

CONNECTIONS

NEWSLETTER #6

Fall 2014

New Luncheon Venue

The CSU, Fresno Emeriti & Retirees Association (ERA) meeting on Thursday November 13 has been shifted to the **Smittcamp Alumni House**, located on Matoian Way east of the Maple Avenue entrance to the campus off Shaw Avenue. The event begins at 11:00 a.m. and will end by 1:30 p.m. The standup "meet and greet" session will occur during the first half hour before we sit down for lunch provided by University Catering. The meal is free to ERA members; prospective joiners are welcome as non-paying guests. ERA President Dave Quadro will welcome attendees with brief remarks; and then, after the main course is finished he will introduce the guest speaker. Following the subsequent Q&A session Dave will update members on matters of interest regarding ERA as well as issues that CSU-ERFA is tracking.

Dr. Scott Moore, interim Dean of the Division of Continuing and Global Education, is the featured speaker. His presentation will focus primarily on the Osher Lifelong Learning Institute (OLLI) that is designed for retired and semi-retired adults age 50+ who wish to continue learning and exploring a wide range of topics. Now celebrating a decade of service to the community, OLLI is soliciting ideas regarding future programs that will appeal to current members and attract new participants. [NOTE: See page 2 for a description of the OLLI programs.] Dr. Moore also is responsible for a plethora of other programs such as summer and winter session courses, academic year open enrollment, certificate training, credential programs, American English Institute, masters degrees in some professional fields, external test preparation courses, study abroad and international exchange programs, international study and travel tours, passport services, etc. The Division accommodates over 14,500 annual enrollments in over 50 programs amounting to a \$7.9 million organization.

Dean Moore earned his M.A. and Ph.D. degrees at the University of Oklahoma. He is a tenured full professor in the Department of Communications, where he started as an assistant professor in 1997. He has served as interim chair of the Philosophy Department (2007-09) before taking on progressive assignments within the Division of Continuing & Global Education, including a stint as supervisor of OLLI. Prior to his current position, Scott was Associate Dean for the Division. His vitae contains a long list of credits obtaining grant funding for division programs and for his professional research, as well as for developing and/or implementing programs for on-line learning, returning veterans, at-risk students, certificate programs. He is also a member of the campus WASC Self-Study Accreditation Committee that is preparing for an external review this semester.

President's Report

At our Spring 2014 luncheon I reported that your ERA Executive Committee officers met in early May with President Castro, Michael Caldwell, the Associate Vice President for Faculty Affairs, and Steve Spriggs, the Director of Planned Giving to discuss recognition by the campus of our organization. Dr. Caldwell and Mr. Spriggs were involved in earlier discussions of this topic and have been very supportive of this effort. As a result of that meeting, we were able to come to agreement on recognition by the campus of our organization. As part of what we all believe will be a mutually beneficial relationship, I indicated our intention to begin holding our luncheons on campus this fall. With the help of President Castro and Mr. Spriggs, we have been able to arrange for our next luncheon to be held at the Smittcamp Alumni House on Thursday, November 13. The enclosed flyer contains additional information on the luncheon and parking instructions for those who do not have an emeriti parking pass. This newsletter also has information about our guest speaker.

I hope you will be able to join us to celebrate this new era of cooperation and support.

Emeriti Parking Pass

If you already have your 2014-15 emeriti parking permit, please use it when parking in lot P-2 located east of the Smittcamp Alumni House located west of the SaveMart Center. [Note: New campus signage of parking lots replaces the old capital letter designations.] If your emeriti status entitles you to a free annual parking permit and you have not yet obtained it, you are encouraged to pick one up at the Patrol & Traffic Operations Office, located adjacent to the Police Station entrance on Barstow Avenue near Jackson Avenue and next to the Plant Operations building with the water tower. To confirm that your name is on the Emeriti list phone Traffic Operations at (559) 278-2950. Office hours are 7:00 a.m. to 5:00 p.m. Monday through Friday. You need only show your driver's license and fill out a simple form to be issued your parking pass within 5 minutes. Ask for the glossy "Visitor's Map & Guide" to the campus (with the new signage symbols). [Note: The university no longer sends out a reminder notice to emeriti in August to pick up your parking permit, which is available anytime during the year.]

Osher Lifelong Learning Institute (OLLI)

Supported by the national Bernard Osher Foundation, the CSU, Fresno campus has developed and enhanced a comprehensive program of informal learning for adults 50+ over the past decade. The General Sessions normally have covered a wide range of current interest topics of a national, state, regional, and local nature. In fall 2014 a thematic approach was employed to link 6 such topics to the San Joaquin Valley (e.g., drought in the west, common core standards in K-12, hunger, NCAA athletic restructuring, city government, human trafficking, etc.). Non-credit short courses are chosen to pique a wide variety of personal interests such as yoga, art, memoirs, history, calligraphy, music, poetry, travel, medicine, climate, education, and philosophy. The 7 field trips this semester include visits to museums in San Francisco, Los Angeles, and the San Joaquin Valley as well as local tours of the Fresno State Library, the Community Food Bank, the Sierra Cat Haven, and attendance at one session of the Fresno Town Hall Lecture Series. OLLI also offers a book club featuring four books.

Membership dues are \$40 per semester. The General Sessions are open to all members. The short courses, field trips, and special interest groups require additional modest fees depending on the duration of short courses (mostly \$35) and the transportation and admission costs for field trips (mostly \$40 to \$80, with some local ones free or \$5). Instructors and tour leaders are often CSU, Fresno professors (current and retired) with expertise, while others are drawn from the community based on their positions and professions. To obtain a catalog for Spring 2015 call Osher at (559) 278-0008 or by visiting the website <http://csufresno.edu/olli>.

PROFILE: Professor Emeritus Skip Adrian, Manufacturing Technologist

Imagine life as a navy submariner, race driver, race car mechanic, high school teacher, university professor, industry consultant, home builder, aviator, inventor, and business entrepreneur. This describes the career trajectory of Dr. Skip Adrian of the Industrial Technology Department. Fresh out of high school in his native Ohio, he joined the navy and was in the submarine corps for three years (1957-60). Over the next decade (1963-73) Skip raced motor cycles, boats, and open-wheel race cars; he was a race car mechanic, too. As a 'Formula 2' driver on the Continental Formula Series, he raced on all the major tracks in the U.S. and Canada --- including Daytona, Talladega, and Riverside --- winning some trophies along the way! He earned college degrees in transportation [B.S. (1969), M.A. (1972)] at Fresno State College, while working two jobs and drawing G.I. benefits. After a stint as a teacher at Carmichael High School near Sacramento, Skip was offered a lectureship at Fresno State starting in 1973. He received his doctorate degree in Education, specializing in aviation, from U.S.C. in 1978. During his tenure at CSU, Fresno Professor Adrian transitioned away from the automotive field into the manufacturing area as he gained expertise in computer hardware and software, energy utilization and consumption, facilities planning, and production operations. This shift was greatly facilitated by working 10 summers at Hughes Corporation in Southern California for the Space & Communications Group, where he wrote the firm's original "Production Operations Manual." While working there he was also assigned to work on satellites. He brought all this industrial technology knowledge back to Fresno State, developing new courses for students. Reflecting on his multi-faceted career, Skip particularly recalled his time in the submarine service as being formative --- a "good growing experience" and a "good confidence builder" because of the rigorous training in a competitive environment.

Skip retired in 2000 and entered the Faculty Early Retirement Program for a few years. By this time he had earned his instructor rating for flying his home built Power Parachute Flyer. He also completed construction of his hilltop home in the foothills near Sanger --- an endeavor that took him and his wife, Dorothy, many summers of hard work clearing land and building the house from the foundation up. Naturally, a work shop and a machine shop are attached to the home. It is here that skip became an inventor and entrepreneur upon entering full retirement. Frustration with slow and inexact mechanical measuring led to tinkering and then a proverbial 'light bulb' moment of insight --- making the connection between the laser pointer he had used when teaching and the possibility of adapting it to make more precise measurements in locating a starting point for drilling or finding an edge to begin cutting by milling machines and lathes. The result was a laser device that functions as an accurate electronic LED pointer, which eliminates the need for calculations or approximate measurements. The device, called a "Laser Center Edge Finder", is patented and was first sold at a trade show in Visalia about a decade ago. So far, he has developed 33 variations of the device and sold 17,000 units in 52 countries. His customer base includes major name manufacturers and research labs as well as hobbyists. Capping off his retirement, Skip has been serving as an advisor to the industrial technology program at Reedley College.

This profile would not be complete without due recognition of Dottie, as Skip's wife is affectionately known by her friends. Her seamstress skills were invaluable in designing and producing Skip's racing suits during their early years. And in building their house, she poured concrete, cut timber, laid tiles, placed adobe bricks, put down insulation, crafted stain glass, and drove a tractor/hauler. Now, in retirement after a career as a legal secretary and the office administrator of one of the biggest law firms in the valley, she runs the business side of www.lasercenteredgefinder.com by processing orders, doing packaging and shipping, plus managing the finances. She has been a remarkable partner to Skip! Finally, she is an accomplished orchid grower, who just won first and third place ribbons at the 2014 Big Fresno Fair. A few years ago the National Orchid Society allowed her to officially name one of her prize purple orchids; it's called "Adrian's Folly."

President Castro's Spring Talk

For retirees who missed the May 2014 ERA meeting, here is a brief summary of major points made by the President and his wife, Mary.

- **Student Success:** This is the top priority of the President. Only 50% of students graduate in 6 years. Dr. Castro has set a goal of 70% and quicker graduation. One consequence is that many qualified S.J.V. high school graduates are denied access to Fresno State when time-to-degree is too long for current enrollees.
- **Student Services:** Improved academic program advising and better course scheduling are needed for students to optimally use their time on campus by taking more of the right courses in the correct sequence toward their degree each semester.
- **Budget Transparency:** Dr. Castro shared the University Budget with the Academic Senate in a special two hour interactive session about goals, constraints, and choices.
- **Equity Adjustment:** Salaries of faculty hired before the Great Recession have not risen since the resulting budget crisis hit California. Meanwhile, the salary gap between these faculty and recent hires has narrowed greatly (i.e., salary compression) and in some cases has flipped with new faculty making more than old faculty (i.e., salary inversion) in the same rank. Dr. Castro, along with some other CSU presidents, is urging the Chancellor to bring salaries into proper alignment. {Note: The Daily Collegian (October 10, 2014) reports "\$1.2 million [is] set aside for a salary equity program at Fresno State . . . though [it] cannot be accessed until a new [CSU collective bargaining] agreement is finalized."}

Mrs. Castro spoke of food hunger affecting 30% of Fresno State students. She is leading an effort to determine the best way to assist them and their families without embarrassment, so that students can maintain their dignity. A survey indicated hungry students would be willing to accept such help under the right arrangements.

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NEW GATEWAY SIGNAGE

The campus "Wayfinding Signage Project" [see photos, reverse side], which includes three new entry structures and numerous interior signs, aims to improve communication with prospective students and their parents, new freshmen and transfer enrollees, visiting school district pupils, athletic team supporters, and community attendees at music and theater performances, lecture series, special events, etc. The project includes directional signs, illuminated maps for evening visibility, signposts to specific buildings, and revised parking lot designations. The campus-wide use of "Fresno State" and the 'paw-print' is part of a rebranding program, which also includes hanging banners and letterhead communication that further define the campus --- all meant to establish its distinctive identity regionally, statewide, and nationally.

The Los Angeles Times (September 2, 2014) reports many CSU campuses are branding or rebranding their institutions with unofficial names that reflect their uniqueness in terms of their service region and/or athletic programs. The purpose is to distinguish their institution from nearby universities and link their name with positive features of their location. The goals are to inspire school spirit, recruit students and faculty, generate community support, and attract philanthropic donations. The CSU system spokesman is quoted as saying: "There's a benefit to having a bigger brand recognition as one part of a state university, but it's helpful for recruiting to establish an individual brand and establish what that brand is about." Even the Chancellor's Office has hired a marketing research and strategy firm to "evaluate the system's image."

The campus webpage on the Wayfinding Signage Project states the "visual elements . . . [are] chosen to convey close ties that Fresno State has with the community through agriculture, nature, native history, programs, and education." The curling, elliptical sculpture --- referred to as the 'sprout' --- represents this idea and also alludes to the growing campus and expanding programs. An interview with the project manager revealed that the metal mesh and wood slats used to fabricate the sculpture are carried through on all the interior signs with respect to the materials employed as well as on the official university seal and name structure (at Cedar & Shaw). Furthermore, the granite bases of the signs are rough-hewn at the edges to reflect nature in order to relate to the theme of the modern library with its plaza stone blocks and the Native American basket representation at its entrance using 'woven' metal strips and wood slats; thus giving a unified look across the campus. A final piece of the project is the relocation of the Veterans Memorial (from Cedar & Shaw) and the WWI memorial (from the center of campus) to a place immediately east of the Rose Garden and near the WWII Submarine Memorial. In addition, the perimeter of the academic campus (Barstow, Cedar, Shaw) has been lined with more "Fresno State" and "Bulldog" banners (60 total), hung from lamp posts and telephone poles. The long-time, familiar banners of the interior campus were also refreshed with new images. Finally, a new bikeway project along Barstow (Chestnut to Cedar), funded with state and federal grants, will be phased in with on-going utility upgrades along that road.

Cost of the signage project, according to the campus webpage, is partially covered via the \$10 million donation by Table Mountain Rancheria that helped fund the new library. The Daily Collegian (May 2, 2014) reported that additional money was secured from such sources as parking fees, the risk pool, and deferred maintenance.

NEW CAMPUS 'WAYFINDING' SIGNAGE PROJECT

