

California University
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Cal U Reveals New Logos

California University of Pennsylvania revealed a new visual identity for both the University and its athletics programs on Feb. 21 in the Performance Center.

The new logos are part of a multi-phase rebranding initiative designed to tell Cal U's story, standardize the emblems used to represent the University and its athletics programs, and refresh images and wordmarks that had become dated.

With mascot Blaze, the Cal U cheerleaders and members of the band energizing the crowd, emcee Ryan Barnhart, director of Alumni Relations, began the pep rally by introducing University President Geraldine M. Jones.

Though she is proud of Cal U's history and traditions, President Jones said the school logos were due to be refreshed.

"We invited our entire University family to get involved in the process, and the logos capture the spirit of Cal U — proud and resilient, dedicated and caring," she said. "The new symbols keep our traditions intact."

"We are still Cal U and will always be the Vulcans. Our University logos reflect our past, but they have a bold, contemporary look that will tell the story of who we are today and who we will be well into the future."

Elements of California's history are embedded in the new symbols. For example, the time on the clock tower is always 6:52 p.m. — or 18:52 in military time, a reference to the year the school was founded.

Cal U's own Creative Services team designed the complementary University logos and wordmark.

Following a video, the new University logo was unveiled followed by T-shirts tossed randomly to the delight of the spirited crowd.

Cal U's Marketing team worked with Carnegie Dartlet, a leading brand identity firm, to conduct brand research over a 16-month period and develop the athletics logos.

The Vulcans name dates to 1932, when California's student newspaper sponsored a contest to select a nickname for the school. The shape of Vulcan's hammer appears inside the "C" in the athletics wordmark.

Dr. Karen Hjerpe, Cal U's athletic director, explained that modernizing the Vulcan image and bringing some consistency to the athletic uniforms were two key goals.

"Right now, some of our uniforms say 'Cal', some say 'California' and some say 'Cal U,'" she pointed out. "As we gradually purchase new uniforms and gear, a shared identity will emerge for our athletics program."

"Without a doubt, our fans will know who we are. And our student-athletes and our Vulcan fans can feel a shared sense of pride."

Before the unveiling, student remarks came from Seth Shiley, Student Government president, and Madeleine McKenna, president of the Student-Athlete Advisory Committee.

Student clubs and organizations have the option to request an official logo



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using the updated symbols.

"It's exciting to be the first group of students to claim the updated look," Shiley said.

"You will be seeing these new logos on team uniforms, T-shirts and other gear from our bookstore," said McKenna, a women's volleyball player. "Just like our student-athletes, these logos compete with anything NCAA Division II has to offer."

First-year communication studies major Noah Mitchell, the football team's starting quarterback, reflected the event's enthusiasm.

"I loved both logos and the way they came up with the design," said last season's PSAC-West Rookie of the Year. "It looks modern and more complete with everyone looking the same out there now. It will be exciting seeing the new logo on the field next season."

Graduating senior Emily Suckling, a guard on the women's basketball team, was one of many to get her photo taken after the event with the new logo, Blaze, President Jones and some of her teammates.

"It's definitely different but cool," said the sport management major. "I think it will make us stand out more nationally now, and change is part of everything, which is good."

For a complete look at Cal U's rebranding guide visit calu.edu/brand.



Student Interns at Governor's Office

Junior Angel Hart Funk believes her passion for politics, major, and educational opportunities provided by Cal U are preparing her well as she aspires to be a government affairs representative.

A communications and public relations major, with a minor in journalism, Funk is working in the office of Gov. Tom Wolf this semester as part of a 15-week internship sponsored by Pennsylvania's State System of Higher Education.

She is one of 12 students participating this term in The Harrisburg Internship Semester program.

THIS gives students from each of the 14 State System universities the opportunity to work in state government while earning a full semester's worth of credits. Funk and her fellow THIS participants will attend academic seminars and complete an individualized research project as part of the program's requirements.

Funk, of California, Pa., serves as a liaison through written and verbal correspondence for the governor with constituents and different agencies.

During her first few weeks in Harrisburg, several memorable experiences included sitting on the floor of the House for the budget address, attending Wolf's news conference announcing plans for increasing minimum wage, and receiving advice from APSCUF president Dr. Ken Mash and staff members Sean Crampsie and Kathryn Morton. She called meeting the governor in person "incredible."

"All of the people in the governor's office truly want to see you learn and grow as a young professional," Funk said. "I've already made amazing connections, and every day I get to witness change-makers and people who truly care about the future of Pennsylvania."

"It's empowering and inspires me to follow in their footsteps."

Dr. Melanie Blumberg, campus coordinator for THIS and a professor in the Department of History, Politics, Society and Law, praised Funk.

"Angel's background in communications and love of politics make her a perfect fit for the Harrisburg internship," Blumberg said.

Funk intends on sharing her experience and research with students in the spring, possibly at the



Angel Hart Funk

Program Achievements Highlight Faculty-Staff Convocation

President Geraldine M. Jones shared her "pride in what we've accomplished and excitement about what lies ahead" during her spring semester faculty-staff convocation address on Feb. 19.

"When we look at them collectively, we can see how our achievements add up, and how their positive momentum is moving our entire University forward," President Jones said.

Beginning with academics, which she called the heart of Cal U's mission, President Jones pointed out the 14 degree programs — nine undergraduate and five MBA — in Cal U's Department of Business and Economics that have been newly accredited by the Accreditation Council for Business Schools and Programs.

Seven other academic degree programs were reaccredited this past fall, bringing the total number of accredited

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President Geraldine M. Jones delivers remarks to faculty and staff on Feb. 19.

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Spring Club Fair Showcases Student Life

There's always something to do at Cal U, and more than 400 students got a firsthand look at many available opportunities at the 2019 spring semester's Club and Organizational Fair.

More than 100 clubs and organizations were inside and around the Performance Center on Feb. 12, offering academic, faith and religion, volunteer, sports, arts and event planning options.

Computer science major Scott Trunzo, in his first semester, seemed to find a perfect fit when he explored the Computer Club table.

"I liked what I saw," said Trunzo. "They said they do a lot of 3-D printing, which is a lot of both physical aspect of printing and a software aspect because you have to make a 3-D document.

"I've enjoyed it here so far, and this is something I will look into."

Mecia Howard, a graduating senior who is studying environmental science and is the secretary of the Sustainability Club, learned about a speaker that the Finance Club is bringing to campus.

"Not only is this good to get information, but for me, it's good to see what my school is doing. It's nice to see that there's plenty of things for students to get involved in," she said. "It's great to see new clubs are coming up and the underclassmen getting so involved."



Business major Diana Rodriguez and mechatronics major Carlos Miguel talk to students visiting their International Club booth.

Diane Hasbrouck, director of the Center for Volunteer Programs and Service Learning and co-coordinator of the fair, said the event helps clubs and organizations attract new members.

"While first-year seminar students and underclassmen will come to explore clubs, the fair also gives the groups opportunities to talk and potentially

partner with each other on certain activities or projects or future programs," she said.

Hasbrouck also pointed out that club participation benefits a student's Activities Transcript — an official University document that records student leadership roles, community service and other clubs and activities that can be shared with potential employers.

Many students who come to the fair become involved and flourish in clubs. Macy Gross is a sophomore middle level education major and treasurer of the Mathematics Association of America.

"We try to raise awareness of math and bring in speakers and play math games to advance our skills at our biweekly meetings," she said. "It's fun. I joined my first semester and have been there ever since."

Alex Koenigsberg, a first-year physics major, started going to STAND (Students Taking a New Direction) last fall and is now club secretary.

"Those meetings moved me, so I joined the leadership team this semester and am glad we've had some students stop by today," he said. "This is a good club to learn the relationship you can have with others and connecting with God."

Sophomore Xavier Baney, a special education K-4 major, is an officer with the Council for Exceptional Children. The CEC frequently visits schools, where they read to children and even have dances.

"It's a great club to enhance your communication skills, and we've met a lot of interested students today, which is awesome," he said.



Fantastic Flamingos

Todd Pinkham worked with Cal U students to create and paint flamingos that were installed Feb. 9-10 for Frostburn, a music and arts festival in Masontown, W.Va. Pinkham, an associate professor in the Department of Art and Languages at Cal U, and Grafton Lee, a sculptor from Ohio, received a grant to build the pieces. Frostburn, held Feb. 15-17 at Marvin's Mountaintop, is similar to Burning Man, an exploration of artistic self-expression that is held each year in Nevada. Burning Man takes its name from its culmination, the symbolic ritual burning of a large wooden effigy ('The Man') at the end of the event. Pinkham's pieces were effigies for a 'temple' at the Regional Burn Event of Frostburn.

Intern Serves With Governor

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Strike-A-Spark Conference.

"More than anything I would love to speak to students about what an absolutely once-in-a-lifetime opportunity THIS is, as the experience already has opened so many doors for me that I could have never reached on my own," she said.

Funk said her classes and experience working with student media services helped prime her for the internship.

"The academic experience I've received at Cal U has created a solid foundation that set me up to take on the landscape in a government position," she said. "I can honestly say that the internship was the supplement I need to figure out the career path I want to pursue after graduation."

For information about THIS, students may contact Dr. Melanie Blumberg at blumberg@calu.edu or call the Dixon University Center in Harrisburg at 717-720-4089. Details are available at passhe.edu/this.

President Offers Good News at Convocation

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programs at Cal U to more than 50 in all.

"In many disciplines, accreditation makes a real difference," she said. "Prospective students and their parents may seek out accredited programs as an assurance of academic quality and excellence in teaching. Graduates can point to program accreditation as a sign that their education met the highest professional standards."

Cal U maintaining its overall accreditation status with the Middle States Commission on Higher Education is another essential matter President Jones emphasized.

The University is halfway through the two-year self-study, and 12 committees are working to produce a comprehensive self-study report as Cal U prepares for a re-accreditation visit by the Middle States Peer Evaluation Team next spring.

"Maintaining our accreditation will require a fundamental shift toward more accountable and data-driven decision-making," President Jones said. "Our self-study is focused on the future: Its ultimate purpose is to improve our University and inform the mission and goals of our strategic plan for the years 2020 through 2025.

"This is truly a campus-wide effort."

Along with the victories President Jones reported that there is more than a

6 percent decline in student headcount from a year ago. However, she added that a number of critical investments in new faculty and staff positions have been made during this fiscal year with a goal of enhancing academic programs and the University's recruitment and retention efforts.

One major addition is the new Office of Enrollment Management, which will be led by Thomas "David" Garcia, who will begin as vice president on March 4.

"David will provide strategic leadership for the new division, steering it toward success with a 'students first' attitude, data-based decision-making and an entrepreneurial spirit," President Jones said.

Before her closing remarks, President Jones announced that two new awards will honor outstanding staff members. The Vulcan Exceptional Service Award will recognize a staff member who has provided outstanding customer service to students and their families, fellow employees or community members. The Vulcan President's Circle Award will honor a staff member for exceptional job performance, with a special focus on collaboration, University pride or innovation.

Award recipients will be selected by a Staff Recognition Program Committee, led by the director of human resources.

Details of the staff recognition program will be available soon.



Cal U welcomes the public to three robotics events this spring.

Cal U Again Military Friendly

California University of Pennsylvania has been recognized as a 2019-2020 Military Friendly School® for the University's commitment to military service members, veterans and their families.

The designation is awarded by VIQORY, publisher of G.I. Jobs®, STEM Jobs® and Military Spouse magazines. Cal U has earned a spot on the list every year since 2010.

The military-friendly ranking is designed to help service members and their families make the best use of federal benefits, including the Post-9/11 GI Bill, by selecting a college where they can acquire the education needed to pursue a civilian career.

Methodology, criteria, and weightings were determined by VIQORY with input from the Military Friendly® Advisory Council of independent leaders in the higher education and military recruitment community. Final ratings were determined by combining the institution's survey scores with the assessment of the institution's ability to meet thresholds for student retention, graduation, job placement, loan repayment, persistence and loan default rates for all students and, specifically, for student veterans.

The Office of Military and Veterans Affairs at Cal U helps eligible students and their families with career guidance and information about financial aid.

Nearly 200 military veterans and dependents attend classes on Cal U's campus, and more than 500 service members around the world are enrolled in Global Online, Cal U's Internet-based learning community. Cal U provides discounted tuition costs for active-duty members and veterans of all U.S. military branches, their spouses and their eligible dependents who enroll in Global Online programs.

An active Veterans Club provides networking and community service opportunities.

"Cal U is committed to supporting our members of the military, our veterans and their families," said Robert Prah '06, '10, director of the Office of Military and Veterans Affairs.

Robots Return to Cal U

This spring, thousands of high school students from western Pennsylvania and across the country will pack their toolkits and bring their custom-designed robots to campus.

Cal U welcomes the public to three robotics events this season. Admission to all events is free:

- March 21-23: FIRST® Robotics, Greater Pittsburgh Regional Competition. In the Convocation Center arena, more than 1,100 high school students compete at FIRST®, putting their 120-lb., custom-designed robots to the test in a challenge called DESTINATION: DEEP SPACE presented by the Boeing company.

Two competing alliances will combat unpredictable terrain and weather patterns, making remote robot operation essential to their mission on the planet. With only 2 minutes, 30 seconds until liftoff, the alliances must gather as many cargo pods as possible and prepare their spaceships for departure before the next sandstorm arrives.

- About FIRST® Robotics: <https://www.firstinspires.org/>
- April 26-27: BotsIQ, Southwestern Pennsylvania Finals. Teams from 85 regional schools and community organizations battle for dominance in gladiator-style matches in the Convocation Center arena. Sparks fly as

the 15-pound 'bots clash, smash and try to trash the competition.

About BotsIQ: <http://www.botsiqpa.org/about/>
 • May 16-18 National Robotics League. The action is fast and furious when about 70 high school teams from across the country, including some southwestern Pennsylvania BotsIQ competitors, send their robots into battle inside the Convocation Center arena.

Explore the NRL: <http://gonrl.org/>
 Faculty or staff who wish to set up a display during the events at the Convocation Center may contact Becky McMillen, director of Conference Services, at mcmillen_b@calu.edu.

Cal U Hosts Science Olympiad

Middle school and high school students from 13 counties will compete in earth science, biology, physics, chemistry, computer science and math when Cal U hosts the Southwestern Pennsylvania Regional Science Olympiad on March 6 at the Convocation Center.

Events will be contested in the Convocation Center, and in Hamer, New Science, Gallagher and Eberly halls.

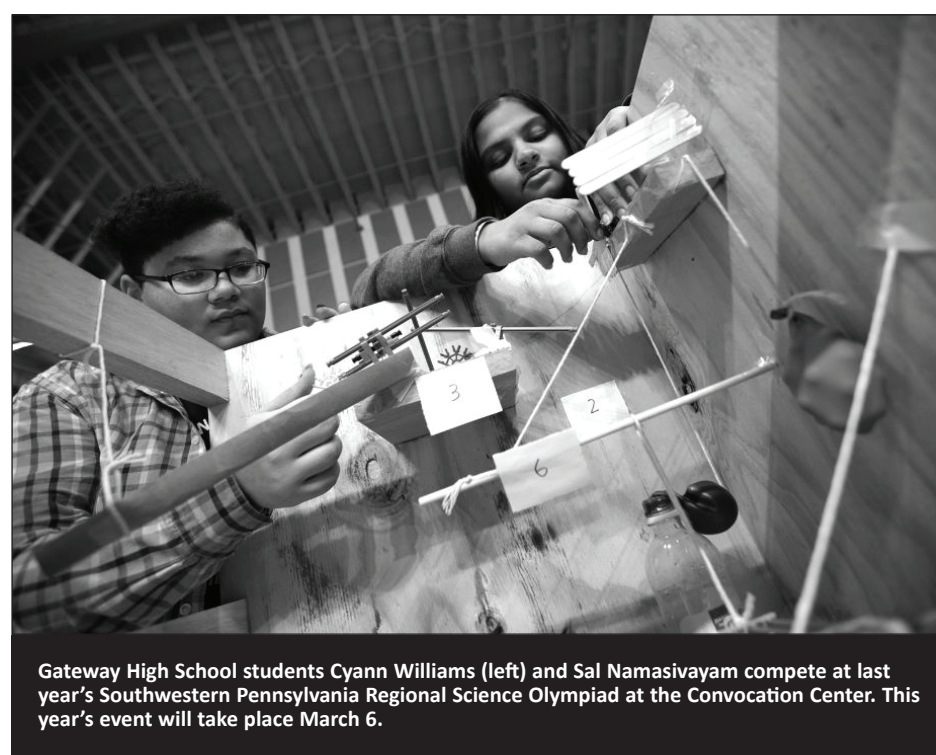
The competition is broken down into 15-member teams in two divisions — grades 6-9 and 9-12. Last year, 8,000 teams completed in 450 invitational, regional, state and national tournaments.

Cal U has hosted this prestigious event for almost 30 years. Nearly 50 schools are scheduled for this year's regional, with Cal U faculty from different academic departments serving as event supervisors.

"I believe in the value of science and wanting to foster more interest and passion for learning about it," said Dr. Swarndeep Gill, regional site director and associate professor in Cal U's Department of Earth Sciences.

"Science Olympiad gets students engaged in science outside of the classroom, and I think it's important that they feel it was worth that extra effort.

"Having a well-run tournament goes a long way to honoring that."



Gateway High School students Cyann Williams (left) and Sal Namasivayam compete at last year's Southwestern Pennsylvania Regional Science Olympiad at the Convocation Center. This year's event will take place March 6.

Based on a percentage of teams registered at regional sites, the highest-scoring middle school and high school teams from the region will qualify for the state competition on April 27 at Juniata College in Huntingdon, Pa. The National Science Olympiad will be June 1 at Cornell University in Ithaca, N.Y.

For more information about the Pennsylvania Southwestern

Pennsylvania Regional Science Olympiad at Cal U, including a schedule of events with locations and times, visit the event website at calu.edu/science-olympiad. Those interested in volunteering can also register on the website.

Questions can also be emailed to Gill at gill@calu.edu or regional site assistant director Samantha Mrozinski at mro7187@calu.edu.

Students, Families Visit March 23

On March 23, Cal U welcomes students and their families to the second Open House of the spring semester. Registration begins at 8 a.m. on the third floor of the Natali Student Center.

Prospective students can meet faculty and students, take a tour, learn about clubs and organizations, and more.

The last scheduled spring open house will be held April 27.

To register for a Spring Open House, visit calu.edu/admissions/visit.



Cal U's student chapter of the National Wildlife Society will host its annual game dinner March 23.

National Artists Join 'Joyfest'

Nationally known gospel artists Chandler Moore, Kendall McDowell and Geoffrey Golden will be the featured performers when Cal U's Young and Gifted Gospel Choir hosts its annual Joyfest gospel concert.

Joyfest 2019 will take place at 7 p.m. March 23 in the Performance Center. Admission is free. Doors open at 6:30 p.m.

A singer, songwriter, and instrumentalist, Moore has written songs for VaShawn Mitchell, Briana "Bri" Babineaux & Tye Tribbett. His 2016 recording of *The Songs We Sing* is a collection of worship songs.

A pastor, songwriter, revivalist, educator and entrepreneur, McDowell is founder of The Revival Now Network Inc. and Kendall McDowell Ministries Inc. In 2017 McDowell and RAW Worship recorded their first live album, *The Sound of NOW LIVE (The SON LIVE)*.

Golden's music career started in 2014 with a victory on "Sunday Best," a gospel singing competition. He released *Kingdom ... LIVE!*, which hit No. 4 on the Billboard Top Gospel Albums chart in 2015.

The Young and Gifted Gospel Choir is open to all Cal U students. Its repertoire includes traditional spirituals and African-American gospel music.

At Joyfest, choir members have the opportunity to learn from and perform with gospel music professionals.

For more information email Dr. Randy Tillmott assistant professor in the Department of Music and Theatre and director of choral activities, at tillmott@calu.edu.

Wild Game is What's for Dinner

Cal U's student chapter will host its 22nd annual Outdoor Bash and Wild Game Dinner at 6 p.m. March 23 at the Richeyville (Pa.) Volunteer Fire Department. Doors open at 5 p.m.

In cooperation with the Local No. 1 of the National Wild Turkey Federation, the chapter will offer a variety of dishes, such as deer, elk, bear, pheasant, rabbit, wild turkey, duck, goose, beaver, fish, turtle and alligator.

Outdoor gear, artwork and free passes to many future wildlife-related activities will be raffled off and awarded as door prizes throughout the evening, while guests enjoy a "wild" array of foods.

Cost is \$20; tickets can be purchased in advance or at the door.

Proceeds from this event supports

student trips to various conferences, such as the National Wildlife Society Conference, training workshops for wildlife management restoration, fire ecology as well as chainsaw certification and CPR/First Aid certification training.

Funding also gives students the opportunity to participate in long-term monitoring program of Delmarva fox squirrels in Maryland and present environmental education programming to primary and secondary students in the region.

"My favorite aspect of this is interacting with the guest attending and talking to them about wildlife and how their support helps us," said chapter president Tanner Sink, a senior majoring in fisheries and wildlife biology.

"It's a good time and way for people to learn, enjoy and appreciate wildlife."

"It is great to see a group of young wildlife professionals doing their best to ensure that moments like these are available for future members," said chapter treasurer Kirstin Palumbo, a junior majoring in environmental studies with a concentration in fisheries and wildlife biology.

Dr. Carol Bocetti, club adviser and professor in the Department of Biological and Environmental Sciences, added, "The common theme of all these activities is professional development of our student members and that's why the wild game dinner is so important to them."

To purchase tickets, email Bocetti at bocetti@calu.edu, or call 724-938-5967.

Campus BRIEFS

Spring Break Schedule

No classes will be held from March 11-15 as Cal U marks spring break for students.

All University offices will be open during the break.

Classes resume March 18.

Residence Halls will close at 8 p.m. Friday, March 8. They will re-open at 4 p.m. Sunday, March 17.

Trustees Meet March 6

The California University Council of Trustees will hold its first quarterly meeting of 2019 at 7 p.m. March 6 in the President's conference room, Old Main, Room 110.

Professor on Fulbright Committee

Dr. Kimberly Vanderlaan, an associate professor of English at Cal U, serves on a national committee of three to select participants for the Fulbright English Teaching Assistant Program in the Netherlands.

The ETA fellowship is part of the Fulbright U.S. Student Program, which facilitates cultural exchange through direct interactions in the classroom and also through encouraging extracurricular activities while serving as English instructors.

The Fulbright English Teaching Assistant programs place grantees in schools overseas to supplement local English language instruction and to provide native speaker presence in the classrooms.

Vanderlaan traveled to Washington,

D.C., to make the selections. The teaching assistants are bachelor's and master's graduates who will spend 20 to 24 hours per week in primary schools, secondary schools, middle vocational training schools and universities of applied science in the Netherlands.



Dr. Kimberly Vanderlaan

Vanderlaan is also the Fulbright program adviser at Cal U.

"Dean Mohammed Yamba (the former dean of the College of Liberal Arts) appointed me as the adviser in 2014," Vanderlaan said. "I was invited to serve on the national screening committee for the English Teaching Assistants in 2017 for a three-year term."

Vanderlaan has encouraged Cal U students to apply for Fulbright scholarships and hosted a forum

featuring Fulbright specialists — well-established faculty members and professionals across academic disciplines — for Cal U students interested in applying.

Four Cal U faculty members have participated in the Fulbright Specialist Program. Two faculty members participated in the Fulbright Student Program. The University also has welcomed three Fulbright Foreign Language Teaching Assistants to campus.

"I have enjoyed serving on the ETA in the Netherlands committee," Vanderlaan said. "The applicants are so inspirational. Also, it gives me insights into what committees may be looking for from our students at Cal U. Of course, I am hopeful that one of our own students in the near future will secure one of these prestigious and extraordinary fellowships."

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