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Cal U's Identity Revealed

California University is a resilient, proud, energetic, caring and supportive institution. Its purpose is to create lasting opportunities that empower people to effect meaningful change.

This was the storyline from data revealed to the campus community March 27, after nearly six months of research by Carnegie Dartlet, a nationally recognized reputation management firm commissioned to help Cal U more clearly define its brand.

The campus community was invited to participate in the firm's research, and more than 260 people took part. From 11 in-person and online workshops, the consultants drew more than 20,000 data points to inform their work.

University President Geraldine M. Jones opened the "reveal" presentation with a reminder that building a brand is a gradual process.

"A University's brand is more than a logo or a tagline. It's an image, a reputation," she said. "And it will reach far beyond the admissions and marketing teams. On every level, it will shape the way all of us present our University to the public."

Presenters Dave Viggiano, vice president for strategy at Carnegie Dartlet, and Bethany Talbot, director

— *Continued on page 3*



Four-year Grant Helps Parents

A four-year grant of more than \$389,000 awarded by the U.S. Department of Education is helping low-income parents who attend California University of Pennsylvania pay for child care services.

Funds obtained through the Child Care Access Means Parents in School (CCAMPIS) grant is enabling the children of eligible Cal U students to attend The Village, a state- and nationally accredited child care and preschool education program within walking distance of the Cal U campus. Dr. Nancy Skobel, associate dean for Student Affairs, says the grant for the Hand-in-Hand program will pay tuition costs for eight to 10 preschool children each year.

Skobel, who directs the University Women's Center, says Cal U officials receive roughly a dozen inquiries about child care assistance from low-income students each year. In many cases, state

welfare programs do not offer adequate aid for low-income parents — especially single moms and dads — who are trying to earn a college degree.

"Education is the ultimate equalizer, and Cal U's participation in the CCAMPIS program will help both students and their young children," Skobel says. "Not only are immediate child care needs being met, but the program also will have a positive effect on long-term family finances and children's readiness for school."

The program continues California University's longstanding tradition of providing educational opportunities to nontraditional students, including members of the armed services and military veterans.

Many of these students are parents who are juggling family and work responsibilities in addition to their studies. Low-income students with military ties are given first priority for the

Hand-in-Hand awards. Single mothers are first in line to receive a child care tuition payment; remaining funds are awarded to single fathers next, and then to two-parent families. A sliding fee scale is used, in order to maximize the number of participating families.

In addition to providing child care at The Village, the Hand-in-Hand project coordinates University support services for the parenting students. As part of an organized learning community, they participate in study groups and parent-and-child activities. Skobel meets with participants to oversee their academic progress and guide them to the campus resources and services they need.

"At Cal U, student success is a priority," Skobel says. "By making quality child care more affordable, we make it easier for parenting students to earn a degree and build a brighter future for their families."

Library Exhibit Showcases Cuban Art

The work of five artists from Cuba will be on display April 16-21 in the third-floor gallery at Manderino Library.

The public is welcome to join Cal U students, faculty and staff at the free exhibition, which features works by artists Yamilany Morales Ferras, Dayron Simon, Jesus Gastell, Duhamel Xolot and Jose Luis Cabrera Restoy.

Special presentations on April 17 will put the artwork into context, with a panel discussion by several artists and a talk on human rights and genocide in Latin America by Dr. John Cencich, an international war crimes investigator and a professor in the Department of Criminal Justice.

Christine Frechard, who owns an art gallery in Pittsburgh's Squirrel Hill neighborhood, also will be on hand April 17.

"Frechard went to Cuba last summer and was thrilled by the art scene," said Andrea Cencich, a friend of the French gallery owner and an instructor in the Department of



A print of the banknotes series by Dayron Simon is part of the Cub'Art exhibition, showcasing the work of five artists from Cuba. The exhibition will be on display April 16-21 in the third-floor gallery at Manderino Library.

Art and Languages.

"She met a few artists in Havana and Soroa, and she became enthusiastic about bringing their art and the artists to the Pittsburgh area, to give them an opportunity to be represented outside of Cuba."

The Cub'Art exhibition also can be seen at the Christine Frechard Gallery,

and an opening reception is planned at G1 Gallery, in Pittsburgh.

The campus event is sponsored by the Office of the President and the Art and Languages Department; co-sponsors are Manderino Library, the Criminal Justice Department, the international studies program and the College of Liberal Arts. Organizers of the "Cuban Art"

When to visit

"Cuban Art" will be on public display April 16-21 during regular Manderino Library hours:

7:30 a.m.-11 p.m. Monday through Thursday; 7:30 a.m.-5 p.m. Friday; and 9 a.m.-5 p.m. Saturday. Pay-by-meter parking is available in Lot 10 and Lot 17.

On April 17, students from five area high schools will meet the artists and attend a panel discussion with the artists and a talk on human rights from 9:30 a.m.-1:30 p.m.

The public may join Cal U students, faculty and staff to hear the panel discussion and human rights presentation at 2 p.m. April 17 in room 208 of Manderino Library. Admission is free. Pay-by-meter parking for visitors is available in campus parking lots 10 and 17.

FIRST® Robotics Competition Returns

Science, technology, engineering and math took a "classic 8-bit arcade games" turn at the Greater Pittsburgh Regional FIRST® Robotics Competition.

More than 1,100 students — 52 teams from nine states, as well as teams from China and Taiwan — drove their 120-pound, custom-built robots across the playing field in the Convocation Center on March 23-24. Cal U has become a premier regional destination for robotics competitions, welcoming thousands of STEM-focused high school students. With fans cheering in the bleachers and an energetic announcer calling each contest, FIRST Robotics creates a dynamic atmosphere that treats robotics as a sport.

In this year's challenge, FIRST POWER UP, robots and their human operators formed alliances in order to perform tasks and escape from their trap inside an arcade game.

Doug Rakoczy, a robotics engineer and volunteer mentor for SHARP, a team representing the Sarah Heinz House Boys and Girls Club of Pittsburgh, said the rules of the game challenged students during the six-week design-and-build period leading up to the competition.

"The points-per-second scoring format is unique, because it differentiates how you're going to be able win the game," he said. "The programmers needed to adapt to the randomness of the field and have the robots read what the field is giving them."

Senior Adam Patni from Naperville, Ill., focused on guiding his robot as it moved colored cubes through the field of play. His team, Huskie Robotics, made its first trip to Cal U.

"There's a lot of strategy involved," Patni said, adding that this year's challenge added new elements to the game.

"In addition to having a good robot, you have to be really aware on the field of how other robots are doing and where to place your cubes so you can earn as many points as possible."

Sophomore Maddie Karicinski, from McKeesport (Pa.) High School, said she focused more on electronics during her second year as a human



Electronic mayhem, a team from the Nichols School in Buffalo, N.Y., prepares its robot between matches during the 2018 Greater Pittsburgh Regional FIRST Robotics Competition.

player for AMP'D Robotics.

"Every year is different," she said. "I'm getting more and more involved and learning skills I never thought I'd get to experience."

Senior Ben Gregory was the co-pilot and belt captain for the Delphi E.L.I.T.E. 48 team from Warren, Ohio.

"My partner really helps me judge when to go up and grab the cubes ... to score as many points as possible. Every aspect of this project depends on us working together," he said.

"I want to be a mechanical engineer and potentially an aerospace engineer, and this (FIRST) is a good start."

Proud hosts

California University has hosted the Greater Pittsburgh Regional FIRST® Robotics Competition for five consecutive years.

"We are thrilled that our partnership continues to grow beyond the event, and it is exciting to see the collaboration between faculty, students and the FIRST organization," said Becky McMillen, executive director of University Conference Services.

She added that each year brings a new excitement because the FIRST Robotics challenge is different every year.

"The energy is contagious in the arena as spectators cheer, alliances are made, and goals are reached," she said. "The volunteers and staff have become like family to Cal U, and it is always great to see them return."

Dr. Jennifer Wilburn, an assistant professor in Cal U's Department of Applied Engineering and Technology, has been a judge for the competition since 2014. Industry experts from a variety of fields volunteer to score

the event. Teams are judged on their designs, engineering, recordkeeping and public speaking, as well as their robots' performance.

"Students are given the opportunity to take part, not just in the technical aspects of the competition, but also in creative and supportive avenues like leadership, teamwork, funding, outreach, marketing, and team promotion," Wilburn said.

"I am proud to be involved with such a great organization whose competitions help students grow professionally while introducing them to career paths that many may never have considered."

Seven teams from the Pittsburgh Regional are eligible to join winning teams from other regional contests at the FIRST Robotics Championship, either April 18-21 in Houston, Texas, or April 25-28 in Detroit, Mich.

Bots Battle While Teaching STEM

After weeks of designing, building, crashing and repairing their creations, hundreds of high school students will bring their 15-pound robots to Cal U for the 13th annual Southwestern Pennsylvania BotsIQ Finals.

The event, April 13-14 in the Convocation Center, uses gladiator-style battles and a spirit of competition to build students' skills in science, technology, engineering and math.

The opening ceremony is 9 a.m. April 13. Bots begin at 9:30 a.m. inside a pair of shatter-resistant cubes. On April 14, battles begin at 9 a.m. Admission is free, and the public is invited to watch.

A free STEAM Showcase from 10 a.m.-3 p.m. April 14 spotlights science, technology, engineering, arts and math. It includes a visit from Intermediate Unit 1's mobile fabrication laboratory, or fab-lab.

BotsIQ is intended to build career pathways for students who are interested in STEM. Manufacturers



Students from high schools and career centers will bring their custom-built robots to the Convocation Center April 13-14 for the Southwestern Pennsylvania BotsIQ Finals.

and other sponsors work side by side with mentors, teachers and parents

to develop STEM skills and connect students with employers, workforce

training opportunities and higher education options.

About 85 schools, technical centers and regional organizations will send teams to the competition, where students are judged on public speaking and project management skills, as well as the success of their bots.

"There's a lot more to this contest than smashing robots — although that's a lot of fun," says Michael Amrhein, a retired Cal U faculty member who is a BotsIQ judge and past event coordinator.

"It's about developing students' interest in STEM and showing them how those skills can lead to jobs in industry. Many of the student mentors are Cal U alumni who have gone on to successful careers in STEM."

SWPA BotsIQ is managed by New Century Careers and affiliated with the National Robotics League, which holds its national competition May 18-19, also at the Convocation Center.

This is the sixth year for the Southwestern Pennsylvania BotsIQ finals to be held at the Convocation Center.



Seniors Chelsea Faudale (left), Sidney Poppielscheck and Kitty Hoffman prepare for the Department of Music and Theatre's performances of 'Heathers: The Musical' performances are at 7 p.m. April 12-13 and at 2 p.m. and 7 p.m. April 14 in Steele Hall Mainstage Theatre.

Cal U to Present 'Heathers' April 12-14

One student was bullied. Another was shamed. One came out as gay and was shunned by his classmates. One had a friend who took her own life.

Theater students at Cal U are digging deep as they prepare for a production of "Heathers: The Musical" April 12-14 in Steele Hall.

"The show is unapologetic, blunt and graphic," says its director, Dr. Michele Pagen.

It follows Veronica Sawyer, a 12th-grader, as she navigates her final days in high school. Although the show has many upbeat musical numbers and comic characters, it also depicts bullying, social shaming, eating disorders, suicide, school violence and other serious issues.

"It's a modern musical that speaks to our campus community, to students who are here," Pagen says.

To help put the production in context, especially for high school audiences, a six-minute video will be shown before each performance. It features nine members of the "Heathers" cast who share their own accounts of high school misery.

The message: Hang on. You're not alone. High school can be hard, but things do improve.

Student audience

With University support, the Department of Music and Theatre regularly invites school groups to attend its performances. Pagen didn't want to miss that opportunity, but says she felt "an obligation not to leave anyone in a vulnerable position."

So she and her students turned the school performance into a daylong exploration of high school culture's darker side.

"We hope to let (students) know there are places where they can have these conversations, and it's OK to talk about it," Pagen says.

On April 13, teens from Albert Gallatin and Ringgold high schools will arrive on campus for a talk by Abbey Sager, founder of the Diverse Gaming Coalition. The organization uses pop culture as a springboard to oppose bullying and harassment in real-life and online communities.

After the talk, the teens will watch

the musical and the theater students' video. Over lunch, they'll hear a panel presentation by Cal U faculty with expertise in sociology, counselor education and academic services: Dr. Elizabeth Larsen, Dr. Emily Switzer, Dr. Elizabeth Gruber and Marnie Hall.

Study guides distributed before the visit present facts about tough topics and connect teens with text-lines and other online resources. Students from Cal U's counselor education program will sit at the lunch tables and stand by during the performance and panel discussion, ready to offer support.

Amid all the darkness, students are looking for light. The day's theme is #ThatCouldBeBeautiful, taken from a line in one of the show's musical numbers.

It speaks to the hope that even in difficult times, things will get better.

"There's a song in the show with the phrase 'we could be beautiful,' and we are putting our own spin on it with our theme," says graduate student Amber Kirschner, who is studying clinical mental health counseling.

She and counseling student Jessica Jacobs helped to organize the event.

"We hope that this day will be helpful and hopeful for students, so they can see that life does get better and can be beautiful," Kirschner says.

See the show

Cal U's production of "Heathers: The Musical" is open to the public. Show times are 7 p.m. April 12-13 and 2 p.m. and 7 p.m. April 14 in Steele Hall Mainstage Theatre.

The musical is based on the 1988 cult-classic film written by Daniel Waters. The book, music and lyrics are by Kevin Murphy and Laurence O'Keefe.

Ticket price is \$12. Students with valid CalCards are admitted for 50 cents; a \$5 deposit will be returned when the student attends a performance.

The public also may attend the talk by Abbey Sager, founder of the Diverse Gaming Coalition, at 8:45 a.m. April 13.

For more information or to order tickets by phone, call the Steele Hall box office at 724-938-5943.

Campus BRIEFS

Grad Open House Rescheduled

After canceling an event because of snowy weather, Cal U's School of Graduate Studies and Research has rescheduled an open house for April 25.

A second open house will be held on June 13. Both will take place from 6-8 p.m. in the Kara Alumni House.

The graduate school offers both face-to-face classes and master's degree programs delivered 100 percent online.

At the open house, future students can meet with faculty, financial aid staff, students and alumni to learn how a Cal U graduate program can help to enhance resumes and advance careers. Guests also can tour the campus, learn about graduate assistantships and apply at no charge.

Cal U offers more than 95 graduate programs, including more than 60 delivered online. Certificate and licensure programs are available in a variety of disciplines. Doctoral programs are offered in criminal justice and health science and exercise leadership.

The open house sessions are free, but online registration is requested. For details and to register, visit calu.edu/gradopenhouse. For more information about the School of Graduate Studies and Research, call 724-938-4187 or email gradschool@calu.edu.

Students Gear Up for The Big Event

Hundreds of Cal U student-volunteers will tackle chores for local residents during The Big Event, starting at 8:30 a.m. April 14.

The annual student-led service project aims to make a difference for Cal U's neighbors and local organizations.

"We are expecting another strong turnout, as many campus clubs and organization will give back to the community," said Mari Boyle, student government vice president.

Cal U's Student Government Association and the University's Center for Volunteer Programs

and Service Learning have been teaming up since 2007 to encourage students to lend a helping hand in California Borough.

Boyle urges any business or residence of California Borough interested in receiving student-volunteer help to email her at boyl7446@calu.edu or call 724-938-4793.

Conference Proposals Due

Proposals for the fourth annual Strike a Spark Conference are due by midnight on April 11.

Presented by the Center for Undergraduate Research and the Faculty Professional Development Center, the event showcases the research, scholarship, creative activity and application of students and faculty. The conference is set for 9 a.m.-4 p.m. April 25 in the Convocation Center.

All University members who have been involved in research, scholarship or creative activity are encouraged to share their work.

To learn about the conference and how to submit a proposal, visit calu.edu/strikespark. Questions about the conference can be directed to Dr. Gregg Gould at gouldg@calu.edu or Dr. Louise Nicholson at nicholson@calu.edu.

Take Our Daughters and Sons to Work Day

Employees must have their children registered by April 13 to be part of Cal U's Take Our Daughters and Sons to Work Day on April 26.

"A Day of Exploration" is open to Cal U employees' daughters and sons in age groups 5-11 and 12-18. Children must be enrolled in K-12 to participate, and the employee must be his or her parent or legal guardian.

Questions or ideas about creating or hosting an activity session or volunteering can be directed to Dr. Aadeah Masalehlan Block at block@calu.edu or by calling 724-938-4289. Information: calu.edu/TakeOurDaughtersAndSonsToWorkDay.

Cal U's Identity Revealed

—Continued from page 1 of content, explained the effort to determine the University's true "persona."

Carnegie Dantlet uses colors to represent various archetypes. Based on input from the campus community, they found that Cal U is "brown" — a determined contender that perseveres in the pursuit of excellence and is dedicated, practical, proud and resilient.

It's also a neighborly "purple" — a persona that's empowering, collaborative, supportive, inclusive and caring — with a lively touch of inspiring, passionate, experiential, dynamic and energetic "red."

The University can focus on these characteristics as it communicates within and beyond the campus, the consultants explained.

"All the institutions you are competing against (for enrollment) are providing audiences with facts and figures," Viggiano said. "You need to

do the same by telling stories through an authentic personality. By doing this in any form of communication, you will, over time, unify the campus community into one voice."

The University's present-and-practical "contender" personality rang true for junior Daniel Beck, who attended the presentation.

"I think the most interesting aspect of the presentation was their vision of the University," said Beck, who is active with the *Cal Times*, WCAL and CUTV.

"The 'brown' attributes seem like they fit when it comes to the different types of hardworking... people who work and study here. I'm looking forward to seeing where this all goes."

Carnegie Dantlet is still working to redesign the Vulcan logo based on input from in-person workshops. The campus community will be involved in refining the logo so it reflects the University's overall identity.

Fishing Festival Tradition Continues April 21

Cal U and the California community are fishing buddies.

For decades, the University and local agencies have collaborated to sponsor an event that introduces youngsters to the sport of angling—and gives their families an opportunity to enjoy a day on the stream together.

The 23rd annual Pike Run Youth Fishing Festival is set for 8 a.m.-3 p.m. April 21 at Rotary Park, off Route 88 (Third Street) in California.

Cal U students from the parks and recreation management program are instrumental in organizing the festival, which typically brings more than 100 anglers to the park.

"Planning the Pike Run Youth Fishing Festival gives our students a chance to interact with the community and gain important real-life experience in planning an event," said Dr. Candice Riley, faculty adviser for the event.

"This is a wonderful tradition and collaboration between the University and borough."

The free event is open to boys and girls ages 15 and younger. A parent, guardian or other responsible adult must accompany children younger than 13.

Registration begins at 7 a.m. Kids may bring their own fishing gear, or they can borrow equipment from a Cal U student volunteer as part of the state Fish and Boat Commission's Borrow-A-Rod-and-Ret program.

Expert fishing guides will be on hand to answer questions or help young



Renea Karlowksi, a 2005 graduate of Cal U, and her daughter, Dakota, watch for bites at last year's Pike Run Youth Fishing Festival. This year's event will begin at 8 a.m. April 21.

anglers learn how to catch trout.

The Pike Run Fishing Festival Committee will stock the stream with nearly 600 rainbow, brook, brown and golden trout. As it has done in the past, the committee will provide entertainment and many other activities.

Vendors will sell bait, tackle, food and beverages at the festival, which closes with a weigh-in and the awarding of trophies.

The festival is organized and programmed by the University's parks and recreation management program, the Parks and Recreation Student

Society, the Recreation Program Planning class, and the Cal U Eco-Learning Community, in cooperation with the Pennsylvania Fish and Boat Commission, California Rotary, the Borough of California and the California Borough Recreation Authority.

Restoration resilient

All fishing festival guests will continue enjoying the expanded fishing and recreational space from the venue's stream mitigation and streamside restoration project, which took place 18 months ago.

Through a contract from the Pennsylvania Department of Transportation, the multifaceted project transformed the habitat for fish and aquatic insects, improving outdoor opportunities for anglers, nature lovers, students and community residents.

The University-based Partners for Fish and Wildlife program at Cal U led the project in collaboration with the California Borough Recreation Authority, Pheasants Forever, the Army Corps of Engineers, the Washington County Conservation District and the Department of Environmental Protection.

Program coordinator Jose Taracido is pleased with how the park and stream are holding up following a second wet winter.

"By manipulating the water and creating the riffles that did not exist before, the gravel sediment is in place and has done really well even with some expected small flood damage," he said.

"Downstream from the park the habitat for trout has improved considerably and there's good spawning areas for the fish that come up from the river."

Another important part of the project involves Cal U biology students, under Dr. David Argent, who are also monitoring the stream's water quality, aquatic life and insect communities.

For more information about the fishing festival, contact Riley at rriley@calu.edu, call 724-938-5288, or visit facebook.com/groups/PRYFF.

Political Expert Shares Midterm Insights

Get ready for some fascinating midterm elections.

There is a strong likelihood of substantial Democratic gains in the U.S. House of Representatives, governorships and state legislatures this November, according to political expert Dr. Alan Abramowitz.

The Alben W. Barkley professor of political science at Emory University, Abramowitz spoke to an audience March 22 in Eberly Hall at a free event sponsored by the American Democracy Project at Cal U.

Since plotting the ADP in 2003, Cal U has held a series of forums to discuss campaign issues, learn about candidates and explore election results. Abramowitz last visited Cal U just weeks after the 2016 presidential election.

"Even though we are not voting for the president, I am always fascinated by midterm elections," he said. "I think this one is going to be particularly interesting and important, because there's a lot at stake."

This fall's midterm will decide all 435 seats in the U.S. House of Representatives, as well

as 35 Senate seats and 36 governors' races, including Pennsylvania's.

"If the Democrats were to take over one or both chambers of Congress, obviously this would change the political dynamic in Washington dramatically," he said.

A shift in power wouldn't be unexpected, Abramowitz explained: The president's party almost always suffers losses in midterm elections.

In fact, since World War II the president's party has lost House seats in 16 of 18 midterm elections, with an average loss of 25.7 seats; and Senate seats in 14 of 18 midterms with average loss of 3.9 seats.

"If voters are upset with the president or unhappy with what's happened with the new administration, they tend to take out their anger and frustration on the president's party by voting for the opposition party in the midterm election."

Coordinating the event was Dr. Melanie Blumberg, campus director of the American Democracy Project and a professor in the Department of History, Politics, Society and Law.



Dr. Alan Abramowitz

April 11 is a Destination Day

College students considering a transfer to Cal U get one-stop assistance when they visit campus on April 11, 2018.

The Destination Days program is designed to streamline the transfer process and welcome new students to the Cal U community. All services are free, and the University will waive the \$25 application fee for students who apply on April 11.

Students considering a transfer will be welcomed in Dixon Hall, Room 312, from 8 a.m.-4 p.m. Evening hours are available by appointment only; phone appointments also are available.

Students can register online at calu.edu/transfer or walk in to receive these services:

Free transcript evaluation: Bring your unofficial transcript(s) for possible provisional acceptance, or bring official transcript(s) in a sealed envelope for an official acceptance.

Application fee waiver: Complete Cal U's admission application on April 11 and the University will waive the application fee.

Information and support: Talk with staff from Cal U's Financial Aid Office, meet with housing or commuter services staff, or tour the campus. Cal U's helpful, caring staff will be on hand to answer your questions.

Orientation scheduling: Schedule a date for New Student Orientation.

For transfer admissions details, visit www.calu.edu/transfer, email transfer@calu.edu, or call the Articulation and Transfer Evaluation Office at 724-938-5939.

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