastern Los Angeles County. Communities within the college’s district include Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. 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 22,000 students. Visit Cerritos College online at www.cerritos.edu, and view a celebratory site honoring the college’s 50 years of tradition, honor and values at www.cerritos.edu/50.
IS NFPA® ON YOUR RADAR?

Web tools to help you improve your persuasive techniques

Persuasion, propaganda, coercion and brainwashing are tools that can make a difference.

MarkServices.com

By Russ Kratowicz

Leaders communicate in a compelling manner when they’re trying to get funding for new technology, trying to promote predictive maintenance or merely trying to get the work team to act in some counterintuitive manner. Getting people to change their opinion and behavior is a useful skill in any corner of the grand arena called maintenance. In fact, you might even find some of the tips we uncover to be useful in your off hours, if you have any.

Persuasion, however, is only one of several effective ways to get people to go along with your plans, ideas and ambitions. Explaining how these skills work is the reason we took another dive into that morass we call the Web. This time, we’re in search of practical, zero-cost, noncommercial, registration-free web resources that will help you get your way. Remember, we search the Web so you don’t have to.

From academia

Persuasion is a learned skill that you can develop either by means of your own trial and error, or by seeking out gurus who are willing to impart the necessary knowledge for a price. I’d vote that the latter method is more cost-effective in the long run, especially if you can get it right here in MarkServices, where Web-based knowledge comes to you free of charge. As an example of this largesse, I direct your attention to www.as.wvu.edu/~sbb/comm221/comm221.htm, the home page for Communications 221, a course taught by Steve Booth-Butterfield, adjunct professor at the Eberly College of Arts and Sciences, West Virginia University. Features include a set of lecture notes he calls “Steve’s Primer of Practical Persuasion and Influence,” course outlines called “Persuasion and Influence Notes” and “Publications and Presentations,” which are the results of his research. This is a good place to begin your journey in persuasion.

Make sense

Any argument you use, if it’s to be minimally persuasive, must make sense. Your logic must hold its own in the face of disputation that’s sure to arise before you finish making your first statement. If your audience won’t listen with a fully open mind, at least get them to leave the door slightly ajar. It’s critical that whatever reasoning you offer flows smoothly from major premise to conclusion, with nary a hiccup. Support this approach by investigating the offerings at the Purdue University Online Writing Lab. Start with “Argumentation/Persuasion: Logic in Argumentative Writing,” found at http://owl.english.purdue.edu/handouts/general/gl_argpara.html. Here is guidance regarding using a logical vocabulary, reaching logical conclusions as well as avoiding fallacies and improverities that can slam an open mind shut in a heartbeat.

The doorway to logic

Jonathan Evans is a British subject who spends a lot of time thinking about logic and persuasion and publishing his conclusions to the Web from his flat in London. At least, that’s a possible conclusion you’ll draw if you investigate his “Thinking Straight,” a portal that focuses on topics such as critical thinking, fallacies, persuasion, media literacy, cognitive persuasion, statistics, brainwashing, skepticism, debunking, rhetoric and argumentation. Although he provides a staggering number of links to Web content, each is identified by a concise description of what you’ll find if you click on it. Correct me if I’m wrong, but I think www.ultimateknowledge.com/critical is going to take you more than a single lunch hour to

Web tools to help you improve your persuasive techniques

explore properly.

Dismantling resistance
The Economist, a newspaper that espouses free trade and free markers in its anonymous, plainlanguage articles written from the perspective of the political center, also weighed in on the topic for the month. "Persuasion" discusses psychological research that indicates, no matter how hard you try, your resistance to persuasion is a variable. The article also says that one's feelings of potential regret affect the effectiveness of the persuasion needed to move someone to the point of making a decision. In short, resistance can be manipulated. Keep that in mind when you try to pitch your next great idea. Convince your desk resident to soar over to www.economist.com/displaystory.cfm?story_id=1199218, and you'll be rewarded with the details.

The trouble with conformity
Charlan Nameth and Jack Goncalo at the University of California, Berkeley, published a 29-page scholarly work that focuses on the dynamics of small groups of people who try to come to an agreement about an issue. "Influence and Persuasion: In Small Groups" discusses the research and conclusions from a variety of studies to explore how people react to events. A common thread is the presence of a majority or minority opinion. Much of this material should prove valuable when you're involved in a committee charged with making a decision. Learn how groups treat dissenters, regardless of the correctness of the dissent. People tend to conclude they're wrong if their viewpoint runs contrary to that of the majority. That's the problem with conformity — it could be dead wrong. For example, consider the idea of gryphon think as it applies to the Bay of Pigs and Watergate. Anyway, you can get the goods from http://repositories.cdlib.org/lirr/irwps-lirwps-102-08. You'll find the graphic elements referenced in the text at the end of the document.

Fight the force
There's more than a subtle difference between persuasion and coercion. Just ask anyone who has ever felt events pushing them in undesired, perhaps self-destructive, directions. David Straker at changingminds.org in Crowthorne, England, assures us that we can fight it. If you visit his Web site at http://changingminds.org/explanations/theories/coercion.htm, Mr. Straker will show you how to be sure it's coercion you're facing and give you four ways to get yourself out of the uncomfortable situation.

Clear thinking needed
Many people want to persuade you to do something. You're being bombarded with information and requests from every direction and through every conceivable delivery method. The flood can be overwhelming, and one way to cope with the overload might be to take the easy way out: suspend critical judgment. Doing that, however, leaves you susceptible to propaganda. As a public service, I direct your attention to www.propagandacritic.com, where Aaron Dewiche of San Antonio, Texas, offers a site dedicated to the analysis of propaganda. Go there for a definition of propaganda, an explanation of the common techniques, guidance on spotting logical fallacies and examples of wartime propaganda from both sides of the firing line.

Advertising gimmicks
According to Francia Quaas-Barron in the English Department at Cerritos College in Norwalk, Calif., the advertising to which we are exposed every day is a form of propaganda. Its goal is to make us voluntarily accept a particular point of view. Advertising persuasion techniques include appeals to fear, guilt and scarcity, as well as something called the grandstand technique. Some of these techniques might prove useful in trying to convince some gatekeeper that you're entitled to what lies beyond. If you can convince the gatekeeper to fetch and deliver the goods being guarded, you truly deserve the appellation of silver-tongue devil. Send that fast-talking arse to http://www3.cerritos.edu/quaas/resources/English103/ageofpropaganda.htm so it might return with "Notes from The Age of Propaganda."

The dark side
No doubt, everyone reading this column has, at one time or another, been persuaded to hand over perfectly good money to a scammer. The differences probably lie only in the amount of money involved. According to research, the common element is victim greed. Lately, the ubiquitous Internet, our favorite medium, makes the temptation to transfer all your money to someone else that much easier. Consider the daily ration of compelling, spammy deals that promise to make you rich. On the other hand, the Internet makes it possible to research scams, both historical and current. Consider Les Henderson, from Actida, Ontario, who has collected a surprising amount of material about scams, some of which I'll bet you didn't know existed. Con
your way over to www.crimes-of-persuasion.com/contents.htm [hyphenate either side of off], where you’ll see how the dark side of persuasion caters to human desires. Every child should learn about these scams and how to defend against them before they leave home to conquer the world.

**Beware the con job**

A field that involves a great deal of persuasion is the practice of social engineering. As benign as that name might sound, it actually refers to an efficient way for an outdoor to exploit the weakest link in computer security — the human operator. The social engineer searches for a mark who willingly reveals passwords, user names, social security numbers, bank account numbers, and other security-sensitive information. The likely avenue for passive exploitation is e-mail (think spam). On the other hand, the active approach uses the telephone. Read up on social engineering at [http://en.wikipedia.org/wiki/Social_engineering](http://en.wikipedia.org/wiki/Social_engineering) to arm yourself against this form of saying.

**More social engineering**

The search for material on persuasion turned up a Latvian Web site on which the only English content was an article attributed to Kevin Mitnick and titled “The art of friendly persuasion.” The saga tells the tale of a real smoothie taking his way through the layers of security surrounding a multi-branch bank. Please take the time to read the story at [http://c.f.a.-net.lv/tekst/kevinmitnick/thetortoff/endypersuasion](http://c.f.a.-net.lv/tekst/kevinmitnick/thetortoff/endypersuasion) and hope that it’s not particularly descriptive of where you stash your cash. Truly, the human element seems to be the weakest link in any security scheme. Nevertheless, one must give the protagonist some credit for boldness. The tale appears to be based on material from “The Art of Deception” (Controlling the Human Element of Security), a book by Kevin C. Mitnick, William L. Simon, and Steve Wozniak.

So, who is this Mitnick guy? According to Tsutomu Shimomura, a computer specialist, Mitnick is the worst kind of computer hacker, maximal evil in both intent and deed. But, then again, Shimomura was involved in Mitnick’s capture and penned a book about the case. You can read the background at [www.takedown.com](http://www.takedown.com).

**A study in chattapah**

It’s one thing to read about social engineering, but it’s quite another to peek over the con man’s shoulder to watch him in action. The following pair of Web citations chronicles what happened when a Loss Prevention Supervisor engaged a silver-tongued devil to probe the security measures at a big box store. The first URL gives you a blow-by-blow chronology showing how the con man fleeced one store out of nearly $3,600 worth of computers. The second shows what happens when the management at a second store was forewarned that something is going down. He’s cool as ice and you can read the stories at [http://lineman.net/node/276](http://lineman.net/node/276) and [http://lineman.net/node/284](http://lineman.net/node/284). Don’t try this at home.

**Persuasion: The novel**

In August 1816, Jane Austen completed “Persuasion,” a 24-chapter book that you can now read online, thanks to the Etext Center, an initiative at the University of Virginia Library at Charlottesville. This institution of higher learning seeks to post classical text and images online for your viewing pleasure. Austen’s complete work is available at [http://etext.lib.virginia.edu/toc/modang/public/AusPers.html](http://etext.lib.virginia.edu/toc/modang/public/AusPers.html), but don’t go there if you think this has anything to do with daily life in the factory.

**Without comment**

[www.anxietyculture.com/coercion.htm](http://www.anxietyculture.com/coercion.htm)
[www.nancysnow.com/prep_news_persuasion.htm](http://www.nancysnow.com/prep_news_persuasion.htm)

So, there you have it. If nothing else, use these Web resources to convince someone to do right by you. Talk your boss into a raise. Convince the production department that it actually makes economic sense to shut the operation down to perform maintenance. Give it a try. I know you can do it.
Cerritos College Celebrates 50 Years in the Making

Bright Beginnings: Birth of the College in the 1950s

Born of dedication, dedication, and dedication, the Cerritos College College Dormitory was a humble beginning and has become an emblem of educational strength and durability to the community it serves.

From the seeds of the college, the area now known as Cerritos College Dormitory was once a humble beginning and has become an emblem of educational strength and durability to the community.

In the early 1950s, the area was farmland, with a few small houses scattered throughout. The land was sparsely populated, and the area was primarily used for agriculture.

The idea for Cerritos College Dormitory was conceived in the late 1940s, with the vision of providing higher education to the residents of the surrounding area.

In 1953, the college opened its doors, with a few faculty members and a handful of students.

Over the years, the college has grown and expanded, providing educational opportunities to thousands of students, and has become a vital part of the community.

In 1957, the college was granted the status of a junior college, and in 1964, it became a four-year institution, offering baccalaureate degrees.

Today, Cerritos College Dormitory is a thriving community college, serving the educational needs of the residents of the surrounding area.

The college continues to grow and expand, and its impact on the community is stronger than ever.

In conclusion, Cerritos College Dormitory has come a long way from its humble beginnings, and it continues to provide educational opportunities to the residents of the surrounding area, serving as a beacon of hope and opportunity for generations to come.
Cerritos College continued from page 20

funds were earmarked for the completion of the 15-business campus and the purchase of necessary instructional equipment.

During the 1959-60 academic year, enrollment was expected to surpass 4,000, nearly doubling the enrollment of the prior year. Eight buildings had been completed on campus, and funds were allotted for the remaining facilities in order to accommodate a larger student body.

The completed buildings included the Field House (March 1958), the Liberal Arts Building, the Technology and Electronic Buildings (September 1959), the Business Education Building, the Lecture Hall, the Science Building, and the Showers and Locker Rooms (October 1959).

Excitement was also mounting among students and staff who looked forward to the opening of the Student Center in January 1960. The building, anticipated as one of the most modern junior college buildings in its kind, would contain a dining room with seating for 375, a room for 500 on the floor and an additional 100 at the stage end. The structure would also house a 150-seat coffee shop, a snack bar, and an eye-catching lounge with an ultra-modern fireplace.

By the decade's end, the initial vision inspired by Burnigh and the district's board of trustees—to nurture the minds of the community through an institution dedicated to excellence in higher education—had become a glorious and triumphant reality. The college had become a symbol of opportunity and its students and staff served as leaders who helped shape and steer the college toward the future.

Cerritos College's 50th anniversary celebration officially begins August 1, 2005, with the Cerritos College Foundation's 29th Annual Golf Classic. Over the fall semester begins, a special convention involving several generations of faculty and staff will be held in September. A fundraising gala is planned for October with proceeds benefiting Cerritos College students who may be presented at a later 50th Anniversary Scholarships event in honor of the milestone.

Cerritos College celebrates the 2005-06 school year as its 50th anniversary in serving as a comprehensive community college for southwestern Los Angeles County communities including Artesia, Bellflower, Cerritos, Downey, Hawaiian Gardens, Lakewood, La Mirada and Norwalk. The college offers degrees and certificates in more than 150 areas of study in five divisions. Annually, more than 12,000 students successfully complete their course of studies, and enrollment currently surpasses 22,000 students. Visit Cerritos College online at www.cerritos.edu and for an acrobatic site honing the college's 50 years of tradition, honor, and values at www.cerritos.edu/50.
COLLEGES: Cerritos coach football arrested

Cerritos College assistant football coach Patrick Callahan, 57, was arrested on felony charges of obtaining more than $160,000 in federal grants for 13 players who were ineligible for financial aid, the Los Angeles County district attorney's office said.

The defensive coordinator and defensive backs coach was taken into custody at his home in Artesia on a complaint charging him with 13 counts of conspiracy and 18 counts of grand theft, Deputy District Attorney Leonard Torres said.

Callahan, a Cerritos assistant for 18 years, was held in lieu of $70,000 bail. His arraignment was pending. A conviction could bring up to 11 years in state prison.

* Florida A&M volunteered to strip its football program of 28 scholarships over three years and impose a one-year postseason ban on its men's basketball team as the school conceded a "widespread" lack of institutional control in an internal report. The report also recommended eliminating 4.5 baseball scholarships, 3.5 in men's track and 2.5 in women's track and curtail recruiting activities for three years and reduce football practice.

* Knoxville, Tenn., prosecutors
Bud Murray: The Face of Hart Baseball

By Gary Osbourne
ASSISTANT SPORTS EDITOR

For parts of four decades, more than major leaguers like Todd Zeile and Bob Walk, more than any one team, more than the Chief Wahoo logo borrowed from the Cleveland Indians, Hart High baseball was identified by a hard-nosed coach with a buzzcut.

Six years since crushing his last high school baseball game at Hart, Bud Murray is far removed from his days manning the third-base dugout at Hart High.

Murray, now 60-years-old, is a resident of Huntington Beach today. He lives in a small condo, five blocks from the pier. He goes bike-riding with his wife Dori and travels.

A week ago he was catching walleye in Lake McConaughy in East Central Nebraska with his two brothers and nephew.

Days ago he was driving through Cheyenne, Wyo.

In a week, he'll be at his 30-year high school reunion at Scottsbluff High in Scottsbluff, Neb., a place where he still holds a legacy.

As a senior on his state championship basketball team, Murray set a scoring record that, he says, may still be held to this day.

But Murray's biggest legacy is driving through Cheyenne, Wyo., and catching walleye in Lake McConaughy.

WHERE ARE THEY NOW?

Bud Murray

See MURRAY, Page B4
Longtime Hart baseball coach Bud Murray walks the field at Angel Stadium in his final game, the CIF-Southern Section Division II title game, June 5, 1999. Murray now helps coach his daughter's Cerritos College softball team.

Murray

Continued from page B1

...would coach at Hart High for a year.

The next year he became the head baseball coach and athletic director at Canyon High.

Murray remembers the Cowboys winning their first 12 games, then winning the Frontier League title the following year.

But Murray would show his no-nonsense approach in 1973 when he was challenged by some of his own high school players.

The coach had a rule — short hair.

In a time where long hair challenged the status quo, Murray made it clear, he wasn't the status quo.

Long hair meant individuality.

Murray preached the team concept.

When he told a couple of players to cut their hair, they went to the principal.

Ten minutes later, the principal called to let Murray know he supported the kids.

Murray's response: "I told the principal he better get off his ass and come down here because he could be the coach."

On Monday, Jan. 15, after leading...
Continued from page B4

the school to a 60-35 record as head coach, Murray resigned from Canyon.


“He would have been at Canyon High School forever,” says Roc. “(People) didn’t understand the real issue. The real issue was kids aren’t going to tell me how to run the program and neither are the parents and he’s never changed that.”

Murray stuck around for the rest of the school year, then returned to Hart.

The rest, as they say, is history — and Murray authored it.

The coach skippered Hart’s varsity teams from 1974 to 1989, then 1997 to 1999.

The interruption in the early and mid-eighties was due to Murray coaching at Mission and Pierce junior colleges.

Murray skippered 14 Hart league championship teams, tutored future major leaguers such as Walk and Andrew Lorraine and countless college baseball players, minor leaguers and draft picks. He even coached son Roc.

“My dad was a disciplinarian, but he had a knack of backing off when it was time to back off,” Roc says. “He expected things to be a certain way and you had to do them that way. He wouldn’t accept anything but your best.”

Roc remembers a game in Burbank where he was at the plate with two on and two out with Hart down by one.

Father Murray called his son over to the third base coach’s box with the count to 2-2. Roc expected a strategy talk.

“What do you want for dinner tonight?” Roc remembers his father asking. “How about some fried chicken?”

Murray was known to pinch you to get your head back in the game and be a teddy bear who would help with whatever you needed.

Dave Toledo was a member of the 1989 Hart team that made it to Dodger Stadium for the CIF-Southern Section 4A title game against Cerritos.

Toledo was a solid hitter who made two errors the entire season. In the game, he made an uncharacteristic three errors.

Toledo recalls Murray being able to grab your attention by looking you in the eyes, raising his voice just enough and beginning, “now listen dammit.”

But it wasn’t the right time for that.

“David, you got us here. You’re the one that got us here. Unfortunately you made some bad plays,” Toledo recalls him saying.

Toledo would later coach under Murray and was an assistant on the 1990 team that returned Murray to his final championship game.

Months earlier, the coach had announced it would be his final year.

June 8, 1990, 15 players rewarded him with a 10-9 victory against Righetti in his final game, the CIF-Southern Section Division II title game.

“Going up to the game, I remember everybody playing to win it for Bud,” says second baseman Ryan Haag, who went 1-for-4 in the game. “Before I went to the dugout, I went and gave him a big hug.”

Haag went on to play at Cal State Northridge, where Murray went next as an assistant coach.

The second baseman says he received no interest from colleges until Murray put in a call to then-CSUN head coach Mike Batesole.

“I remember as a freshman (in high school) you’re always intimidated, sputtering your words talking to him,” Haag says. “As I got to know him, I got more relaxed. He was one of the most caring people I’ve ever been around.”

Murray’s not around Hart anymore, only his name.

Hart’s baseball field is known as Bud Murray Field, but the coach can’t remember the last time he’s been by.

Since his retirement, he’s come back maybe four times.

“I don’t want to stick my nose in there and be in the stands,” he says. Instead, he’s an assistant softball coach for his daughter Kodee at Cerritos College.

Cerritos, Murray says, won three games the season before his daughter arrived.

The team has won over 25 games per year since, he proudly reports.

As for Roc, he’s been the head varsity baseball coach at Rocklin High in Northern California for 12 years.

On Tuesday, Murray was about 1,180 miles away in his brother’s watermelon patch in Scottsbluff.

Six years after retirement from a high school nearly 1,205 miles away, Murray pondered his legacy.

After thinking, he gave a reluctant, “I don’t know. I know I did a good job of coaching baseball and I always tried to be good to people.”

His son’s the better person to ask.

“I think I would say my dad always, and I don’t know if humble is the right word with other people, I think people got from him — you don’t have to act like a big shot to be a big shot. He run around not acting like he was something special and because of that he ended up being something special.”
Harry Potter In College

By Molly Griffin

College is a time for growing up, transitioning into adulthood and looking toward the future. But there are a few vestiges from the past that most college students aren't quite willing to give up. Most current college students began reading Harry Potter during junior high or high school and have continued not only to follow the series, but in some cases become more involved with the stories since entering Notre Dame.

While it is interesting that college students themselves are still reading the books, what is most surprising is how readily universities are embracing the books and incorporating them into courses. Colleges have begun to create not only literature courses based around Harry Potter, but have also started to spread out into other disciplines like science and philosophy. This has solidified the massive cultural impact that the series about a young wizard has had on world culture.

Considering the massive success of Harry Potter, it isn't entirely surprising that college students still enjoy it. Since the books are aimed at younger audiences, they can be a nice break from the heavy workload of most overburdened college students.

"I like the fantasy [elements] and the storyline," senior Mosey Nuccio said. "It's a nice break from the textual stuff I read at school."

The universal appeal of Harry Potter has less to do with magic and more to do with something more elemental in the books.

"I think that people read Harry Potter because it's a great story, not because they like reading books about casting spells and flying broomsticks," freshman Emerson Spartz, creator of the popular Harry Potter Web site MuggleNet.com, said. "It's the story, not the theme."

Most people, particularly young adults and college students, can identify with the experiences and changes with which Harry has to deal. The addition of witchcraft and wizardry might make it more interesting and exciting, but even non-magical people can identify with Harry's struggles.

"Most kids and adults have at some point dreamed about being someone like Harry Potter, a special person whose wonderful and important qualities have gone unrecognized for far too long, but who has finally gained the recognition he deserves," Heidi Lee, a teacher in the Notre Dame English department, said.

As Harry Potter continues to be a huge influence and point of interest for college-age students, universities are beginning to tap into this interest and offer courses on the series. Some colleges are taking the Harry Potter phenomenon to a more serious level by offering courses that focus on the boy wizard and the world that J.K. Rowling has created.

Frostburg College, in western Maryland, is currently offering a class called, "The Science of Harry Potter," in which students learn about the science relating to such magical occurrences as flying and re-growing bones. Students at Kent State in Ohio can take 'Literature for Young Adults,' which features Harry Potter. Corrales College in California devotes a class to "Words and Magic: Harry Potter and Vocabulary," and James Madison University has initiated a new class, "The World of Harry Potter: A Critical Cross-Disciplinary Examination."

It may initially seem strange that professors are warming to a new literary phenomenon that hasn't had the chance to stand the test of time. But the interest generated by Rowling's books is undeniable.

"Professors generally try to design their courses to be as engaging, exciting and interesting as possible, and books full of wizardry, magic, romance and danger would surely help to hold students' attention," Lee said.

Harry Potter has slowly permeated various areas of the university system, and the series has seeped into areas beyond literature and literary criticism. Tufts graduate Shawn Kline wrote, "Harry Potter and Philosophy," a book of 16 essays on the philosophy behind the good, evil and magic in the series. Connie Neal's, "The Gospel According to Harry Potter: Spirituality in the Stories of the World's Most Famous Seeker," reconciles theology and the Potter stories, which are often criticized by religious groups for glamorizing witchcraft.
The true mark of an important novel, at least for a busy college student, is whether it is featured on Sparknotes.com, which is an online source for notes on books. The site now contains notes, chapter synopses, criticism and postings for all of the Harry Potter novels.

The embrace of Harry Potter by college students and some universities speaks to the universal nature of Rowling's books and also to the fact that some colleges are warming to new cultural trends as sources for classes.

The ability of Potter to completely transcend the normal age barriers of interest might be the most unique quality of the series.

"It's intriguing that so many people read the books - my parents read them, I read them, my sister reads them. It doesn't have age limits," Nuccio said.
Vela critical of Mazzotta's statement

JC football: Corritos president says coach's remarks 'outrageous'

Cerritos College President Noelia Vela said Friday she found recent remarks by football coach Frank Mazzotta regarding the suspension of an assistant coach "outrageous."

Thursday, at a Massen Conference media luncheon, Mazzotta told a gathering of reporters, coaches, athletes and administrators, "I just wish he would have raged someone and been convicted. Then, he could probably still coach for us."

Although he did not mention him by name, Mazzotta was referring to longtime assistant coach Patrick Callahan, who will be arraigned Tuesday on 26 felony counts of fraudulently obtaining more than $96,000 in Pell Grants for Cerritos football players.

"I personally find that statement to be outrageous," Vela said Friday. "I want to assure you the public (Mazzotta's statement) is not representative of the college's thinking."

Mazzotta, who later Thursday said his comment had been meant to "get a laugh," was upset Callahan had been suspended from his coaching duties before he has had an opportunity to defend himself in court.

Citing confidentiality rules, Vela would not comment on Callahan's status, even though Callahan is no longer listed as a member of the coaching staff at the school.

Also citing confidentiality, Vela declined to comment on possible sanctions for Mazzotta.

"That's another personal issue and (Cerritos College) will do the right thing," she said.

-David Pezon
Cerritos begins under scrutiny

JC football: Longtime assistant Callahan faces fraud charges.

By David Felton
Staff writer

Speaking at the Mission Conference media luncheon on Thursday, the frustration Cerritos College football coach Frank Mazotta is feeling over the legal problems of longtime assistant coach Patrick Callahan was apparent.

Although he did not mention Callahan by name, Mazotta told the gathering of reporters, athletes, administrators and coaches at Orange Coast College, "I just wish he would have raped someone and been convicted. Then, he could probably still coach for us."

Callahan, an assistant coach at Cerritos for 16 seasons, faces arraignment Tuesday on 26 felony charges of fraudulently obtaining more than $86,000 in Pell Grants for Falcons football players.

Mazotta said later the remark was off the record, even though he was speaking at a luncheon at the time and never specified his remarks were not for publication until much later.

"That was me trying to get a laugh," said Mazotta, who is entering his 28th season in head coach at Cerritos.

"The crap of what I'm saying is he's been tried and convicted by the newspapers," he continued.

"It's just allegations. He hasn't done anything (wrong) and he's lost his job. That's all I was saying. I always thought a guy was innocent, until proven guilty. Apparently not."

Mazotta and Callahan were suspended as defensive coordinator by Cerritos College President Noelis Vela for the season, although Callahan still holds his position of Coordinator of Judicial Affairs. Callahan is not listed among the coaching staff on the Cerritos roster on the team's Web site.

"Because (the investigation) is centered around football, it's best to keep Callahan away from that," Mazotta said.

Vela said left the campus when called by the Press-Telegram Thursday afternoon and was unavailable for comment. A phone message left for Cerritos athletic director Jeff Smith was not returned.

NOTES: Defending Mission Conference American Division champion Long Beach City was tabbed to repeat as division champion in a preseason media poll conducted Thursday. The Vikings earned 62 points, including six first-place votes, to edge Mt. San Antonio College (60), Anaheim (47), Palomar (41), Riverside (36) and

JC: Suspended Callahan away from team

CONTINUED FROM 01

Ponziola (16) round out the MGAD poll.

Warner, which earned last year's National Invitation title, is once again picked to win its district. The Mustangs received 66 points with six first-place votes while El Camino received 61 points. Santa Ana (46), Cerritos (47), Orange Coast (23) and Golden West (19) round out the MGAD poll ...

LBC hopes to remain on the road against Ventura College at 5 p.m. Sept. 3 at Ventura High. Cerritos also opens on the road, facing Moorpark at 7 p.m. Sept. 3.
Around Whittier

Local activity center offers adult classes

LA MIRADA -- The city of La Mirada is offering an array of free classes for adults and seniors, ranging from arts and crafts to sports and fitness throughout the rest of the year.

The classes include China painting, ribbon embroidery, quilting, watercolor painting, vocal arts workshops, boating courses, memoir writing, world events, easy cooking and exercise.

Classes are open to those 18 years and older. They are taught by Cerritos College and local adult school teachers at the La Mirada Activity Center and the La Mirada Resource Center.

Classes don’t require registration. For more information, refer to the La Mirada Living publication or, call (562) 902-3160.
Cerritos coach offers apology

JC football: Falcons' Mazzotta says remarks were inappropriate.

By David Felton
Staff writer

Cerritos College coach Frank Mazzotta apologized Monday for comments he made at last week's Mission Conference media luncheon. While attempting to defend suspended assistant coach Patrick Callahan on Thursday, Mazzotta said, "I just wish he would have raped someone and been convicted. Then, he could probably still coach for us." "I regret using the analogy of rape at the Mission Conference preseason media luncheon on August 25th," Mazzotta said in an e-mailed statement. "The quote in the Long Beach Press-Telegram was taken out of context. However, it was inappropriate to use the analogy of rape in any context since this act is totally unacceptable to me. I truly apologize for any offense I caused to the community, our students, the board and the president with my use of poor judgment." Callahan, a 16-year assistant at Cerritos, will be arraigned today on 26 felony counts of fraudulent obtaining more than $86,000 in Pell Grants for Cerritos football players.
Cerritos coach goes to court

By Greg Mellen
Staff writer

BELLFLOWER — Suspended Cerritos College assistant football coach Patrick Callahan was arraigned Tuesday in Los Angeles Superior Court on 26 counts of felony conspiracy and grand theft.

Callahan, wearing a sport jacket and gray slacks, pleaded not guilty with attorney Jessica Green representing him in place of attorney of record John Barnett.

A Sept. 16 date was set for a pretrial meeting between Barnett and Leonard Torrealba, Los Angeles County deputy district attorney.

Callahan remained free on bail.

The 57-year-old coach was arrested Aug. 1 after a five-year investigation by the U.S. Department of Education into allegations he fraudulently helped football players receive federal Pell Grants between 1999 and 2004.

It is alleged that Callahan, of Artesia, helped 13 players receive $86,000 in federal aid to which they were not entitled.

According to government documents, Callahan wrote more than a dozen letters fraudulently claiming players were estranged from their parents. That allowed players to receive “dependency overrides” that made them eligible for aid without providing parents' financial status.

It is also alleged that he tried to cover up the plan by having players lie to investigators.

None of the 13 players or their families have been charged. Another 16 players may have also received Pell Grants fraudulently, according to investigators, but were not named in the complaint.

Callahan is also suspected of recruiting players from out of state in violation of California Community College Commission on Athletics rules and obtaining in-state tuition for out-of-state players.

Pell Grants are a form of financial aid given to students throughout the United States on the basis of economic need. The grants generally have a $4,000 maximum per year and are based in part on a student's expected family contributions.

Callahan has been suspended as defensive coordinator of the football team, but has retained his faculty administrative position at the university as coordinator of judicial affairs.

If convicted, Callahan could face up to 11 years in state prison.
Mendez, Quintana bring education, government skills
2 Rio Hondo Trustees tapped to aid state

By Fred Goodman

WHITTIER DAILY NEWS — August 18, 2005
Harvard, Princeton tie as best U.S. college

For the third straight year, Harvard and Princeton share the top spot in the U.S. News & World Report rankings of America's best colleges.

In fact, the full rankings look much like last year, with not one school in the top 20 moving more than two spots in either direction. Rounding out the top five are Yale, the University of Pennsylvania, and Duke and Stanford, which tied. The top four liberal arts colleges also are unchanged, with Williams again No. 1.

UC Berkeley, tied for No. 20, is the top-ranked public university in the latest guide to "America's Best Colleges," hitting newsstands Monday.
Can't judge by a cover

EMPLEYES of College Textbooks, near Rio Hondo College, price books on Friday. A government study found the price of college textbooks has increased 186 percent since 1986 — or about 6 percent per year.

Study examines steep prices of college texts

WHTTIER — Incoming Rio Hondo College student Abigail Vargas stood outside the campus bookstore last week, looking a bit dazed after her first major purchase of college textbooks. For books for four classes, the 16-year-old's total came out to about $240 — way more than she'd expected to spend and more than half the cost of tuition for 16 units at Rio Hondo College.

"Yeah, I'm surprised," said Vargas, who was accompanied on her shopping trip by her 26-year-old sister, Iris. "I heard the amount and I'm like, 'No!'"

Her sister, who attends Cypress College, could offer no comforting words. "It's going to be like this every semester," she said.

Actually, it probably will get worse, according to a new government report.

A study released last week by the Government Accountability Office found textbook prices have increased 186 percent since 1986 — or about 6 percent per year. By comparison, consumer prices rose 72 percent over that period.

According to the report, the average student spends nearly

Please turn to COLLEGE / 45
Textbook prices rise 186 percent

Continued from A1

$300 per year on textbooks and supplies. That's about 26 percent of tuition and fees at the typical public four-year college.

But at two-year colleges like Rio Hondo, which are less expensive and thus more likely to draw low-income students, the textbook and supply bill amounts to 72 percent of total tuition and fees, according to the report.

Merrin Fairchild of the California Public Interest Research Group, or CALPIRG, said the report confirms three significant cost factors for college students.

One, that textbook prices are a significant college cost; two, that textbook prices are skyrocketing; and three, that publishers' practices contribute to the high costs of textbooks," she said.

Rep. David Wu D-Ore., said he asked the GAO to study textbook prices because there was little unbiased data for policymakers on how much textbooks cost and why prices were rising.

The GAO reported that textbook publishers are investing heavily to expand the scope of their products, offering expensive supplements like online courseware that must be purchased with text books.

The report does not attempt, however, to answer whether these developments are good or bad for students, and the document was quickly attacked by the Association of American Publishers for using misleading data. Publishers contend their new products aid learning and help overworked teachers instruct and evaluate.

But critics say publishers are gouging students, "bundling" their products with unnecessary add-ons and undermining the market for used textbooks by coming out with new editions—even in subjects that evolve little if at all, such as Latin.

Katie Patel, owner of College Textbooks, a textbook store in Whittier just down the street from Rio Hondo College, said she has seen plenty of unhappy students, selling back their "bundled" books at her store because the book and software packages cannot be returned for a refund once they've been opened.

When that happens, Patel can resell the book as a separate item and at a much lower price than what students paid for the bundle.

"To me, the students are the ones who are struggling," she said. "I opened this store so students could save money, because I know most of them are low income. Why should they have to pay more just to have what they need for school?"

While the Association of American Publishers agreed development costs for new technology were a major factor in textbook price increases, it also said some of the data the GAO relied upon unilaterally factored in costs for school supplies like computers and lab equipment that have nothing to do with textbooks.

Bruce Hildebrand, AAP's executive director for higher education, said his organization believes the average student at a four-year college spends about $300 on all books and materials. He cited figures from the College Board that conclude that books account for about 6 percent of students' full college costs.

He also said the report ignores that students learn more from improved textbooks.

Wu believes the market for textbooks is "broken," but he said "there's a range of things we can do" short of heavy-handed congressional involvement.

One that can be done, said Iris Vargas, is to have instructors use the same edition of a book for more than one semester. Many times, bookstores refuse to buy back older editions if professors require new editions for their current class.
Christian Schools Bring Suit Against UC

Civil rights action saw the system's admissions policy discriminate against students who are taught creationism and religious viewpoints.

By DAVID HAGERBEINER

Amid the growing national debate over the mixing of religion and science in America's classrooms, University of California admissions officials have been accused in a federal civil rights lawsuit of discriminating against high schools that teach creationism and other conservative Christian viewpoints.

The suit was filed in Los Angeles federal court Thursday by the Ayn, or Christian School, which represents more than 500 religious schools in the state, and by the Calvary Chapel Christian School in Murrieta, which filed suit in the U.S. District Court for the Central District of California.

Under a policy implemented with little notice a year ago, UC admissions authorities have refused to certify high school science courses that use textbooks challenging Darwin's theory of evolution, the suit says.


The suit alleges that UC officials require applicants to complete a variety of courses, including science, social studies, history, literature, and the arts. But in letters to Calvary Chapel, university officials said some of the school's Christian-oriented courses were too narrow to be accepted.

"According to the lawsuit, UC's board of admission also advised the school that it would not approve biology and science courses because they question the evolution of life," said student leader of the UC Regents Meeting, the school's governing body.

Instead, the board instructed the school to submit for UC approval a secular science curriculum with a test and course outline that addresses "these content knowledge generally accepted in the scientific community."

"It appears that the UC system is attempting to secularize Christian schools and prevent them from teaching a world Christian view," said Patrick H. "Skip," a lawyer with Advocates for Faith and Freedom, which is assisting the plaintiffs.

"We are not trying to protect the rights of the students," he said. "These requirements were established after careful study by faculty and staff to ensure that students who pursue here are fully prepared with broad knowledge and critical thinking skills necessary to succeed."

Although private schools have the right to teach what they want, he said, students from these institutions cannot gain admission to UC schools by completing the necessary course requirements for community college transfer.

These students can also expect continued challenges and obstacles at UC because of their SAT scores, he said.

But according to the lawsuit, the odds are heavily stacked against students seeking admission through those routes.

The suit also accuses the University of California of establishing a double standard by routinely approving courses that teach the viewpoints of other religions, such as Islam, Judaism, and Buddhism.

The lawsuit mentions the Calvary Chapel Christian School's failure to be admitted to the UC system, as well as legal issues surrounding the university's treatment of other religious schools.

The suit argues that the university's policies are discriminatory and violate the Establishment Clause of the U.S. Constitution. The suit seeks an injunction against the university's practices and a declaration that the university's policies are unconstitutional.

The suit also seeks unspecified monetary damages and attorneys' fees.

"We believe that the UC system must change its policies to ensure equal treatment of all religious schools," said John Doe, a lawyer for the plaintiffs.

"We are not seeking to change the curriculum of religious schools, but we are asking for equal treatment under the law," he said.

The suit was filed on behalf of 500 religious schools in the state of California.

The UC Regents Meeting, the school's governing body, has not yet responded to the suit.

"We are not commenting on the lawsuit at this time," said a UC spokesperson.

The suit seeks an injunction against the university's policies and a declaration that the university's policies are unconstitutional.

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The chancellor of the newest UC triumphs over fiscal and political problems — and cancer.

By REBECCA TKOWNOM

MERCED, Calif. — Former University of California President Richard C. Atkinson recently told the story of a dream he had about Carol Tomlinson-Kasey, chancellor of the university system's new campus near this San Joaquin Valley city.

"It was like she was Joan of Arc," Atkinson said, laughing at the memory. "She was on a white horse, wearing armor and just sort of marching forward. And that's how she's been with that campus. She's incredibly tenacious."

Since 1998, when she was appointed founding chancellor of UC Merced, Tomlinson-Kasey has overcome tough environmental, fiscal and political challenges and even battled cancer as she has pressed for creation of the campus, the 10th in the UC system.

Now, despite construction delays that will keep two key buildings from being ready in time, [See Merced, Page B11]
UC’s ‘Joan of Arc’ Oversees a New School

Photography Robert Harricks/Courtesy

She’s a woman who has great personal fortitude, a very quiet and personal strength.”

M.R.L. Government, UC’s ‘Joan of Arc’ Oversees a New School

Regularly early on, her desire served as a career officer in the U.S. Army. By the time she matriculated to the University of California in Berkeley, she had served in the Second World War, including duty in the China-Burma-India Theater; in the Philippines, and in various European theaters of operation.

In 1945, she published a book titled "The Army in the Pacific," which she co-authored with her husband, Philip. The book was a best-seller and helped advance her career as a writer and publisher.

As a respect for the traditions of the University of California, she had served in various administrative and administrative positions. She was a member of the Board of Regents and held various positions of leadership within the university. Her tenure was marked by her dedication to the university and her commitment to its mission.

In 1950, she was appointed as the first woman Dean of Women. As Dean, she oversaw the development and expansion of the women's studies program. She was instrumental in establishing the first women's center, which provided a space for women to gather and support each other.

During her tenure, she worked tirelessly to promote women's rights and gender equality. She was a strong advocate for women's education and was a vocal supporter of efforts to increase the number of women in higher education.

She retired from the University in 1960, having served as Dean of Women for 10 years. During her tenure, she had been instrumental in expanding the university's reach and ensuring that women had equal opportunities to succeed.

In addition to her work at the University of California, she was also a prolific writer. She authored several books on the history of the U.S. Army and was a respected commentator on the issues of the time.

Her legacy continued to live on, and she was remembered fondly by those who knew her. She passed away in 1970, but her contributions to the university and her advocacy for women's rights remain a testament to her enduring influence.

"UC’s ‘Joan of Arc’ Oversees a New School"

Photography Robert Harricks/Courtesy
Hall of Fame material

By David Rogers

LONG BEACH - Outgoing Cal State Long Beach President Robert C. Maxson and his wife, Sylvia, will be among eight people honored for their contributions to athletics at Cal State Long Beach when they are inducted into the Long Beach State Athletic Hall of Fame at the university's annual Banquet.

Sylvia Longmire, the university's first мужледа head coach and a member of the Cal State Long Beach Athletic Hall of Fame, described Maxson's contributions to the university.

He took a strong interest in the academic and athletic success of student-athletes, she said. "He was a very supportive figure for us, and I think he really made a difference in the lives of our athletes."

Maxson, who was inducted into the National College Basketball Hall of Fame in 2003, has been a fixture at Cal State Long Beach for more than 30 years, first as an assistant coach and later as the university's athletic director. He is also a member of the Cal State Long Beach Athletic Hall of Fame.

"He's a true gentlemen," Longmire said. "He always treated the athletes with respect and made sure they were given the best possible opportunities."

Maxson's contributions to the university's athletic program were recognized by his induction into the Cal State Long Beach Athletic Hall of Fame, which is held annually to honor outstanding alumni.

"We're very proud of Bob," Longmire said. "He's done so much for the university and its athletes."

Maxson's induction into the Cal State Long Beach Athletic Hall of Fame is part of the university's 50th anniversary celebration, which began in 2005.

Maxson's last first day of school

President Robert Maxson welcomes Cal State Long Beach students Monday as the first day of the fall semester begins. He will be on campus for the first time since being named President in 2005.

"I'm looking forward to seeing all the students," Maxson said. "They are the heart and soul of our university, and their contributions to our community are immeasurable."

Maxson, who has served as President of Cal State Long Beach for 10 years, said he is excited to see how the university has grown during his tenure.

"We've made tremendous strides in terms of academic excellence and student success," Maxson said. "But we're not done yet. There's always room for improvement, and we're committed to continuing to improve the lives of our students."
Cal State system hacked into via viruses

University: Names, SSNs of 152 students possibly exposed.

By Tracy Marder
Staff writer

LONG BEACH — A hacker may have gained entry to Cal State University financial records for the entire university system via a series of computer viruses, officials said Monday.

The "hacked" computer is used by an administrator who regularly works with records used in student financial aid programs, said Colleen Bentley-Adler, a Cal State University Chancellor's Office spokeswoman.

The chancellor's office is headquartered in Long Beach.

Bentley-Adler said the names and social security numbers of 152 students — none of whom are Cal State Long Beach or Cal State Dominguez Hills students — and the social security numbers of two financial aid administrators may have been compromised.

The computer viruses that breached the system came from an outside source and were contained as soon as it was discovered, the spokesman said.

"We got hit with several viruses the week of (August) the 15th, as well as the week before," she said.

"There is no indication that any of their personal data was accessed, but we have to take these matters seriously."

The Chancellor's Office has established a Web site — www.calstate.edu/notice — that has information on free fraud-alerts, a copy of the letter sent to potential victims and various identity theft resources. In the latter, CSU officials encouraged affected students and staff to contact credit-reporting agencies and to consider subscribing to a fraud alert program for their credit reports.

The majority of the victims are enrolled at the Cal State campuses in Chico, San Bernardino and San Marcos, but include one student from CSU Pomona and one student from CSU Sonoma, she said.

CSU officials are working to implement measures to prevent any future problems, Bentley-Adler added.