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VOLUME 3, ISSUE 3, SPRING 2009

## POINTS OF INTEREST

- See what Juan has to say about the spring semester
- Carmen reflects back on 7 Days of Service
- Mary Anne fills us in with our successful campus-wide food drive
- Richard voices his opinion on the value of internships
- Read about CoachArt and see what a difference they make in childrens' lives
- Gary draws our attention to the issues confronting Long Beach

# COMMON GROUND

## A MESSAGE FROM THE DIRECTOR



By **DR. JUAN BENITEZ**

Executive Director

This is yet another exciting semester for the Center for Community Engagement (CCE). This past December, CSULB was selected for the 2008 Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching, identifying the campus as among the best in the nation in engaging with and contributing to local communities. CSULB was recognized in the joint category of both curricular engagement and outreach and partnerships. To achieve this distinction, the campus fully demonstrated an alignment of community engagement efforts with

with its institutional mission, resources, and practices. Congratulations to all of our community partners, faculty, students and staff for all of their work!

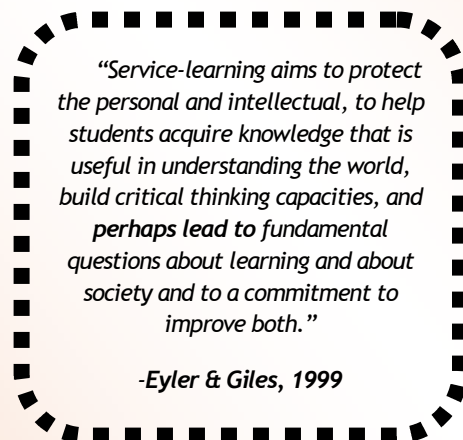
As part of these continuing efforts, the CCE is looking forward to further strengthening our community linkages, partnerships and institutional commitment to community engagement. Our goal is to facilitate university-community partnerships that contribute to creating vibrant and healthy environments where communities have the opportunity to fulfill their greatest potential.

This Spring 2009, we held the third iteration of our Community Scholars Program with community-based voluntary associations beginning in March, led by one of our College of Liberal Arts (CLA) Faculty Fellows, Dr. Rigoberto Rodriguez. In addition, the CCE co-hosted a campus-community town hall meeting on issues of poverty in Long Beach as part of the engagement initiatives that another CLA Faculty Fellow Dr. Gary Hytrek led. Furthermore, we also conducted our Spring Faculty Workshop on integrating Service-Learning into the course curriculum. These workshops were led by two of our

Curriculum Development Fellows Dr. Carol Itatani and Dr. Nancy Briggs. In April, the CCE as part of the Committee for Community Collaboration helped organize the Sixth Annual Community Issues Forum, focusing on youth intergroup relations. Finally, we are continuing to make great strides at our Oasis Center at the Villages at Cabrillo, providing life and job skills workshops for adults, and computer workshops and academic support for youth. Looking forward to more community engagement successes...

Saludos!

Dr. Juan M. Benitez  
Executive Director



*"Service-learning aims to protect the personal and intellectual, to help students acquire knowledge that is useful in understanding the world, build critical thinking capacities, and perhaps lead to fundamental questions about learning and about society and to a commitment to improve both."*

-Eyer & Giles, 1999

## 7 Days of Service: RECAP

By **CARMEN CONTRERAS**

Administrative Support Coordinator



Dr. Juan Benitez kicked off 7 Days of Service with his opening statements in front of a large audience. At least 50 faculty members, community partners and staff attended this event.

Every year, The Center for Community Engagement (CCE) in partnership with other on-campus departments and community partners coordinate a week-long program that provides faculty, staff, students and community partners the opportunity to showcase their engagement through a series of events throughout the week. Fall 2008's program, titled "Seven Days of Service," was facilitated by the CCE and the following departments: Learning Alliance, College of Education SERVE program, Center for International Education, Career Development Center, and Student Life and Development, and CCE Faculty fellows. Seven Days of Service was held from October 19<sup>th</sup> to October 25<sup>th</sup>. The week jump started with the AIDS Walk Los Angeles and a week-long food drive facilitated by the Learning Alliance and CCE students. This week concluded with Make a Difference Day, a national day of helping others, and the Children's Clinic-5k Beach Walk and

See **SERVICE / 6**

### Highlight: Campus-wide Food Drive

By **MARY ANNE ROSE**

Learning Alliance Assistant Director

A committee of staff and students from the College of Liberal Arts Learning Alliance program and the Center for Community Engagement (CCE) teamed up to provide the campus community with an opportunity to donate non-perishable food during the 2008 Seven Days of Service. CSULB staff, faculty, and students provided over 1,200 food items which were donated to local children and families by Boys Town, CA. Boys Town was chosen to receive the food because they provide family-style living environments for troubled youth ages 10 to 17. The committee worked collaboratively to develop marketing materials, decorate and distribute collection boxes, and pick up food at the conclusion of the drive. The committee would like to thank the 49 locations that hosted food boxes, especially the Design Department which collected several hundred items. Special thanks to the College of Liberal Arts Technical Services and Student Orientation and Advising Retention (S.O.A.R.) for providing assistance with the collection process.



#### Committee Members:

##### Learning Alliance

- Mary Anne Rose, Assistant Director
- Tania MacPherson, Administrative Support Coordinator
- Students: Alyssa Hernandez, Brittney Olaes, Steven Parker, James Recalde, Joel Urista, Megan Waechter

##### Center for Community Engagement

- Carmen Contreras, Administrative Support Coordinator
- Katlin Choi, Community Partnerships Coordinator
- Student Staff: Christina Alvarez, Sara Castledine, Jocelyn Gomez, Vanessa Olivares, Trang Pham, Linda Seam, Neo Nghia Tran, Maggie Yang, Javier Zamorano

## Faculty Voice



By **GARY HYTREK**

2008-09 Faculty Fellow

Establishing Long Beach Community University partnerships as a means to promote active citizenship and social justice is central to the mission of the Center for Community Engagement. Through the Faculty Fellows Program, the Center is creating new community initiatives that prioritize community-based participatory research (CBPR). Unlike *community-placed* research, *community-based* research is a collaborative inductive approach that begins with the community and augments community assets to effect sustainable change. With an emphasis on observing, judging, and acting, scholars engaged in CBPR seek to improve the community by directly involving community residents in problem identification, and in the design and implementation of the project or study. Starting from the assumption that sustainable community change requires active community participation, CBPR naturally necessitates an ongoing and reflective dialogue among partners.

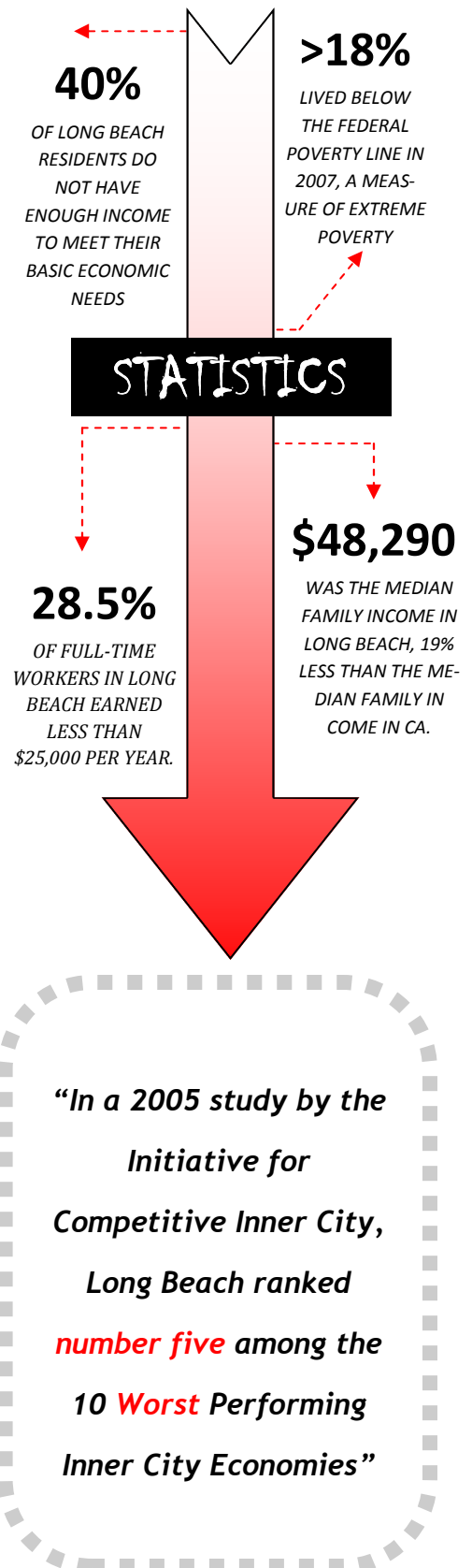
Dialogue for the Center means conversations about fundamental issues confronting Long Beach. Many may not know, but in 1978 Long

Beach was ranked by a Federal Government report as among the most socially, economically, and financially distressed cities in the country; yet by 2007 the Urban Land Institute listed Long Beach as having "one of the top 10 revived downtowns in the United States." This dramatic turnaround is notable for a city that shed thousands of well-paying jobs in the industrial, aerospace, military, and related sectors during the same period.

How this happened is important. In the late-1970s, Long Beach officials fashioned a redevelopment plan based on trade, tourism, technology and retail as the new economic drivers. While the strategy has created jobs, poverty rates in Long Beach remain triple the national average. On February 4<sup>th</sup>, a coalition of labor, community, and religious activists and organizations, called the Coalition for Good Jobs and a Healthy Community, released a report on the Long Beach tourist and hospitality industry. The report, titled "A Tale of Two Cities," is the first systematic evaluation of the City's extensive investment in this sector.

Working with the Coalition, the Center is using the Report as the focus for a series of community town hall meetings on poverty in Long Beach. The first one was held

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# Student Voice: 5 Reasons Why You Should Be An Intern



By **RICHARD TRAN**

2008-09 Student Intern

This past semester, I had the privilege to become a student intern at the Center for Community Engagement. My primary position at the CCE was that of graphic designer, and my duties were to create their marketing and promotional material. This was my first internship, and the experience was so great that I felt obliged to write this article to encourage other students to find an internship of their own, too!

According to MsMoney.com, an internship, n. (in'tûrn'ship), defined is "a temporary position with an organization where the intern is given a variety of tasks designed to introduce him/her to the workings of the company, interact with employees, polish her skills, and prepare for a permanent position." Recent studies by the National Association of Colleges and Employers (NACE) indicate that employers prefer new hires that have gained relevant work experience through internships and make full-time job offers to those applicants based on these experiences. It seems as though a halo effect is placed over

over any individual who previously interned. Furthermore, Perry Loretto, a columnist from About.com, states "internships are no longer thought of as a nice thing to have but have become a necessity for those interested in finding employment in a particular industry or organization."

Knowing all that, here are the top five reasons why internships are so valuable:

**1. Window of opportunity** - It provides you with a first hand look of what life in a particular industry or company is like. This is a chance for you to see if this is what you are looking for and if it's right for you.

**2. Free Advertising** - Allows you to meet with valuable people who may be able me able to help you network your way to other possible opportunities.

**3. Makeover** - This is my personal favorite. An internship gives you resume a brand-new look and it sets you apart from all the other candidates applying for the same job. It gives you that extra nudge.

**4. Wisdom** - An internship is vehicle for gaining experience in the field that you are entering. The more experience you have, the better.

**5. All Aboard!** - If you exhibit "go-getter" traits and impress your audience with your knowledge and skills, you may be hired for a full-time position!

*"Internships are no longer thought of as a nice thing to have but have become a necessity for those interested in finding employment in a particular industry or organization."*

*-Perry Loretto*

## Here's my advice...

- 1. Do your Homework—Make sure to research the company you are working for. A good place to start is the career center.**
- 2. Suit-up- Maintain your professionalism. Avoid gossip and don't slack off.**
- 3. Be a go-getter—Look busy, it will only make you look good. Whenever you complete a task, be ready to tackle on the next one immediately.**

# Community Partners: CoachArt

By **ASHLEY FONTANETTA**

Outreach Director

CoachArt is a Los Angeles based non-profit organization whose mission is to improve the quality of life for children with chronic and life threatening illnesses by providing them with free, personal lessons in the arts and athletics. CoachArt was founded in 2001 and has grown to serve over 2,500 children each year throughout Los Angeles County. In addition to working with public and private facilities to offer certain classes to the children in our program, CoachArt relies heavily on the talent and generosity of over 100 volunteer art, dance, music and athletic 'coaches', who donate their time and skill to teach CoachArt's participants.

CoachArt receives referrals for patients and their siblings from doctors and social workers. We then seek out volunteer coaches or partnering facilities located within the child's home community to find an art or athletic opportunity for that child. Historically, we had experienced a lack of volunteer coaches from Long Beach, though many of our students lived in the area. In the summer of 2008, CoachArt partnered with the Cal State Long Beach Center for Community Engagement. We saw this partnership as a tremendous opportunity to develop more volunteer support in the area and meet the great need of CoachArt children living in and around Long Beach.

CoachArt has received a wave of interest from students regarding our volunteer opportunities. Thus far, we have qualified 14 CSULB students as coaches, and we couldn't be more grateful for their support. We were immediately able to find local CoachArt kids for CSULB students Jerica Bornstein and Elana Morgulis, who met separately with Russell, a 12-year-old



  
coachart

patient from Long Beach, and Briana his 16-year-old sister. Jerica and Russell worked on making a movie, combining Jerica's passion for filmmaking, which she is studying at CSULB, and Russell's colorful imagination. Elana and Briana met weekly to create jewelry, a skill Briana had always wanted to learn. Both Elana and Jerica met with their CoachArt students for 10 weekly lessons.

CoachArt plans to hold another volunteer orientation on the CSULB campus in Fall 2009. For information about volunteering with CoachArt, or to learn about upcoming orientation dates, please contact Karina Nordbak, Program Manager, at (213) 736-2850, or visit [www.coachart.org](http://www.coachart.org).



*“Briana and I went beyond simply making jewelry. We always talked about how the hour each week always flew by so fast. It was obvious that it felt more like a time to **hang out** rather than simply make jewelry. I definitely look forward to **creating new relationships** and **sharing the art.**”*

**-Coach Elana**

# Service Learning Fair: Gerontology 400I

By KATLIN CHOI

Community Partnerships Coordinator

On February 10th, Dr. Maria Claver organized a service learning fair for her Gerontology 400I course (*Perspectives on Gerontology*) to introduce her students to the various community organizations they can work with. These organizations include Sunrise Senior Living of Huntington Beach, Meals on Wheels of Long Beach, Inc., Carmelitos Housing Community, Houghton Park, Sunrise Senior Living of Seal Beach, and Long Beach Senior Center. Each student will be completing 21 hours of service with the organizations and maintaining a weekly reflection journal. These journals will contain their personal reactions associated with one's own and other's aging, as well as their analysis of how their experiences connect with course

readings and lectures. Students will be participating in projects such as facilitating activities, fitness programs and socials, assisting with resource referrals, packing food for homebound seniors and providing companionship to Alzheimer and early stage dementia seniors.



“...Service Learning continues to capture the interest and attention of faculty at all stages of their career.”



## SERVICE (Continued from Page 2)

Wellness fair. Here are some of the highlights of the week-long program:

- The *Spirit of Service Award* was presented to a campus administrator, a community partner, and students. Dr. Gerry Riposa, Dean of the College of Liberal Arts and U.S. Vets at Villages at Cabrillo received the award in honor of their valuable contribution towards community engagement showcased by their commitment to community life and generosity of spirit.
- Patty Lee, Lara Akl, and Nicole Lohse were also honored with the *Spirit of Service* award in recognition of their dedication and commitment to the community life through their volunteer efforts.
- Sharon Olson from the Center of International Education coordinated an

International Service-Learning workshop for students and faculty. Students who participated in short-term, Service-Learning courses in Cambodia, Guatemala, South Africa and Tanzania shared their experiences with other students, staff and faculty. Over 50 students attended the info session and voiced their interest in participating in future service-learning classes abroad.

- Dr. Vincent del Casino presented demographical data on Long Beach youth to an audience of over 35 campus and community members; providing them the opportunity to explore how social issues impact the youth within the city.
- Erin Booth from the Career Development Center organized a workshop for students to learn how to market their volunteer and community

service in their resume and interviews. This is a common concern that has been brought up by several students having a difficult time promoting this information to their resumes. The Career Development Center prepared an info session to help students understand that their volunteer service can make a great impact on employers.

Seven Days of Service resulted in over 300 participants for the entire week-long program. The Make a Difference Day resulted in approximately 85 volunteers. Furthermore, thanks to the campus-wide support, over 1,000 lbs of food were collected throughout the week-long food drive.

“If a true sense of value is to be yours, it must come thru service.”

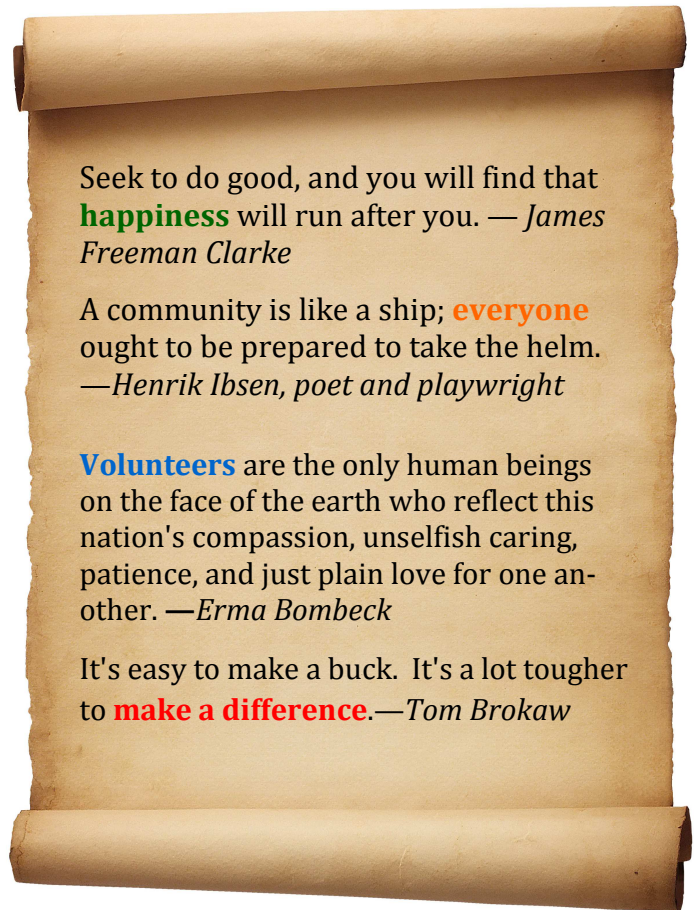
-My recent fortune cookie

# CCE WORD SEARCH



- |           |               |              |            |
|-----------|---------------|--------------|------------|
| BEACH     | INTERNSHIP    | PARTNERSHIPS | COMMUNITY  |
| WORKSHOPS | ORGANIZATIONS | EVENTS       | ENGAGEMENT |
| LEARNING  | BEACHBOARD    | SERVICE      | PYRAMID    |
| DIRTBAGS  | VOLUNTEER     | CABRILLOS    | SCHOLARS   |

## The Poets Lounge...



### STUDENT AND FACULTY SERVICE LEARNING SURVEY

Please fill out and return this portion to the Center for Community Engagement (Academic Services Room 127). Responses are confidential.

- Students and Faculty: Was Service Learning Pro database a required component of your SL course?  
 Yes     No
- Students: How often did your professor remind you to use/login to SLPro throughout the semester?  
 Faculty: How often did you remind your students to use/login to SLPro throughout the semester?  
 A. 0                                     C. 3-4  
 B. 1-2                                     D. 5 or more
- Students and Faculty: How concerned are you about risk and/or worker's compensation while at your Service Learning site?  
 A. not at all                                     C. a lot  
 B. somewhat                                     D. extremely
- Students: My Service Learning experience was...  
 Faculty: My interactions with the Center for Community Engagement and my community partners were...  
 (Mark all that apply)  
 A. educational                                     D. what I expected  
 B. worthwhile                                     E. unfavorable  
 C. helpful/beneficial                                     F. not what I expected

## FACULTY ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

(Continued from Page 3)

on February 26th on the CSULB campus, with later meetings in locations throughout Long Beach. The Center is actively working with the Coalition to bring together religious, labor, and community organizations, community leaders and elected official, and CSULB faculty and students to spark a meaningful exchange of ideas about sustainable development in Long Beach. From this dialogue, the Center hopes to engender CBPR projects on such pressing city issues as healthcare, crime, environmental degradation, immigration, housing, youth, and living-wage employment.



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Email: [cce@csulb.edu](mailto:cce@csulb.edu)

### Coming This Fall 2009!

- **7 Days of Service**  
October, 2009
- **Faculty & Community Partnership Luncheon**  
TBD

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Communication Studies

Dr. Carol Itatani  
Biological Sciences

Dr. Nancy Briggs  
Communication Studies

#### Villages at Cabrillo Oasis Project

- ◆ Carina Sass, Project Director
- ◆ Dr. Michael Fender, Faculty Fellow
- ◆ Dr. Malcolm Finney, Faculty Fellow
- ◆ Amy Booth, Oasis Coordinator

#### Faculty Fellows

- ◆ Dr. Gary Hytrek, Community Based Participatory Research
- ◆ Dr. Rigoberto Rodriguez, Community Development

**The  
Beach**®

Visit us on the Web!

[http://www.csulb.edu/  
cce](http://www.csulb.edu/cce)

*To make a donation to support the Center for Community Engagement logon to [www.csulb.edu/cce](http://www.csulb.edu/cce) and click on the "Give to the CCE" link on the right panel. For your protection all private data is encrypted so customer information is safe.*