



**September 2003**

**Humboldt State University**

**Annual Report 2002 - 2003**

This Annual Report provides a brief overview of some of the year's achievements at Humboldt State University and it recognizes the exceptional work of our faculty and support staff.

What I have found particularly exciting about my first year working as President of Humboldt State University is the variety of activities taking place and the way in which our work impacts directly on the lives of so many people. These activities have been carried out by members of the Humboldt State University community whose dedication to the aims and objectives of this institution is united by a commitment to scholarship that embraces teaching and developing graduates as lifelong learners who make a positive contribution to society. Read on to learn more about what has been accomplished this year and to get a sense of where HSU is headed for the future.

A handwritten signature in black ink that reads 'Rollin C. Richmond'. The signature is written in a cursive style with a large, prominent 'R'.

Rollin Richmond, President  
Humboldt State University

## **Budget**

The 2002-03 state budget was signed by the Governor on September 5, 2002. It includes a \$170.3 increase for the California State University, of which \$107.4 million was allocated for five percent enrollment growth system-wide. The remainder of the CSU increase was targeted to fund mandatory costs (including employee compensation, health benefits and new space. Humboldt State University received a net increase to its budget of \$1,064,800. These funds covered the University's increased costs for employee compensation costs, health benefit increases and new space. HSU did not benefit from the CSU enrollment growth funding due to its under enrolled status.

Subsequent to the final budget as signed by the Governor in September, the CSU received a further mid-year budget reduction of \$59,934,400. This additional reduction caused the CSU Board of Trustees to increase the State University Fee Rate to Undergraduate students by 10% and Graduate students by 15%. With the offset of \$20,041,000 in additional revenues, the net reduction to the CSU was almost \$39,593,000. HSU received a mid-year reduction target of \$1,657,800 from the CSU. Offset by \$397,000 additional State University Fee revenue, Humboldt's net mid-year reduction was \$1,260,800.

The final 2003-04 state budget allocated even deeper cuts to Humboldt State University. The state general fund allocation was reduced by \$8,839,700. The general fund reduction was offset by a decision from the CSU Board of Trustees to increase the State University Fee Rate another 30% over the previous year increases. This fee increase will generate an estimated \$4,663,000 in additional fee revenues for the University in Fiscal Year 2003-04 if enrollment levels continue to grow from Fall 2003 levels. For the first time in many years, Humboldt will come very close to achieving its budgeted enrollment level of 7,450 full-time equivalent students. Other university obligations including CSU negotiated but unfunded compensation increases, benefit changes, risk management cost increases, and CMS implementation costs increased the total HSU funding shortfall to \$10,100,000.

## **Enrollment**

Our 2002/03 college year enrollment of 7,289 FTES slightly missed the budgeted target of 7,450 FTES. The college year target is the sum of the academic year target plus half of the summer FTES target. Although Fall 2002 saw a decrease in the number of continuing students, there was an increase in the number of freshmen and transfer students enrolled. This resulted in increased numbers of continuing students in spring 2003 and should improve the number of students continuing into 2003/04. One area for concern is the average unit load decrease from previous years for both the fall and spring terms.

## Academic Affairs

### UNDERGRADUATE STUDIES

Computing Science, Fisheries Biology and Religious Studies completed the program review process during the academic year, with \$10,000 in program review funding divided among these departments to address the needs identified in their respective reviews. Program reviews completed late in the spring semester were for the School of Business and Economics and Industrial Technology. Funding needs for these programs will be considered in the 2003/04 cycle.

A preliminary proposal for a new Masters degree in Social Work was submitted to the Chancellor's Office, adding this proposed degree program to the HSU Academic Plan - the first step in the process for proposing a new major.

The following program/departamental changes were made at the request of the departments and with the endorsement of the College Deans:

1. The Natural Resources Planning and Interpretation Department and the Environmental Science Program merged under a new departmental name of *Environmental and Natural Resource Sciences*.
2. The School of Business and Economics split into two separate departments titled the *School of Business* and the *Department of Economics*.

The Department of Forestry and the Department of Environmental Resources Engineering each hosted accreditation visits in 2002/03. Very favorable draft accreditation reports have been received from the Society of American Foresters and the Engineering Accreditation Commission of ABET (Accreditation Board for Engineering and Technology). The Commission on Applied and Clinical Sociology performed a site visit as part of the Department of Sociology's efforts to receive first ever accreditation for its Masters degree in Sociology. While the final report has not been received, the department anticipates either provisional or conditional accreditation, with another visit to follow.

A preliminary Memorandum of Understanding was approved establishing an intercampus distance learning agreement between HSU and CSU Fresno, permitting HSU students to earn a baccalaureate degree from CSU Fresno with a major in Communicative Disorders in the Speech-Language Pathology option. This is a valuable service for local K-12 schools, where there exists a growing need for expertise of this kind. HSU courses are also included in the curriculum for this major and students from four CSU campuses may enroll.

With the new Diversity and Common Ground guidelines becoming effective summer 2003, a small subcommittee of the University Curriculum Committee reviewed and recommended approval of fifty-seven course proposals to the UCC. This is the culmination of a five-year effort initiated in April 1998 through a resolution from the Associated Students strongly urging change to the existing guidelines. The new guidelines were the result of a collaborative effort between the UCC and the Academic Senate.

HSU was well represented at the CSU GE Assessment Conference in March 2003. Faculty representatives from the College of Natural Resources and Sciences and the College of Arts, Humanities and Social Sciences made presentations on the assessment efforts in their respective GE Breadth Areas.

#### FACULTY SCHOLARLY AND RESEARCH ACTIVITIES

During 2002-2003, our faculty colleagues authored over 300 scholarly publications, including 26 books, and made 152 other presentations including plays, concerts and recitals, conference discussion panels, gallery shows, council and board meeting appearances, program accreditation reviews, consultancies, guest conductor and guest speakers and other comparable activities, all of which reflect the professional preparation and stature of the HSU Faculty. The great growth in the area of Service Learning and Community Service as a facet of faculty interest and commitment has resulted in many new and fruitful community partnerships, the scope of which is being revealed as individual efforts are collected and reported, and as faculty have begun to be honored for their effectiveness in this field. Overall, the faculty record of scholarship and creative activity in the past year readily surpasses that which has been reported in previous years, and is an indicator of the very high quality of those who teach in the classrooms of HSU. The quality and competence of faculty members as scholars will be a major factor in our ability to increase enrollment and continue our record of achievement in undergraduate and graduate preparation.

Humboldt State University faculty scholars and staff members received 186 external awards totaling \$7,566,600 for the fiscal year ending June 30, 2003. The average amount of the award was \$40,681. These data reflect California's lean budget and HSU's historic reliance on California's state agencies for funding. Partly due to state agency cutbacks in research funding, and partly due to campus efforts to seek alternative funding sources, the funding mix for the year 2003 has changed from the previous year. This year 51% of our external revenue came from federal sources, while last year it was 45%. This year our scholars received 26% of their external revenue from state sources, compared with 30% last year. At the same time that the funding climate, particularly at the state level, may have been more restrictive and competitive this year, HSU's scholars have increased their grant-seeking activity compared with last year. HSU Foundation staff processed 40 more proposals in 2003 than last year for over \$8 million more in funding requests.

## OFFICE FOR RESEARCH AND GRADUATE STUDIES

The Office for Research and Graduate Studies (ORGS) serves as the processing center for all matters related to Graduate Programs and as the pre-award service for faculty members seeking research support. In addition, ORGS was assigned oversight for International Programs beginning in August 1998. In the spring of 2001, ORGS assumed responsibility for coordinating the process of Institutional Review Board (IRB) review of research using human subjects and providing assistance to members of HSU's IRB, the Committee for the Protection of Human Subjects in Research. ORGS also provides administrative support for the College Faculty Preparation Program. In 2001, ORGS became the University liaison office for the HSU Foundation (HSUF), with its Executive Director reporting to the Dean for Research and Graduate Studies as well as to the Foundation Board of Directors.

## **Administrative Affairs**

### FISCAL AFFAIRS

The Fiscal Affairs department recently received an award for achieving excellence in financial reporting from the State Controller, Steve Westly, for preparation of the University's financial reports for the fiscal year ended June 30, 2002. This award covered six funds: General Fund, Higher Education Fees and Income Fund, 1998 Higher Education Capital Outlay Bond Fund, 1996 Higher Education Capital Outlay Bond Fund, 1992 Higher Education Capital Outlay Bond Fund and Special Deposit Fund. Humboldt State University is the first CSU campus to receive recognition for excellence in the reporting for six funds in a single fiscal year.

### PHYSICAL SERVICES

#### Capital Outlay Projects:

During the 2002/03 fiscal year a number of major and minor capital outlay projects were completed and several new programs were initiated. We completed the campus wide infrastructure project that replaced most of the campus utility infrastructure, electrical, natural gas, storm water, sanitary sewer, the underground portion of the campus telecom network, and many of the site stairways throughout the campus.

Construction was completed on the \$2.7 million University Center expansion and renovation that expanded the Kate Buchanan Room by over 50%, and added dining capacity and offices to the facility.

Also completed in the past year was a new women's locker room in the Forbes Complex, a new women's softball field, and a major improvement to the ventilation system at the Library.

We were successful in finding a developer to purchase the old Sweasey Theatre/Daly Department Store in Eureka that was owned by the HSU Foundation. The developer plans to renovate the theatre to help the community realize their vision of a performing arts center in the downtown area.

The new Student Enrollment Services Center (SESC) is nearing completion, and construction documents are being prepared so we can begin construction on the accommodations for departments displaced by the SESC. Construction for all of the secondary effects will be completed in the fall.

Construction of the campus-wide Telecom infrastructure Improvements project has begun, and the contractor has completed major asbestos abatement in Science B, and the first floor of SBS; as well as currently starting to build out the telecom rooms throughout the campus. Completion is scheduled for fall 2005.

The process to select a design-build contractor for the new Behavioral and Social Sciences Building has begun with the advertisement of "Request for Qualifications by General Contractors." Five contractors will be selected to develop detailed proposals, with a winning proposal to be determined in October 2003. Construction should begin late next summer with occupancy anticipated in Fall 2006.

Engineering assessments have been completed for Seismic Safety Improvement projects at Theatre Arts and the Library. Funding for construction is anticipated in 2005/2006.

Design development for the \$4 million Student Recreation Center, the first phase of a planned renovation and addition to the Forbes Complex, has been completed and we are now compiling a Request for Proposal package to solicit design-build proposals from contractors. The project will completely renovate the old Field House into a multi-use activity space, and add a 7,000 sq. ft. fitness center. Construction should begin by next summer.

Funding for the \$43 million Forbes Complex Phase II, has been included in the Trustees 2004/2005 Capital Outlay Budget. This project, dependent on a future ballot measure for educational facilities, will completely renovate the East & West Gyms, replace, and add to the faculty offices, and demolish and replace the existing Natatorium.

We are nearing completion of the engineering work for a potential \$3 million project that will replace inefficient lighting, boilers, HVAC motors and fans and reduce campus energy use.

#### COMMON MANAGEMENT SYSTEMS (CMS)

Substantial progress has been made on preparing for the implementation of PeopleSoft programs for the Common Management System. Campus staff have completed data entry for all campus-controlled CMS tables and files, and an initial security tree structure has been established. Charting for all business processes for Faculty Personnel Services, Human Resources, and Payroll has been completed. The

## Student Affairs

current schedule anticipates that we will “go live” on the Human Resources module in November followed by initial implementation of the Finance module next July.

Student Affairs is one of three divisions of the University striving towards a common educational mission of student development and academic excellence. The Division of Student Affairs’ primary purpose is to support and to facilitate the University’s efforts to be student-centered and to promote student success in curricular and co-curricular education.

Student Affairs, as an integral partner in the educational enterprise, facilitates academic success and personal development by promoting leadership and providing services and programs for students and the University community.

Student Affairs:

- Offers and augments educational experiences that help students integrate knowledge and promote a shared sense of community.
- Meets essential student and University needs through services appropriate to a rural residential campus.
- Assists students to identify and attain their personal and educational goals.
- Promotes a safe and secure learning environment.
- Assesses and responds to changing student needs and perspectives.

### ACADEMIC SUPPORT PROGRAMS

Children’s Center – The Children’s Center received an on-going annual State grant for \$70,000 to serve 24 new toddlers from low income students/staff.

Learning Center – The Learning Center continues to positively affect student persistence by advising and assisting all students on academic probation. The Learning Center has also piloted “Supplemental Learning” as a retention program. Both programs showed significant increases in student retention and increases in academic performance measured by GPA.

Multicultural Center – This year the Diversity Conference was the most successful in terms of quality of program and numbers of students in attendance. The Center was the catalyst for most of the multicultural and diversity programming for the campus, e.g., Indigenous Peoples’ Week, International Literature Festival, Dia de los Muertos, Fiesta Latina Salsa Dance, Black History month, Lunar New Year Celebration, Passover Seder, Women’s History Month, and Latino Awareness Week.

Student Disability Resources Center– A series of campus-wide training workshops were presented to help faculty and staff assist students with disabilities. The SDRC funded (\$40,000) for enhanced ADA compliant software and hardware in the academic computer labs.

\$1.5 million 5 year grant  
Only Top 10% of Proposals Funded

Testing Center – A newly relocated testing site was developed in cooperative arrangements with UPD. The students are now served with the expanded services of computer-based testing.

EOP/SSS – The Educational Opportunity and Student Support Services (EOP/SSS) operation continues to be the most significant student retention program on campus; 94% of Fall Bridge students were retained for Spring 2003. The SSS program was refunded by the Federal DOE through a competitive grant process for five years; we are completing the second year. Over the five-year life of the grant, the funding to HSU will exceed 1.5 million dollars. Only the top 10% of the competitive grant proposals receive five-year funding.

#### ASSOCIATED STUDENTS

The Associated Students focused most their attention on the following issues:

- Representing student issues and forums pertaining to world events, e.g., war with Iraq, issues of tolerance, understanding the Middle East and Islam.
- A new program was created called “AS Presents,” with the intent of generating more student programs and activities; almost 7,000 people attended 13 performances.
- Statewide issues of student voice and representation to the Board of Trustees.
- Student funding issues – instructional related student fees, mandatory fees, and the proposed recycled paper fee.
- The Arts and Music Festival was attended by approximately 2,000 on a rainy Saturday.
- The Graduate Pledge Alliance was renewed with over 500 graduates pledging.

Graduation Pledge renewed  
500 graduates pledged

#### ATHLETICS

Notable achievements and successes of the student-athletes and Athletic program are:

- The Athletic Director position was filled through a national search with Dan Collen.
- The head coaching positions were re-organized and reduced from 12-to-10 month appointments.
- Student-athletes posted a 2.74 GPA compared to an overall institutional student GPA of 2.58.
- The five-year graduation rate for student-athletes is 38% compared to a general student rate of 28%.
- Retention of freshmen student-athletes is 82% compared to an institutional average of 75%.
- Student-athletes accounted for 6.3%, or more than one-third, of the campus

Student athletes academically  
more successful than average



A new boating and water safety center is under construction

total 16% of ethnic minority student population.

- Fundraising activity for student scholarships reached a record high with the annual sports auction which raised \$157,000 in one evening.
- A voluntary resolution with the Office of Civil Rights was reached; HSU is now in compliance with Title IX and CalNOW.
- The Athletic Advisory Committee was reconstituted and met monthly, reviewing student scholarships, Athletic budgets, personnel hires and fundraising activities.
- Facilities were upgraded – a temporary boat house was constructed for the women’s and men’s crews, a permanent boating and water safety center that will house the crews is in the process of construction, an on-campus softball field was constructed, and the women’s locker room was remodeled.
- The Athletic budget was clarified, balanced and distributed to appropriate campus departments, the Athletic Advisory Committee, coaches, the Office of Community Relations and the public.

#### CAREER SERVICES

Over 4,500 individual students have registered for career services this year. The Career staff sponsored two new programs – Graduate and Professional School Day and Entrepreneur Day.

The numbers of student job listings and hires doubled last year. There was also an increase in the number of internships and career-related opportunities for students. The Career Services staff has been involved and supportive of the President’s initiatives to increase community outreach and support local economic development.

#### COUNSELING AND PSYCHOLOGICAL SERVICES

The Health Center and Counseling Services were united under one director (Dr. Kenneth Dutro) this last year. A permanent Director of Health and Counseling Services, Dr. Rebecca Stauffer, was hired via a national search. Individual counseling services were offered to a record 900+ students. The delivery of services was made more cost efficient by utilizing post-doctoral interns and group counseling sessions. The Counseling Center staff was very visible and active in campus crisis intervention and resolution of traumatic events, e.g., group sessions dealing with war, diversity issues, student deaths, and classroom management issues.

#### HEALTH CENTER

Alcohol Awareness grant received

The Alcohol and Drug Prevention Committee were very active in delivering campus programs dealing with alcohol and marijuana. The Health Center and the Athletic Department jointly received a \$30,000 grant from the NCAA for alcohol awareness programs. The Health Center served approximately 5000 individual student patients and in collaboration with other departments, offered campus programs in: HIV

awareness, substance abuse awareness, alcohol awareness week, body image, healthy lifestyles, smoke nothing week, women's issues, and issues related to intercollegiate athletics.

#### HOUSING AND RESIDENCE LIFE

The management structure of the housing operation was strengthened by appointing an interim Associate Director and reassigning a new Assistant Director. The following are accomplishments for housing and residence life for 2002-2003:

- 708 educational programs offered to residents; a 17% increase from last year
- Residence halls were wired and connected so that all residents have automatic access to high-speed campus internet.
- Locks for student rooms were retrofitted to work electronically on their ID card, adding to security and efficiency of maintenance.
- A new telephone system has been installed giving residents enhanced telephone service access and individualized bills.

#### STUDENT LIFE

The number of students participating in Freshmen Interest Groups (FIGs) has increased from less than 50 in 2000 to over 400 in the fall of 2003. The retention rate and GPA of those freshmen who enrolled in FIGs was greater than those who did not enroll. Two sections of Transfer Interest Groups (TRIGs) were initiated in spring 2003. Service Learning received \$160,000 in grant support for the development of service learning pedagogy and integration into the instructional curriculum. Student organizations continue to be strong with over 170 campus clubs and some 400-student volunteers and 2100 participants supported Y.E.S. programs.

FIG's successful in increasing student retention

#### UNIVERSITY CENTER

The UC completed its renovation and enlargement. For student convenience, a point-of-sale and inventory scanning system was installed in the HSU Bookstore. Center Activities continues its strong community programming and has increased its focus on students by offering more student-oriented programs. The UC has acted as the liaison for the construction of the Humboldt Bay Boating Instruction Safety Center. Final drawings are being completed and the construction should start next year. This facility will be completely state funded and operated by HSU.

The UC Board approved the plans for the soon-to-be constructed Student Recreation Center. The Student Recreation Center will remodel the existing Field House into a comprehensive student recreation/activity center at no cost to the University.

#### UNIVERSITY POLICE DEPARTMENT

UPD now offers automated fingerprinting service through a program called

## **Alumni Relations**

New alumni magazine  
*Humboldt Stater* hot off the press

## **University Advancement**

“LiveScan,” for which they received State grant funding. This service assists all students who have to submit applications for teaching and employment. UPD now offers a special self-defense class for women – Rape Aggression Defense (RAD). This class is offered several times a semester and has a long waiting list. UPD also initiated a student cadet program offering students internship experience in law enforcement. In addition, several course offerings use the Emergency Management program for student internships and field study.

The Humboldt State Alumni Association saw dramatic membership growth this year due in part to the formation of a new official alumni chapter. In November 2002, the Forestry Alumni Chapter was founded and the chapter now boasts over 100 members. The Alumni Association ended the year with 4,070 members, compared to 3,624 members at the close of 2001/2002. Many successful events were held both locally and out of the area to strengthen alumni relations with the university. The Alumni Association membership was increased by 5% (204 members) and the revenue was increased by \$10,000. The Association has hired a full-time staff member to help achieve expanded goals for next year as well as to support communications, membership services, chapter support, marketing and events. Production of a new alumni and friends magazine as a key publication for the university is underway.

The Alumni Association honored five alumni as the 2002/2003 Distinguished Alumni at an awards ceremony in April 2003. The following individuals were chosen for their demonstrated leadership, national stature and outstanding contributions to their community: Loren Bommelyn ('80), Peter Pennekamp ('74), John ('84) and Natali McClurg ('96) and the late Peter Palmquist ('65). The Association has been recognizing the achievements of alumni since 1960 when it launched its annual Who's Who Award.

In 2002/2003, Humboldt State University made considerable progress toward achieving development goals. Working with the new President and administration to build a campus-wide culture of philanthropy, University Advancement (UA) increased the efficiency of our campus fundraising infrastructure, enhanced communication and collaboration between and among our campus and the community, and initiated a plan to generate greater private support to the institution.

Completing its first full year of operations, the University's Gift Processing Center transacted 5,442 gifts totaling \$1,289,996 for 2002/2003 (compared to 2,421 gifts totaling \$684,286 in 2001/2002). For the first time, charitable contributions to the University were centralized. The infrastructure and support mechanisms are now in place to better manage all campus fundraising activities.

A fundraising priorities task force made considerable progress toward developing an external funding plan reflective of campus priorities. A number one campus priority has been identified: to increase student scholarship funding. The Challenge for Education campaign secured \$122,000, out of a goal of \$150,000, to support

Alumni giving is up!

scholarship, from merit scholars to outstanding artists and athletes, recognizing students with both academic promise and undiscovered greatness.

Humboldt State University currently conducts four annual fund campaigns, and in 2002-2003, \$203,614 was raised. The alumni Loyalty Fund annual campaign secured over \$119,000, for the first time exceeding \$100,000.

New non-athletic scholarships/awards added more than \$383,000 to endowments and expendable scholarship funds. Fourteen new scholarships/awards were created. The total amount of annual award dollars from these new non-athletic scholarships/awards was projected to be about \$42,000.

An analysis of the development program resulted in initiating the restructuring of our existing HSU Foundation into a grants and contracts auxiliary and a new philanthropic auxiliary. Also underway are activities and a plan for five years of intense and systematic preparation, investment, volunteer engagement, strategic marketing and communications, and alignment of the campus to develop a comprehensive campaign for HSU.

In partnership with the College of Professional Studies, UA convened a Business Partners Steering Committee involving over 30 local business leaders. The group met monthly and their mission is to facilitate the exchange of information between the University and the business community, support regional economic development and raise funds for the University.

Humboldt State University has long been recognized for providing students an education of real and lasting value. University Advancement is committed to promoting the university, its accomplishments and vision for the future, and will work in partnership with the campus and university friends to ensure its continued success.

## **Diversity and Compliance Services**

### **NEW STAFF AND FACULTY APPOINTMENTS AND POSITIONS DURING THE 2002 - 2003 ACADEMIC YEAR:**

POSITION / APPOINTMENT	FEMALES	MALES	ETHNIC MINORITIES	TOTAL
<b>Permanent Faculty Appointments</b>	<b>3 (21%)</b>	<b>11 (79%)</b>	<b>0 (0%)</b>	<b>14</b>
<b>Permanent Staff Positions</b>	<b>56 (69.1%)</b>	<b>25 (30.9%)</b>	<b>13 (16%)</b>	<b>81</b>
<b>Temporary Staff Hires</b>	<b>138 (69.7%)</b>	<b>60 (30.3%)</b>	<b>25 (12.6%)</b>	<b>198</b>
<b>Temporary Faculty Appointments</b>	<b>319 (49.8%)</b>	<b>322 (50.2%)</b>	<b>88 (13.7%)</b>	<b>641</b>
<b>Permanent Management Personnel Plan (MPP) Positions</b>	<b>7 (53.8%)</b>	<b>6 (46.2%)</b>	<b>1 (7.7%)</b>	<b>13</b>
<b>MPP Temporary Positions</b>	<b>0 (0%)</b>	<b>6 (100%)</b>	<b>1 (16.6%)</b>	<b>6</b>

## **Community Relations**

Through the coordinated efforts of the Student Academic Service Outreach Program (SASOP), Educational Talent Search, the North Coast California Student Opportunity and Access Program (Cal-SOAP), ITEPP, the Center for Indian Community Development, and the Office of Enrollment Management, Humboldt has extended its outreach services to more than 7,000 students in 208 elementary, middle, and high schools. These services bring together many areas of the university and local business and community leaders, who share opportunities to reach out to our local youth, encouraging them to attend college and post-secondary education/vocational training.

Humboldt State University participated in the nationwide annual “Campus Week of Dialogue on Race.” Over 1,200 people attended the events sponsored by students, faculty, administration and staff from across the University. Highlights included an evening with and presentation by renowned Pulitzer prize-winning novelist N. Scott Momaday.

The purpose of the Office of Community Relations is to protect and enhance the visibility of HSU and provide a platform for leadership on the campus and in the community.

The following are accomplishments for the Office of Community Relations:

- Facilitated the introduction of HSU’s new President, Dr. Rollin Richmond, to key university constituents and spearheaded an effort to be proactive in community relations by holding numerous meetings with area mayors, county supervisors and the like on a wide range of issues involving local economic development
- Directed and implemented a highly-successful inauguration event for the new President and HSU’s 2003 Commencement activities
- Developed on-going governmental relations contact with local, state and federal officials and organized a community-wide campaign in support of a statewide bond measure
- In conjunction with the CSU system, HSU initiated a campus/community campaign in support of the statewide bond-measure, Proposition 47 which resulted in passage and the acquisition of financial resources to construct the university’s Behavioral and Social Sciences Building. Meetings between the President, university personnel, elected officials and concerned neighbors were held to optimize the impact of the construction of the Behavioral and Social Sciences building.

### **FIRST STREET GALLERY**

First Street Gallery’s primary function is to provide an educational and cultural resource to both Humboldt State University and to the North Coast community.

As a temporary exhibitions venue, First Street Gallery schedules as many as 10 to 12 exhibitions yearly. First Street Gallery is most beneficial to the university and community when it runs a rigorous and varied exhibition schedule with high production standards and new and engaging subjects for our students, our university community and our public. From the point of view of public perception, our high curatorial standards translate into positive opinions of the university and our community, both locally, and beyond our region.

During the last fiscal year HSU First Street Gallery was attended by 16,891 visitors. Given HSU's local demographic and geographic conditions, such attendance numbers assuredly confirm the leadership role that our university provides to the cultural life of our campus community and to the community of the North Coast.

#### THE HSU NATURAL HISTORY MUSEUM

The HSU Natural History Museum is entering its fourteenth year as a unique educational resource for the university and the community. The mission of the Natural History Museum, through its collections, exhibits, and programs, is to provide a learning laboratory for HSU students and to inspire in North Coast residents and visitors of all ages an understanding and appreciation of the dynamic natural world.

This year the Museum had approximately 20,034 visitors from at least 39 states and 9 foreign countries. The Museum has a thriving educational program for both schools and the public. This year 3,201 children and adults visited the Museum from 142 school classes. The Museum features a collection of over 2,000 fossils spanning the time period from Precambrian to Recent in the "Walk Through Time" exhibits. Other exhibits focus on the natural history of the northern coastal region of California, with displays on birds, marine invertebrates, butterflies, and rocks and minerals. Live animal exhibits include a honey bee observation hive and local frogs, toads, lizards, snakes and tide-pool fish and invertebrates. Many interactive exhibits encourage children to learn using Discovery Boxes, microscopes, the fossil dig box, the Prehistoric Creatures puzzle and special computer programs. New exhibits this year included the Precambrian exhibit and additions to the Birds of the Redwood Forest exhibit.

#### KHSU HIGHLIGHTS

KHSU, which has been broadcasting public radio programming to the campus and community from Humboldt State University since 1960, experienced exceptional gains this past year in terms of audience growth, membership contributions and underwriting support from both businesses and individuals.

According to a report from an independent audience research project funded by the Corporation for Public Broadcasting, KHSU's weekly audience stands at more than 25,000 listeners - 22 percent of the adult population of the station's service area and the greatest reach in percentage of any public radio station in California.

It is the second most listened to radio station in Humboldt County, behind only one commercial station whose primary target audience is teenagers and young adults.

In addition, during some of the toughest economic times in California history, the final data for 2002-2003 show that KHSU's membership contributions climbed to \$162,024 and underwriting support jumped to \$141,860, which represents a significant gain over the previous year – proof that many consider an investment in KHSU money well spent.