MEP offers path to tech degree

MEP is helping build bridges — paper bridges that can hold up the average-sized incoming engineering freshman along with a few books and a scientific calculator.

“I call them se puede bridges — yes, it can be done — because no one believes it can be done,” said Marianna Riviera, outreach coordinator for the MESA Engineering and Computer Science Program (MEP). In the exercise designed to interest schoolchildren in engineering, Riviera hands the kids 10 pieces of paper and two strips of masking tape and challenges them to build a bridge that will support 10 pounds.

“They tell me they are the engineers, they are the problem solvers,” she said. And when they see if is possible, watching as weight after weight is added to the spans, they’re primed to hear how they can learn to build real bridges — or wastewater plants or electronic devices or any of a myriad of other engineering projects.

That’s a change from the early 1970s, when MEP Director Madeleine Fish was teaching physics at Grant Union High School in Sacramento. She attended a conference that looked at students who went into engineering. Overwhelmed, they were not students from schools like Grant, schools that had high percentages of students who receive Aid to Families with Dependent Children.

“I went back to Grant Union High School and looked at my physics class and said there was no reason to have those kind of statistics in California,” she said.

Today, MEP is a comprehensive approach to setting students on a path to success, first as engineering students, then as engineering professionals.

The results are encouraging. Fish said that nationally, while about 50 percent of all new engineering students opt out rather soon, often going into other majors, about 90 percent of the MEP students stick with it.

Altogether there are more than 450 MEP students at CSUS and they make up more than 20 percent of the undergraduate enrollment of the College of Engineering and Computer Science.

“We know we have one of the largest programs in the nation,” Fish said. “But we also have a dedicated, creative staff of professionals who have developed new components that are in use by other MEP programs around the country. They’re the secret that makes us successful.”

The work usually starts long before a student enters the University, with contact through the outreach program.

Riviera, the outreach coordinator, works with a range of pre-college students, from elementary through high school, public and private. She travels a circuit of schools to introduce students to the engineering profession and shows them that through

Campus blood drive

In an effort to assist the victims of last week’s terrorist attacks on the East Coast, the campus will host a blood drive from 10 a.m. to 4 p.m., Tuesday and Wednesday, Sept. 19-19, in the Union Ballroom. The drive is sponsored by Associated Students, the University Union and the Sacramento Medical Foundation Blood Center. For more information, contact the Blood Center at (800) 995-4420 or ASI at 278-6784.

$1.5 million grant sends CSUS tutors to North Sac

Interest on improving academic performance and guiding children to college, CSUS and the North Sacramento School District have started a tutoring program at each of the district’s schools. It is run by 80 CSUS students.

The new program, a part of AmeriCorps, builds upon a long relationship between CSUS teacher education programs and the district. It is funded through a three-year, $1.5 million grant from the Governor’s Office and the state Department of Education.

CSUS students, many of whom plan to be teachers, will complete intense classes on remedial reading. They will then work 12 hours a week providing reading tutoring this fall and math tutoring in the spring. They will also help with homework and lead enrichment programs in art, drama and physical education.

North Sacramento schools have a large number of students from underprivileged backgrounds, and many students for whom English is a second language. In standards testing, the district is well below average.

“There should definitely be some very strong results from this effort,” says Noreen Kelly, a CSUS professor of teacher education who directs the program. “Our goal is clear: Help these kids raise their academic performance.”

Others involved with the program are CSUS teacher education professors Pamela O’Kane and Jennifer Rodden. CSUS child development professor Karen Horobin and Kelly wrote the grant.

CSUS student tutors are currently being sought for the program. As a part of AmeriCorps, the students will be paid a cost of living allowance of $10 an hour and receive an educational grant of nearly $2,100 upon completing 450 hours.

More information is available by contacting Noreen Kelly at (916) 278-4735.

— Frank Whittlatch

Professor calls Barbie plastic, despite makeover

Professor calls Barbie plastic, despite makeover

Long a target of feminists for her unrealistic body and frivolous lifestyle, Barbie is attempting to change her image. But so far, the journey from fashion model to role model has not been a successful one, says Virginia Kidd, a CSUS communications studies professor.

Kidd presented her findings “Barbie Gets a Social Con-science: Do You Buy It?” at a pair of academic conferences last spring and summer.

“They are trying to make Barbie more acceptable,” Kidd says, pointing to ethnic Barbies, Barbies dressed for careers as a veterinarian or U.S. President, and a Barbie friend who is physically-challenged. Unfortunately, Kidd suggests, her greatest power is not what she stands for, but that she helps to divide the world.

“Barbie Pink is a trademark splashed across the Earth proclaiming that a gender is a legitimate division. There are no boys in the Barbie world and Ken is an accessory,” Kidd says.

“Barbie has become a way to isolate girls from the big picture, to train them to imagine themselves in a career, but not help them develop the skills they need to get there.”

It’s hard to overestimate Barbie’s influence. Every second, 2.5 Barbie dolls are sold around the world. And, Kidd says, the message isn’t being sent by just the Barbie doll, but by Mattel’s Barbie.com website and its Barbie-branded personal computer.

“Barbie was recruited to bring little girls to the computer,” she says. “But when they get there, they’re designing clothes.”

For example, the Barbie PC and the Hot Wheels PC came out about the same time, yet the Barbie computer had about half the educational software found on the Hot Wheels computer. And many of the games it included are narrowly fashion-focused, including Barbie Beauty Styler and Barbie Fashion Designer. Detective and pet doctor games have been added but Kidd wonders why the games can’t be more educational.

“Barbie.com doesn’t fare much better, Kidd says. “For all its possibilities for introducing young females to the computer age, Barbie.com is overwhelm-ingly stereotypical,” she says. The games include Princess Dress-Up and Shoe Hunt, a Concentration-like game where the

See BARBIE, Page 4

See MEP, Page 4

S/BAD kicks off dance season 3
At a panel on the ethics of nursing, had the fifth edition of Social Work Practice, edited by social work colleagues ROBIN CARTER and JOSEPH ANDERSON. It will be published by Allyn and Bacon and is due out in 2002.

ROBYN NELSON, nursing, had an article on “Basic Science, Policy Coalition and the Intermediate Grades” presented at the 2001 annual meeting of the American Political Science Association in San Francisco. She also reported her text to the American Political Science Association. She also reported her text to the American Political Science Association. She also reported her text to the American Political Science Association.

LEE SIMPSON — Lee Simpson is a professor of public history at the University of Social and Economic Sciences Quarterly. She is the author of “Historic Pesticide Declines” at the annual meeting of the Society for the Study of American Politics, and a symposium on “Dante and the 21st Century.”

CLOTEAL THROWER, outreach, presented a workshop entitled “Achieving Academic and Personal Empowerment” at August 2 at Cosumnes River College. The presentation was for the Extended Opportunity Program and Services summer bridge students.

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In addition, she involved in a manual and videotape package on Enhancing Phonological Awareness in Preschool Through Adolescence. The package will be sold internationally in 2002.

Social work faculty members ANDREW BEIN, SUSAN TAYLOR, ROBIN KENNEDY, JOSEPH MERRA, JOYCE CHOW, ADRIEL SANDERS, WYNNIE DURAY, DOMAN LUM, CRYSTAL BARRANTI, SANTOS TORRES and ARLINE PRINGOFF, have written a book Diversity Perspectives for Social Work Practice, edited by social work colleagues ROBIN CARTER and JOSEPH ANDERSON.

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**CSUS partners with Cote d’Ivoire**

CSUS has entered into a partnership agreement with Cote d’Ivoire, Africa to begin a series of activities to strengthen relations and exchanges in higher education.

A Memorandum of Understanding will be signed by CSUS President Donald R. Gerth and Sery Bailly, minister of higher education and scientific research for Cote d’Ivoire, on behalf of six institutions of higher education that his country. Bailly also serves as a member of the national cabinet of President Laurent Gbagbo and was a top university administrator and faculty member at the University of Cocody in Abidjan.

The agreement will recognize the common educational and social interests of developing closer ties and establish a program of exchange and collaboration in higher education. A U.S. State Department grant has been awarded to enhance the program, which was developed last summer during a visit to Cote d’Ivoire by Bernice Bas de Martinez, CSUS provost, and Don Taylor, professor and co-principal investigator for the project.

The program will foster learning and collaborative visits between faculty and administration of the participating institutions, which include a national polytechnic college, a teacher training college, and a college of education and statistics. Part of the project will set up e-mail and other methods for electronic networking within the countries. The work will include exchanges of personnel and information on curriculum, strategic planning, enrollment and admissions management, shared governance and educational accountability.

The new program is part of a continued commitment by CSUS to global education.

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**CATASTROPHIC LEAVE**

Catastrophic leave has been approved for Sue Downs, support services.

CSUS employees can donate up to 16 hours of vacation or sick credits per fiscal year to employees who have been approved for the catastrophic leave donation program. CSEA employees may donate up to 32 hours of sick or vacation leave credits. If employees are interested in donating time, forms are available in the benefits office in Sacramento Hall 253.

Details: 278-6213.

**DATABASE BASICS**

This is once again offering two-hour classes on “Demytifying Library Databases.” The classes are designed for staff, faculty, and students.

The classes provide an overview of the databases in the library as well as search strategies to get the most out of the databases. Attendees will also learn how to tap into the databases through Web sites or their own Internet provider. The sessions are scheduled for:

- 7 - 9 p.m., Monday, Sept. 17
- 11 a.m. - 1 p.m., Tuesday, Sept. 21
- 10 a.m. - noon, Tuesday, Oct. 5
- 2 - 4 p.m., Thursday, Oct. 11
- 7 - 9 p.m., Wednesday, Oct. 17
- 10 a.m. - noon, Tuesday, Oct. 23
- 10 a.m. - noon, Monday, Oct. 29
- 3 - 5 p.m., Monday, Nov. 8
- 10 a.m. - noon, Tuesday, Nov. 16

All workshops are held in library 2024 and are available on a drop-in basis.

Details: Linda Goff at 278-5981.

**SURFING LESSONS**

The library is offering a two-hour workshop on advanced search techniques for the World Wide Web. The session covers Web jargon and techniques for using search engines more effectively. It also offers information on evaluating information found online. The sessions are scheduled for:

- 10 a.m. - noon, Thursday, Sept. 20
- 1 - 3 p.m., Friday, Sept. 27
- 7 - 9 p.m., Monday, Oct. 1
- 9 - 11 a.m., Tuesday, Oct. 9
- 1 - 3 p.m., Monday, Oct. 15
- 1 - 3 p.m., Friday, Oct. 26
- 5 - 7 p.m., Wednesday, Oct. 31
- 7 - 9 p.m., Tuesday, Nov. 6
- 9 - 11 a.m., Wednesday, Nov. 14

All workshops are held in library 2024 and are available on a drop-in basis.

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**PRE-GAME PARTIES**

The Alumni Association will hold a pre-game party before each home football game this season. The no-host theme parties start at 4 p.m. at the Yamshon Alumni Center and are open to all.

The Oct. 6 party before the homecoming game against Montana will feature an alumni village, western music and a western barbeque. The Oct. 20 party has a fiesta theme with Mexican food, entertainment and music. The Oct. 27 party prior to the Causeway Classic against UC Davis will be an Oktoberfest with a band and German food and beverages. And the Nov. 10 party will have a harvest theme. Details: 279-6295.

**WORKOUT TO WELLNESS**

A series of noontime and after-work wellness programs for employees is being offered. Classes will be held from 12:05 to 12:50 p.m. and include: Monday and Wednesday: aqua aerobics, tai chi and weights; Tuesdays: aqua aerobics and breathing; and Thursdays: aerobics and stretch.

Employees also have access to the handball and tennis courts from 12:05 to 12:50 p.m. and from 5:05 to 5:50 p.m. Monday through Thursday, and the basketball courts from 12:05 to 12:50 p.m., Tuesdays and Thursdays.

The activities run through Dec. 7.

Details: Kim Harrington at harringtonk@csus.edu.

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**S/BAD opens season with ‘Reclamation’**


Directed by CSUS professor Linda Goodrich, the series honors the rich tradition of black concert dance in America.

With new choreography by S/BAD members Chiyyere Anywu, Venetia James, Nicole Manker and Sheila Coleman, the pieces included in the program promise to stir up fresh energy while simultaneously revitalizing dance traditions.

Included in the program are two dance pieces choreographed by Goodrich, which she calls “dreams deferred, exploding with high energy.” James Wheatley’s Celebration Arts Dance Company will also be featured in “Reclamation: Vision Alive.”

All dance concerts take place in the University’s Dancespace in Solano Hall 1010. Tickets are $12 general, $8 for students and seniors and $8 for children under 10 years of age.

Tickets are available at the CSUS Ticket Office at 278-4323.

“Reclamation: Vision Alive.”

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**Outside the Car**

This is part of a continuing series about the work of various campus units.

The Bulletin asked Nancy Fox, transportation and parking manager, and Suzanne Bracamonte, assistant to the manager, about transportation and parking services.

**What do people think your office does?**

Suzanne Bracamonte: “Issue parking citations.”

**What do you really do?**

Nancy Fox: “We provide alternate commute options for people to use to come to the campus, including transit, carpooling, bicycle and pedestrian paths and bicycle parking.”

**What might surprise people?**

Fox: “I believe people are surprised to learn of the wide range of services we provide, such as our agreement with Sacramento Regional Transit for our students and employees. Students who pay semester enrollment fees and employees who pay $10 for six months and have a valid CSUS sticker on the back of their OneCard are able to ride RT anywhere and anytime.”

**What is the biggest challenge?**

Fox: “I believe our biggest challenge right now is providing convenient parking to the growing numbers of students and employees coming to the campus. An already challenging parking situation is becoming more so.”

**What question do you get asked the most?**

Fox and Bracamonte: “Where can I find a parking space next to my building?”

“Why do I have to pay to park?”

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**Cocody in Abidjan.**

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Details: Kim Harrington at harringtonk@csus.edu.
Barbie
Continued from page 1
user searches for matching shoes. “Certainly Mattel’s goal is to sell, but surely they could sell science, engineering, math and computer science, an intensive course that not only gives them a hands-on experience, but also helps them map out their future.”

A Latino Perspective,” lecture, slide presentation, National Hispanic Heritage Month, noon, University Union Hinde Auditorium. (916) 278-7241. Continues to Sept. 29.

Barbie Continued from page 1
Continued from page 1

MEP
Continued from page 1
hard work and the right classes, they can get to college. When she identifies students who are likely candidates, she tracks them through school and follows up to make sure they are taking the classes they need.

For the students the work really begins once they start at the University. They are put into a class on studying engineering and computer science, an intensive course that not only gives them an overview of the engineering profession but requires that they develop study skills, establish study groups and learn business etiquette and time management techniques.

“We want them to begin to think of themselves as professionals from the very first week of school,” Fish said. MEP works with its Industry Action Council to insure that it’s preparing students for the professional demands of the real world. The council’s 25 companies and agencies provide guidance on what the industry needs its new engineers to know, as well as providing a variety of learning opportunities — from classroom speakers to mentors and internships.

Fish said industry support is one of the keys to the program since most of the program’s funding is non-campus based. Students also work with Donna Fox, the program’s retention counselor. She meets with each student twice a month, helping them map out their schedule and working with them in a variety of areas. Time management, she said, is key, noting that students often don’t realize how much study time is required.

“Fish said, “chemistry runs them about 25 hours a week in study time above and beyond lecture.”

Once a student understands how much time their academic work requires, they can make better decisions about how to spend their non-classroom time. “We want them to assume responsibility,” Fox said. And they do, she said, often choosing to spend their time on class work rather than socializing.

Fish credits much of the success to the program’s high standards and strong peer support. Students in the studying engineering and computer science course attend classes together, study together and are expected to help each other. And they all have access to the center that is open 24 hours a day, seven days a week.

“If you are going to be in MEP, then you’re going to have added responsibilities and commitments,” Fish said. Those responsibilities continue throughout the program as more advanced students are asked to tutor others and participate in outreach programs.

— Laurie Hall

FALL RECEPTION

President and Mrs. Donald R. Gerth and the senior administrative staff invite campus employees and their families to join them at this year’s faculty and staff reception, which will be capped off by the CSUS football game vs. Idaho State.

The event is at 4 p.m., Saturday, Sept. 22 at the Business Field adjacent to Tahoe Hall. Campus employees and their immediate families are invited to a picnic dinner and can reserve up to four complimentary general admission tickets to the football game.

Reservations are requested by Wednesday, Sept. 19. Call 278-4040.

friday, sept. 21
“Race and Ethnic Relations,” open forum, National Hispanic Heritage Month, noon, Multi-Cultural Center, Library. (916) 278-6101.

“Being a Women and an Artist in the 16th Century,” Catherine Turrell, Renaissance Society forum, 3 p.m., Mendocino 1005. (916) 278-7834.


saturday, sept. 22
Faculty and Staff Reception, dinner and football game, 4 p.m., Business Field adjacent to Tahoe Hall. Reservations required by Sept. 19. Call (916) 278-4040.

Pre-football game celebration, carnival theme, music and food, 4 p.m., Yamshon Alumni Center. (916) 278-6295.

Football vs. Idaho State, Big Sky Conference, 6:05 p.m., Hornet Stadium. Tickets $15 reserved/$10 general/$7 seniors/ CSUS students free. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277. Season tickets $50 - 500. Season tickets at (916) 278-4595.

“S/BAD,” Sacramento Art Black Art of Dance, DanceSpace, Solano Hall 1010. Tickets $12 general/$10 CSUS students and seniors/$8 children under 12. Tickets at CSUS Ticket Office at (916) 278-4323 or at Tickets.com at (916) 766-2277.

“Race and Ethnic Relations,” open forum, noon, Multi-Cultural Center, Library. (916) 278-6101.

tuesday, sept. 25
Women’s soccer vs. UC Riverside, 4 p.m., soccer field. Tickets $5 general/$4 students and seniors/CSUS students free. Tickets available at the event. (916) 278-4595.

wednesday, sept. 26
ABD workshop, noon, Center for Teaching and Learning. (916) 278-5945.

“A Journey: Hombre a Hombre,” Francisco Revesle, lecture and slide presentation, National Hispanic Heritage Month, noon, University Union Hinde Auditorium. (916) 278-7241.