Firm starts work on new logo, brand

After reviewing proposals from across the country, a campus committee has selected Osaki Design to develop a new logo, brand and identity package for Sacramento State. New products such as business cards and website graphics should be available by summer.

The firm, with offices in Berkeley and Honolulu, has done similar work for the University of Hawai’i, where it developed the popular “H” logo, and San Diego State University, where it helped reach consensus on a new logo, brand and identity package for the once-controversial Aztec mascot.

As part of this work, the firm will conduct a number of individual and small group interviews as part of its process. But the University is interested in input from more individuals than the firm will be able to meet with. You can participate by responding to the following questions:

• What do you see as the most important strength of Sacramento State?
• What sets Sacramento State apart from other four-year universities in the state?
• What image/icon represents Sacramento State?
• Please describe your relationship to Sacramento State (faculty, staff, student, alum, etc.).

Send responses to Public Affairs at aupUBLIC@csus.edu or use the online form at www.csus.edu/identity. You can also e-mail Osaki Design directly at sales@osakidesign.com. The names of those submitting comments will be kept confidential.

For more information call (916) 278-6166.

Feedback emphasized at Town Hall

The technology competency exam being tested by students

Unlike many nursing students across the country, Suzanne McGee’s work experience offers her a measure of stability. Instead of the usual rushing from one clinical placement to another, she’s been working at Kaiser Permanente in Roseville for the last six months through Sacramento State’s unique cooperative education program in nursing. She gets academic credit for paid work in the Intensive Care Unit, exactly the type of work she hopes to do after graduation.

“It’s giving me extra hours of experience, as well as units and a salary,” McGee says. “I remember getting my first paycheck and saying “Wow, I get all that experience and they pay me too.””

It’s an opportunity that many students enjoy—the University has the largest cooperative education program in the state.

But it was no simple matter to get McGee’s first paycheck. The state Board of Nursing had to give special permission for the program, which allows students to spend more than a year with one nursing unit practicing different types of skills.

The combination of paid, practical experience has kept the program going strongly for nearly a decade.

And in recent years, as the nursing shortage in the state and nation has grown worse, the program has helped keep the program’s popularity. There have generally been about 15 nursing co-op students each semester, but by 2004 there were 78.

That’s good for the students and the hospitals, says Bonnie Raingruber, the Nursing professor who started the program and still serves as its academic coordinator. She’s supported by Deborah Case of the University’s Cooperative Education Program, who works with the employers and provides various assistance to students— including orientation, help with resumes and guidance on applying for positions.

“Students really get a sense of belonging,” Raingruber says. “I think they develop skills better when they have more time to practice in the same place. It makes them more confident. And for hospitals, this is a great recruitment tool.”

Technology skills have become just as vital for success as basic English and math skills in today’s computer-driven world, and the University is part of a project to see if its students possess the skills necessary to solve real-world problems using information and communication technology.

The California State University system has joined with several other universities and the Educational Testing Service to develop a competency test to measure the ability of students to use technology to access and use information ethically. The test is being pilot-tested with Sacramento State and will eventually be administered nationwide.

Linda Goff, the head of instructional services for the University Library, began to “test the test” at Sacramento State last summer with a trial run of 28 students. Another round of tests is scheduled to run through March 18, and is open to all Sacramento State students. Goff hopes to recruit as many as 300 students to take and validate the test. Students can sign up for the project at http://library.csus.edu/survey.

The two-hour test is taken online with a secure server, and students are offered the incentive of a $25 gift certificate.

Barbara O’Connor, ITC TESTING, Page 2

Seeking your help

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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 two columns and may be submitted to bulletin@csus.edu or faxed to 278-5290.

ALYAA ELRAMADY, Mechanical Engineering, has had a paper on computer models of the International Space Station published in the 7th Book of the International Roofing and Architectural conference.

ROBYN NELSON, Nursing, was quoted in a Jan. 6 article in the Santa Maria Times and a Jan. 13 article in the Lompoc Record about the salaries of California nurses.

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MONA SIEGEL, History, has published a monograph entitled The Motorcycle in American Culture: Education, Patriotism, and Passion, 1914-1940 with Cambridge University Press. It challenges contemporary critics and subsequent scholars who have condemned French pacifist poets of the interval for decades for cultivating anti-patriotism and facilitating the nation’s defeat to Nazi Germany.

CELESTE ROSEBERRY-MCKIBBIN, Speech Pathology and Audiology, and coauthors published “Serving English Language Learners with Communication Disorders in Public School Settings: A National Survey” in Language, Speech and Hearing Services in Schools.

In the news

NANCY SHULOCK, Institute for Higher Education Leadership and Policy, was quoted in a Jan. 10 Contra Costa Times article about Gov. Schwarzenegger’s budget for higher education.

DAVID J. LEON, Serna Center, was quoted in a Feb. 18 La Prensa story about the lack of Latino representation in higher education.


NANCY SHULOCK, Institute for Higher Education Leadership and Policy, was quoted in a Jan. 10 Contra Costa Times article about Gov. Schwarzenegger’s budget for higher education.

JIM HERNANDEZ, Criminal Justice, was interviewed for the Oct. 21 edition of the East Bay Express on the growing influence of prison gangs in California.

DAVID J. LEON, Serna Center, was quoted in a Feb. 18 La Prensa story about the lack of Latino representation in higher education.


I TC Testing

Continued from page 1

communications studies professor and director of the Institute for the Study of Politics and Media, is the chair of the ETS’s International Information and Communication Technology Literacy Panel, which designed the test. O’Connor said the test has been in development for the past five years, and was jointly sponsored by the European Union.

“This test is groundbreaking and the first of its kind,” O’Connor said. “What good is a pen if you can’t write? It is the same with technology: People can learn technology and software, but they have to have useable content.” The CSI system plans to test as many as 3,000 students, with a minimum of 50 students per campus. The results of the test will influence the final appearance of the ETS’s national test.

The assessment goal of the test is to see if students can solve problems with technology, and if the information they obtain is useful and not biased. Starting in 2006, the test for individual students should be finalized and ready to use. Goff says, “The results could be used to determine if there is a need to cancel preparation programs to demonstrate the skills of Sacramento State students to future employers or legislators.”

A faculty member suggested that Academic Affairs and Student Affairs need to be more integrated. Varlotta suggested that she doesn’t envision completely eliminating the “isolated” Academic Affairs and Student Affairs by 2010. “We’re already working together on how to blur the boundaries by focusing on areas where we have shared responsibility,” Varlotta said.

Garcia says that for the Business Administration unit, “Our sole purpose is to provide support to the campus.” He wants a more open budget process, a more simplified capital outlay with input from college deans and faculty on buildings. “We want facilities and landscaping that blend in rather than individual buildings.

We want an architectural flavor that extends from one building to another.” He also wants to make the campus safer and will be taking input on lighting needs.

Gonzalez, Garcia and Vice President for Capital Planning and Resource Development and Executive Director for University Enterprises Matt Alter also discussed upcoming new buildings and transportation improvements. Transportation improvements include the new Parking Structure III that will break ground in the fall, a new trolley line from the 6th Street light rail station with a loop around campus, and a new campus sign program.

In answer to a question about the potential for campus development along the American River, Gonzalez said: “We are looking at the American River Parkway as a great opportunity to attract a boost in library resources. Other topics included possi-
Which came first, the cichlid or the eggs? Only time will tell. But in the meantime, Ronald Coleman is busy studying the eggs of the cichlid fishes to help determine why some species produce different size eggs.

Coleman, a professor of Biological Sciences, was awarded the University's Outstanding Community Service Award for the College of Natural Sciences and Mathematics for his research involving cichlid eggs. The award recognizes service by faculty members from each of the colleges who have made outstanding professional contributions to enhance the public good in the past five years.

Coleman began his research on cichlid eggs in the mid-1990s while a post-doctoral fellow at UC Berke- ley, but quickly realized that breeding fish and collecting their eggs was a time-consuming and expen- sive endeavor to undertake on his own. So he started a website that offered help to hobbyists in the opportu- nity to assist with his research by sending Coleman samples of eggs.

People raise cichlids and spawn them, and then mail the eggs to Coleman in a small vial of rubbing alco- hol. Coleman then measures the eggs and records the data, which he posts online along with the names of the people who have contributed eggs. Over the years, Coleman has built an enormous database and has been able to gather data on more than 250 species with help from people all over the world.

"The data we are gathering no one has ever done before," Coleman said. "It allows people that like fish but aren't scientists to contribute to science. It is good for them and great for me."

Coleman says he was inspired to involve the public with his research after he attended several conventions and noticed a division between scientists and fish hob- byists. Coleman was bothered by the idea that many people felt as though science was out of their reach simply because they weren't scientists.

"I try to take sci- ence out to the public so that they see that it is all around them and that they can do something important," Coleman said. "I want everyone to feel that if they have an interest, they can contribute in a meaningful way."

The website, cichlidsresearch.com, has become a beacon for cichlid enthusiasts and beginners alike. Type in the word "cichlid" in a Google web search, and Coleman's website is the first site listed. The information listed on the website varies from how to build an inexpensive fish tank to the anatomy of cichlids. Coleman says one of his main points of pride is the "Ask a Question" e-mail link on the website. He will answer any question related to cichlids, and estimates that he receives around 10 questions a day and has answered approximately 10,000 questions since the website has been in operation.

Coleman says some of his favorite questions are from kids who are doing papers or projects about cichlids because it gives them the opportunity to get the kids excited about fish, and then hopefully "they will become trapped for life."

In addition to operating the website, Coleman speaks to vari- ous organizations and clubs four to five times a year about cichlids and has had his work published in several national journals. Coleman also travels once a year to a tropical locale to study the cichlids in their natural habitat. His most recent trip was for three weeks over the winter break to Costa Rica with six students.

—Christina Salerno
In what may be one of the strongest and most complete exhibitions of its kind, a collection of works by some of the Bay Area’s most renowned artists will be on display in the Bay Area Figuration Show in the American River College Art Museum.

The gallery is open from 10 a.m. to 5 p.m., Tuesday through Saturday. An opening reception will be held from 5 p.m. to 8 p.m., Friday, March 11.

This collection of paintings and sculptures, loaned by the Young Museum, the Hackett Friedman Gallery in San Francisco, the Oakland Museum and various private collections, showcases works of great Bay Area and Northern California artists such as David Park—the developer of the figuration movement—Elmer Bischoff and Richard Diebenkorn. Lesser-known artists of the movement, some of whose works have rarely been seen, will also be on display.

The figurative show was an avant-garde development in the art world during the 1950s and 1960s, emerging as a counter-movement against the leading art style of “abstract expressionism.” Using figurative forms, artists were able to develop distinctive styles and an individual voice.

The paintings are distinguishable by their bold, vibrant colors, their large formats, and their focus on nondescript subjects.

“It’s a great opportunity for students and the local community to see this diverse collection of important works by some of Northern California’s most significant 20th century artists, most of whom are internationally recognized,” Aichele said.

Details: University Library Gallery at 278-2368.

Nursing co-op

Continued from page 1

ing limited, reservations required. (916) 278-6295.

Lecture, Carrie Mae Weems, photographer and multimedia artist, 7 p.m., University Union Hinde Auditorium. (916) 278-8746.

Exhibit, “The Phenomenal Women Exhibit,” multimedia student presentation showcasing accomplishments and contributions of “phenomenal” women, Women’s History Month, 10:30 a.m., Women’s Resource Center. (916) 278-7388. Continues in various campus locations to March 31.

Lecture, “Muslim Women Activists from Past to Present,” Ammena Jandali, Women’s History Month, 4-6 p.m., University Union Redwood Room. (916) 278-7388.

Music, Sacramento State Saxophone Ensembles, 8 p.m., Capistrano Hall 151. (916) 278-3155.

Poetry, Poet Tran Tran, 1-4 p.m., University Library Gallery. (916) 278-6166.

Music, Sacramento State Saxophone Ensembles, 8 p.m., Capistrano Hall 151, $8 general/$5 students and seniors/$12 Sacramento State students/8th youth. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com. Performances March 10-15 and 17-20.

Music, The Jackie Greene Band, plus special guests, 7-30 p.m., University Union Ballroom. $15 general/$10 Sacramento State students. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com.

Lecture, Katherine McCoy, Chicago Institute of Design, 7 p.m., University Union Hinde Auditorium, accompanying exhibition, University Library Gallery. (916) 278-3962.

Music, Faculty Recital, Laurel Zacker, flute, special guest Marc Shapiro, piano, 3 p.m., Capistrano Hall 151, $8 general/$5 students and seniors. Tickets at (916) 278-4323 or at Tickets.com.


Workshop, “From Left to Right: Moving Beyond Roe vs. Wade,” discussion on pro-choice and pro-life issues, Women’s History Month, 5-30-8-20 p.m., University Union Redwood Room. (916) 278-7388.

Film, V-Day: Until the Violence Stops, Women’s History Month, noon, University Union Hinde Auditorium. (916) 278-7388.

MAJOR MOVEMENT

In the human form and other discernable objects, the movement shifted artists away from the completely abstract.

“It is arguably the most important art movement in Northern California,” says Robert Aichele, curator for this exhibition and faculty emeritus. “It freed artists with abstract expressionist tendencies to once again include the human form in their work.”

The paintings differ by their bold, vibrant colors, their large formats, and their focus on nondescript subjects.

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