FOR THE WEEK OF JULY 11—JULY 24, 2006

In Progress
Kristen Habbestad is assembling and submitting entries for the 2006 NCMPR (National Council for Marketing and Public Relations) District 6 Medallion Awards, which will be announced at the annual conference in November.

Coverage
*The Press* – June 1, 2006 – Article about Cerritos College director of track and field Doug Wells’ selection as head manager of the U.S. National Track Team.

*Whittier Daily News* – June 7, 2006 – Brief about cooking class with Cerritos College instructor offered in La Mirada.


*The Press* – June 15, 2006 – Article about newly hired Northwood University Program Manager Javier Garza.


*CBS2.com* — July 17, 2006 — Brief about Community Ed workshop sponsored by the Metropolitan Water District of Southern California (their news release generated this hit).

Related Articles
*Los Angeles Times* — July 13, 2006 — Article about higher entry standards at UC.

*Los Angeles Times* — July 20, 2006 — Article discusses new study to examine drop in minorities at UC.

*Los Angeles Times* — July 21, 2006 — Article about UC boosting financial oversight by adding regents to specifically monitor salary and benefits.
Cerritos College Honors Program Launches Participants into Top Universities

Program Boasts 91 Percent Acceptance Rate to UCLA for Fall 2006

For Immediate Release: July 24, 2006

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – July 24, 2006 – Since its inception in 1997, Cerritos College’s Scholars’ Honors Program (SHP) has provided its participants with the guidance and extra academic requirements to successfully transfer to four-year universities such as UCLA, UC Berkeley and UC Irvine. This fall marks a banner year for SHP as it celebrates a 91 percent acceptance rate for fall 2006 at UCLA.

According to SHP Director and English Professor Timothy Juntilla, the SHP 2006 transferring class surpassed expectations and even achieved new milestones: two members of the SHP class of 2006 received Regent’s Scholarships to attend UC Irvine, and one student received both a Regent’s Scholarship and a Chancellor’s Scholarship to attend UC Berkeley.

“We are so very pleased with these students’ diligence and efforts,” said Juntilla.

“We look forward to each new semester—particularly fall—when a new cohort of SHP students begins the program and starts working toward the promise of transfer to a four-year university. It is so rewarding to see their efforts returned to them.”

Twenty-two SHP students who just finished their classes at Cerritos College in May 2006 have been accepted to and have transferred to institutions including UC Berkeley, UCLA, UC San Diego, UC Irvine, UC Santa Barbara, UC Davis, UC Santa Cruz, UC Riverside, CSU Fullerton, CSU Long Beach, CSU Los Angeles, and the University of Southern California (USC).

“I think that by putting in the extra effort through SHP and keeping my self challenged that I am better prepared to function at a UC school,” said Gwendolyn Juarez, a Cerritos High School graduate who, after two years, transferred from Cerritos College and will begin as a business major at UC Irvine in September.

“I really feel that SHP helps students interact more and better with faculty. I know it’s helped me; earlier, I didn’t know how to take advantage of office hours and was hesitant to approach professors one-on-one for help.”

The SHP program is the academic and social home that Cerritos College provides for talented and motivated students who plan to transfer to four-year institutions. Through the SHP program, many students have the opportunity to apply and receive prestigious scholarships. Benefits offered to students by SHP include opportunities for independent research with leading faculty members through the Honors Contract program, small-enrollment honors sections of courses needed for transfer, workshops to help in transferring to 4-year schools, and scholarships to selected transfer colleges and universities. For more information on the SHP, visit the program’s web page at www.cerritos.edu/shp or contact the SHP office at (562) 860-2451, ext. 2728.

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 Southgate. 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 Mourns Death of Professor Emeritus Howard Taslitz

Taslitz Twice Received Most Outstanding Faculty Member Award

For Immediate Release: July 25, 2006

Media Contact: Kristen Habbestad, Public Affairs; (562) 860-2451, ext. 2287

NORWALK, CA – July 25, 2006 – Cerritos Community College District announced with great sadness today that Howard Taslitz, professor emeritus of history, passed away on Sunday, July 23. A memorial service for Taslitz will be held on Sunday, July 30 at 2:30 p.m. at Harbor Lawn-Mt. Olive Memorial Park located at 1625 Gisler Avenue in Costa Mesa.

Taslitz, of Mission Viejo, served as a professor in Cerritos College’s Humanities and Social Science Division from 1962 to 1992. During his more than thirty years at Cerritos College, Taslitz served as the chair of the social science department, chair of the economics, history and political science departments, co-advisor to the Omnibus Society, and president of the Cerritos College Faculty Senate—an elected position he held for ten years.

“We are deeply saddened to lose our colleague and friend,” said Cerritos College President Dr. Noelia Vela.

“Howard was dedicated to his students and committed to his profession. Our deepest condolences go out to the Taslitz family and to those who were especially close to him.”

Taslitz was honored twice with Cerritos College’s prestigious Most Outstanding Faculty Award. In 1968, he became the first faculty member to deliver a commencement address at Cerritos College. Taslitz also provided the most recent commencement address for Cerritos College in May 2006.

Taslitz received his bachelor’s degree in political science from Roosevelt University in Illinois and his master’s degree in history from Northwestern University, also in Illinois. Well-known by his former students as someone who cared, Taslitz was dedicated in assisting them to reach their goals both in the classroom and in life.

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KH
Wells gets post on national track team

JC roundup:

☐ Cerritos coach is selected head manager for Team USA

Wave Staff Report

Fresh off winning the state community college women’s title, Cerritos College director of track and field Doug Wells has been selected to be the head manager for the United States national team.

Wells will guide the team at the NACAC Under 23 meet in Santo Domingo, Dominican Republic July 7-9.

According to John Chaplin, USATF men’s track and field chair, the selection, “is testimony of your dedication to the sport and of the many accomplishments you have achieved during your career in athletics. Being chosen by your peers makes this honor even more important.”

Wells, the school’s track director for the last 17 years, led the Falcon women to the last two Southern California titles and this year’s state title. He also works with a men’s program that ranks annually among the top finishers in the state.

He has been named the California Coaches Association coach of the year three times and was named coach of the year by the California Track and Running News five times. He has been the men’s cross country coach the last seven years and has been an assistant football coach at Cerritos.

Prior to coming to Cerritos, he spent 10 years at Taft where he won one state championship and seven conference titles.
AROUND WHITTIER

Free cooking class offered Tuesdays

LA MIRADA — A free cooking class is offered from 2 to 4 p.m. every Tuesday at the La Mirada Activity Center, 13810 La Mirada Blvd.
A cooking instructor from Cerritos College will bring recipes and cook desserts, main dishes and holiday fare. Participants may sample food in the process.
For more information, call (562) 902-3160, or visit www.cityoflamirada.org.
Journalism student to attend expo

NORWALK — Cerritos College journalism major Herisson Preciado of South Gate has been selected to participate in the National Association of Hispanic Journalists’ “Student Campus” program in next week along with 29 other students from across the nation.

The association will hold its 24th annual Convention and Media and Career Expo June 14-17 in Fort Lauderdale, Fla.

Thirty students have been selected to take part in the weeklong program featuring workshops and writing exercises that will be led by journalism professionals and journalism educators from across the country, officials said.

Workshops include topics such as newsroom ethics, what makes a good story and what it takes to successfully apply for newsroom internships.

Participants will have an opportunity to meet and interview with recruiters and employers during the convention’s Job Fair.

Preciado has served as both as editor of the award-winning Talon Marks newspaper and the talonmarks.com online newspaper.

“We’re really excited that Herisson will have the opportunity to participate in this program,” said Rich Cameron, chair of the Mass Communications Department at Cerritos.

Preciado said he was honored to be selected and that he expects the program to help him in his goal of becoming a professional journalist.

“Just the networking is an invaluable part that I’ll be forever grateful,” he said.
Cerritos College honors graduates

1929 Staff Report

NORWALK — Cerritos College officials honored 23 graduates of the Scholars’ Honors Program during its ninth annual farewell ceremony May 11.

Each of the graduates received bronze medallions for completing the full curriculum of six honors courses while maintaining a 3.0 grade point average in transferable courses, Kristen Habbestad, the college’s media relations coordinator, said.

Featured speakers at the ceremony included Amy Holzgang, Cerritos College sociology professor; and Jacqueline Benavides, a 2005 graduate of the program. A resident of Artesia, Benavides currently attends UC Irvine and is majoring in sociology.

Medallions were presented to graduates by Cerritos College President Noelia Vela, and certificates were presented by Vice President of Academic Affairs William Farmer. John Madden, director of the Scholars’ Honors Program, was master of ceremonies.

Those graduating from the program were: Laura Bausald, Bindya Bhakta, Esmeralda Cardenas, Jason Chan, Chih-Yin Cheng, Hiu Chon, Meryl Follosco, Kazuki James, Gwendolyn Juarez, Julia Kwon, Noemi Lee, Ana Mendoza, Sarah Mishler, Richard Parton, Minisha Trivedi, Reina Urbiztando, Brenda Villanueva, Cheng Kun Wen, Jaime Wing, Cindy Wu, Ka Yan Yu and Jia Zhou.
Huntington Park native gives automotive career advice

NORWALK — Cerritos College has announced the appointment of Javier Garza of La Mirada as its campus program center manager for Norwalk University.

Born and raised in Huntington Park, Garza will advise students who are interested in a new bachelor's degree program offered through an agreement with Northwood University, said Kristen Habbestad, public affairs coordinator for Cerritos College.

Garza, who is now attending Cerritos College and hopes to transfer to Northwood to complete his degree, will also promote the program within the community and in the surrounding automotive industry as well as serving as a liaison between Northwood and Cerritos, Habbestad said.

Formerly employed in the marketing department of Sopp Chevrolet in Bell, Garza remains active with the Huntington Park Kiwanis Club, for which he heads a program that helps Latinos with English classes conducted by an instructor from East Los Angeles College at its South Gate satellite campus.

By serving as a "campus within a campus" at Cerritos College, 11110 Alondra Blvd., Northwood provides a means for students who have earned their associate's degree at Cerritos College to enroll in Northwood University classes to earn a bachelor's of business administration degree. Habbestad said.

The cost is just $27 per unit. Students interested in pursuing a career in the automotive industry can also obtain a double major in management and automotive marketing.

Northwood University classes taught at Cerritos College by Northwood professors will begin with the fall semester in August.

"I'm thrilled to be part of this new program," Garza said.

Garza also serves on the board of directors for the Community and Mission Hospitals of Huntington Park as well as the Southeast-Rio Vista YMCA in that city.

He is also actively involved with the Huntington Park Youth Foundation of the Huntington Park Kiwanis, and Toastmasters International.

Garza graduated from UCLA with a double major in history and political science. He also holds a master's degree in international relations from USC.

He is a veteran of the U.S. Air Force, where he served in Greece and Texas.
10 Days and Counting

One-act plays: The Cerritos College Theater Arts Department presents the opening of “Desperate Playwrights,” a group of eight one-act plays written, directed and performed by Cerritos College students at 8 p.m. at the Burnight Studio Theatre on the college campus, 11110 Alondra Blvd., Norwalk.

Vignettes range from Iraq War bloggers to mimes. Performances continue Saturday and June 22-25. Tickets are $12 for general admission and $10 for students. (562) 467-5058
(CBS) NORWALK Home gardeners interested in cutting their water bills can sign up to attend a "California Friendly Gardening Workshop" this Saturday at Cerritos College, a water agency announced Monday.

Enrollees in the one-day gardening class may be eligible to receive a free "smart controller" for their sprinkler system, according to the Metropolitan Water District of Southern California.

The workshop, which runs from 9 a.m. to 12:30 p.m. at the Norwalk campus, costs $39. Registration is available by calling (562) 467-5050, ext. 2521, or online at www.cerritos.edu.

Participants may be eligible to receive the smart sprinkler controller worth $400 if they meet certain requirements and bring in their old controller. To find out if you qualify, call the MWD's Diane Harrelson at (213) 217-6167.

"Smart controllers take the guesswork out of figuring out a lawn watering schedule," according to Andy Hui, who manages MWD's regional water efficiency programs.

"These state-of-the-art devices monitor your garden or landscape’s environmental conditions and water your plants accordingly," he said. "Studies show the devices save of up to 40 gallons of water per household per day, or about 10 percent of total water use."

The smart controller giveaway is sponsored by the MWD with grant funding through the California Department of Water Resources.

The MWD is a cooperative of 26 cities and water agencies serving 18 million people in six counties.

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UC Entry Standard Is Raised

By Rebecca Thubron
Times Staff Writer

Students planning to apply to the University of California for freshman admission for fall 2007 should take note of two changes in the requirements for eligibility, UC officials said.

The first, more significant change, is that the university has raised the minimum grade-point average for students to become eligible for admission — from 2.8 to 3.0. This is roughly from a B minus to a B average on a four-point scale.

This change was approved by UC regents in 2004 but is taking effect now.

Most students become eligible for UC admission based on a combination of their grades in required, UC-approved high school courses and their scores on standardized tests, including the SAT or ACT. The grade requirement is waived for students with high test scores or who are in the top 4% of their high school graduating class.

Also those who are admitted to the UC system typically must meet separate, often much tougher standards for the campuses at which they hope to enroll. In another change, applicants for fall 2007 admission also are being asked to calculate their test scores slightly differently than in previous years, UC officials said this week.

Students who have taken either the SAT or ACT will now be asked to convert their test results into a new “UC score” on a 0-100 scale. Previously, those who had taken the ACT, an exam that is less widely used than the SAT in California, converted their test results to equivalent SAT scores.

Susan Wilbur, UC’s undergraduate admissions director, said this change, which she called “technical,” will not in itself affect applicants’ eligibility. She said it was adopted because it establishes a neutral scale and puts scores from different exams on an equal footing.

Students will apply for fall 2007 admission this November.

Potential applicants can convert their scores and check their standing on the new eligibility index by using UC’s online calculator at www.universityofcalifornia.edu/admissions/scholarshipreq.

Those looking for more information about eligibility or admission to UC may check the university’s main admissions website at www.universityofcalifornia.edu/admissions.
Drop in Minorities at UC to Be Studied

By LARRY GORDON
Times Staff Writer

SAN FRANCISCO — Alarmed by declining numbers of African American students at UCLA and other campuses, University of California regents on Wednesday decided to study the effect of the state's 10-year-old ban on affirmative action on UC admissions and student enrollment.

The inquiry, officials emphasized, will not focus on ways to overturn or subvert Proposition 209, the 1996 voter approved measure that forbids consideration of race and gender in admissions and hiring decisions at the state's public colleges and other institutions.

But by examining the initiative's effects, UC may be able to figure out legal ways to recruit and admit more black and Latino students, the officials said.

"As we plan for the future, we must know if we are doing everything we can, within the legal parameters, to advance the excellence and diversity of the university," said student regent Maria Ledesma, a UCLA graduate student in education who, along with regent Frederick Ruiz, proposed the study.

The regents' debate over the issue was relatively mild, given the passions that Proposition 209 has often raised within that body and elsewhere. Regent John J. Moores, who in the past has accused UC of discriminating against Asian Americans in admissions decisions, repeated that claim and urged that any study be done by a group outside the university. "Anything that UC produces internally will not be well-received by some in California," he said.

Underlining his point that UC must follow the letter and the spirit of the affirmative action ban, Moores asked a university attorney to read aloud the duties of regents to uphold state laws.

Moores, a businessman who owns the San Diego Padres, also reiterated previous statements that the admissions process at the university is opaque and confusing. "I strongly favor transparency about UC admissions," [See UC, Page B10]
UC to Study Drop in Minority Students

Los Angeles Times
July 20, 2006, con't

[UC from Page B1] which presently is sorely lacking," he said.

Gerald L. Parsky, chairman of the regents board, said he would soon appoint a panel of UC professors, administrators, and other staff members to look at Proposition 209’s legacy. Parsky said details of the study were not yet decided, but he plans to expand an existing committee of administrators and faculty members that has examined admissions issues in the past. He may also include independent experts in the group.

Proposition 209 is the law of the land, and no one is suggesting a challenge to it. But what was suggested was that we need a review of the state of UC admissions, in the light of it," Parsky said. He said he hoped the group would be able to produce a report by the end of the year.

Regent Eddie Island was forceful in his support for the study, “African Americans are deserting from UC at an alarming and precipitous rate,” he said. Blacks on campus, he asserted, have told him of feeling “a palpable degree of hostility.”

“I’ve brought about that result, we ought to know about it,” Island said.

Race has been a hot-button issue at UC since at least the mid-90s, when the university barred racial preferences in admissions and hiring, even before voters approved Proposition 209.

Following the ban, the proportion of admitted African American, Latino and Native American students, who are considered underrepresented at UC, dropped significantly across the campuses, and most sharply at the system’s most competitive campuses, UC Berkeley and UCLA. For the UC system as a whole, that figure has slowly recovered in the years since then and has met or surpassed the pre-209 figure consistently since 2002.

But the picture has been more complex at individual campuses, especially those that receive the most applications. Figures released this spring showed that the percentage of black, Latino and Native American students admitted for the fall freshman class slipped at several campuses, including UCLA and UC San Diego.

At UCLA, administrators, students and others have been especially concerned by the dwindling numbers of African American students on campus, with a recent report showing that only 96 black freshmen—or 2% of the incoming class—are expected to enroll in the fall, the lowest number in decades.

In other UC business, a regents committee approved a structural shake-up in the university president’s office in response to recent controversies over lavish and unauthorized compensation for UC executives. The change will entail the creation of two new executive vice president positions, one a chief financial officer and the other to be head of business operations.

“Obviously, we’ve had some failures as evidenced in the lack of transparency on compliance,” said Regent Judith L. Hopkinson, who heads the compensation committee. The full board of regents is to review the matter today.

The issue of race also arose at the California State University system on Wednesday.

A coalition that included Cal State professors, students and staff members urged the university’s trustees, at their meeting in Long Beach, to roll back a proposed $2.5-million funding cut for Cal State Dominguez Hills for next school year.

The group said the reduction would hurt the 11,500-student campus, which has one of the largest underrepresented minority enrollments in the Cal State system.

Cal State spokeswoman Claudia Keith said the one-time funding cut was based on an enrollment drop of about 685 students for the coming year.

Times staff writer Rebecca Thornton in Los Angeles contributed to this report.
University regents will hire three executives to keep a closer watch on salaries and benefits.

By Larry Gordon

SAN FRANCISCO — In an effort to tighten controls over executive benefits and restore public confidence in the university's leadership, the UC Board of Regents on Thursday approved the creation of three high-ranking jobs supervising finances.

By launching searches to fill those positions, the regents acknowledged criticism from legislators and independent auditors that too many decisions about executive salaries and perks have been poorly handled and lacked proper oversight.

"Events of the past year have been traumatic for the university," said Regent Judith L. Hopkins, who heads the committee on compensation and led the movement for increased oversight.

Two of the new jobs will be executive vice president positions, one for business operations and one as chief financial officer. The third will be a vice president who will act as chief compliance and audit officer, reporting directly to the regents. Salaries for the new positions were not set.

"It's meant to send a clear signal that the regents were not pleased with the way compliance and audits were handled in the past," regents board Chairman Gerald L. Parsky said.

In May, several state legislators called for University of California President Robert C. Dynes, a physicist, to resign because of secrecy and lack of controls in controversial decisions over executive pay and benefits. Dynes hung on to his job, but the regents' action Thursday indicated that they believed he needed more help in running the business side of the 10-campus system.

The regents grappled with the compensation issues in other ways too at their meeting at UC San Francisco. They reviewed detailed audits, which found that many executive contracts had been approved by campuses or system officials without regents' review or public disclosure.

In most cases, the regents on Thursday retroactively approved the deals for housing allowances, sabbaticals and stipends. They noted that pay for UC administrators generally lags behind that of other major universities, even though some faculty, staff and students have contended that high executive salaries drain funds from the classroom and other services.

The regents agreed with findings that more than 25% university employees had received perks, such as moving expenses, insurance and tuition reimbursement, that had not been reported as taxable income. Those items will now be included on W-2 forms and the employees will have to report their value to the IRS.

The regents also negotiated a change in arrangements for a paid sabbatical for UC San Diego Chancellor Marye Anne Fox. As part of her hiring contract two years ago, UC paid Fox $248,000 for the yearlong sabbatical she had earned as head of North Carolina State University but had to forgo when hired.

UC officials conceded that Fox's deal was the first time UC had paid in cash for a leave earned at another institution. Now Fox will, in effect, pay that back to UC with 3% annual interest whenever she steps down from the chancellorship. The money will be subtracted from whatever UC sabbatical income she will be eligible for at that time, officials said.

Fox declined to comment.