CSUF After Hours: Increasing Awareness of Evening Services

Juanita E. Razo
Associate Dean of Students
Leadership & Multicultural Development Programs
Photo Credit: Ashley Lau/Daily Titan Staff Writer

In fall 2008, Dean of Students, Kandy Mink Salas, charged a work team to examine the needs of California State University, Fullerton’s (CSUF) evening student population. To increase awareness of services available, the work team created the CSUF After Hours campaign which resulted in several new initiatives to educate the campus about existing resources.

The CSUF After Hours List provides a comprehensive listing of services available after 5:00 p.m. on the main and Irvine campuses. The list is updated each semester and available on-line.

CSUF After Hours Announcements promote evening services and are made via the student and faculty/staff portals, electronic marquees, flyers, and posters. Faculty members teaching after 4:00 p.m. receive an email every semester to increase their knowledge of available services and encourage in-class announcements.

CSUF After Hours’ (Evening Services) Website (http://www.fullerton.edu/deanofstudents/nsp/evening.htm) currently hosts the evening services list and provides information on two existing resources coordinated through New Student Programs: the “Student Information & Referral Center” and “Ask the Titans”. The Student Information & Referral Center (UH 178) serves as the primary point of contact for evening services information. Ask the Titans (www.fullerton.edu/ask/) is an on-line information and referral service available 24 hours a day to answer questions.

Identifying Evening Student Needs

An evening student survey was administered during the 2009 spring and fall semesters. 185 students responded. The goal of the survey was to create a profile of the CSUF evening student and determine evening students’ needs. For purposes of the study, evening students were defined as those students taking classes exclusively after 4:00 p.m. The preliminary survey data has generated some interesting findings that department heads can use to examine current operations and consider ways to enhance access to student services after 5:00 p.m.

Evening students can be characterized as:

…being older than the general student population with most respondents being 25+ years of age.

…living on their own and within a general proximity of the campus.

…working primarily between 8:00 a.m. and 5:00 p.m. with most averaging a 30 hour or more work week.

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Finally, as we near the end of the 2009-2010 calendar year, I would like to congratulate all of the members of the Student Affairs family for their contributions and accomplishments during the past year. It is your hard work, particularly in these difficult times, that ensures the quality of life for all students at Cal State Fullerton.

Sincerely,
Robert L. Palmer, Ph.D.
Vice President for Student Affairs
California State University, Fullerton

Articles in this edition of the newsletter provide information about several of the recent programs and activities provided by the Division of Student Affairs which contribute to the comprehensive educational experience of students at Cal State Fullerton.

In this edition of Spotlight, you will find efforts underway in the Dean of Students Office to identify campus resources available for evening students. Defined as students taking classes exclusively after 4:00pm, evening students are generally 25+ years of age, live on their own and within close proximity to campus. Most evening students work between the hours of 8:00am and 5:00pm and come to campus primarily for the purpose of attending class. A survey was conducted in the spring and fall semesters of 2009 to determine the needs of these students. Survey results will be used by the Evening Services Work Team to provide service-enhancement recommendations to the campus.

Homecoming 2010 brought a record number of attendees to campus with over 350 off-campus guests pre-registered with the Alumni Association. Over 40 volunteers worked together to make Homecoming 2010 a fun-filled day for the Titan Family. The last-minute win by the men’s basketball team over UC Irvine capped the day for the 3,400+ Titan fans in attendance. The day provided a unique opportunity to recognize Titan parents and family members. The latest effort out of Media Relations in Intercollegiate Athletics is bringing increased attention to student-athletes who have overcome more than their share of adversities to become and remain Division I athletes. Entitled ‘Everyday Champions’, this series highlights short vignettes about student athletes. The series is linked to a website and distributed via email. Everyday Champions is the result of the combined efforts of Wrestling Coach Dan Hicks, Fullerton-based photographer Matt Brown and Assistant Sports Information Director Mike Greenlee.

Students are at the forefront of Cal State Fullerton. The CSUF Sports Clubs program coordinated through the Office of Student Life provides over 350 students with the opportunity to compete locally, regionally and nationally in 17 different club sports. Each year sports clubs receive generous supplemental funding from the Associated Students, Inc. which assists with the cost of equipment, league fees, travel and insurance. Sports clubs represent a diverse group of student athletes who show their Titan pride both on and off campus.

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STUDENT AFFAIRS Mission Statement

Student Affairs enhances and supports the academic mission of the University. The Student Affairs mission encompasses the dual paradigms of student development and student services and includes building alliances between the classroom and other aspects of campus life. As a partner in the educational enterprise, Student Affairs contributes to the comprehensive educational experience of students. Through myriad services, programs and activities, the intellectual, vocational, personal, social and cultural development of all students is encouraged. Through these programs and services, students are assisted in acquiring the knowledge, skills and insights that facilitate life-long learning, a sense of personal and interpersonal competence and human understanding.

As a resource for students, administration, faculty, staff, alumni and the broader community, Student Affairs provides a wide variety of university services. These services meet the needs of students as they progress through their college experience and also include problem solving, research assistance and consultation. With a diverse and comprehensive set of responsibilities, Student Affairs contributes to the campus community a special perspective about students, their experience, and the campus environment.
For decades, the primary duties of the sports information office in the athletics department of a major university revolved around the print industry. Preparing news releases and statistics for newspapers and magazines was the major activity. Printing, folding, stapling, stamping and mailing a release was a weekly ritual. Printing game programs and media guides finished a close second in time consumption.

Gradually, servicing broadcasters with information in a variety of forms entered the picture, growing year by year as the cable industry in general and ESPN in particular spread television’s reach.

The emergence of the computer with desktop publishing capabilities and statistical software dramatically changed the landscape. Email made paper and the telephone almost obsolete; and then along came the internet with its myriad websites, which have been revolutionary.

Media relations now take a back seat as the Cal State Fullerton office takes most of its message and information directly to the consumer via www.fullertontitans.com. Virtually 24/7, the results of home and away events are posted with statistical reports and photos. The simple servicing of broadcasters was soon complicated by the implementation of audio streaming (1996) and later video streaming (2007). The latest development is creative video production.

Fullerton-based photographer Matt Brown and Assistant Sports Information Director Mike Greenlee are the innovative minds behind the ever-evolving array of short vignettes, which are linked to the Vimeo.com website for a variety of reasons. They began with simple interviews of coaches. Soon they branched out to commercial spoofs (baseball’s speedy Gary Brown hawking spray cans of “Fast”), a day in the life of a wired-for-sound Coach Dave Serrano and even a feature on 5-year-old Malcolm Brown’s fascination with Titan pitcher/first baseman Nick Ramirez.

The latest effort is a series of profiles of a variety of Titan student-athletes who have overcome more than their share of adversities to become and remain Div. 1 athletes. Entitled ‘Everyday Champions,’ they have been the focal point of a series of electronic newsletters distributed via email and linked to the website.

“Matt has been rated one of the 100 best sports photographers in the world, but he’s wanted to branch out into video,” explained Greenlee. “We’ve been able to supplement his equipment with the video streaming gear we got from the Big West Conference a couple of years ago. We haven’t needed a lot of new resources, just some extra time.” Wrestling Coach Dan Hicks was the driving force behind ‘Everyday Champions,’ trying to bring attention, particularly on campus, to the inherent value of student-athletes. Numerous studies have shown how they historically have outperformed students not involved in extra-curricular activities while bringing current and future recognition to the university.

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“We think these videos are the most effective way to reach our fans, athletes’ parents and the community at large.” -Mike Greenlee

“There is no better way to reach the people who care about Cal State Fullerton than video.” -Matt Brown
Alumni and students were greeted by the scent of In-N-Out cheeseburgers as they arrived for the 3rd Annual CSUF Homecoming. The event has become an annual tradition that brings together the entire Titan community for a day of entertainment and school spirit.

This year was the largest Homecoming yet, with over 350 guests pre-registered with the Alumni Association. It only took minutes after check-in began for the entire area in front of Titan Gym to be colored in an “Orange Curtain” of Homecoming shirts.

An additional 200 students lined up early to receive a free meal and t-shirt sponsored by Associated Students Inc. "It was definitely worth the long wait," CSUF senior Marques Cunningham said. “Having In-N-Out at Homecoming was a great idea.”

Students who were not part of the first 200 to receive a free t-shirt enjoyed other free goodies from sponsors Geico Insurance and Rockstar energy drinks.

Over 40 volunteers worked together to make Homecoming a fun-filled day for the Titan family. The long list of entertainment included live music from the Titan Varsity Band, spirit performances from the Cheer Squad, face-painting provided by Titan Tusk Force, a caricaturist, an elephant balloon artist and even a photo-booth complete with Titan props. Games like skee-ball, basketball toss and plinko also kept the crowd busy, while appearances by Tuffy the Titan and the Geico Gecko added to the wave of school spirit.

Homecoming 2010 would not have been complete without the exhilarating, last-minute win by the men’s basketball team over UC Irvine, 74-68. With over 3,400 Titan fans present at Homecoming 2010, it was undoubtedly a victorious day all around for the Titan community.

Many Titan Parents came out to support their students and show their Titan Pride! The office of New Student Programs invited parents and family members to come and enjoy the Homecoming game and festivities. Titan Parents provided a great presence at this event. Special Titan Parent buttons, courtesy of New Student Programs, were handed out to over 50 parents who proudly wore them throughout the day. Cal State Fullerton looks forward to seeing Titan Parents at many more games and events!

The following photos of Titans and Titan parents and families were captured at Homecoming.
Consider nominating your colleague today! Student Affairs TEA Months are July and December. Nominations are accepted year round.

If you would like more information about Titan Excellence Awards please visit the TEA website at etd.fullerton.edu.

Everyday Champions

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“If a picture is worth a 1,000 words, what’s the value of a 2-minute video clip? We have a lot of interesting and even poignant stories to tell.” (Dan Hicks)

Brown is a highly acclaimed photographer who has shot for the Titans since 2000. His sports work regularly appears in Sports Illustrated, the Orange County Register and ESPN the Magazine, among others. He has covered the College World Series, the MLB World Series, the Super Bowl and the NBA Finals. He also conducts Sports Shooter Academy, hands-on instructional classes for budding photo-journalists, now in its seventh year.

“I have always wanted to make my way into film at sometime in my life,” said Brown. “With the Sports Information Department moving into a new technology, I wanted to keep Cal State Fullerton [my client] ahead of the game. There is no better way to reach the people who care about Cal State Fullerton than video.”

Greenlee, a former All-Big West relief pitcher for the Titans in 1995-97, earned a bachelor of arts degree in graphic design in 1998 and ran a private design studio while working part-time in the Titans’ baseball press box. He became a full-time staff member six seasons ago. He has coordinated numerous All-American campaigns including righthander Wes Roemer’s 2006 national co-player of the year award.

“In this saturated market with so many professional and collegiate teams and with the decline of newspapers, we think these videos are the most effective way to reach our fans, athletes’ parents and the community at large. It wasn’t lost on us that the video of Gerard Anderson dunking in the Big West Tournament got more than a million hits within 48 hours on YouTube”. 
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...completing upper division or graduate course work and attending campus primarily for class.

When asked what the university could do to better provide student services after 5:00 p.m., responses were varied, but consistent:

- More outreach of available evening services and resources. Most students indicated they didn’t know what was available.

- Access to and creation of more online resources such as “Ask the Librarian”. Students also indicated they wanted more transactions to be available online, especially those specific to Admission and Records paperwork.

- Improved physical identification of services with evening hours (i.e. better signage for hours of operation).

- Keeping critical services available until 7:00 p.m. or 9:00 p.m. at least once or twice a week. Students identified critical services as Admissions and Records, Financial Aid, the Student Health Center, food services, Titan Shops, Student Financial Services, academic advising services, and the Graduate Studies Office.

- Extending the Titan Student Union and library hours during mid-term and final examination periods. Students valued the TSU All Night Study Program and want it extended for mid-term periods. Students also want the library to extend their hours of operation during exam periods.

- Strategically positioning campus directories and maps to help students navigate buildings and easily locate services. Students indicated not knowing how to find their way around campus since they are only present during a limited period of time.

- Keeping designated computer labs open 24 hours.

- Employing diverse communication methods to disseminate information to students (e.g. text message).

- Improving campus safety specific to lighting. Students felt lighting needed to be more prominent and brighter.

For more information about the CSUF After Hours Campaign please contact the Dean of Students Office. The Evening Services work team is comprised of Annabelle Cariaga, Holly Harmon, Amy Mattern, Martha Poledna and Juanita Razo.
Involvement in campus life is a fantastic way for California State University, Fullerton (CSUF) students to learn more about themselves and build an active campus community. The CSUF club sports program is coordinated through the Student Life Office. Coordinator, Jamaar Walker and Graduate Assistant, Eric McDanel are responsible for managing the individual sport clubs and advising members who serve on the Sports Clubs InterClub Council (SC-ICC). Club sports offer students the unique opportunity to represent CSUF in intercollegiate competitions, as well as participate in leadership positions on campus. The Council (SC-ICC) is the collective governing body of campus sports clubs that represents over 350 students at CSUF. Each year sport clubs receive generous supplemental funding from Associated Students, Inc. This supplemental funding assists with the cost of equipment, league fees, travel and insurance. As a council, the SC-ICC unites to promote leadership development, teamwork, and instill Titan pride through the individual teams. Through various events both on and off campus, such as Discoverfest, SC-ICC Fest, team competitions, community sponsorship and fundraisers, the sports clubs have rallied support and raised awareness at CSUF.

Student leaders in sports clubs develop interpersonal skills through team responsibilities and networking opportunities. At the SC-ICC annual spring retreat, board members from all the sports clubs gather for a leadership training to equip student administrators with the skills they need to lead their individual sports club in managing team competition. This year several of CSUF’s sport clubs hold undefeated records, are at the top of their divisions, and will be competing in their national tournaments. Men’s Rugby went undefeated 9-0 in conference and has a chance to move up to Division 2 next season. Woman’s Rugby ended their season at 6-3 and earned an invite to the national tournament. Men’s Lacrosse is currently in first place and is expected to play at nationals in Denver. Men’s Volleyball finished their season ranked #22 in the nation and finished 20th out of 42 at nationals. The CSUF paintball team went to Florida to compete at the national tournament and finished 8th out of 50. Finally, the Table Tennis team sent one participant to compete at nationals in Milwaukee.

Many of the sports clubs are involved in philanthropies and community projects to promote their sports to local children. The SC-ICC is also developing philanthropic projects for the entire council to come together and engage in community service in the future.

Current sports clubs include: archery, bowling, equestrian, lacrosse (m/w), ice hockey, sailing, rugby (m/w), ultimate Frisbee, volleyball (m/w), water polo (m/w), ski & snow, table tennis, and paintball. The SC-ICC represents a diverse group of student athletes who are taking Titan pride and campus involvement to a whole new level.

If you’re interested in becoming involved with a sports club or starting your own, visit the Student Organization Resource Center (SORC) in TSU 247 or email sorc@fulleton.edu.

Cultural Commencement Ceremonies 2010

Carmen Curiel
Director, Multicultural Leadership Center
Dean of Students Office
Photos Provided by the Multicultural Leadership Center

Each year, the University hosts cultural commencement ceremonies. These events complement the University Commencement by adding a unique multicultural dimension that celebrates our diverse student population and honors our graduates and their families. Leadership for these ceremonies is provided by faculty and staff associations, student leaders, clubs and organizations, and cultural resource centers. All graduating students, as well as faculty and staff, are welcome to participate.

Each ceremony includes a processional, keynote speaker and individual student recognition—a very special highlight given the large number of family and friends who attend. Students receive stoles that can be worn at the University Commencement.

Asian and Pacific Islander Graduate Recognition Ceremony
Saturday, May 8, 2010, 2:00 pm – 4:00 pm, Pavilions ABC
Sponsored by the Asian American and Pacific Islander Faculty and Staff Association.

Chicano/Latino Graduation Celebration
Saturday, May 15, 5:30 pm – 10:00 pm, Pavilions ABC
Sponsored by the Chicano/Latino Faculty and Staff Association.

LGBT Pride Recognition Ceremony
Thursday, May 13, 2010, 7:00 pm – 9:00 pm, Pavilion A
Sponsored by the Lavender Working Group.

Pan-African Student Recognition Ceremony
Saturday, May 15, 2010, 12:00 pm – 2:00 pm, Engineering and Computer Science Lawn
Sponsored by the African American Faculty and Staff Association.

Pilipino American Graduation Celebration (P-Grad)
Friday, May 14, 2010, 6:00 pm – 8:00 pm, Pavilions ABC
Sponsored by the Pilipino American Graduation Celebration Committee.

For further information, please contact:
Multicultural Leadership Center • Titan Student Union, Room 234
(657) 278-7366 • multiculturalcenter@fullerton.edu.