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THIS WEEK

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BREEZEWAY BRUSH-UP--Painter Thomas Bartley with Facilities Management works on one part of a colorful makeover of the University Library breezeway set for completion early in the semester. The beige walls are being transformed into a kaleidoscope of color featuring bands of orange, green and other colors set off by purple pillars. The change is being overseen by muralist Stephanie Taylor, who also helped coordinate the Kadema Hall mural in 2003.

Photo by Steve McKay

President opens semester with speech focused on academics

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[Full Story](#)

[Full text and streaming video of the President's Fall address](#)

It's a small campus after all

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NEWS RELEASES



SACRAMENTO
STATE

Leadership begins here.

Style guide online

The style guide for use of the University's new identity package (logo and graphics) is now available as a PDF file on the campus website at www.csus.edu/pa/identity. Print copies of the guide will be distributed to all campus departments within the next month. A limited number of additional print copies also will be available by contacting the public affairs office at 278-6156.

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PROFILE



Our alums

Sac State's Student #1

David C. Morse (Education, '49) is accustomed to being first-- although he didn't always intend to be.

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EVENTS

V-Day celebrated with *Vagina Monologues*

High school thespians take to the stage in 50th Lenaea Festival

Bulletin Staff

The Bulletin is distributed on Mondays of the academic year. Campus news may be submitted by e-mail to bulletin@csus.edu. Deadline for all materials is 10 a.m. on the Wednesday before publication. For more information call (916) 278-6156.

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Celebrate the Year of the Dog

Entertainers at this year's Chinese New Year event at Sacramento State will dazzle crowds by lifting buckets of water with their eyelids, walking on eggs and performing both traditional dances and modern hip hop routines.

[Full Story](#)

Events Calendar

ATHLETICS

Big Sky names 22 Hornets to fall all-academic team

The Big Sky Conference named 22 Sacramento State student-athletes to the fall all-academic team.

[Full Story](#)

Hornet Sports

President opens semester with speech focused on academics

The University's academic program, and its primary place in the implementation of the Destination 2010 initiative, was the focus of President Alexander Gonzalez' spring address to the campus community last week.

Gonzalez pointed out that while early Destination 2010 efforts have necessarily focused on the physical aspects of the campus—such as the Recreation, Wellness, Events and Stadium project—providing excellent academic and student programs is the core priority of the initiative.

"Destination 2010 ultimately is about the academic strength of our university. All of its other elements support our academic goals," he said.

Later, Gonzalez added, "Universities earn reputations as destination campuses because they are strong academically ... For all of us—those in the classroom and those who aren't—supporting the University's overall academic mission is the top priority."

Recruitment and retention were among the areas Gonzalez says will receive extra attention.

Unlike years past, Sacramento State is facing enrollment challenges, an issue that needs a long-term solution rather than a short-term fix, he said. "Over the past three years, our enrollment has actually not grown as projected and our student retention rate has remained below average for the system," Gonzalez said. "The goal of Destination 2010 is to get us out of the year-to-year ad hoc responses. We spend too much time and energy merely reacting. We need room to breathe."

He then outlined some of the preparations that have gone on around campus to establish University priorities. For example, Academic Affairs has developed a new Academic Strategic Plan which includes improving recruitment by working with high schools on early assessment to improve college entry-level skills. Teams of deans and outreach staff will visit middle schools, high schools and community colleges.

"We will recruit not by waiting for students to find us, but by letting them know that they have an exceptional university right in their own backyard," Gonzalez said.

There are also plans underway to improve advising, technology, opportunities for leadership and experiential learning, and career planning. The Faculty Senate is beginning a review of the general education program, he said.

He also noted how the academic program is being enhanced by developing community support, announcing a \$250,000 gift from the Rumsey Community Fund to the Native American Studies program for scholarships and program support. He also cited the \$1.5 million in funds for the Science and Space Center secured by Congresswoman Doris Matsui and her late husband Congressman Robert Matsui, as well as the \$2 million gift from the Eli and Edythe Broad Foundation for the field house. The Broad family had previously committed 300 acres for the planned Placer Campus.

The community benefits from a strong academic program as well he said, highlighting some of the many programs that have University faculty providing expertise in the region on such issues as the environment, economic analysis and leadership training. And students benefit from the University's continued emphasis on excellent teaching.

He added that to foster excellence within the academic program, the campus must make recruiting and retaining top teacher-scholars a priority. "To continue strengthening our academic programs, we have to make it easier for these new faculty members to move to Sacramento, and then we have to provide them with the professional development and mentoring to ensure they are successful."

Among the issues he says must be addressed are workload—to ensure faculty have time to work one-on-one with students—and compensation for both new and continuing faculty. He also said that faculty members need opportunities to conduct research and projects in their fields.

The continued need to broaden the diversity of the faculty was also emphasized. “We have to make sure that we are recruiting a faculty that reflects California,” he said. “This is not only an issue of fairness, but one of educational quality. We’re preparing our students to live and work in the nation’s most diverse and dynamic state.”

It’s a small campus after all

There may be six degrees of separation out in the larger world, but on the Sacramento State campus a researcher and her students have found that there can be fewer than three degrees of separation among the thousands of people here—making a big university seem much smaller and friendlier than might be expected.

“Our research shows that it is indeed a small world on campus,” said Gail Tom, professor of marketing. “I think this ‘small world’ phenomenon helps a large college campus such as Sacramento State become a less intimidating and alienating place.”

The results of Tom’s study—titled “The University is a Friendlier Place Thanks to the Small World Phenomenon”—was published in a recent edition of Columbia University’s *Teachers College Record* journal.

The phrase “six degrees of separation” comes from the experiment in the 1960s by social psychologist Stanley Milgram, who found that members of any large social network can be connected to each other through six intermediaries or fewer. It also serves as the basis for the game “Six Degrees of Kevin Bacon,” in which actors can be connected to each other through their appearances in films with actor Kevin Bacon.

Tom and her students—Alice Chen, Harriet Liao, Jian Shao and Raman Singh—wanted to test that theory on the Sacramento State campus. “We wanted to use e-mail to determine the average number of links needed for a randomly selected person from the University population to reach another member on this large campus,” Tom said.

Letters were sent via e-mail to selected faculty and staff explaining the purpose of the study. The participants were then directed to a website where they were asked if they knew the “target person” on a first-name basis. If not, they were to recommend a faculty or staff member who might know the “target person.” Tom and the student researchers then sent e-mails to those recommended so they could establish a trail of links until the “target person” was located.

Tom found that when the sender and the target were both faculty members, the average degree of separation was 1.3 degrees. When the sender and target were both staff, the average was 2.05 degrees. And when the sender was staff and the target was a student, the average was 2.3 degrees.

Tom said she could not test a student-to-student arrangement because she did not have access to enough student e-mail addresses, since many students do not use their University e-mail account as their primary e-mail address.

The study’s results are similar to other studies but are still surprising, she said. “It is difficult to understand, intuitively, how a population of more than 30,000 can be connected by fewer than four degrees of separation,” Tom said.

She said that key to the structure of the small world phenomenon are individuals who Tom calls "mavens," persons with a great deal of influence in social networks and who serve as multipliers who pass on information to others. In Tom's study for example, 23 multiple senders who did not know the target nursing student, recommended the chair of the nursing division as someone to contact. Tom said that the position of chair of the nursing division is a social structure cue who serves as an informational hub who reaches out and connects many people.

Tom said the results of her study suggest that the small world phenomenon is instrumental in the development of connectedness among diverse social groups on campus.

"The small world phenomenon establishes and maintains the connectedness that is critical to the harmony and affinity of the university community by establishing critical links for communication, dialog and interaction," Tom says.

—Ted DeAdwyler

In memoriam

Demetra Nicholas (Oliphant) Mihalakos, a counselor in Psychological Services and the Employee Assistance Program, died Jan. 7 in Sacramento. Mihalakos was a native of Sparta, Greece and two-time graduate of Sacramento State. She worked for decades as a psychotherapist in Sacramento. She is remembered for impacting numerous lives through both her work and her personal vitality. After working as an economist for several years, Demetra earned her master's degree in counseling and her Marriage, Family, and Child Counseling license. She also worked in the private sector with mentally ill adults, ran a nonprofit Mental Health program and established a private practice before coming to work at Sacramento State.

Professional Activities

Recognition

Claire Bunch has been named Coordinator of Special Projects and Fellows Outreach for the Center for California Studies at Sacramento State. She was previously Program Assistant for the Center's Executive Fellowship Program and later the Judicial Administrative Fellowship Program. Her primary responsibility in her new position will be to develop, coordinate and implement outreach efforts for the Capital Fellows program. She will also organize the Center's annual Envisioning California conference. Bunch holds a bachelor's degree in anthropology from CSU Fresno.

Scholarship

Dave Zuckerman, Communication Studies, had his book chapter "To argue you have no opinion is to insult people: Gebserian analysis of identity in Northern Ireland" published in *Communication, Comparative Cultures, and Civilization Annual, Volume 1*. He has been appointed editor of the book *Communication, Comparative Cultures, and Civilization Annual, Volume 2*. He also presented "Questioning the dialogue: A Gebserian interrogation of mainstream intercultural adaptation theories," "Creating and Maintaining Identity; Semiotic Analyses of Popular Culture," and "Contextual Patterns and Resources: Competitive Papers in Language and Social Interaction" at the National Communication Association convention in Boston in November. He presented "Chaos/Magic/Order: Valencia, CA and the ex-nihilo creation of nostalgia" at the Jean Gebser Society annual meeting in Houston in October. He also presented the invited lecture, "Corporate Creation of Nostalgia" at Royal Roads University, Victoria, BC, Canada, on Dec. 21.

Terry A. Thomas and **Glenda Thomas**, College of Education, were members of a people-to-people ambassador delegation to visit schools in the People's Republic of China in December. The delegation, led by the president of the National Association for Gifted Children, conducted professional seminars with their Chinese counterparts from schools and colleges serving gifted and talented youth. Stops included Beijing, Nanjing, and Shanghai.

In the News

David J. Leon, Chicano Studies/Ethnic Studies, was interviewed for a KVIE documentary focused on the Bracero Program which brought 4 to 5 million Mexicans to work in America's fields from 1942-64. He was also interviewed for an article on Latino politics for the *Lodi News-Sentinel*.

Michelle Renee Matisons, Women's Studies, had a guest editorial in the Oct. 20 *Sacramento News and Review*, about one of her students and affordable housing.

Amy Qiaoming Liu, Sociology, was quoted in the Oct. 7 *Sacramento Business Journal* about political fundraising for newcomers.

Winston Lancaster, Biology, was mentioned in the Oct. 21 *Sacramento Bee* for his involvement with the North American Symposium on Bat Research. Lancaster hosted the event which drew more than 300 scientists from around the world.

Sanjay Varshney, Dean of the College of Business Administration, was quoted in the Oct. 18 *Sacramento Bee* about the strength of the nation's economy, despite of rising gas and oil prices. Varshney also was featured in the September *Sacramento* magazine's "Upfront" section.

Stephanie Ewing, Dining Services, was interviewed for a *Sacramento Bee* article about the popularity of flaxseed.

David Bell, English, was quoted in the Oct. 23 *Sacramento Bee* on perceptions of a media double-standard for government officials when they give speeches and articulate ideas in a manner that they otherwise would not.

Dennis Tootelian, Marketing, was quoted in the *Sacramento Bee* on Oct. 30 about efforts small businesses make to compete with chain businesses. He was also quoted in the Nov. 4 *Sacramento Bee* on the sale of the Florin Mall and the possible reluctance of retailers to lease space and in the Sept. 17 *Sacramento Bee* on computer hackers' inclination to target smaller businesses.

Stephen Blumberg and **Daniel Kennedy**, Music, were featured in the Oct. 30 *Sacramento Bee* on their involvement with the Festival of New American Music.

Carol Hayashino, Vice President for University Advancement, was quoted in the Oct. 20 *Sacramento Bee* about the Green and Gold Gala.

Robert Fountain, President's Office, was quoted in the Oct. 21 *Sacramento Business Journal* on a surge of office leasing. He was quoted in the Nov. 4 *Sacramento Business Journal* on rising building costs for local schools and public works projects because of Hurricane Katrina.

Andrew Connelly, Art, was featured in the Oct. 21 *Sacramento Business Journal* for his involvement with two local firms in the creative development of the Upper East Side Lofts.

Barbara O'Connor, Communication Studies, was quoted in: the Nov. 20 *Sacramento Bee* on the leadership qualities of Sacramento City manager Bob Thomas; the Nov. 4 *Santa Ana Orange County*

Register on the effectiveness of cartoon characters in Internet advertising for the special election; the Nov. 10 *San Mateo Daily News* and in the Nov. 10 *New York Times* on what the special election defeat means for Gov. Schwarzenegger; the Nov. 7 *Los Angeles Times* on Proposition 73; the Nov. 10 *Pleasanton Valley Times* and *Pinole West County Times* on voter turnout for the special election; the Nov. 5 *San Luis Obispo Tribune* on the controversy surrounding Prop 73; the Nov. 6 *Fremont Argus* on what the passage of Proposition 75 would mean for labor unions; the Nov. 7 *Woodland Hills Daily News* on California voters' outlook on the special election; the Nov. 6 *Honolulu Star* on what the future holds for Gov. Schwarzenegger and how he can reclaim his popularity.

Rosemary Papa, Center for Teaching and Learning, was featured in the Nov. 5 *Sacramento Bee* about a photography show promoting adoption.

Kevin Wehr, Sociology, was quoted in the Nov. 7 *Sacramento Bee* on the legitimacy of generation labels such as "baby boomers" and "Generation X."

Kristin Van Gaasbeck, Economics, was quoted in the November issue of *Prosper* magazine on the importance of diversifying when investing and the risks involved with small-cap stocks.

Nick Trujillo, Communication Studies, was quoted in the Nov. 10 *Sacramento Bee* on the ramifications of a demeaning video about the city of Detroit played at Arco Arena before a Kings game.

Robert Waste, Public Policy Administration, is quoted in the Nov. 13 *Sacramento Bee* about the power of Davis voters.

News Digest

Evening career counseling available

The Career Center in conjunction with the Department of Counselor Education is offering a limited number of evening appointments for low-cost career counseling to alumni and members of the Sacramento community. For a \$75 fee, participants will receive a series of 12 individual appointments and access to state-of-the-art career center resources. Career/personality testing is available for an additional charge of \$25.

The career counselors will be master's level students specializing in career counseling who will be supervised by Counselor Education faculty members.

Sessions are weekly and are available at 6 and 7 p.m. on Thursday evenings beginning in Jan. 30. Appointment slots are limited. To sign up, contact the Career Center at 278-6231.

Film spotlights Haiti

Faculty for Peace and Justice are sponsoring the Sacramento-area premiere of the new film *Aristide and the Endless Revolution* on Friday, Jan. 27 in University Union Hinde Auditorium.

The film covers the events that led up to the February 2004 military coup that toppled Haiti's democratically elected president Jean-Bertrand Aristide, as well as the aftermath of the coup and the current political crisis.

Admissions is free but donations are welcome.

Details: 391-0737

AIDS and women

"Giving Women Power Over AIDS," a traveling exhibit featuring a photo-essay by *The Seattle Times* about what it means to be a woman in a world of AIDS, will be on display from noon to 6 p.m., Monday,

Feb. 13 and from 10 a.m. to 6 p.m., Tuesday, Feb. 14 in the University Union Redwood Room. The event will also feature drumming, panel discussions, and artifacts.

Details: 987-6671

Art show

A Master of Arts Graduate Exhibition, "Within and Beyond Surface," featuring artwork by Kevin Ptak will be on display Feb. 27 through March 10 in the Robert Else Gallery. Gallery hours are noon to 4:30 p.m., Monday through Friday.

An artist's reception will be held from 6 to 9 p.m., Monday March 6.

Details: 278-6166 or 334-4520

Technology workshops

Academic Technology and Creative Services and Computing, Communications and Media Services are offering several workshops during the spring semester:

- WebCT version 6 workshops will be offered twice, Feb. 17 and April 11. The workshops will provide hands-on, step-by-step instructions on how to create online courses or online materials using WebCT version 6. The "Introduction to WebCT 6" and "The Basics" workshops are the foundations for the other topic-based WebCT workshops that will be offered.
- Web-skill classes such as Web Design, Introduction to Web Accessibility, HTML, Faculty Web Site, Dreamweaver, and Images for the Web, Cascading Style Sheets, Building Your Site with Templates, and StudyMate.
- Communication tips for Altiris Vision and Power Point.
- Digital design elements with Photoshop Elements, Digital Cameras and Image Acquisition, and Image Scanning.
- Outlook, Access and Adobe Acrobat.

Academic Technology and Creative Services staff will also be available for consultation on a drop-in basis in the open lab session each Friday from 1-4 p.m. in Academic Information Resource Center Room 3012 for faculty working on technology-related course material.

The Training Workshop Schedule for the spring semester is now available at www.csus.edu/uccs/training.

Details: e-mail training@csus.edu, visit the Academic Technology and Creative Services office located in ARC 3005, or call 278-3370.

Our Alums: Sac State's Student #1

David C. Morse (Education, '49) is accustomed to being first--although he didn't always intend to be.

Morse was the first student to enroll at Sacramento State College. In early September 1947 Morse went to the new college, located at the time at the Sacramento City College campus near Land Park, to enroll. Among the only people he could find was then-President Guy West and his secretary unpacking boxes. As it turned out enrollment wasn't actually set to begin until Sept. 19.

"I didn't go out there to break any records," he says. "I just wanted them to enroll me."

Morse didn't discover his official claim to Hornet fame until many years later. "I never knew I was the first person," says Morse, whose historic enrollment is now documented in the University's archives. "I had no idea."

Morse was among the first to establish student life at the emerging college by expanding the activities of the student council. He oversaw the contests held to establish the University's fight and alma mater songs, and organized a long-standing annual student picnic at Elk Grove Park.

"The thing of it is, a college has to feel like it is a college," Morse says. "I thought we were all a bunch of loose people walking around here not really knowing each other or with any kind of unity."

Morse was the first president of the Alumni Association, the second vice president of the student council and co-chair of the first senior ball.

While he was not the first student to graduate from Sacramento State College—another student with previous credits graduated a year earlier—he was in the first graduating class that had more than one student, in 1949. That year marked the first time a brother-sister pair graduated together. Morse's sister Barbara E. Morse graduated alongside him with a bachelor's degree in elementary education.

He was also among the first to graduate at the current campus site when he received his master's degree in education in 1953, and he is believed to be the only person to graduate from both campuses.

After graduating, Morse taught at Galt High School. He worked at Elk Grove High School for 25 years, 22 of them as a student counselor. After retiring from teaching, he worked for several years as a public education consultant and wrote the book *Triad Education*.

He has received the Most Outstanding Order of the Hornet Award. He also received the Distinguished Service Award from the Alumni Association in 1990.

Celebrate the Year of the Dog

Entertainers at this year's Chinese New Year event at Sacramento State will dazzle crowds by lifting buckets of water with their eyelids, walking on eggs and performing both traditional dances and modern hip hop routines.

The event, one of the region's most anticipated Chinese New Year celebrations, will return to the University from 10 a.m. to 10 p.m., Saturday, Feb. 4 in the University Union Ballroom. The opening ceremony for the 9th annual Chinese New Year Festival, celebrating the Year of the Dog, is set for 1 p.m.

The event is presented by the Chinese New Year Culture Association, an alliance of area non-profit organizations, in partnership with the University. "This year it will be bigger and better than ever," said John Khoo with the association.

Other events marking the 4703 lunar year on the Chinese calendar include kung-fu performed by Shaolin monks, popular folk songs, a karaoke singing contest and children's dances. Featured during the celebration will be the unveiling of the U.S. Postal Service's complete Lunar New Year Series stamp set. Ballroom dancing will also be a highlight, starting at 7 p.m.

Tickets are \$5 general, \$1 for children 12 and younger, and are available at the door. Free parking will be available in Lots 4, 6 and 8.

For more information or to arrange tickets in advance for groups, call Cecilia Lew at 393-3250.