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FEATURES
C an you believe it has been 60 years since this university was estab-
lished as the State College for Alameda County in 1957? With just 293 students enrolled, classes began in 1959-60 at Hayward’s Sunset
High School. By the time the first class of four-year graduates received their degrees, we had already changed our name to Alameda County
State College. And through the decades, we have undergone three more changes: from California State College at Hayward in 1963 to California State University, Hayward in 1972 and finally to California State University, East Bay in 2005.

Throughout the evolution of this great place, this great university, one thing has re-
amained unchanged: We are Pioneers. Now is the time for the Pioneer family to come
Together and celebrate. Celebrate our history. Celebrate our growth. Celebrate what is
possible.

In the years since, we’ve marked a milestone in our enrollment history at nearly 16,000 students. That number has been multiplied by 5,000 since 2010, with more than 900 full-time faculty and lecturers on campus today, we have
completed Rising in the East campaign, these commitments include creating a new, revolu-
tionary space on our campus for all students from all disciplines to test their knowledge
and original ideas outside the classroom. The CORE building will rise in the center of
campus by 2021.

This fall, with more than 900 full-time faculty and lecturers on campus today, we have
marked a milestone in our enrollment history at nearly 16,000 students. That number is,
all the more noteworthy for how remarkable our student population continues to
be. U.S. News & World Report has given our university the highest diversity ranking
in the country. More than 60 percent of our students are the first in their family to go
for careers of their choice. And, we are equally dedicated to developing the teachers our
communities so urgently need to elevate our youth. As part of our ongoing, compre-
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Hayward Promise Neighborhood Provides Food to Hundreds of Families

On a crisp fall day in a small park on the corner of Hunker and Cypress streets in Hayward, hundreds of residents patiently waiting for a truck at the front of the line to open. While they wait, Cal State East Bay students and other volunteers stack onions, carrots, tomatoes and eggs from the truck on a table.

A partnership between the Alameda County Community Food Bank and Cal State East Bay's Hayward Promise Neighborhood, the Food for Families program regularly provides more than 350 families with an estimated 6,000 to 7,000 pounds of food per month. According to Janevette Cole, community resident engagement specialist of HPN, the program started in 2015 in an effort to leverage HPN’s existing presence in the community and help combat food insecurity in Hayward.

The bimonthly distribution operates like a farmers market, allowing families to choose which of the items available they like, giving dignity and choice to the families who stop by.

"We don't want it to feel like a handout," said Cal State East Bay's Track and Cross-Country official through a "draft day" that included a commitment to Cal State East Bay's Track and Cross-Country team, with her mom, JoJo LaVigne (left), and coach Tony Nicolosi.

Cal State East Bay Professor Emerita Joan Sieber’s Gift Teaches Financial Literacy in Hayward

Professor Emerita Joan Sieber’s Gift Teaches Financial Literacy in Hayward

Cal State East Bay Professor Emerita Joan Sieber lights up when she talks about the great deal she’s found over the years: a score at the Salvation Army thrift store, or the time she bought an $18,000 piano for $2,000.

As an educator, Sieber knows firsthand the challenges and pitfalls of living on a teacher's budget, in a region where 300 Hayward teachers are living high — and getting higher. But over the years, careful money management has not only given her a financial future she can count on, but it’s enabled her to make a private gift of $90,000 to Cal State East Bay’s Financial Literacy Center that will pass those lessons on to teachers and students in Hayward Unified School District.

"It's so empowering when you know you're not living hand to mouth and can devote your full energy to your profession," Sieber says. "I have achieved so much financial security and so much happiness. So, when I had a direct opportunity to improve the financial literacy of the teachers who give their heart and soul to their students and don't earn much money, I was thrilled." Community outreach has been central to the mission of the Financial Literacy Center since its launch in 2013, and with Sieber's gift, more than 300 Hayward teachers will be offered weekly classes each quarter that cover budgeting, saving, living well on less, how to invest and how to manage credit — it’s free of charge.

Mostly, Sieber says, it’s about teaching people to consider their wants vs. their needs, and helping them maximize their salaried and quality of life.

"Personal financial literacy is not about having a big budget, but having the skills to do it — free of charge.

"It has to do with knowledge ... People are often afraid of budgeting because they might have to face the fact that they don't have as much money as they thought and are headed for trouble. In fact, one can live very well by resisting impulse spending, planning ahead, budgeting, brainstorming and bargaining."
CELEBRATING 60 YEARS
CAL STATE EAST BAY
1957-2017

Sixty years.

Many universities have been around longer, but you’d be hard-pressed to find any that have had a more transformative impact on their alumni. Since the beginning, Cal State East Bay has been home to nontraditional students: working parents; police officers and teachers looking to elevate their careers; business men and women obtaining terminal degrees; nurses, engineers and computer scientists digging into rich regional opportunities; and local teens who never could have hoped to afford college if it hadn’t been for the surprising addition of one in their backyard.

Over the years, as the university has grown in size and reputation, our students have become more typical in age, but not in their aspirations or in what they achieve after graduation. peppered throughout this magazine—a tribute to 60 years as the East Bay’s university—you’ll find a timeline of important events and memories from our alumni across six decades. Whether you attended the Hayward, Concord or Oakland campus or took online classes, whether you called this place the Alameda County State College, CSU Hayward or Cal State East Bay, we hope you’ll find and embrace your place within our proud legacy. We are all Pioneers.

This issue is in honor of and dedicated to you, our 131,089 alumni. We thank you for your contribution to making our great university what it is today.

80th Anniversary

By Krista Dossetti & Natalie Feulner

Photography Garvin Tso

Timeline and archival photos: Courtesy of University Libraries

1957:: Assemblyman Carlos Bee of Hayward leads the passage of Assembly Bill 4 to create a four-year college in Alameda County.
1958:: Cities in the East Bay compete for the new college, with Hayward proposing two locations. The Hauschildt Ranch, where the university’s main campus sits today, is selected as the site of the State College for Alameda County.
1959-60:: Fred Harcleroad is chosen as the college’s first president, and the first student—a young woman named Madge Bryan Masson—registers for classes. The academic year begins at Sunset High School, offering 293 students a choice of two majors taught by 25 faculty.
Bringing Home Cuba

A SUMMER STUDY ABROAD TRIP CONNECTED STUDENT DANIEL AREVALO WITH HIS HERITAGE FOR THE VERY FIRST TIME

BY KRISTA DOSSETTI

Of 25 students who traveled to Cuba this summer as part of a first-ever Cal State East Bay cultural exploration abroad, not one was left unchanged by the experience. But for liberal studies major Daniel Arevalo, the trip to the embargoed republic was especially personal.

“My grandfather came by boat [to America] from Caibarién, the town I visited while I was there,” Arevalo says. “He left basically straight from his house, which was on the beach, and was at sea for three days and was caught by a merchant ship — luckily it was a U.S. ship because at that time if it had been Russian, he would have been sent back and either jailed or executed.”

Arevalo’s grandfather became a refugee in Miami and found help from the Catholic Church. However, when he wasn’t able to secure a job in Florida, he turned to some connections in a small town in Northern California — Hayward.

“He actually made the Hayward newspaper for being one of the first Cuban refugees to come and settle in Hayward at that time,” Arevalo says. “He was able to send for my grandmother, and my mother was born three years later.”

Through a photo essay (featured below), Arevalo captured the experience of reuniting with his Cuban relatives, none of whom have seen each other since his grandfather, now 95 years old, took to the ocean all those decades ago.

“I went to be his eyes,” says Arevalo, whose photography was inspired by scenes he felt his grandfather would want to see. During his time in Caibarién, about 300 kilometers from Havana, Arevalo also connected with cousins and extended family for the first time, and there was a special memento waiting for him: the bike horn his grandfather had used to signal his grandmother as he rode past her window during the days of their courtship.

“It’s been on my bucket list [to go to Cuba] since I was a young kid listening to stories about Caibarién and my grandfather working in the tenería (the tannery),” he says. “Coming back and showing my grandfather the pictures was incredible. He’s too stubborn to ever go back and he’s probably too old now, but he … wanted this piece of his past in his hands again, and [our family] kept it for him for 50-something years.”
ALUMNI

Two Million Viewers and Counting

BY KRISTA DOSSETTI PHOTOGRAPHY GARVIN TSO

NAME: Namiko (Hirasawa) Chen
AGE: 40
DEGREE: B.A. '01, Environmental Studies
HOMETOWN: Yokohama, Japan
JOB TITLE: Professional Food Blogger

RECIPE FOR SUCCESS: "I was constantly being asked by my circle of friends for Japanese recipes, and it was during the time when people were just beginning to blog and use social media, so I said 'OK, I'll try this,'" Chen says.

LEARNING CURVE: "I started taking pictures of the recipes I made at night and posting them, but the pictures were all dark and yellow or gray. I started looking at other food blogs and realizing I needed to use natural light and start cooking during the day. Then, four years ago [my husband] said, 'We have to do videos.' I was so nervous … our first few videos only showed my hands and there was no sound. But now we include sound, so my husband and I can't yell at each other and the kids have to be quiet."

HOME AWAY FROM HOME: "I came to Berkeley to study English in the summers and stayed with a host family when I was in high school. The family would take me camping in Yosemite each summer, and I was fascinated by the scenery. I knew then that's what I wanted to study. During my senior year I took some geographic information system (digital mapping) classes. Because I had that experience, after graduation I applied to a company called Etak (now Tele Atlas) and was hired. Here I am 20 years later, still in America, with two children, building my own business. In a way, Cal State East Bay gave me the American Dream."

PIONEER MEMORIES: "The students here were all very busy, with jobs outside of school and commuting from different places, so I did have some trouble making friends. But, I learned a lot about hard work here. When we would get together for group projects, everyone was really focused and balancing a lot of different things, so they came together to get things done — not play or talk and eat for hours.

WHY SHE DOES IT: When I make something for my children and they enjoy it, I love that feeling. Also, my mother takes a lot of pride in cooking, but she doesn't have any recipes written down. The memory is in her hands. So, I wanted to preserve the recipes for my children. And now, so many people share their stories with me through emails that I feel like I don't want to disappoint them. I get a lot of emails from sansei and yonsei — third- and fourth-generation Japanese-Americans — who remember their mother's and grandmother's cooking but don't have the recipes."

HOW SHE'S DIFFERENT: "I work very hard to stay up to date on what's happening in the market and to offer something different. Content is very, very important to me — I try to include information about the origin of the food and how it's eaten, not talk about random things that happened in my day. But I used to do that. And, I also have a button available on my page that says 'skip to recipe' for people who don't want to read that."

AMERICAN CRAVINGS: "Roasted vegetables. I had never eaten roasted food before I came to America because a typical Japanese kitchen doesn't come with an oven. So roasted foods and vegetables I think are delicious and have so much flavor."
Dan Poulos, a custodian, is working toward finishing his teaching credential at Cal State East Bay—a transformation he’s excited to complete.

A STATEWIDE PROBLEM
When Beetz first sent out an email about the grant program to district staff, she didn’t expect any interest. In fact, she was prepared to give up the four spots allocated by the grant to her district. Instead, she was flooded with applicants from across Castro Valley.

Credential Pathways is the brainchild of Beetz, staff from Pittsburg and West Contra Costa County school districts, and Cal State East Bay Department of Teacher Education Chair Eric Engdahl. The program is designed to help people like Poulos become teachers while completing their student teaching and maintaining full-time jobs.

CAL STATE EAST BAY GRANT TACKLES URGENT TEACHER SHORTAGES WITH STAFF-TO-FACULTY ROADMAP

BY NATALIE FEULNER
PHOTOGRAPHY GARVIN TSO

Cal State East Bay credential student Dan Poulos (B.S. ’10, Criminal Justice Administration), had a plan for his life: He’d graduate from college with a degree in criminal justice, work as a police officer for 15 to 20 years, retire and become a middle or high school history teacher.

Instead, Poulos is a custodian at a Castro Valley school, a job he took to help him get his master’s degree, but one he fell in love with because it gave him the opportunity to work with at-risk youth. And thanks to a new grant from the California Commission on Teacher Credentialing designed to help classified (non-teaching) school staff members earn their credentials, the 28-year-old has decided to skip over a life in police work. He may be in the classroom as early as next fall.

The $80,000 grant called, “Credential Pathways: California Classified School Employee Teacher Credentialing Program,” was awarded earlier this year to the East Bay Consortium, which includes Castro Valley Unified School District, Pittsburg Unified School District and West Contra Costa County School District. It provides $4,000 per year for up to 20 qualified and hand-selected participants (Poulos among them) to attend Cal State East Bay’s credential program.

Poulos and several others were already working toward their teaching credentials when the grant funding came in. But according to Sherrie Beetz, assistant superintendent of human resources for Castro Valley Unified School District, many were having a difficult time paying for tuition and balancing their coursework while also completing their student teaching and maintaining full-time jobs.

“The help with tuition has been great, and Sherrie Beetz and my supervisor Charlotte Irwin [have been] helping me figure out how to do my student teaching and go to school without losing income,” Poulos says.

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**Rising in the East**

**The Campaign for Cal State East Bay**

2 Teach 1 Change 4 Ever

SUPPORT TOMORROW’S TEACHERS

Shortages in qualified teachers are impacting school districts across the region, but Cal State East Bay is turning the tide. And with your investment, we aim to do even more. Teacher education scholarships are funds that support the development of more. Teacher education scholarships are with your investment, we aim to do even more. Shortages in qualified teachers are impacting school districts across the region, but finding creative ways to make everyone successful. If we’re teaching that to our future teachers, we also need to practice it as a program.

**A FLOURISHING PARTNERSHIP**

Since many of the grant participants work full time, Beetz and Engdahl, along with representatives from the other two districts, agreed that flexibility would be key in making the program work.

So far, they’ve been right.

For example, this fall Poulos transferred his day job from Redwood Alternative to Castro Valley High School since that’s where his student teaches. His day begins early, with grounds work at 6 a.m. before classes start. Then, once students arrive, he transitions into the classroom. After the final bell, he goes back to work as a custodian, and he is continuing his coursework at Cal State East Bay at night.

That sort of willingness to work with nontraditional students is what Engdahl reports makes Cal State East Bay and the credential program unique.

“This reflects the philosophy we have at East Bay to find a way to help every student succeed,” he says. “Education isn’t the process of [weeding] people out, but finding creative ways to make everyone successful. If we’re teaching that to our future teachers, we also need to practice it as a program.”

As for Poulos, he’s eager to finally see his dreams come to fruition.

“I’m very excited, it’s what I’ve wanted to do and I’ve been trying to do,” he says. “It’s quite a jump to go from maintaining the buildings and grounds to being a teacher. As for Poulos, he’s eager to finally see his dreams come to fruition.

He says, “It’s quite a leap to go from maintaining the buildings and grounds to being a teacher. As for Poulos, he’s eager to finally see his dreams come to fruition.

**1960s**

DAVID BLASQUEZ

B.S. ’64, PHYSICAL EDUCATION

It was the early 1960s. Outside the walls of what is now California State College at Hayward, the Vietnam War raged, but high in the East Bay Hills, a small university was an idyllic sanctuary. “We didn’t talk much about it, but there was a war at the forefront of a lot of people’s minds,” says David Blasquez, Class of ’64. “And there was the sex, drugs and rock and roll of the 60s, but mostly it was getting our degrees and focused on that.”

Blasquez played on the Pioneers baseball team and worked as the public announcer for the basketball team (because, as he says, he had no skill on the court). He also sang in the choir and was in the university’s very first play, William Shakespeare’s “The Taming of the Shrew.”

After graduation, Blasquez spent 30 years teaching high school and lights up talking about his alma mater. He recalls classes with seven people in them, saying, “I felt like I was either at Cambridge or Oxford. We got to know all of our professors by name — loved it, we all loved it.”

**1961:**

On February 22, 1961, ground is broken on the Hayward campus. In June, 24 students take part in the first commencement ceremonies. The university has already changed names from Alameda County State College to California State College at Hayward.

**1962:**

Famed author Aldous Huxley enrolls at the university by speaking at its faculty convocation.

**1963:**

The second of four name changes takes place at the university, changing the name from Alameda County State College to California State College at Hayward.

**1964:**

Exponential growth accounts for expanding enrollment, academic growth and construction. Classes take place in the first two buildings of what is now known as the Alameda Campus.

**1966:**

Race with new commission at the site of the future Alameda Campus. The university, the decision is made to simply “jump” it up the hill to campus.

**1967:**

The university’s second president, Ellis McClintock, assumes an interim role and begins a master plan for minority education, a defining feature of the university 60 years later.
The sci-fi-tinged talk of a distant reality has never been nearer. If you haven't yet heard of CRISPR, you're late to the party for the future of gene-editing technology. Trouble with mosquitoes? No longer. Hungry for mildew-resistant crops? Problem solved. The elusive cure for cancer? Check. The promises of CRISPR are nearly endless, as are the questions that arise with its use. (Designer babies? Tampering with evolution?) But if you follow popular science, you've likely heard the revolutionary technique hailed as everything from the future of mankind to a weapon of mass destruction.

Notwithstanding moral and legal quandaries about how the gene-editing technology can be used, there's a glaring problem. What CRISPR means for the future of science, particularly medical advances, raises questions that are central to many discussions of discovery: How do we bridge the gap between what is possible and what is practical? Between what we can do and what we should do? Between wild fantasy and a successful treatment? The answers are evolving at Cal State East Bay, where students in a graduate-level course are being trained in CRISPR through Professor of Biological Sciences Maria Gallegos' Advanced Molecular Techniques class.

What You Need to Know About CRISPR

The technology can modify embryos, but drug therapies are far more realistic — meet the Cal State East Bay students preparing for the job.
Galgos, who has been following the work of leading researchers in the United States, returned to Cal State East Bay after a 2014 sabbatical “itching” to use the technique in her own research. And, as long as she was learning about CRISPR, she felt she should teach it, too.

“A deep understanding of CRISPR on both the practical and theoretical level is really desirable in biotech, not because the industry wants to create designer babies, but because it’s interested in understanding disease and developing treatments — and that’s where most of our students hope to hold careers,” Gallegos says. “CRISPR is so new that very few universities are performing in the classroom with their students. I thought it would be a perfect vehicle for teaching advanced molecular techniques.”

A STAR IS BORN

CRISPR, short for Clustered Regularly Inter-spaced Short Palindromic Repeats, was first described in the 1990s as a short sequence of DNA that repeats itself along a portion of the genomes found in bacteria. These repeats are interpreted by “spacers” that function like a warehouse of viral immunity — each time there is exposure to a new virus, the memory of it is recorded in the spacers, so that future threats can be recognized and eliminated.

As scientists worked to understand the seemingly random content in the spacers, they came across a gene that produces an enzyme (Cas9) with an especially useful talent: to cut DNA at a precise location.

But the cutting alone, Gallegos explains, isn’t what makes CRISPR revolutionary — it’s the ability to add new information into the genome through what’s called a “knock-in.”

“When a cell’s DNA is cut, it normally works hard to re-pair the damage in one of two possible ways,” she says. “The first way is a messy soldering of the two cut ends that typically leaves a scar (called a mutation). This produces a ‘knock-out’ and can help scientists learn how an organism functions in the absence of a particular gene. What we want to do in my lab are called ‘knock-ins,’ which exploit the cell’s natural ability to use matching DNA to try and fix the cut made by CRISPR. We create the matching DNA in the lab to include the component we want to ‘knock in.’”

It may sound complicated, but scientists are hailed as incredible simple — even easy. Although previous breakthroughs in gene editing because the same techniques as CRISPR, the new technique promises to whittle down a process that once took months or even years to weeks and days, and could be used to fix genes such as those that cause cystic fibrosis or allow mosquitoes to spread malaria, among innumerable other possibilities.

WHAT WE DON’T KNOW

C. elegans, a microscopic, transparent roundworm, has long been the subject of scientific research as a simple model for the study of biological processes that occur in larger, more complex animals — including humans.

The roundworm is Gallegos’ research vehicle of choice, and the professor says there are still plenty of questions surrounding its nervous system development that she is interested in tackling, and that CRISPR promises to accelerate the discovery of.

“How neurons create and maintain neural circuits is critical to behavior,” Gallegos explains. “For instance, there is a protein (Unc-11) we study that disrupts neuron development and was first described in C. elegans. Its counterpart in humans has more recently been linked to an increased risk of Alzheimer’s.”

It’s the type of work that Gallegos wants to do another protein in the roundworm that she has long been interested in, once called Sax-2. Scientists know it plays a role in neuro-development, but older methods of attempting to trace its journey in the development of the worm have proven error-prone.

Benito, a first-generation student who hopes to someday work in virology and immunology, says it’s the type of big-impact experience that has inspired him to become a researcher rather than a doctor.

“I want to help as many people as possible,” he says. “And if I’m a doctor, I can only see so many patients. But as a research scientist, if you can find something novel that can lead to a new drug, it could impact thousands of people.”

NEW BEGINNINGS

Under Gallegos’ supervision, Benito has successfully created the molecular tools needed to fuse the green fluorescent protein to Sax-2 in the roundworm.

“The DNA will now have to be injected into the worm’s gonad with a microscopic glass needle,” Gallegos explains. “With just a small bit of luck, Cari will cut the worm’s genome at the right place and the organism will go to work repairing the cut with the matching DNA. In this way, the gene that produces the green fluorescent protein will be inserted into the chromosome. The researcher needs to be able to look at the worm, and hopefully we can learn more about its function.”

Gallegos will verify Benito and the other students’ work in preparation for injecting the DNA into the worms. Her ultimate goal is to publish alongside the students.

“What’s interesting for me is that the same genes required to build this worm’s simple nervous system have been shown to function in the nervous development of other organisms, including humans,” she says. “Which means if we can not only learn how these genes work during normal development, but also in injury and disease, perhaps we can harness that information to help people recover from injury or disease.”

For Benito, it’s promising enough to push him toward applying to obtain his Ph.D. once he finishes two separate master’s theses at Cal State East Bay this year — and continue using CRISPR.

“It’s important to remember that CRISPR is only a way to cut DNA,” he says. “It’s the secondary technique, the knock-in, that creates the endless possibilities. That’s where the engineering happens. We don’t know if Sax-2 has any relevance to disease, but if it does, this is the first step to finding out. I want to be on the forefront of discovery, and Cal State East Bay is helping me to do that.”

A new Applied Sciences Center is the vision of the future at Cal State East Bay. The new facility will be home to critical hands-on learning and career preparation, enabling scholarship and research such as CRISPR to continue and advance. And your support can help. Funds will be used toward the construction of a signature building that accelerates applied learning in the STEM disciplines and related careers, and fuels the region by equipping students with the skills they need for new businesses, products and innovation.

To learn how you can make a difference in the College of Science contact Vice President of University Advancement Bill Johnson at william.johnson@csueastbay.edu or 510-885-4170.
For alumnus Larry Brooks, his years at Cal State Hayward were a "time of discovery." Brooks, who grew up in Oakland, says he attended schools with predominantly white and black students, but when he arrived at the university, he encountered people from all over the world.

"I was meeting people from Europe, the Middle East, Mexico, Africa, and was being exposed to different cultures, languages, older adults who had life experience and veterans coming home from war sharing their stories," Brooks says.

These experiences led him to pair his undergraduate degree in speech pathology with a Master of Public Administration. Today, he serves as the director of Alameda County’s lead poisoning prevention program.

While in school, Brooks was heavily involved in activism on campus, through both the student council and academic senate. He recalls fighting for the university to host more cultural events such as black history week, organizing sit-ins and pushing for more student life activities. These days, he’s still engaged with the campus, but now as a member of the university’s Alumni Association Board.

“We were there on campus to bring the cultures together, which is why it’s so gratifying to see how diverse the university is today," Brooks says. "I’ve been able to see it evolve into the campus it is today.”

1970s
LARRY BROOKS
(B.S. ’77, SPEECH PATHOLOGY; MPA ’84)

1971: The library is completed and opens to students, quickly becoming the geographic and academic center of campus — and a visual icon. Its official name is Warren Hall but it is known simply as “The Tower” to students and locals.

1972: The university takes on its fourth name: California State College at Hayward becomes California State University, Hayward.

1972: In the wake of the civil rights movement and Vietnam War, the campus sees an influx of veterans enrolling. Targeted services and programs for students with disabilities, women, African-Americans and Mexican-Americans begin to surface.
CREEK RESTORATION
The 2017 Galindo Creek Restoration initiative will restore an environmentally sensitive area of campus and include educational signage.

WILDLIFE SIGHTINGS
Animals including rattlesnakes, bobcats and turkey vultures welcome students to campus, giving rise to legends once found in the library.

FITNESS PARK
Outdoor fitness equipment allows students and staff to work out individually or as a class in a natural environment.

SPORTS COMPLEX
The city of Concord opened the Boatwright Sports Complex on campus in 2000, where each year commencement at the Concord campus takes place.

OLLI
One thousand students 55 years and older take year-round, non-credit classes such as Medieval Monsters and Dark Age Dragons through the Osher Lifelong Learning Institute.

STEM RESOURCE
The Concord campus is home to an organic chemistry lab, the largest science lab in the university, reflecting Cal State East Bay’s commitment to STEM education in Contra Costa County.

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CAMPUS COWS
A local cattle rancher rents land from the campus to graze hundreds of head of cattle each year, contributing to a unique blending of urban and rural environments.

BEACON LIGHTING
Each Dec. 7, in partnership with Save Mt. Diablo, the campus hosts a memorial for the U.S. servicemen and women who lost their lives in the Pearl Harbor attack.

TECH POWER
The campus uses distance technology for meetings with faculty and staff based at the Hayward campus, as well as connecting Contra Costa students with the wider campus community.

TOMORROW’S TEACHERS
More than 300 teaching credential students have graduated since 2012, with a majority staying within Contra Costa County to pursue their careers.

FEEDING STUDENTS
Since opening in February, the campus’ food pantry has served 374 students experiencing homelessness or food insecurity.

STEM RESOURCE
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NURSING
An average of 76 nursing students graduate each year. The program is one of the primary sources of nurses in the county.

PAYING HOMAGE
Room names such as Diablo View and Todos Santos are inspired by prominent Contra Costa landmarks, tying the campus to the region.

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When Cal State East Bay master’s student and composer Benjamin Rivers leans back and closes his eyes, he can still remember the smells and sounds of Thailand — fragrant spices intertwined with clouds of diesel fumes, and the honking of buses clashing with the syrupy-sweet tones of Thai pop blaring over the radio.

Those sensations and memories, along with others he’s internalized over his nearly 50 years, are built into the music Rivers now creates — as much a part of him as the Young Onset Parkinson’s disease that sends uncontrollable tremors through his body.

“I’ve been hearing music in my head my whole life, it’s as if the soundtrack of my life has always been there,” Rivers says. “My mind will compose music spontaneously, sometimes whole pieces, in response to whatever environment I’m in.”

Despite the physical limitations Rivers faces, he is excelling at Cal State East Bay and will graduate in June. Earlier this year, his original nine-minute composition called “Numerical Velocities” was performed by the well-known Bay Area ensemble Amoveo at the music department’s annual Glenn Glasow Fellowship Concert.

“To have a piece performed at the Glasow concert means you’ve written a piece that has reached a pretty high level of accomplishment,” says Professor of Music Jeffrey Miller. “It means we’re bringing in a professional ensemble to work with you as a student composer and perform your piece … it means you’re good.”

HUMBLE BEGINNINGS

Rivers didn’t always dream of becoming a composer, but he certainly couldn’t have anticipated the challenges that would stand in the way of his dream once he realized what he wanted to do with his life.

Born and raised “off the grid” on a homestead just outside Nevada City, California, Rivers was home-schooled by his parents. His mom first enrolled him in piano lessons at age 8, but after two years he’d had enough of his “pushy piano teacher” and gave it up for a while.

It wasn’t until he was a teenager that his interest in music came back full force.

“At that point, I took to piano like a fish to water,” Rivers says. “Because I was home-schooled, I could practice for five, six hours at a time, playing from a big book of folk songs that always sat on my parents’ piano. I was finally able to express emotions that I couldn’t
Rising in the East

The Campaign for Cal State East Bay

otherwise say, and while I didn’t consider myself a composer at the time, I would improvise and write my own songs.”

As a young adult, Rivers decided to leave home and pursue an education, but not in music, which at the time he considered “a lightweight subject.” Instead, he received a full scholarship to Brandeis University in Boston where he earned his degree in sociology. He returned to Northern California and worked at a nonprofit for six years before the organization moved to Portland, Oregon, and he decided to travel to Thailand and practice music abroad.

“I had been planning a trip to Southeast Asia for a while and it was right around then that I knew something was going on with my body and it seemed neurological,” Rivers says. Despite the beginnings of the tremors and freeze-ups brought on by Parkinson’s, he got on the plane.

Three and a half years later, managing his Parkinson’s abroad had become too much. However, Rivers says the strength and faith he found in himself during that time influences both his music and his determination to succeed.

“I got this shift in attitude toward my own condition [in Thailand],” he says. “Part of that was developing a sense of humor, which now you hear in my music. I had been a sour-puss before that and now I have genuine humor and faith … having a disease in a foreign country was a pressure cooker, it showed me what was really important in life.”

A DREAM REALIZED

Rivers returned to Nevada City where his mother provided him with full-time care for about nine months until he was able to move to Berkeley to gain access to services, such as public transportation and health care specialists that were not available in his small town.

Shortly after, he decided to start auditing classes at UC Berkeley to pass his time and explore his desire to learn more about music.

“For one-and-a-half years I was a constant presence at Cal’s music department, I’d audit everything — harmony, theory, composing,” he says. Eventually, following his mother’s death, Rivers decided to formally enroll in college and pursue a master’s degree in music composition.

“I knew it would be hard, but I also remembered living in Asia and told myself that if I could live there [with Parkinson’s] and navigate right around then that I knew something was going on with my body and it seemed neurological, ” Rivers says. “Every composer is a unique composer, but what’s interesting about Ben is he didn’t take up music and composing until rather late, so he’s informed by other things he’s studied in the past and has a way of looking at things differently than someone who started studying as a child,” Miller says.

As for Rivers, he’s glad he finally has a way to share the sounds and melodies bouncing around in his head.

“I want to touch people with the emotions and beauty I feel when I write a piece,” he says. “I just want to share the music I’ve had in my head with as many people as possible.”

MEEDIE MONEGAN

M.S. ’81, Education

She graduated from Cal State Hayward in 1981, but Meedie Monagan was already well known as one of the first, if not the first, black teacher in town. Monagan says recruiting teachers of color in 1956 marked Hayward as progressive, but “There was surprise on all the faces of the people who came into my classroom. It replayed itself over and over — they’d come in, see me and look for the teacher.”

Monagan taught at Markham Elementary for 24 years and applied for four positions as a principal before realizing she needed to do more to advance her career. She decided to complete her Master of Education at the university, and 36 years later still has her old I.D. card — with her Social Security number on the back. “People didn’t вид identities back then,” she says.

Immediately following graduation, Monagan was assigned the first of two administrative positions and finally became a principal in 1985. She says it was her secondary degree that not only made the difference, but that helped her deal with the rapid changes of education in the 1980s, when computer and science labs were new trends.

“I learned at Cal State Hayward to be ready for anything,” Monagan says. “To take opportunities as they come and to be prepared for whatever might come my way.”

MEEDIE MONEGAN

1981: A Centre Costa center opens at the old cafeteria on campus.

1984-85: The University Union takes over the site of the old cafeteria on campus.

1986: The explosive effect of computers on study, teaching and administrative work at the university begins in the late ’70s and lasts until the late ’80s. The first IBMs, PCs and Apple computers make their way to campus, followed by presentation and software programs.

1989: What still stands as Pioneer Heights, the university’s on-campus housing, is being constructed and will accommodate a little more than 400 students.

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Inspired by students, a new heart of collaborative learning rises at Cal State East Bay

“If at the center of a university is its students and faculty, at its core is knowledge.”
— Dr. Leroy M. Morishita, President

The year is 2021, and the final touches are being put on Cal State East Bay’s CORE building—digitized walls brought to life, virtual research stations readied, reflection and meditation areas staged, and the online reservation system for workstations and private rooms tested. Ground was broken on the building in 2019 and the university community, growing by leaps each year, has watched with anticipation as each beam, wall and window of the flagship edifice settled into place.

President Leroy M. Morishita (right) and Provost Edward Inch have committed the university to building a new hub of student success: CORE.
To say that Cal State East Bay is one of the most diverse public institutions in the country means something different to those who actually walk its campus. From the outside, diversity might speak to the range of ethnicities on campus — the look of the students — or even the incredible number of first-generation graduates the university produces each year (50 percent in 2016). But for the students and faculty who call Cal State East Bay home, diversity is more than a statistic; it’s an engine. It drives discussion within classrooms, it poses questions outside, research labs and it responds to global and national challenges from a distinct perspective. It fuels dreams and aspirations. It enriches our region and our world.

At Cal State East Bay, we believe diversity is the answer to the urgent demand in the Bay Area and beyond for qualified industry professionals who are fluent in technology; can approach problems with curiosity and confidence; work collaboratively; and who understand the inherent value of varied perspectives. Being able to enter those careers will likewise have a direct impact on our economy and surrounding communities, as more than half of Cal State East Bay students are residents of Alameda and Contra Costa counties — and 80 percent of our graduates spend their careers here at home.

“There is research to show that industries that recruit and retain diverse employees tend to have better problem-solving, creative and teamwork skills,” says Edward Inch, provost and vice president of Academic Affairs. CORE is a reflection of all those things. A purpose-built home for academic inquiry and exploration, designed to meet the future needs of our region, our student population and the things they strive to achieve. CORE is a nexus of innovation that synthesizes the offerings of a traditional library with opportunities for students to test their coursework in the outside world. It’s an essential to student success, Dean of University Libraries John Wenzler says. “Many of our students, especially with a large community college background, are struggling to transition from serving in Afghanistan to daily life as a student when she decided to seek help with her studies.

“It’s a lifesaving service that anyone can use,” Parker says. “When I came across (my tutor) Richa, just as a walk-in, her ability to teach and say, ‘You’re going to know this’ was incredible. She had confidence where I didn’t have confidence. She had that strength every time I came in.”

THE LIBRARY OF TOMORROW

The library has long been considered the “heart” or “core” of any university campus. By transforming Cal State East Bay’s library to meet the needs of its students and faculty, CORE will become the intellectual hub of our university.

OUR STUDENTS’ ASPIRATIONS

A career at a hot tech startup. Work as a digital artist, project manager or physicist. To create life-saving drug therapies. Do research. Become an entrepreneur. Or a teacher. Or a social worker or computer programmer or data analyst...

Find a way to support their families and contribute to their communities.

“No matter what our students aspire to do, the skills they need to enter the workforce are only partly found in the classroom. Being able to decipher fact from alternative fact in a complex digital world, collaborate with people from different backgrounds, and articulate ideas with clarity and conviction are what differentiates one job candidate from another.

“The CORE serves as a launch pad for our students’ personal and professional success in a knowledge-rich, technology-enhanced world.”

“The need is urgent. Through a monitor at its entrance, 1.2 million visits to the library were counted in 2016, making it the busiest in the California State University system. Beyond that, the current university library, built in 1972, was unsuited to accommodate more than half of today’s current student population.

The way CORE will use space will also be vastly different — and more efficient. For example, rather than large static areas dedicated to books and shelved services, CORE will showcase architectural flexibility, enabling spaces to be repurposed according to changing needs. It will also feature three times as many rooms dedicated to student use as the current library has, and only about 20 percent of Cal State East Bay’s books will make the transition: Those that are among the most popular, most modern, that remain in constant personal use, with analytics showing that an ongoing tutorial session of once per week can spike student performance by 50 percent.

Veteran and student Caudrey Parker, who is working full-time as a project engineer and will graduate in spring, knows the benefits of one-to-one tutoring. She had that strength every time I came in.”

THE CORE MISSION

In recognition of the volume of students the Cal State East Bay library currently serves, the needs of our students and faculty, and the way CORE will accelerate academic and scholarly endeavors, the California State University Office of the Chancellor has approved a large portion of funding to build CORE.

However, in order to ensure the variety of services, technologies and flexibility that will sustain our students now and into the future, we need your support, too. Our goal is to raise $10 million in funding over the next two years. Gifts in any amount can be used toward general funding, or specified for particular aspects of CORE’s offerings.

We hope you will join us in defining the future for our students at Cal State East Bay, and through them, creating the communities, opportunities and economic viability our region will benefit from for decades to come.

For more information, contact Vice President of University Advancement Bill Johnson at william.johnson@csueastbay.edu or 510-885-4170.
1990s

Walter Ohanessian

1990: Norma Rees, the university’s third president, takes office. Her 16-year tenure is marked by $70 million in construction and other improvements, including the opening of satelite campuses in Concord and Oakland, and development efforts for the Valley Business and Technology center.

1999: Diversity and inclusion are deeply embedded into the university’s mission, culture and student demographic as it marks its 40th anniversary. Faculty publications on multiculturalism and racial bias gain national attention in popular media.

1996: Building on the acquisitions of the 1980s, technology on campus reflects the changing times: LCD panels, digital projection devices, the introduction of email and common use of the internet.

Imagine this. You’re a broke student with mountains of books to read, endless papers to write — and you’re hungry. Ravenous. But your fridge is empty. And you don’t have a car. Even if you did, you’d still be short on the time needed to go to the grocery store and cook for yourself. Valuable time you need to spend studying.

You look out of your apartment window and see salvation — an encampment of ever-trendy food trucks offering global cuisine at a rate you can afford.

But, alas, it’s winter and storming outside. And from your window you see some trucks shuttering their windows while a few holdouts struggle to serve consolidating lines of like-minded consumers. You waffle between ignoring the rumbling in your stomach or joining the shivering coats below. Finally, you make a beeline for the door.

STARTING A STARTUP

It’s the (nearly exact) scenario that led Cal State East Bay Assistant Professor Izzet Darendeli to dream up a solution to his food truck + hunger problem. It was his senior year when the strategic management scholar first had the idea for a smartphone app that could shorten your mobile fast food problems, and the Cal State East Bay entrepreneurs behind it

BY KRISTA DOSSETTI PHOTOGRAPHY GARVIN TSO

Assistant Professor Izzet Darendeli (fouth from right) has curated a team of students and alumni to launch a food truck app with infinite potential.

1990s

1996

1999

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The app that solves your mobile fast food problems, and the Cal State East Bay entrepreneurs behind it
“There’s no effect on how a business runs if increasing diversity doesn’t make it into the boardroom.”

There’s no effect on how a business runs if increasing diversity doesn’t make it into the boardroom.”

 Calling All Entrepreneurs

Innovation. Industry. Internships. They are priorities of the College of Business and Economics. Through close faculty relationship, an academic environment centered on partnerships with regional companies and matching motivated learners to paid internships, we accelerate our students’ hiring potential. We are deeply dedicated to building the next generation of business leaders and visionaries to shape the future of the Bay Area.

To learn more about how you can make a difference in the College of Business and Economics, contact Director of Development Penny Peak at penny.peak@cseastbay.edu or 510-885-4156.

WHY IT’S DIFFERENT

There are plenty of food truck apps on the market. Some offer continually updated locations by either linking users to a truck’s GPS or its Twitter feed. Others offer community blogs for the local truck scene about upcoming events. But none has swept the market like Darendeli believes Trunger could, with its holistic vision of what consumers want and businesses need.

Here’s how it works.

First, you open the Trunger app to find nearby trucks. (The map within Trunger updates as trucks move, which is helpful to businesses that realize they need to make a quick-change to serve more customers.) After choosing your food truck of choice, you place your order through the app, which pays the vendor in advance and charges you a $0.99 convenience fee. While you’re en route to the truck to pick up your food, an estimated time of completion and order-ready notifications included, the employees inside are already busy preparing the order, enabling them to better manage the flow of customers and hourly fluctuations in business.

When you reach the truck, you cut straight to the front of the line to pick up your hot, fresh food — a convenience Trunger promises will reduce the number of customers who pass by when they see long lines.

The app also comes with data analytics for the trucks, which some vendors may not be tracking efficiently, such as most popular items sold, revenue from transactions placed through the app and more. Trunger pays vendors directly on behalf of customers too, eliminating yet another time-consuming step in the transaction process.

In order to determine the needs of their clients, the Trunger team beta-tested the app with the help of Cal State East Bay’s food trucks, including No Worries, a vegan Filipino truck run by proprietor Jayar Pugao.

“We [the team] always approached things very professional. But I know they learned how to manage vendor relationships which will really pay off,” Pugao says. “I also hope I influenced the final product in a positive way — there were some minute issues that changed [due to my] working with the app, such as a place where we can put a pick-up time, message with the customers and so forth. I honestly think that if it grows, it can do really well. Streamlining and compiling data in one place for [food truck owners] is very important for budgeting, shopping, everything.”

Building a Following

Just months after going live with the app on iTunes and Google Play, Trunger has contracts with 10 trucks in the Bay Area, plans to spread into L.A., San Diego and New York in the near future. Through app purchases, it’s tracking 2,535 downloads. The team plans to generate more awareness of the brand through continued marketing efforts, including a launch campaign and a series of events that connect food trucks and customers. Darendeli also applied to become a contestant on ABC’s “Shark Tank,” which would enable the startup to generate additional funding for software development — an expense the professors has thus far paid for. Trunger has made it to the second round of auditions and is awaiting word on whether they can get in front of the sharks to pitch its incredible potential.

And vigorous stress-testing of Trunger continues at Cal State East Bay. With its existing relationships with the food trucks that are stationed on campus during the academic year and enrollment at an all-time high, Trunger is gaining steam with students and offering them special discounts — a strategy the team has to drive a domino effect among food trucks that want to sign contracts with the app.


Meet the Team

Trunger’s key players — a team made up of Cal State East Bay students and alumni — work around the clock to balance the startup business, as well as full-time jobs, family and school. All day long in the life of an entrepreneur, really. Meet a few of them.

THOMAS DOROSCO

GRADUATE RESEARCH ASSOCIATE

FROM: Modesto, California
DAY JOB: Accountant, DUF & Co LLP
TITLE: Co-Founder/Accountant/Legal Consultant
ROLE: “I deal with contracts, how we’re going to pay the food trucks, financial issues, legal stuff. Everything I do is wish-case scenario in terms of when the trucks get reimbursed for their costs.”

PIONEER PRIDE: “Cal State East Bay gave me all the tools to get a job eight months in advance of graduation. But, some people think it’s about the 4.0 (GPA), and I think being involved is more important. That’s what builds communication skills and gives you the ability to connect with people. The grades are only going to get you so far.”

CHERNO HIDRA

SENIOR, BUSINESS ADMINISTRATION

FROM: Sierra Leone
DAY JOB: Professor’s Assistant/Marketing Consultant
ROLE: “I deal with contracts, how we’re going to pay the food trucks, financial issues, legal stuff. Everything I do is wish-case scenario in terms of when the trucks get reimbursed for their costs.”

PIONEER PRIDE: “I fell in love with the campus, and the direct access to professors. It increases the value of a degree from Cal State East Bay exponentially.”

ISAIAH AVL-ADE-LE CRUZ

JUNIOR, FINANCE/PHILOSOPHY/ENVIRONMENTAL STUDIES

FROM: Modesto, California
DAY JOB: Student Representative, CSU Faculty Union
TITLE: Marketing/Social Media/Sales Coordinator
ROLE: “I’m out there with the food trucks, trying to get people to sign up, and most importantly, hearing any issues the vendors are having with the app so they can be resolved.”

PIONEER PRIDE: “I love Cal State East Bay. I chose it for one reason — opportunity. It’s so close to Silicon Valley and there’s a lot of innovation happening on campus. I’m not surprised by that, but it’s great to see.”
Despite decades between them, alumna June Sekera (B.A. ’71, Sociology) and Cal State East Bay junior Ishahd Alamkhel still have something in common: Neither thought they’d ever go to college.

Sekera, who graduated with a degree in sociology and went on to obtain her MPA at Harvard, says if it hadn’t been for the construction of then-Cal State Hayward right in her hometown, a university degree would have been an unheard of prospect.

“My mother had an eighth-grade education and my father sixth-grade,” Sekera says. “We were poor and my parents never expected that I would go to college.”

Today, Sekera is not only founder of the Public Goods Institute, a nonprofit that provides education about public goods and the public economy, but she is also a fellow at Tufts University and the Institute for Innovation and Public Purpose at University College London — opportunities she says she wouldn’t have achieved without the affordability and access of public higher education.

“When you come from a background like mine, you know nothing about how to negotiate the system and pursue a decent life,” Sekera says. “And that’s why I want to help these young people who otherwise wouldn’t be able to go to college.”

Alamkhel is one such student. A refugee from Afghanistan, he pushed his way through community college with jobs at Round Table Pizza and Starbucks, and was recently hired at a behavioral therapy center called Emerging Milestones, where he works with children with autism while pursuing his degree in psychology.

“Who would have ever thought that this kid from a warzone in Afghanistan could be in America with a scholarship?” Alamkhel says. “I feel it’s my responsibility as an immigrant to fulfill my potential. I have the chance to live in the most opportunity-filled place in the world, and I have to take advantage of that.”

Alamkhel is one of four students this quarter to begin receiving support from the Donald Sekera Scholarship in History, which Sekera named in honor of her brother — a great lover of history who never had the opportunity to attend college.

And in that vein, there’s just one catch to the funding. Each applicant for the scholarship must be enrolled in a history class, but not a declared history major — a stipulation Sekera believes makes for well-rounded graduates and will enhance their contributions to any field of study or career they pursue.

“I remember taking History of Western Culture,” she says. “It just opened my brain, my eyes, my understanding of where this country came from and where our communities come from. I think that’s what lured me into wanting to continue my education, and I hope that it has the same impact on these students.”

For his part, Alamkhel sees a direct connection between his studies and the two history courses he’ll be taking in the 2017-18 academic year.

“The link between psychology and history is people,” Alamkhel says. “I’m so grateful for the scholarship, and I see this as an opportunity to connect the behavior of people to how they have influenced significant events in the world, for better or worse. By taking history courses, and through the work I do with children, I can learn more and more about ways to create a better world one behavior at a time.”

Alumna June Sekera has funded a scholarship that is open to students across campus, in memory of her brother Donald Sekera.

COURTESY JUNE SEKERA

The Power of a Scholarship

Alumna June Sekera’s gift opens doors to higher education

By KRISTA DOSSETTI

“I feel it’s my responsibility as an immigrant to fulfill my potential. I have the chance to live in the most opportunity-filled place in the world, and I have to take advantage of that.”

COURTESY JUNE SEKERA
60TH ANNIVERSARY

2005: The university undergoes its final name change to California State University, East Bay. Meant to represent all the communities and areas it serves, the name change was approved by the Board of Trustees as California State University, East Bay.

2007: The Valley Business and Industry Center opens, the first new building on the Hayward campus since the 1970s. The university marks 50 years.

2006: Mohamed Yaqub was named fourth president of the university. He has a plan to be called, focuses his administration on innovation and strategic plan to support teaching and scholarship to ensure excellence in engineering and math, as well as sustainability.

2008s

LOI LUU

B.S. ’05, Biochemistry; M.S. ’08, Chemistry

In her work for CryoX Therapeutics Inc., an oncology-focused biotech company, Loi Luu wakes up in the wee hours of the morning to make calls to drug producers manufacturers and raw materials suppliers across the world. As a supply chain manager, her job is to forecast the entire supply chain of clinical materials for cancer patient.

Luu, a four-generation student who immigrated to the Bay Area at 9 years old, is 100 percent certain her career — and the scholarships, and paid internship and temporary contract she obtained with Genentech during her graduate years — wouldn’t have been possible without Cal State East Bay.

“Being a part of the [Genesis] research lab enabled me to be a medicinal chemist alongside people from Harvard, Yale, Berkeley — and most of the other chemists were PhDs. But all I needed to do was log in to my poster from the research I did in Professor [Michael] Grunwald’s lab, and the hiring manager looked at me and said ‘I can tell from this poster you know how to do everything I need. What else are you interested in?’”

“I remember another girl in the lab who had the multicolor lab coat and she could talk for days. And for the life of me, I didn’t think it was "I remember another girl in the lab who had the multicolor lab coat and she could talk for days. And for the life of me, I didn’t think it was necessary to learn to be a medicinal chemist alongside people from Harvard, Yale, Berkeley — and most of the other chemists were PhDs. But all I needed to do was log in to my poster from the research I did in Professor [Michael] Grunwald’s lab, and the hiring manager looked at me and said ‘I can tell from this poster you know how to do everything I need. What else are you interested in?’”

2016s

GARY BOCARDE (B.A. ’68, English) lives an active life in Utah. After graduating from then-Cal State Hayward, Bocarde moved to Alaska and taught high school English. In the mid-70s, he started his own guide company in the area, leading expeditions up Denali. He left teaching since his guide-business took off and since written numerous articles for climbing magazines.

GREG DALLARRE (NPA ’69) has returned to his former law firm, Garvey Schubert Barer, as public-service counsel. Dallarre will identify pro bono research and advocacy opportunities and recruit retired former employees like himself to participate with the firm. He works with the Washington State Commission on the Arts and a chair of the Batalion Justice Committee at the Supreme National Center on Poverty Law.

2017s

C. LYVNE CONRAD-FORREST (B.A. ’72), an obstetrician with Kaiser Permanente in Elk Grove and Sacramento.

BRUCE JOHNSON (B.S. ’70, Recreation M.S. ’71, Physical Education) has been a physical education teacher for 42 years at Redwood Christian Schools of Castro Valley and San Lorenzo. He spent the last 30 years of his career as superintendent. Johnson and his wife, Linda, will also soon mark their 45th wedding anniversary. They have two children and two grandchildren. Their daughter, DEB JOHNSON (B.A. ’98, English), is also an alum of Cal State East Bay.

PEGGY FULTON HORA (B.A. ’75, Political Science) has received the 2017 S. Robert Payant Award for Teaching Excellence from the National Judicial College, the oldest and largest judicial educator in the country. Hora has been a part of the college since 1981. The award is in honor of a former dean of the college. Hora was chosen as this year’s honoree based on student evaluations and the reputation among peers. She retired as dean of the San Mateo County District Court of Appeal and served as an appointed judge in the same district from 1994 to 2006. Hora was Cal State East Bay’s Distinguished Alumna of the Year in 1989.

ALUMNI
MATT PULLIAM (B.S. ’85, Business Administration) is head of products and engineering at Fintecher, an innovator in artificial intelligence. Studying robotics brings more than 30 years of software development, engineering management and product marketing expertise to Cal State East Bay. A native Californian, Pulliam was named one of Accounting Today’s 2017 Best Firms to Work For. The firm was also featured in the magazine for adding a robot to its team of employees. Kalovolos has more than 30 years of experience in the data sciences, and the firm prides itself on offering clients “Big Four” expertise with a smaller company that can provide personal service.

THOMAS WILLIAM LEE (B.S. ’83, Business Administration) is managing partner in national labor and employment law firm, gloves, a boutique law firm, which counts Cal State East Bay as a client. Previously, Lee was an attorney with a local law firm and provided legal services to small and medium-sized businesses. He is also a member of the San Francisco Bar Association.

GEORGE A. H. (B.S. ’81, Business Administration) is a board member at Biocera, a financial technology solutions company. In his role, he is responsible for the strategic direction of the company. Previously, Procotor was the CEO of AAA-RCA, a company that provides a variety of services and products for corporations, teachers, nonprofit organizations, academic and research employees. He has held various roles with Golden West Financial Corporation, Bank of America and The Bank of New York.

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dancing since he was nine years old and says being a part of the breakers has given him back his love of “B-Boying,” as well as the opportunity to make great memories to share with his son born in 2016.

2010s

KENNETH DESHONE FARR II (B.A. ’98, Liberal Studies) was appointed in September by KEOH 4 in March 2017. Farr teaches 11th grade at St. David School in Richmond and was nominated by his school for the award. Farr played four years of basketball while he was a student at Cal State East Bay, and recently also took on coaching the eighth-grade team at St. David.

LISA JOHNSON (M.S. ’12 Education) is author of the book “The Impact on Algebra vs. Geometry of a Learner’s Ability to Develop Reasoning Skills.” Her book is developed in audio version, explores the development of reasoning skills through the lens of students and math teachers. Johnson holds two bachelor’s degrees, three master’s degrees and a doctoral degree. Her book is developed from the master’s thesis she completed at Cal State East Bay.

ELISSE LA BARRE (M.A. ’12, Music) and LESLIE LA BARRE (M.A. ’11, Music) are founders and directors of a new statewide music conference for graduate students called Eureka! Musical Minds of California. The first conference took place in 2017 in partnership with Cal State Fullerton. The focus of the event is breaking down inter-disciplinary and institutional boundaries and creating collaborations between music scholars.

MIKEL DELGADO (B.A. ’10, Psychology) is a doctoral student at UC Berkeley, studying animal behavior through the complex survival strategies of squirrels. An article describing her work was featured in the Los Angeles Times in March. Delgado is a “baby squirrel whisperer” who came to Cal State East Bay in 2008 left thousands fighting for too few homes at the top of high-price points.

But for Elisa Marquez, a lifelong Hayward native, they were also a period of self-transformation. She balanced being a full-time employee, mother and graduate student all while advocating for her community. These days, Marquez serves as vice mayor of the Hayward City Council and also works full time as a probate court investigator for the County of Santa Clara Superior Court, both of which she says require the skills she learned at Cal State East Bay.

“I learned a lot about team building. I was being exposed to different lifestyles, people from various socio-economic backgrounds,” she says.

Marquez is using that experience to show her daughter and fellow city councilors the impact having diverse voices at the table can have on leadership.

“As a woman and a person of color, I’ve been able to connect to our community,” Marquez says. “We all have different life experiences and a lot of us have had to fight and struggle to get where we are, and it’s important that we are making decisions that impact a city.”

2016: The university undergoes a complete rebranding,恋爱 his most prominent nickname, “Cal State East Bay.”

To meet the evolving needs of students and faculty and grow facilities on campus, a comprehensive campaign started rising in the East: The Campaign for Cal State East Bay. It is the largest in university history, and marks an emotional farewell to the first economics professor at the university.

RUBEN KROLICK, professor emeritus in this is the first in university history.

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In Memoriam

BOB MORISHITA was appointed in 2012. With the backing of the Institute for Research and Development, Krolick served as director of the center in Alameda County. In 2011, the center celebrated 100 years and largest child development center in Alameda County. In 2011, the center celebrated 100 years of service to families of West Oakland and caring for more than 35,000 children. Previously, Krolick was the director of Annual Fund and Giving Programs and director of Alumni Relations at Cal State East Bay.

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Twenty Years of Giving.

YOUR ANNUAL GIFT MAKES A DIFFERENCE.

Matt Evans (B.A. ’94, Music; M.A. ’04, Music) has been working as a financial analyst at Cal State East Bay since 1984. Now just a year away from retirement, he’s celebrating more than two decades of giving through a monthly deduction from his paycheck. “Collectively, it all adds up,” Evans says. “I’ve spent the bulk of my career here so it’s an important place to me. Especially for the 60th anniversary, it’s a place where you know your dollars are going to be well spent.”

Think of the impact your donation can have on Cal State East Bay Pioneers. Your annual gift funds scholarships, paid internships, materials for hands-on learning and much more. To get started, contact Richard Watters at 510-885-2036 or email richard.watters@csueastbay.edu.

A new sculpture greeted students on campus this fall, and has been dedicated by President Leroy M. Morishita to “all Pioneers, but especially our first-generation students.” Created by artist Obie Simonis, “Emergent Dimensions: We Will Soar” reaches 17 feet above the university’s viewing platform, overlooking the bay, and reflects the changing light of the day.

“We wanted something that represented both [our students’] incredible effort to pursue their dreams and their potential to soar,” Morishita said.

GARVIN TSO

CAL STATE EAST BAY
Rising in the East

PARTING SHOT

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