President: Name, academics, budget on spring agenda

Sacramento State President Alexander Gonzalez said last week that the University would seek a formal name change from the CSU Board of Trustees in March.

The announcement was made during Gonzalez’s spring address to the campus community in the University Union Ballroom. The half-hour talk also touched on the campus’ budget situation, progress on the University’s Destination 2010 initiative, and facilities news.

Gonzalez said he would ask the CSU Board of Trustees to change the name of the University to “Sacramento State,” with the two acceptable nicknames being “Sacramento State” and “Sac State.” It is an endorsement of the recommendation made by the campus branding committee, which had looked at the results of surveys and focus groups of both the campus and the community.

The 18-member committee – with student, faculty, staff and community representation – is chaired by communications studies professor Barbara O’Connor. The group suggested a name scheme that fits with the general preference of thousands of survey respondents, had precedent among other CSU campuses and had historical roots – the campus was originally called the Sacramento State College.

The change must be approved by the CSU Board of Trustees before it is official, and before it would be regularly used by campus units.

Along with the proposed name change, the President said, the campus will be developing a consistent brand with a look that is easily recognizable on and off campus.

There will be a new campus mark, or logo, as well as guidelines for print and electronic communications so that all campus units are clearly part of the larger University.

“This is the sort of thing that large organizations must do,” Gonzalez said. “I mean any company today with the clutter and make sure people get our message.”

Gonzalez also talked about the University’s evolving Destination 2010 initiative, which seeks to make Sacramento State a destination campus for the West and a flagship campus of the CSU system.

Gonzalez said talks have begun about how to align the University’s academic program with Destination 2010, and that an overall campus action plan is nearly complete.

He also reiterated the initiative’s over-arching goals: 1) Foster excellent academic and student programs, 2) Build a welcoming campus, 3) Create a dynamic physical environment, and 4) Develop community support. “My continuing promise to all of you is that I will work tirelessly to make them happen, and my entire administration will work to create the type of campus that allows all of you to succeed,” the president concluded.

As for the next budget year, Gonzalez said the news appears to be positive. The governor, he said, had recognized that “As an investment, the CSU is certainly a very good one for California,” and had proposed a budget in keeping with the compact he made with the CSU last year.

The governor’s budget calls for a 4.4 percent budget increase, following three years of budget cuts. Included in that is 2.5 percent for enrollment growth and a 3.5 percent increase. See PRESIDENT, Page 2

Varlotta chosen as student affairs VP

Following a nationwide search, Lori Varlotta has been named vice president of student affairs.

Varlotta was previously the University’s associate vice president for student affairs, a position she held for just over a year after coming from the University of Wisconsin in Whitewater, where she was dean of student life. She replaces Shirley Uplinger, who is retiring after serving as vice president for student affairs since 1996. Uplinger has been with the University since 1973.

A national search for Varlotta’s replacement is underway. As vice president, Varlotta will be responsible for a variety of programs related to student life, including on-campus housing, advising, student government, admissions, career services, and student activities such as intramural sports and special events. She was previously the direct supervisor of a number of offices in Student Affairs, including: Student Activities, Residential Life, Services to Students with Disabilities, Career Center, Testing, Psychological Services, the Women’s Center, the Multicultural Center and Associated Students.

“One of you to succeed,” he said. “No one has ever been more successful than the person who takes the position we fill.”

The announcement was made during Gonzalez’ spring address to the campus community in the University Union Ballroom. The half-hour talk also touched on the campus’ budget situation, progress on the University’s Destination 2010 initiative, and facilities news.

As for the next budget year, Gonzalez said the news appears to be positive. The governor, he said, had recognized that “As an investment, the CSU is certainly one that’s working for California,” and had proposed a budget in keeping with the compact he made with the CSU last year.

The governor’s budget calls for a 4.4 percent budget increase, following three years of budget cuts. Included in that is 2.5 percent for enrollment growth and a 3.5 percent increase. See PRESIDENT, Page 2

Spring sports season offers promise for Hornets

Basketball

The Hornet men entered Big Sky Conference play with one of the youngest teams in recent memory. Beginning on Jan. 25, the Hornets will play six of their final eight regular-season games at home, including five Big Sky contests.

The women’s team is off to its best start since the 1995-96 season. The team’s new chemistry has evolved from the combination of five newcomers (four junior college transfers and one freshman) mixed with five of the Hornets’ most reliable veteran players.

Softball

Fresh off a season in which the softball squad won 32 games (the most since 1997), placed a school-record seven players on the all-Pacific Coast Softball Conference (PCS) team and narrowly missed an at-large berth into the NCAA Regionals, the Hornets embark upon the 2005 season with high expectations and hopes for the program’s first NCAA postseason appearance since 1995.

The Hornets open their home portion of the 2005 schedule on Wednesday, Feb. 9, against UC Davis.

Tennis

The men’s and women’s tennis programs have been models of consistency over the years, combining for seven Big Sky Conference championships since the 1998 season. Guided by three-time Big Sky Coach of the Year Bill Campbell, the women’s team will seek its fourth consecutive league championship in 2005 behind the strength of three players who were ranked nationally during the 2004 campaign (Maragita Karnaikova, Anna Erikson and Roberta Fessenko.)

The men’s team returns all but two players.
The CSUS Bulletin welcomes submissions to the Professional Activities Section from faculty, administration and staff. Items are run on a space available basis. They should be no longer than 75 words and may be submitted to bulletin@csus.edu or faxed to 278-5290.

**Student Spotlight**

The CO-ED CHEERLEADING SQUAD competed in the National College Cheerleading Championships for the fifth straight year on Jan. 16. The Hornets placed second, the best finish in recent history. The squad was the only co-ed division from California in the competition.

**BOB STANLEY**

English graduate student, had poems accepted for publication by five literary journals. In addition to two poems that were accepted by Calaveras Station, the University's literary journal, his poem "Morning" was accepted by journals. In addition to two poems acceptance by five literary journals, his poem "Morning" was accepted by journals.

**RONALDO I. CALUZA**

The CSUS MODEL UN delegation won its second straight "Overall Best Delegation" award at the 2004 American UN conference held November 19-24 in Chicago, Ill. In addition to immediate students, students won individual awards in the second, third, and 4th place categories, which debated the issues of external debt and access to freshwater, and in the international press.

**ROBERT FOUNTAIN**

He noted that the budget proposal is now with the State Legislature, and negotiations over a final budget often extend into the new fiscal year, which begins in July. On February 15th, he said, the campus was moving forward on a number of fronts. His administration had already chosen for Recreation, Wellness and Events Center by March, and that construction should begin on the 1st floor of the University Library should be done by March or April, he said. A new Bookstore should be opened by March or April, he said. And a Political Essay on "The Role of Politics in the University" should be done by March or April, he said. And a Political Essay on "The Role of Politics in the University" should be done by March or April.

**MARK BROWN**

has been awarded a two-year grant from the Ethics and Values Studies program at the National Science Foundation for his project, "The Role of Politics in the University: An Analytical Perspective." The study will apply analytical Theory of Two-Stage Models to the ethical, educational, and political issues that are relevant to the study of the University's role in society.

**Frank Whitlatch**

The CSUS APPLIED RESEARCH CENTER has received a contract from the U.S. Department of Education for a project to develop a new mathematics curriculum for elementary school. The project will be led by Dr. James M. Callahan, a professor of mathematics at the University of California, Davis. The project is expected to run from January 2005 to December 2006.

---

**Spring Sports**

Continued from page 1

one player for the 2005 season as the squad seeks its fifth conference title in nine years. Senior M. Al Jones and Peter Farkas lead a nine-member team which features six underclassmen.

**Gymnastics**

Sacramento State features five returning gymnasts who all have qualified for the NCAA Championships during their career. Head coach Kim Hughes has brought in three freshmen and will help support the Hornet program heading in the right direction. Last spring, he said, the team was "very exciting, very competitive." This season should be exciting, very competitive." This season should be exciting, very competitive.

---

**President**

Continued from page 1

President Gonzalez has named the Staff Employee Recognition Program recipients for the fourth quarter of 2004. They are: Evelyn Bradley-Owens, chemistry department; Cindy Collins, College of Natural Sciences and Mathematics; and Lynda Oldenburg, speech pathology and audiology department. Evelyn Bradley-Owens has been at the University for more than 30 years. She is known for her compassion when dealing with students, as well as her overall positive attitude. Comments about Bradley-Owens include, "She has added immeasurable to the quality and humanity of our department." She promotes the values of the University," and "She makes those around her want to achieve the highest goals possible.

Cindy Collins is a dedicated staff member of the College of Natural Sciences and Mathematics, as well as president of the University Staff Association. She excels in both her roles and also stays involved in several university and staff committees. Collins received high praise by those who nominated her, with phrases such as "an outstanding supervisor...and a valued friend," and "She has gone above and beyond what is required of a university staff member."

Lynda Oldenburg is a member of the Speech Pathology and Audiology Department. She has helped the department reach the highest levels of excellence by sponsoring workshops that have been well attended by speech pathologists from all over northern California. Her nomination form indicated that, "She has nothing to gain by working so hard, but she does so because she cares so deeply about our department, our clinic, our campus, and the greater community." For information on nominating an employee, visit www.csus.edu/president/staffrec. All nominations are treated confidentially and will remain a part of the pool until either the individual is selected or December 2005.

---

**Baseball**

The baseball team will enter its final year of independent play as it prepares to join the Western Athletic Conference as an affiliate member in 2006. This season should be exciting, with three senior pitchers on the mound. Senior-right-handers Ethan Kitz was named first team All-American in 2004, and two more pitchers finished last season after finishing with a 9-5 record, a .401 ERA, five complete games, and 90 strikeouts. Offensively, the team will feature seniors Pedro Santos (322), Brett Flowers (.311) and Robert Montgomery, Jr. (.253). The season begins Friday, Feb. 4, against Washington State at Hornet Field.

-- Ryan Bjork
African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.

African American achievements and issues will be the focus in February during a series of campus events coinciding with the national celebration of Black History Month.

Speakers and performers will include basketball coach Ken Carter, jazz great Freddie Hubbard and the Harlem Gospel Choir.
**CSUS Events**

**ongoing**

Exhibit, "The Eyes of Nine," features work by nine photographers. Jawa City Coffee House, University Union. Continues to Feb. 11.

*Exhibit, "Behind the Altar." M exican retablos, miniature religious paintings from the collection of Paul Thieboud. 10 a.m.-5 p.m., Tue.-Sat., University Library Gallery. (916) 278-2368. Continues to Feb. 18.

Exhibit, "Collages," Sacramento State graduate student M ark Fox M organ, third floor of University Library. Call (916) 278-6926 for library hours. Continues to Jan. 27.

**tuesday, jan. 25**

Athletics, Men’s basketball vs. William Jessup. 7:05 p.m., Hornet Gym, $10 reserved/$7 general/$5 youth ages 2-17. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com.

**friday, jan. 28**

Theater, 49th Annual Lenaea Festival, one-act plays, duets and monologues presented by high school students, 8:30 a.m.-9 p.m., venues campuswide. (916) 278-6702.

**saturday, jan. 29**

T theater, 49th Annual Lenaea Festival, one-act plays, duets and monologues presented by high school students, 8:30 a.m.-10 p.m., venues campuswide. (916) 278-6702.

**sunday, jan. 30**

Theater, 49th Annual Lenaea Festival, one-act plays, duets and monologues shown by high school students, 8:30 a.m.-9 p.m., venues campuswide. (916) 278-6702.

**february**

Exhibit, "The Eyes of Nine," features work by nine photographers. Jawa City Coffee House, University Union. Continues to Feb. 11.

*Exhibit, "Behind the Altar." M exican retablos, miniature religious paintings from the collection of Paul Thieboud, 10 a.m.-5 p.m., Tue.-Sat., University Library Gallery. (916) 278-2368. Continues to Feb. 18.

**tuesday, feb. 1**

Black History M onth opening reception, Black History M onth, 7 p.m., University Union Ballroom. (916) 278-9667.

**wednesday, feb. 2**

Music, Achieve, M usic-jazzfunk, noon, University Union Redwood Room. (916) 278-6997.

**wednesday, feb. 2**

Friends of the Sacramento State Library book sale, 10 a.m.-3 p.m., University Library Lower Level. (916) 278-5154.

**friday, feb. 4**


**friday, feb. 4**


**saturday, feb. 5**

Athletics, Men’s basketball vs. Portland State, 7:30 p.m., Hornet Gym, $10 reserved/$7 general/$5 youth ages 2-17. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com.

**Thursday, feb. 10**

Athletics, Women’s Basketball vs. Weber State, 7:05 p.m., Hornet Gym, $5 general/$3 youth ages 2-17. Tickets at (916) 278-2222.

**Monday, feb. 7**

Lecture, "The Gap of the Bridge," examines the relationship between A fricans and A frican Americans, Black History M onth, 7 p.m., University Union Valley Suite. (916) 278-5363.

**Wednesday, feb. 9**

CSUS, U niversity Union Ballroom, $7 reservations/student, $15 reservations/adult. (916) 278-5363.

William J. Sullivan Jr., the University’s longest-serving dean, died Dec. 10 from complications of a stroke suffered at the end of November. He was 63. Dr. Sullivan arrived at the University in 1970 as an instructor of German. He rose through the academic ranks as a professor to become Dean of the School of Arts and Sciences in 1984 after serving as its associate dean for five years. Subsequently, as the University grew and the School reorganized, Dr. Sullivan became Dean of the newly established School of Arts and Letters, then the College of Arts and Letters, for which he was Dean from 1998 until his retirement earlier this year. In recognition of his seniority and 29 years as a dean, he was fondly referred to on campus as the "Dean of Deans.”

A campus celebration of his life will be held from 1 to 3 p.m., Friday, Feb. 18 in the Music Recital Hall. Donations can be made to the fund Dean Sullivan established upon his retirement, the Discretionary Fund for the College of Arts and Letters, campus zip 6049.

Leah Vande Berg, professor of communication studies, died Dec. 15 from cancer. She was 55. Vande Berg had taught at the University since 1990. After five years as an associate professor she was promoted to professor in 1995. Among the many honors she has received are teaching awards and women in the media. At the time of her death she was co-writing a book titled Bad Girls: Cultural Politics and Media Representation of Transgressive Women. She had written about her work for this year Vande Berg was elected first vice president of the Western States Communication Association.

**January 24, 2005 | csus bulletin**