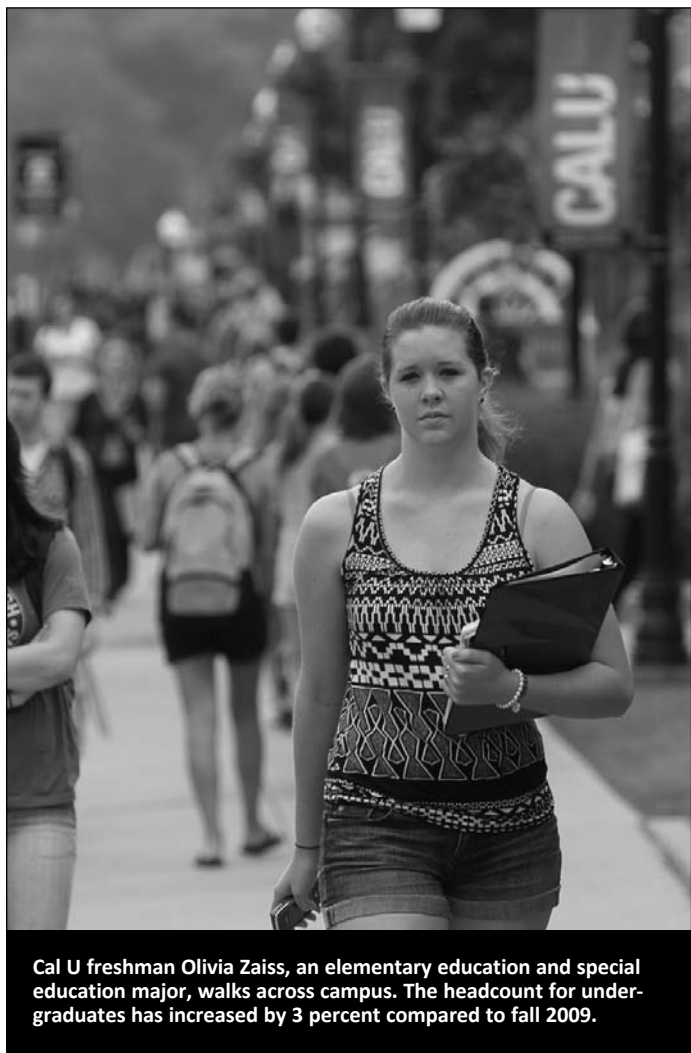


California University  
**JOURNAL**

VOLUME 12, NUMBER 23 OCT. 4, 2010



Cal U freshman Olivia Zaiss, an elementary education and special education major, walks across campus. The headcount for undergraduates has increased by 3 percent compared to fall 2009.

## Enrollment Climbs for 13th Consecutive Year

Headcount reaches a record-setting 9,400

**W**ith a headcount of 9,400, enrollment has reached an all-time high at California University of Pennsylvania.

This is the 13th consecutive year of record-setting enrollment at Cal U. The student population for the fall 2010 semester has increased by 4.2 percent over last year's total.

Both undergraduate and graduate enrollment is rising, University officials report:

The headcount for undergraduates has increased by 3 percent compared to fall 2009 figures.

Graduate student enrollment has grown by 9.4 percent since last year. The increase reflects interest in both Cal U's traditional master's degree programs and its Global Online programs, which are delivered 100 percent online.

"Our traditional graduate and Global Online enrollments have never been better," said Dr. John Cencich, dean of the School of Graduate Studies and Research. "As the graduate school increases its global presence, word of its high-quality programs and dedicated teacher-scholars has spread.

"There is no shortage of applicants for our face-to-face or online programs, which positions us to accept outstanding students seeking career advancement and scholarly development."

California University's enrollment has grown by more than 3,500 students since 2000, when the total headcount was 5,899 — an increase of 59 percent within the decade.

"Cal U continues to deliver a high-quality education at an affordable price," said Dr. William Edmonds, dean of admissions.

"We offer a wide variety of nationally accredited programs, and our classes are taught by faculty who are among the best in their fields. With our commitment to building both character and careers, Cal U offers a student-centered experience that focuses not only on job skills, but also on the life skills that form a strong foundation for success.

"From our time- and money-saving Four-Year Graduation Plan to our Student Success Center and lifelong Career Services, Cal U is committed to helping students achieve their goals."

## Green Dot Strategy Aims to End Violence

**C**al U's violence prevention initiative has a new name, a broader reach and an easily recognizable "Green Dot" strategy.

But like its predecessor, the P.E.A.C.E. Project, the End V Center is committed to ending violence within the campus community.

The anti-violence center is now fully funded by the University after being funded through grants for the past 10 years.

"We now have more freedom to approach prevention in a different way," said Kay Dorrance, End V's coordinator and victim advocate.

The transition has enabled the End V Center to foster a more inclusive environment and incorporate the Green Dot strategy, created by Dr. Dorothy Edwards at the University of Kentucky. It's a comprehensive approach to violence prevention that capitalizes on the power of peer and cultural influences.

While the P.E.A.C.E. Project's efforts focused on perpetrators and potential victims, "the Green Dot addresses the bystanders to these crimes and tries to get them to act on behalf of someone," Dorrance said.

"That's a huge difference, without

even getting into the issue of what a perpetrator does or how a victim acts. Ideally, if enough bystanders intervene, we are preventing violence from ever happening."

The Green Dot represents any moment, big or small, that either directly or indirectly helps reduce the prevalence of violence. One example might simply be helping a friend get home safely from a party or lounge.

"When a bystander does something positive and proactive for someone else, that's labeled a Green Dot moment," said Dorrance. "If I commit to do two, seven or 27 Green Dot moments this

semester, then I contributed to ending violence on our campus."

Dorrance and graduate assistant Samantha Glagola traveled to the University of Kentucky's Violence, Intervention and Prevention Center for a four-day training session last winter. Cal U became licensed to implement the Green Dot program, and Edwards also visited the Cal U campus.

"The training really helped us become multi-dimensional and understand the importance of marketing in pulling in a critical mass of people," said Dorrance.

— Continued on page 2

## Interim VP for Marketing, University Relations Named

**P**resident Angelo Armenti, Jr. has announced that Craig Butzine '84 will serve as interim vice president for Marketing and University Relations.

Butzine joined the Cal U staff in 2008 as director of marketing. In that role he has expanded the depth and breadth of the university's marketing efforts and established multifaceted partnerships with leading organizations, including the Pittsburgh Steelers, the Carnegie Science Center and the Pittsburgh Penguins.

Changing the name of the former Office of University Relations reflects a new emphasis on marketing Cal U by creating dynamic partnerships,

President Armenti said.

"I believe the future success of the University will be determined by our ability to form partnerships with world-class organizations," he said. "Craig is adept at forming these relationships, then working with our partners to identify 'win-win' solutions that benefit Cal U and its students."

Before coming to Cal U, Butzine was a sales, marketing and business development consultant to technology companies including Cisco Systems, Mediasite Live and Ultrak. He was global vice president for marketing services at Marconi PLC and senior vice president/management supervisor at the

— Continued on page 3



### Zipcar Arrives

Cal U has launched a new partnership with Zipcar Inc. See story on page 2.

# Convenient Zipcars Arrive at Cal U

California University has launched a new partnership with Zipcar Inc., providing the Cal U campus with access to the world's leading car-sharing service.

The cost-effective and convenient transportation option is now available 24 hours a day, seven days a week to all students, faculty and staff ages 18 and older.

Zipcar is an environmentally friendly transportation alternative that takes 15 to 20 privately owned vehicles off the road, the company says.

Drivers reserve a car and pay by the hour or by the day. Fuel, insurance, reserved parking spots and roadside assistance are included in the Zipcar rates, which start as low as \$8 per hour and \$66 per day.

The annual Zipcar membership fee for anyone affiliated with Cal U is only \$35, and University applicants receive \$35 worth of free driving credit applied toward their first month of driving. Students, faculty and staff can join at <http://www.zipcar.com/caluc>, or by checking the Quick Links for "parking" at [www.caluc.edu](http://www.caluc.edu).

Cars can be reserved easily online and accessed 24 hours a day. Cal U's two Zipcars, one hybrid and one with a standard engine, are parked on Hickory Street between residence halls A and B.

Zipcar even offers a fun and functional iPhone app that will honk the horn to locate a Zipcar and unlock the doors for members.

"We're confident that the Cal U community will benefit from the flexibility and cost-savings of our car-sharing program," said Matthew Malloy, vice president of Global University Operations at Zipcar. "Cal U Zipcar members not only will minimize the hassle and expense of owning a private vehicle, but will reduce their carbon footprint, as well."

Zipcar has established partnerships with more than 200 colleges and universities, and it utilizes a network of local vendors to service and clean its fleet.

For more information, including how to enroll in Zipcar at Cal U, visit: <http://www.zipcar.com/caluc>.



Drs. John Patrick (left), Grafton Eliason and Jeff Samide have co-edited three books on issues in career development and involved other faculty and students in the project.

## Editors Invite Collaboration

### Three CED Faculty Members Finish Third Book

Three faculty members from the Counselor Education Department are prepared to see their third book go to press — and they have turned the series into a collaborative project involving other faculty and students.

Over the past six years Drs. John Patrick, Grafton Eliason and Jeff Samide have co-edited three books on issues in career development for Information Age Publishing, based in Charlotte, N.C. The third book in the series, to be published in spring 2011, is titled *Career Development in Higher Education*.

Patrick began the series before coming to Cal U in 2002. He co-edited the first book, *Issues in Career Development* (2005), with Eliason and Dr. Donald L. Thompson, a retired dean and a colleague of Patrick's at Troy State (Ala.) University.

"Don was concerned, as was I, that there were not enough venues for researchers in the field of counselor education to publish," said Patrick. "Most of the flagship journals in our field have a backlog of as many as 150 articles, so it's going to be extremely difficult to get into that queue."

In addition to the trio of editors,

Cal U students and faculty members from Counselor Education and other departments have contributed to the series.

"We want to bring in as many people as we can from this academic community," Patrick said. "I queried students in the career counseling class, and this has been a great experience for them."

In the first book, four Cal U students — Kelly Tuning, Jessica Grasha, Amy Lucas and April Perry — wrote a chapter about career theorist John Holland.

Contributing chapters to the second book, *Career Development in the Schools* (2008), were Dr. Emily Sweitzer, then a member of the Psychology Department, and adjunct faculty members William Rullo and Mark Lepore.

Drs. Jacqueline Walsh and Taunya Tinsley, both of Counselor Education, have chapters in the third book. So do Rhonda Gifford and Gene Sutton of Career Services. Rullo and Sweitzer also have contributed.

In addition, recent graduates Demond Bledsoe, Eric Owens and Jack Lent penned a chapter on multi-cultural issues in career development,

and Lent added "Career Counseling in Technical Institutions." Assisting with the editing is graduate student Maria Grandas.

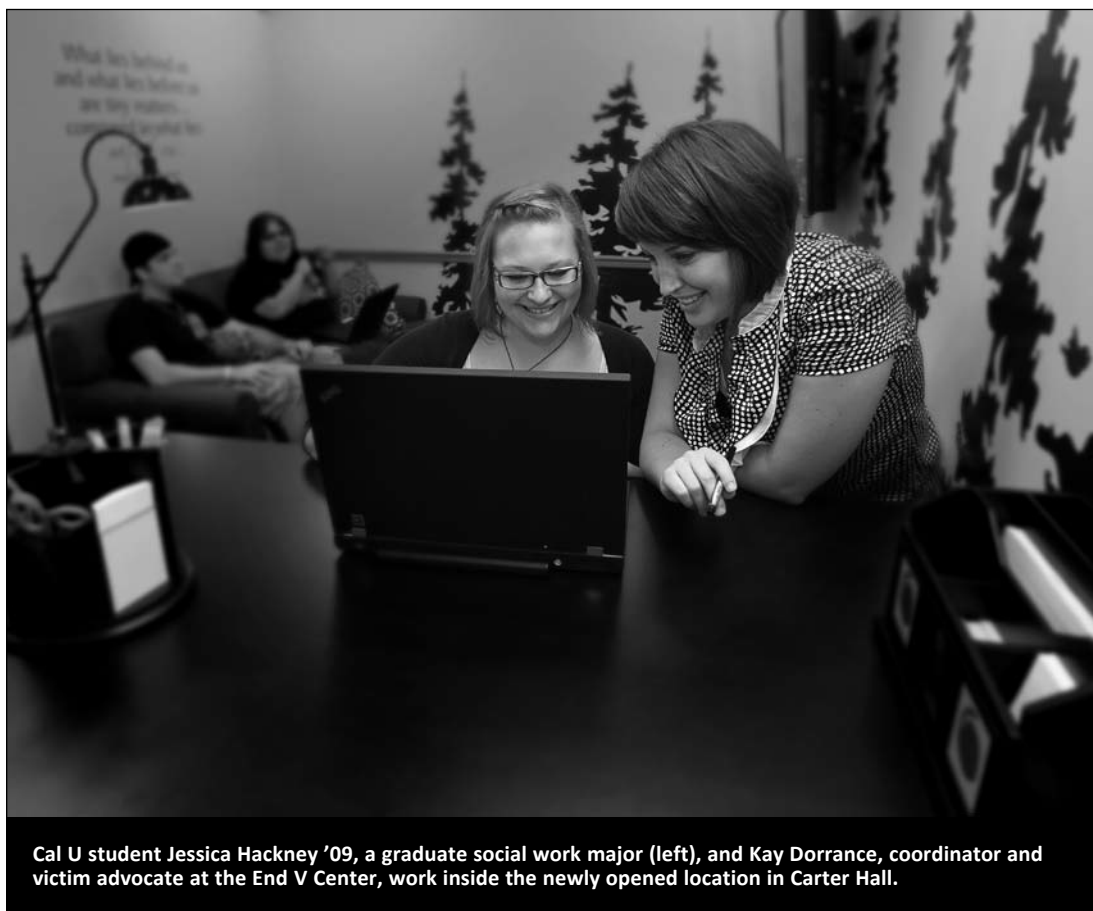
"For tenure-track faculty, this a wonderful way to get their publications started," said Patrick. "It gives students a sense of accomplishment and lets them experience the rigorous nature of the publishing process."

"From a faculty perspective, this lets the students see us in a different light. They see that what we talk about in class has real meaning. We can give voice to our interest in career counseling."

Designed for school counselors and administrators, the books also have been used as supplemental texts in higher education.

A fourth book is being planned: Incorporating the best chapters from the first three books, it will be marketed as a textbook in career theory. Another title will look at the use of creative arts in career counseling.

"Through a collaborative effort we are providing a service to counselors across the nation," Patrick said, "as well as a publishing venue for counselors and counselor educators."



Cal U student Jessica Hackney '09, a graduate social work major (left), and Kay Dorrance, coordinator and victim advocate at the End V Center, work inside the newly opened location in Carter Hall.

## Green Dot Strategy Aims to End Violence

— Continued from page 1

Glagola, previously an intern in Dorrance's office, explained that the Green Dot marketing materials helped the End V Center staff inform students at 39 first-year seminar classes at the start of this semester. The center also has partnered with community assistants in the residence halls and with the J. Coles Inn in California Borough.

Both Dorrance and Glagola pointed out the correlation between alcohol use and sexual assault.

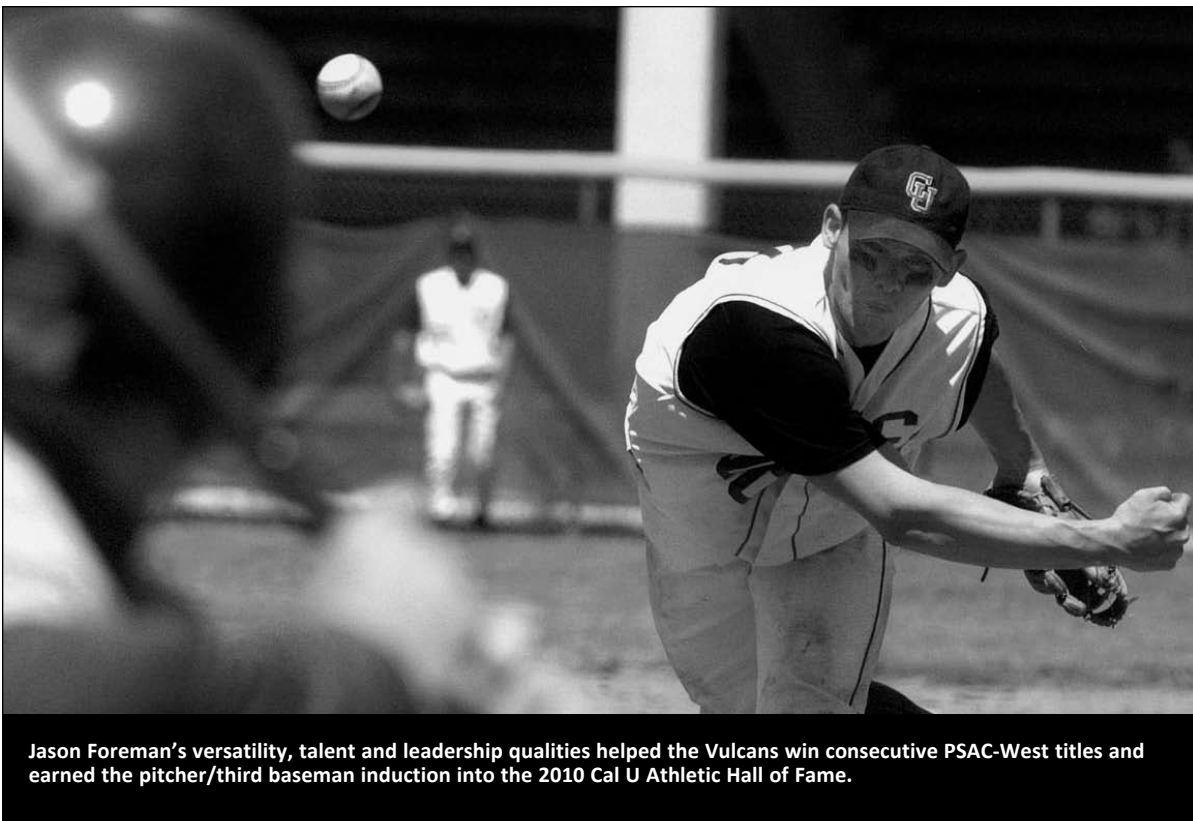
"Many students have shown an interest in the Green Dot program," said Glagola. "We are hitting them with this in all aspects of their lives."

Repeatedly showing the Green Dot in fliers, posters and other materials reminds students of the need to address the problem whenever it occurs;

Dorrance emphasized the End V Center's slogan: "Everyday and Everyone."

"This new Green Dot primary prevention strategy encourages the whole campus community to become involved," said Nancy Skobel, director of the campus Women's Center. "Violence prevention is everyone's issue."

The campus community is invited to attend an End V Center Open House from 11:30 a.m. to 1 p.m. tomorrow in Carter G-45. Everyone is welcome.



Jason Foreman's versatility, talent and leadership qualities helped the Vulcans win consecutive PSAC-West titles and earned the pitcher/third baseman induction into the 2010 Cal U Athletic Hall of Fame.

## Hall of Fame Baseball Player Still Holds Records

**Editor's Note:** Cal U will hold its 16th annual Athletic Hall of Fame Banquet Oct. 15 at the Performance Center. For reservations, contact Montean Dean at 724-938-4418. Throughout the fall, *The Journal* will profile each of the 2010 Hall of Fame inductees.

Jason Foreman, a four-year starting third baseman and pitcher for the Cal U baseball team from 1999-2002, joins John Kovalchick '53 as one of two baseball players in this year's Hall of Fame class.

He earned all-conference honors in both positions in each of his final two seasons after winning all-conference pitching honors in 1999

and all-conference third base accolades in 2000.

Foreman started as a freshman, leading the team in hitting with a .342 average and on the mound with a 2.84 ERA.

As a sophomore, he batted .384 while compiling a 6-3 pitching record with three saves and a 1.82 ERA. The 2000 Vulcans won 29 games, the second most single-season victories in school history at the time.

In 2001 Foreman was named the PSAC Baseball Athlete of the Year after helping the Vulcans and head coach Mike Conte win the program's first PSAC-West championship in 16 years.

— Continued on page 4

## Nominations Open for Gala Faculty Awards

Nominations are being accepted for the 2011 Presidential Faculty Awards. Tenured faculty members who have demonstrated excellence in teaching, research, or service are eligible to receive one of these prestigious awards.

Any member of the Cal U community — students, faculty, staff or alumni — may make a nomination. Self-nominations are permitted.

Nominations close at 4 p.m. Oct. 18, 2010.

Although a faculty member may be nominated in multiple categories, he or she can compete for only one award. The nominee may select the category. For example, if a person is nominated for the teaching and service categories, he or she may submit support materials for one or the other, but not both.

Support materials from nominees are due by 4 p.m. Nov. 4, 2010.

President Angelo Armenti, Jr. established the Gala Faculty Awards to recognize deserving faculty for their outstanding work. Each award recipient will be presented with a medallion, an engraved paperweight, and a \$2,000 check at the President's Gala in June 2011.

The 2010 Gala Award winners were Dr. David Boehm (Teaching), Dr. Andrae Marak (Research), and Dr. Mohamed Yamba (Service). Gala awards are separate from those given by the Faculty Professional Development Committee, which recognizes recipients at Commencement.

Nominations will be accepted via e-mail or via paper copy. Please submit e-mail nominations to the Presidential Gala Faculty Awards Committee Chair, Dr. Chad Kauffman, at [kauffman@calu.edu](mailto:kauffman@calu.edu). Send hard copies to him at the Department of Earth Sciences, Box 55. The nominations must include the name of the nominee, category of nomination (teaching, research or service), and name of nominator.

## Butzine Named Interim VP

— Continued from page 1

St. George Group, an integrated marketing communications agency.

Butzine earned his bachelor's degree in professional writing at Cal U. He holds a Master of Science in advertising from the Medill School of Journalism at Northwestern University.



Craig Butzine

Butzine has won several regional, national and international industry awards.

His casework was featured in *Strategies for the Implementation of Integrated*

*Marketing* by Dr. Larry Percy, a textbook used at colleges and universities including Oxford and the University of Alabama.

"It has been a very special opportunity to come back to my alma mater and witness its transformation firsthand," Butzine said. "It is especially exciting to share this vibrant, thriving University's story with my fellow alumni, current and prospective students, and the community."

## Campus BRIEFS

### Reminder: Mission Day is Wednesday

On Mission Day XII the campus community will examine *Cal U Fusion: The Fusing of Technology with Learning and Life*.

Mission Day sessions are scheduled from 8 a.m. to 3:30 p.m. Wednesday, beginning and ending in Steele Hall Mainstage Theatre. Classes are canceled from 8 a.m. to 4 p.m. so the entire University community can meet as peers to discuss this campus-wide initiative.

After a call to action by University President Angelo Armenti, Jr., speakers George Saltsman and Bill Rankin of Abilene Christian University will deliver the keynote address, "Equipping the Academy for the Age of Mobility."

All participants are eligible (if present) for giveaways, including scholarships and mobile devices. Refreshments will be provided. Please register online by noon on Oct. 5.

Details and registration: <http://www.calu.edu/events/mission-day/>.

### One-Acts Highlight Student Directors

The public may attend "An Evening of One-Acts," a series of short plays directed by students and presented by the Department of Theatre and Dance.

Curtain time is 8 p.m. Thursday and Friday, and 2 p.m. and 8 p.m. Saturday. All performances are in the Gerald and Carolyn Blaney Theatre in Steele Hall.

The plays may be humorous, thought-provoking or shocking, but they are always entertaining.

Cost is \$12 for adults, \$10 for seniors and children. Students with valid CalCards and a \$5 deposit are admitted free.

For ticket information, or to order tickets (with a credit card) by phone, call the Steele Box Office at 724-938-5943.

### Walton to Receive Carter Leadership Award

Alumnus Aaron Walton '68 will be presented with this year's Jennie Carter Leadership Award during a luncheon at noon Friday in room 206 of the Natali Student Center.

The award is named in honor of Elizabeth "Jennie" Adams Carter, Class of 1881, the University's first African-American graduate.

Cal U celebrates Jennie Carter Day each year on Oct. 9, her birthday. Because the date falls on a Saturday this year, the event has been moved ahead one day.

Walton is the senior vice president of corporate affairs for Highmark Inc., where he has worked since 1970.

A member and past president of the Cal U Council of Trustees, he is vice chairman of the PASSHE Board of Governors. Walton also is a member of Cal U's Board of Presidential Advisors and the 2008 recipient of the University's Lillian M. Bassi Core Values Award.

### Charitable Group Plans Presidential Roast

The Circus Saints and Sinners Club will be "roasting and toasting" President Angelo Armenti, Jr. and First Lady Barbara Armenti at the group's 2010 Couple of the Year Dinner. The event begins with a reception at 6 p.m. Oct. 27 at the Hilton Garden Inn at Southpointe. Dinner starts at 7:15 p.m., followed by the program.

Proceeds benefit the California University Scholarship Fund and local charities. Cost is \$100 per person; a variety of sponsorship opportunities are available. Reservation deadline is Oct. 22. For details, call 412-304-2766.

Circus Saints & Sinners Club of America Inc. is a national charitable organization that raises money for local charities. It was founded in 1926 by a group of circus enthusiasts, and the club's events often have a circus theme.

# Hall of Fame Baseball Player Still Holds Records

— Continued from page 3

Foreman batted .351 and went 6-2 on the mound with a team-best 2.74 ERA. Cal won the division title with a 16-4 mark.

Foreman helped the Vulcans repeat as PSAC-West champions in 2002, when he batted .320 while earning three pitching victories. Cal posted a 16-3-1 divisional mark.

The four-time all-conference star said that Cal's slow finish in 2000 motivated the players to become champions his the following seasons.

"I felt like we let Coach Conte down after my sophomore year, and we hit the weights and worked hard that following off-season," Foreman said.

"We were very close, pushed each other and became hungrier and more mature. We did the extra work you need to do."

Eight years later, Foreman is still listed among the top 10 in seven career offensive categories: 50 doubles (tied for first), 573 at-bats (third), 201 hits (third), 129 runs (fourth), 123 RBI (fifth), 88 walks (fifth), and .350 batting average (10<sup>th</sup>).

His 17 wins and 3.04 ERA still rank fourth in the school record books, and his 43 appearances rank fifth.

Foreman sacrificed possibly even more dominant statistics to help the team by playing two demanding positions.

"It was rough, to be truthful, but Coach gave me a lot of trust and we needed someone to anchor the rotation," said Foreman. "I love to hit and pitch, and I just wanted to do whatever I could to help the team to do well."

His respect for Conte is evident, and the two keep in touch regularly. In fact, Foreman helped Conte recruit current all-conference and all-region outfielder Troy Handza.

The two were talking about other players this summer when Conte told Foreman he had been named to the Hall of Fame.

"It brought back a lot of good memories," Foreman said. "I always tried to make Coach proud, and he knows I'd run through a wall for him. Mike steered me straight early on, and he made us beasts physically."

Conte praised Foreman for turning the program into a perennial power.

"Inside the white lines there was no one tougher or more talented, but words cannot sum up what he did for this program and his impact as a leader,"

Conte said. "He made other players elevate their game, and that's something you can't coach. Jason would be at practice working with guys an hour early and stay an hour late."

Following his senior season, Foreman went on to pitch two seasons for the Washington Wild Things and the Chillicothe (Ohio) Paints of the Independent Frontier League. Before turning pro, Foreman earned his bachelor's degree from accounting at Cal U.

Originally from Glenshaw, Pa., and a 1998 graduate of Shaler Area High School, Foreman has worked the past six years for Metz & Associates, a contract management company, where he is a senior area manager. He said his education and overall experience at Cal U helped him make succeed in the corporate world.

"Cal gave me a lot of business sense in working with the real world and being diplomatic," he said. "It helped me understand people better and become more polished. I could see that in myself after my college days. Cal was a good school."

Foreman and his wife, Kelly, reside in Allison Park, McCandless Township, Pa. They are expecting their first child in February.

## THE CALIFORNIA UNIVERSITY FORUM

October 5, 2010  
4:00 p.m., LRC Auditorium

### TENTATIVE AGENDA

#### I. CALL TO ORDER

#### II. ROLL CALL

#### III. ADOPTION OF AGENDA

#### IV. MINUTES OF SEPTEMBER 7, 2010

(Approved by e-mail ballot – refer to Forum website or Public Folders in Outlook)

#### V. MINUTES OF EXECUTIVE COMMITTEE

(Informational Only – Minutes September 21, 2010)

#### VI. PRESIDING OFFICER'S REPORT

A. Miscellaneous Information  
B. Notice of Executive Committee Meeting: October 19, 2010 – *University Community Welcome*

#### VII. PUBLIC COMMENTS

#### VIII. INTERPELLATION

#### IX. NEW BUSINESS

#### X. ANNOUNCEMENTS

Next FORUM Meeting  
NOVEMBER 2, 2010

#### XI. ADJOURNMENT

## THE CALIFORNIA UNIVERSITY FORUM

SEPTEMBER 7, 2010 / 4:00 p.m., LRC Auditorium

The following senators were in attendance:

Dr. Lenora Angelone  
Ms. Brittany Balaz  
Dr. Jane Bonari  
Ms. Roberta Busha  
Dr. Leonard Colelli  
Ms. Sharon Elkettani  
Ms. Fran Fayish  
Prof. Barbara Hess  
Ms. Candice Kmetz  
Dr. Kevin Koury  
Ms. Darla Kurnal  
Dr. Sean Madden  
Dr. Charles Mance  
Ms. Rebecca Nichols  
Dr. Nancy Pindari  
Ms. Sarah Scholar  
Mrs. Jenifer Sigado  
Ms. Marguerite Smith  
Mr. Cory Stoner  
Dr. Emily Sweitzer  
Mr. Robert Thorn  
Ms. Taylor Williams  
Dr. Brian Wood  
Dr. Kimberly Woznack

The following were also in attendance:

Mr. Douglas Hoover, Presiding Officer  
Mr. Loring Prest, Parliamentarian  
Mrs. Dana Turcic, Recording Secretary

The following senators were absent:

Dr. Angelo Armenti, Jr.  
Mr. Rick Bertagnolli  
Ms. Jessica Bettilyon  
Dr. Bill Biddington  
Ms. Jacqueline Davis  
Mr. Shane Fox  
Dr. Joyce Hanley  
Ms. Geraldine Jones  
Mr. Keith Kappel  
Ms. Bonnie Keener  
Mr. Josh Mrosko  
Dr. Tom Mueller  
Dr. Susan Ryan  
Mr. Gary Seelye  
Dr. Michael Slaven  
Dr. Tom Wickham

The agenda was presented, approved and the meeting proceeded

Presiding Officer Hoover stated that the approved Forum minutes of April 20, 2010 are available on the Forum website (<http://www.calu.edu/faculty-staff/administration/forum/index.htm>) or Public Folders in the Microsoft Outlook. A hard copy of the executive committee minutes of August 31, 2010 is included in the senators' packets for informational purposes.

**Presiding Officer's Report**  
Presiding Officer Hoover noted the next executive

committee meeting will be held on Tuesday, September 21, 2010 in Room 408 of the Manderino Library and the University Community is welcome to attend.

Presiding Officer Hoover noted that President Armenti's response to Motion 2010-85 was included as attachment 'b' in the senators' packets:

May 11, 2010  
Mr. Douglas Hoover,  
Presiding Officer  
California University Forum

Dear Mr. Hoover:  
This is in response to the motion passed at the April 20, 2010, meeting of the California University Forum. Motion 2010-85: **Gratitude to Forum Students**  
I approve this recommendation for the Forum to extend its gratitude to the students who served on the Forum for the 2009-10 academic year: Ashley Baird, Brittany Balaz, Jessica Bettilyon, Richard Bolinger, Jackie Davis, Kay Dorrance, Jenna Dunmire, Rachel Fletcher, and Ashley Munoz-Briggs. They have served their student con-

stituents well as Forum senators, and we offer to them our heartfelt gratitude. Please contact me if you have any questions.

Sincerely,  
Angelo Armenti, Jr.

**Public Comments**  
There were no public comments offered at this time.

**Interpellation**  
There were no questions offered at this time.

**New Business**  
There was no new business offered at this time.

**Announcements/Adjournment**  
Presiding Officer Hoover noted the next Forum meeting will be held on October 5, 2010. There being no further business, Presiding Officer Hoover adjourned the meeting at 4:10 p.m.

Minutes submitted by Mrs. Dana Turcic, Recording Secretary.

**MINUTES APPROVED BY MAJORITY VIA E-MAIL BALLOT.**

The California Journal is published weekly by California University of Pennsylvania, a member of The Pennsylvania State System of Higher Education.

Dr. Angelo Armenti, Jr.  
University President

Geraldine M. Jones  
Provost/Vice President for Academic Affairs

Dr. Joyce Hanley  
Executive Vice President

Dr. Lenora Angelone  
Vice President for Student Affairs

Dr. Charles Mance  
Vice President for University Technology Services

Ron Huiatt  
Vice President for Development and Alumni Relations

Robert Thorn  
Interim Vice President for Administration and Finance

Craig Butzine  
Interim Vice President for Marketing and University Relations

Christine Kindl Bruce Wald, Wendy Mackall, Jeff Bender  
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