



SCHOOL OF COMMUNICATION
THE COLLEGE OF COMMUNICATION AND EDUCATION

E-COMM PROMOTES SUSTAINABILITY AND CUTS COSTS

by Ricki McCarroll

COMM is reaching out to the School of Communication alumni community with an electronic version of the publication beginning this spring.

Alumni are highly encouraged to take advantage of the new electronic distribution of COMM by sending an e-mail to commnewsletter@csuchico.edu with "Opt In" as the subject header. Alumni should include full name, address, year of graduation and major in the message so records can be updated.

The move toward electronic versions of publications is a growing trend across the Chico State campus and nationally.

According to the Ecology.com article "Paper Chase" by Sam Martin, about 4 billion trees worldwide are cut down every year for paper. One U.S. resident uses about 749 pounds of paper annually.

In response to the need to reduce paper waste and California budget cuts, university programs are exploring different avenues to further stretch the dollar.

"I have seen schools moving toward electronic textbooks and online readings," said Julian Dautremont-Smith, associate director for the Association for the Advancement of Sustainability in Higher Education. "I am beginning to see people move in that direction."

Each year, COMM prints 15,000 copies while *Education Matters*, a School of Education alumni publication, prints 26,000 copies.

The cost to print and mail COMM is \$8,000 a year. The School of Communication hopes to save about half of that, if not more, when readers elect to "Opt In." In comparison, the savings for *Education Matters* will be \$6,000 to \$7,000 per year.

Campus publications such as *The Pavilion*, the College of Agriculture electronic newsletter, and *Connected*, the Chico State alumni and parent newsletter, have taken a leap into electronic media.

Connected overhauled its publication completely and sent its print version packing.

"August [2008] was our first online version. It was a completely budgetary decision," said Polly Crabtree, associate director of Alumni and Parent Relations. "In June, we do our annual budget for our alumni association, and in putting together the June budget, we were looking for some cost-cutting measures."

Connected reaches about 3,000 alumni. Converting it to an electronic publication has saved the university about \$6,000.

The challenges of switching to a completely electronic version included resistance from some alumni and increased content volume, but it is a great trade-off, Crabtree said.

"Instead of giving out information three times a year, now they [alumni association members] get 10 [newsletters] and it's way more timely," she said.

The trend toward electronic publications as an alternative to print versions is growing at a steady pace on campus. Most departments are making other efforts to offset the cost of printing, rather than going completely electronic, said Dale Wymore, manager of University Printing Services.

"They [the departments] are trying to cut down on their mailing list by doing a combination with the online versions," Wymore said.

The e-version of COMM will contain the same stories and material as the print version, which will eventually be phased out altogether. To view the online version of COMM, go to <http://www.csuchico.edu/cme/alumni/newsletters.shtml>.



"Opt In" with the e-version of COMM to support sustainability.

PROGRAMS SUSPENDED, COSTS CUT TO ADJUST TO BUDGET CONSTRAINTS

by Hillary Feeney

The College of Communication and Education temporarily suspended the instructional design and technology bachelor's and master's degree programs in January as part of an effort to address state budget difficulties.

"With the budget cuts, it's hard to maintain all of the programs we want to," said Tom Welsh, Chico State alumnus and associate professor of instructional design and technology. "If enrollment is low in a certain program, it is very expensive to deliver it."

While admissions to the bachelor's and master's degree programs have been suspended, current students will be allowed to finish.

"Advisers here will make sure that students progress in a timely manner," said Phyllis Fernlund, dean of the College of Communication and Education. "Our faculty is committed to providing a high-quality education and ensuring they are there for the students."

The communication arts and sciences department will maintain the integrity of its programs through minimizing everyday costs, said Ruth Guzley, department chair. This includes cutting operating costs, the number of classes offered to part-time faculty and excess course sections.

"There's not a lot of extra money to be saved by buying less paper," said Yvonne Bealer, administrative analyst for the College of Communication and Education. "We have to make hard decisions about cutting money, and they involve salaries."

Terry Curtis, chair of the communication design department, recognized that other measures were necessary in his area. Half of the part-time professors for the department will not be asked back to teach for the coming fall semester.

Still, suspending the instructional design program was a difficult decision, particularly because the bachelor's degree was the only one available in the United States, Curtis said.

To keep the interest and awareness of instructional design and technology alive, the communication design department wants to grow the minor, Curtis said. Since May 2008, enrollment in the minor has increased from one to 16 students.

Students from other majors who want to expand their employment opportunities upon graduation are often attracted to the minor, Welsh said.

"Our faculty is committed to providing a high-quality education and ensuring they are there for the students."

Dean Fernlund

ALUMNI, FACULTY BUILD E-LEARNING PROGRAMS TO MAKE TRAINING EASIER AND FASTER

by Hillary Feeney

In most classes, some of the students get bored, others panic about the material and the rest settle into the pace. With the advent of interactive electronic learning programs, students and professionals can train for jobs and certificates and learn skills at their own speed.

Tom Welsh, Chico State alumnus and associate professor of instructional design and technology, is creating e-learning programs and redesigning a Web portal for the California Commission on Peace Officer Standards and Training with help from Chico State alumni. In addition to his work with POST, a group that focuses on instruction of California law enforcement officials, Welsh is formatting e-learning programs for Caterpillar, the world's largest heavy equipment company.

"A big part of designing e-learning programs involves creating situations that are analogous to what people face in the real world," Welsh said. "It poses a challenge of making online circumstances semirealistic and engaging."

Writing the content, working with Adobe Flash Player and making storyboards proved to be a lot of work for Welsh. When directors from POST asked him to redesign the e-learning portal, he turned to Chico State alumni and part-time lecturers Earl Jessee and Jon Knolle for help.

"On most of my work, it's just me, but you can't get all the stuff done yourself," Welsh said. "Because Chico State's instructional design professors and former students speak the same language, they have an objective advantage."

In 2002, Jessee and Knolle helped start LearningChange with fellow alumnus Scott Winter. Welsh hired the Chico-based e-learning and leadership development company as a vendor for the project in summer 2008.

Knolle said they chose to help Welsh because of their ties to the university.

"Chico State has an amazing instructional design program, and we are happy to rely on Professor Welsh's expertise," Knolle said.

Welsh's skills are apparent in the four POST courses that he is designing to prepare professionals to test peace officer candidates' readiness for the work force.

The e-learning programs communicate standardized procedures in a low-cost and time-efficient way, which helps prevent discrepancies.

"If a police officer calls in requesting backup, the dispatcher has to be trained to use certain codes," Welsh said. "Otherwise the SWAT team will report when all they needed was a dog catcher."

While the POST courses focus on standardizing law enforcement, Welsh's e-learning programs for Caterpillar highlight aspects of everyday work in an international heavy equipment company. The programs address a variety of concerns, including insider trading and repairing natural gas engines.

These hands-on programs deal with straightforward subjects, but they take about a year to develop. Welsh collaborates with subject-matter experts and stakeholders to effectively produce the e-learning modules.

The POST Web portal and e-learning programs will become active by August 2009. Caterpillar will release the e-learning programs on a rolling basis.

CHICOSOL CROSSES DEPARTMENT AND CULTURAL BORDERS

by Ricki McCarroll

Journalism lecturer Leslie Layton-Flores is going global with her cross-cultural monthly Webzine, *chicoSol*. Since April 2007, the publication has been filling a need for media to extend across cultural borders.

Working in Mexico for several years as a reporter contributed to her interest in international media publications.

Layton-Flores is the editor-in-chief, translating and adapting stories for English- and Spanish-speaking audiences. Her goal is the expansion of ideas and thoughts through a cross-cultural forum.

"[*chicoSol*] should really be a bridge-building project," she said.

The Webzine's primary audience is the large Latino community in the Chico area.

Layton-Flores is trying to expand *chicoSol*'s readership and recently published stories that explore the Hmong and Native American cultures.

The publication has generated 10,000 hits to its Web site thus far and has subscribers from the San Francisco Bay Area, Ireland, Great Britain and other European countries.

In recent months, her "bridge-building" dream has come true with the introduction of Denise Minor, assistant professor in the foreign languages and literatures department, into the *chicoSol* family.

Minor's interest in the Webzine was sparked in November 2008 when two students approached her about their interest in bilingual media writing.

She was introduced to *chicoSol* by Patrica Black, foreign languages and literature department chair, and has since become a crucial part of the Spanish edition, as a writer and editor.

Nagore Sedano Naveira, a visiting scholar from Bilbao, Spain, and Chico State Spanish major Rosalia Hernandez, asked Minor to help them become published writers.

"We have such an incredible journalism department," Minor said.

Naveira's article, "Tú a España y Yo a California: Dos Perspectivas," was published in the Spanish edition of the Webzine. The dual-sided article also featured Chico State student Sarah Broch's experiences in Bilbao, Naveira's hometown.

"I think the experience is really phenomenal," Layton-Flores said. "Students meet the standards of professionals and learn the process."

BUDGET CONSTRAINTS

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Promoting the minor led to increased enrollment in normally small classes, said Jon Knolle, Chico State alumnus and lecturer in the instructional design and technology program.

Knolle acknowledged the effects of growing class sizes, but was confident that professors can adjust to the change.

"Professors can still have the same goals, while servicing more students at once," Knolle said. "It's certainly a challenge, but we are holding on during the crisis."

The bachelor's and master's degree programs will be reinstated in better financial times if market research reports a need for them, Curtis said. He recognized the suspension as a necessary, but hopefully temporary, step.

"It will be a rough two or three years and we will have to make major changes and cut costs," Fernlund said. "[We will] do that through promoting technology, redesigning programs and altering learning spaces."

AWARD-WINNING STUDENT DISPLAYS "THE WINDOW SEAT"

by Ricki McCarroll

Mario Correa is sitting in "The Window Seat" as a recipient of the 2008 Undergraduate Award for Research and Creativity.

The senior communication design major developed "The Window Seat" photo project last spring as an assignment for "Applied Photography," a course taught by Associate Professor Byron Wolfe.

Inspired by Russian Constructivism photomontages, Correa began working with different print mediums to create high-contrast black-and-white images that are printed on transparencies. These transparencies are then layered on an overhead projector and a photograph is taken of the projected image.

"What I like most about the process is the hands-on aspect of arranging the transparencies," Correa said. "It's a nice break from the computer-driven environment of digital photography."

Originally an undergraduate student at UC Davis, Correa made the move to Chico State after completing a year as a computer



Mario Correa displays "The Window Seat."

science major.

The Undergraduate Award for Research and Creativity is granted by the Chico State Office of the Provost and Vice President of Academic Affairs for travel to professional meetings or other related needs.

Correa's showing of "The Window Seat" will run April 29 to May 22, with a reception held May 6 in the Bell Memorial Union's Third Floor Gallery.

TEHAMA GROUP COMMUNICATIONS

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CONNECT 2009 UNITES ALUMNI, FACULTY AND STUDENTS TO INSPIRE FUTURE SUCCESS

by Hillary Feeney

Chico State alumni from the School of Communication shared their real-world experiences with students during CONNECT 2009, held April 1 and 2.

For the fourth consecutive year alumni returned to campus to talk about their work experience and the transition from college to full-time careers. They provided advice in areas ranging from how to write a good story to differentiating oneself in a saturated job market.

Alumnus Craig Hedges, creative director for Arizona State University Foundation, gave design students tips about crafting a résumé. He showed the evolution of his résumé as he transitioned from college to a career in advertising.

Hedges typically asks advertising clients three questions: “Who are you?,” “What do you do?” and “Why should I care?” He told students to clearly answer these questions in their résumés as they apply for jobs.

Alumni Greg Silveria, an independent creative and brand consultant, and Jess Giambroni, design director of Deutsch Design Works, joined Hedges to tell students about their work in the professional world.



Jess Giambroni, Craig Hedges and Greg Silveria (left to right) combine their expertise to teach students about working in the graphic design industry.

Alumnus Charlie Scibetta was a founding member of Tehama Group Communications in 1990 and now serves as senior director of corporate communications for Nintendo of America Inc.

Scibetta provided tips to students about landing a job and warned students that employers often see Chico State as a party school. He added that focusing on internships and skill sets can overcome the stigma.

Student Stephanie Paddock, a junior in the public relations program, attended presentations by Scibetta in “Public Relations Strategy” and Matt Brown, editor of *Nevada Magazine*, in “Magazine Writing.”

“Both Scibetta and Brown emphasized the value of connections,” Paddock said. “It’s a wake-up call and made me think about the future and how I should be preparing for it now.”

In addition to tips on job searching and résumé building, alumni provided specific examples of their work and analyzed current students’ writing skills and portfolios.

Brown, former assistant sports editor and entertainment staff writer for *The Orion*, critiqued the April 1 edition of *The Orion*. He discussed writing and styling concerns such as the inverted pyramid writing model, story placement and text justification.



Matt Brown discusses the difference between news and corporate writing.

Student Jen Siino, a sophomore in the news-editorial program and editor of the opinion section, found Brown’s comments about the *The Orion* helpful.

“Alumni know our school,” Siino said. “We hear how things [in *The Orion*] are different or changed and they share their perspective based on how it looked before.”

Alumna Patty Oien, vice president of Breakaway Communications, returned to her stomping grounds in the TGC office to provide students with feedback about their account work. She also told public relations students about an internship at her company and the value it could add to their résumés.

“This has been my first time on campus in 10 years,” Oien said. “I am so impressed with how advanced the programs are now.”

During CONNECT 2009, School of Communication alumni provided insight on a variety of real-world topics and fostered bonds between Chico State and its students.

“[CONNECT and the university] is a partnership of profound purpose and great success,” said Paul Zingg, president of Chico State. “That kind of purpose and sense of engagement is overwhelmingly powerful.”

DIVERSITY PARTNERSHIP CONTINUES TO BRING NEW STUDENTS AND THEIR PERSPECTIVES

by Hillary Feeney

Chico State junior Julia Vazquez’s parents expected her to transfer from Southwestern Community College to a four-year college. A scholarship from the MediaNews Group Journalism and Diversity Partnership made this a reality when Vazquez left her tight-knit Mexican family in San Diego for Chico State.

The effort to attract more diverse students to campus was based on recommendations from the accreditation committee in 2004. Dave Waddell, professional-in-residence and *The Orion* faculty adviser, and David Little, news editor for the *Chico Enterprise-Record*, applied for a grant from MediaNews Group in spring 2006.

“My main reason for involvement is that it’s the right thing to do. Chico could be lily white but diversity brings experience,” Waddell said. “Plus it’s more fun to get different perspectives.”

Also during spring 2006, Waddell took a sabbatical and began to recruit minority students from 37 high schools and community colleges throughout California. Vazquez heard about Chico State through Waddell’s continued recruitment efforts.

“It’s an investment,” Vazquez said. “I had to leave a lot of things behind, like friends, family and my job, but I needed to get ahead.”

Waddell reviewed Vazquez’s work as the opinion editor for the *Southwestern Sun*, Southwestern Community College’s student newspaper, and invited Vazquez to tour Chico State.

When Vazquez’s mom was unsure about her attending college far from home, Waddell met her for lunch and gave his personal contact information to her.

“At Chico, teachers give you their home phone numbers and

go that extra mile,” Vazquez said. “They extend themselves to you, making it a home away from home.”

Waddell also helped alumnus Chris Vongsarath, a first-generation Laotian-American, find an internship with the *Tri-Valley Herald*, a newspaper owned by MediaNews Group in Pleasanton, Calif., when he graduated in 2007. The faculty and professional involvement the diversity partnership offers to students impressed Vongsarath. He is now a staff writer for *The Campbell Reporter*, which partners with the *San Jose Mercury News*.

“I landed a job right after an internship, which is pretty hard to do in today’s job market,” Vongsarath said. “I was lucky to have those opportunities.”

During summer 2007, six other students involved with the partnership landed internships at *The Denver Post*, *Salt Lake Tribune* and *San Jose Mercury News*. To increase the partnership’s impact, Waddell also started the 1-unit class “Journalism and Community

Leadership and Service.”

This small class has 11 students from diverse ethnic backgrounds, about half of whom were recruited via the partnership. Students share ideas about fundraising and scholarships that will attract a growing

number of diverse students in the future.

From scholarships to internships, the \$59,000 grant from MediaNews Group continues to benefit the journalism department.

Waddell hopes to have it renewed at the

end of the four-year partnership in 2010, but stresses the importance of diversity regardless of partnerships.

“It’s inspiring to see them [minority students] come here and succeed,” Waddell said. “Chico State has to be proactive to attract minority students.”



Potential transfer students from Southwestern Community College learn about the MediaNews Group Partnership.



Sarah Mills-Krutilek (CMST 03) is a project recruiter for Accountants International in Pleasanton, Calif.

Jillian Fisher (PREL 03) is an account supervisor for Enfatico in San Francisco.

Kristen Laschinger (PREL 08) is a marketing administrator for Barracuda Networks Inc. in Campbell, Calif.

Debbie Dakins (ICST 84) is a consumer medical writer for Healthwise in Boise, Idaho.

Nicholas Turney (HCMN 04, CMST 07) is an adjunct faculty member at Woodland Community College in Woodland, Calif.

James Dasney (ICST 96) is a program coordinator for the International Organization for Migration in Ukraine.

Kristen McDonald (ORGC 04) is a senior leasing consultant for Oakwood Worldwide in Mountain View, Calif.

Tonia Ruzzamenti (ORGC 01) is a pharmaceutical sales representative for Takeda in Sacramento, Calif.

Jean Richardson (SPCH 68) is a self-employed investor in Cottonwood, Calif.

Mark Ulriksen (VCGD 80) is a freelance illustrator and artist in San Francisco and was commissioned by Golf Digest to illustrate the 2008 Masters Tournament.

Brian Gilmer (CMIS 90) is a volunteer for the Peace Corps working in instructional technology and business consulting for Armenian nongovernment agencies.

Erica Jostedt (PREL 03) is an account supervisor for SutherlandGold Group in San Francisco.

Laura Langerwerf (PREL 04) is an account manager for Runyon Saltzman and Einhorn Inc. in Sacramento, Calif.

Scott Winter (ORGC 90) is the co-founder and principal of LearningChange in Chico, Calif.

Erin Hunter (GRPH 00) illustrates middle school supplementary science books for Sally Ride Science and exhibits her artwork in Monterey, Calif.

Phil Boden (GRPH 05) is the creative director of Par Out Golf in Chico, Calif.

Curtis Wahlstrom (PREL 04) is an inside sales representative for Hitachi Data Systems in Santa Clara, Calif.

Sarah Hildenberger (PREL 08) is the communications coordinator for the San Jose Convention and Visitors Bureau and Team San Jose.

Christina Bullock (PREL 08) is a Web site marketing specialist and manages a travel blog for RV.net in Ventura, Calif.

Korie Duke (ORGC 06) is the associate director of annual programs at the San Diego Hospice and The Institute for Palliative Medicine.

Scott Lechner (PREL 04) is a senior account executive for Kulesa Faul in San Mateo, Calif.

Reagan Lederman (ORGC 07) is a project coordinator for Thinkwell Design & Production in Burbank, Calif.

Jose Gutierrez (CMST 01) is the program director for the Hispanic Scholarship Fund in Los Angeles.

Dave Fanucchi (NWED 93) is the director of communications and public relations for the United States Golf Association in Far Hills, N.J.

Rich Schwerin (NWED 91) is a senior product marketing manager for Oracle in Redwood Shores, Calif.

Lindsay Pangburn (PREL 00) is the corporate relations manager for the California State Association of Counties in Sacramento, Calif.

Rusty West (CMST 04) is an associate producer for ESPN, FOX, CBS, NBC and Turner Broadcast in Santa Cruz, Calif.

Michael Ballestero (CDES 01) is an editor for the show "Big Movie Premier" on the TV Guide Network in Hollywood.



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PROGRAMS SUSPENDED DUE TO BUDGET

ALUMNI DEVELOP E-LEARNING PROGRAMS

WEBZINE SPARKS COLLABORATION

STUDENT RECEIVES AWARD FOR PHOTO PROJECT

ALUMNI RETURN FOR CONNECT 2009

PARTNERSHIP BENEFITS DIVERSE STUDENTS



THE ORION WINS TOP AWARDS

The Orion continued its award-winning style by garnering top honors at the Associated Collegiate Press National College Journalism Convention the weekend of Feb. 28 in San Diego. *The Orion* won first place in general excellence for the Best of Show competition. *The Orion* also received first place for best overall design and general excellence for a weekly newspaper from the California College Media Association.

WOLFE AWARDED FOR HIS PHOTOGRAPHIC VISION

Byron Wolfe, communication design associate professor, received the 2009 David W. and Helen E.F. Lantis University Professorship award for his work in rephotography. Wolfe has already begun re-photographing Guatemalan landscapes and residents, emulating photographer Eadweard Muybridge's 19th century photographs. Dave Lantis, the late Chico State professor and award's namesake, also shared Wolfe's fervor for cultural geography and striking photography. Wolfe's most recent published work, "Everyday: A Yearlong Photo Diary," completed a gallery exhibit March 1, 2009, at The Blue Sky Gallery in Portland, Ore. Wolfe most recently won a 2009 Guggenheim Fellowship for Photography in the creative arts category.

STUDENTS RECEIVE RAWLINS ENVIRONMENTAL AWARD

Public relations seniors Ashley Gunther, Katelyn Davis and Emilie Johnson and recent journalism graduates Jessica Mindt and Elise Watkins were awarded the \$6,000 Jack Rawlins Environmental Award for fall 2008. They won the award after creating an energy conservation awareness campaign to educate Chico State students about the significance of energy use. After surveying students on their knowledge of sustainable practices they held a campaign-related event in the Student Services Center in spring 2009. Alumnus Jack Rawlins established the biannual prize in 2006 to support exemplary student research and projects that encourage environmental awareness.

Update your alumni information at: <http://www.csuchico.edu/cme/alumni/stayConnected.shtml>.

To support scholarships and programs, send checks payable to: University Foundation, CSU, Chico

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