Students attend orientation at CSU Fullerton at the start of the 2019 school year.

CAL STATE FULLERTON

BUCKING NATIONAL TRENDS, CSUF ENROLLS RECORD NUMBERS THIS FALL

ADMINISTRATION

Quickly converting admissions to a virtual platform helps

By Jennifer Busen, contributing writer

W hen the COVID-19 pan demic hit the U.S. early this year, college admissions offi cers and potential trans cri-ents from across the country were in the midst of their college selec- tion decisions. With instruction mov- ing to an online format and campus tours cancelled, many administration spokespeople speculated there might be a drop in enrollment at four-year institutions, as students waited out the uncertainty by opting for community college or even a gap year. These speculations seem to ring true, as data released in October from the National Student Clearinghouse indicates that undergraduate college enrollment across the country declined 4.4% from last year. Despite these statistics, Cal State Fullerton recorded its highest student body enrollment in fall 2020, increasing its total number of students from 49,658 in fall 2019 to 41,408 this term—a 3.3% increase.

In fact, the California State Univer- sity system as a whole reports a decrease of 3,835 students from its fall 2019 enrollment numbers of 894,444. Yet we’re seeing a much more surprising fact here at CSUF: the growth of 446,297 students at fall 2019.

So, how was CSUF able to capture this increase in enrollment, even as many students seem to be waiting for the return of a more normal situation? Elizabeth Zava- la-Acevez, associate vice president of the Division of Student Af- fairs, oversees the school’s College Ad- mission & Career Pathways units, including Admissions. She points to several fac- tors she believes have led to CSUF tak- ing the top spot as the largest school in the CSU system.

“We are a destination of choice for our Orange County community, as well as those communities outside of what we would consider to be our local area,” Zava- la-Acevez said. “The community and those students who do come to us recognize that you get the most bang for your buck if you come to Cal State Fullerton, with high quality educations at an affordable cost.”

With more than 30% of the Titan student body identifying as first-gener- ation college students, and with CSUF being the only CSU campus in Orange County, proximity and cost become driving factors.

“We’re really trying to talk about that, these decisions are to be made about quality of the education, the cost of attending and the programs and offerings,” Zava- la-Acevez said.

Zava- la-Acevez admits she and her staff were unsure what effect the pan- demic would have on enrollment num- bers, but the school’s ability to quickly convert its admissions programming to a virtual platform allowed it to continue to provide key experiences for prospective students.

The fact that we were able to very quickly and not skip a beat at a campus really allowed us to strategize and provide special and intentional outreach and communication efforts to our prospective students,” Zava- la-Acevez said.

Live “Welcome to CSUF” webinars, that events, virtual tours and social me- dia outreach beginning in late March allowed prospective students to explore the CSUF campus and program offer- ings from home. And specialized touch points, such as the 12,000 welcome box- es that were sent to students who chose CSUF, helped the new Titans feel part of the school community.

“There was a lot of work, a lot of pro- ductivity behind that,” Zava- la-Acevez said.

CSUF freshman and San Diego County resident Brian Robo had mar- ried his high school date to two options last spring when COVID-19 hit. With one option being CSUF, he turned to the school’s website to research areas of in- volvement that were important to him, as those communities outside of what we would consider to be our local area,” Zava- la-Acevez said. “The community and those students who do come to us recognize that you get the most bang for your buck if you come to Cal State Fullerton, with high quality educations at an affordable cost.”

Most of us will shop online

Last year was the year you shopped online, but this year, it looks like we may shop online and mortar stores. “This year I think the shift is going to continue,” Dorsey said, noting that 64% of consumers say they plan to shop mortar and online stores. Part of that is just a continuation of the increase of online shopping in general, but COVID-19 is another piece. “Just over half of consumers are expressing anxiety about going out shopping in public,” he said.

This shouldn’t hurt big retail chains, because many spent at their physical stores or online ends up as the same thing. “They just need to have the in- frastructure for an increase of traffic,” he said, “not a shift.”

On your marks, get set, SHOP!

Online sales will soar while brick and mortar stores woo Black Friday business, marketing professor predicts

By Jill Hamilton, contributing writer

The shapes of Epidemics and Global Disease,” a wide-ranging, collaborative book on pandemics, was first released in January, just as a certain novel coronavirus pandemic was spreading across the world. Now, with a new epilogue focusing commentary specific to COVID-19, the book has been reissued and is available on Amazon.com.

The book features free Cal State Full-erton faculty and 32 scholars from di- verse fields in science, public health, ac- ademic science and the arts and humanities. As a whole, the book provides a “disciplinary” approach to the complexity of epidemics, according to Andrea Pat-erson, an associate professor of liberal arts and humanities.

The theory of the book is that pandem- ics are caused, aided and abetted by an incredibly wide range of factors. “Epi- demics are caused, aided and abetted by an incredible range of factors,” Patterson said.

Although the book was not written specifically about COVID-19, it is, in its way, about COVID-19. “Much of what is in the book is manifesting and being re- alized in this epidemic,” Patterson said. “As a human, provide the conditions for epidemics to emerge. We’ve seen how in this pandemic, as in other plagues,…”

ECONOMICS

On your marks, get set, SHOP!

On your marks, get set, SHOP!

Online sales will soar while brick and mortar stores woo Black Friday business, marketing professor predicts

By Jill Hamilton, contributing writer

How is holiday shopping going to look this year? Will brick and mortar stores entice shoppers during the time of COVID-19? And is Black Friday even happening, or what? Joshua Doren, assistant pro- fessor of marketing in the College of Business and Economics at CSU Fullerton, has some predictions.

Most of us will shop online this year. That means we’ll be doing more shopping online than we have in the history of bricks-and-mortar stores. “This year I think the shift is going to continue,” Dorsey said, noting that 64% of consumers say they plan to shop mortar and online stores.

Part of that is just a continuation of the increase of online shopping in general, but COVID-19 is another piece. “Just over half of consumers are expressing anxiety about going out shopping in public,” he said.

This shouldn’t hurt big retail chains, because many spent at their physical stores or online ends up as the same thing: “They just need to have the in- frastructure for an increase of traffic,” he said, “not a shift.”

One who stands out for greatness of achievement

BOB & PAM’S

ITALIAN

noun

Ital- ian

one who stands out for greatness of achievement

PHOTO COURTESY CSUF MARK MEDIA SERVICES
A grateful heart means welcoming others to the Titan table

BY FRANNAN JIJE

On Thursday, the files for this year’s Thanksgiving dinner announcement were the thematic expression of a simple man living in a different time. What Grandpa did do on that first Thanksgiving was show me that this holiday calls upon those of us, like me, who are born with more, with privilege, to examine that truth; to challenge the idea that our bounty has more to do with hard work than an abundance of surroundings; to express our gratitude for the blessings at our table; to ensure others have equitable access to it — even if it means going through our own pocket. Follow Titans, as we approach Thanksgiving, doing so with a grateful heart means welcoming others to the Titan table.

Enrollment

TITAN VOICES

THURSDAY, NOVEMBER 19, 2020

THURSDAY, NOVEMBER 19, 2020

The file photo chief Jonathan Duffy Deals checks the thermometer to make sure the turkey is properly cooked. Duffy taught a class at the Fullerton Arboretum on how to cook the perfectturkey, along with other side dishes for a Thanksgiving meal.
Students probe the death of a construction worker in 1900

CAL STATE FULLERTON

Black widow spider venom or fatal mistake?

CSUF news service

In 1900 construction worker

THURSDAY, NOVEMBER 19, 2020 THE ORANGE COUNTY REGISTER » OCREGISTER.COM

 objected medical practice of the time for treatment of black widow bite. “Was the spider responsible, the doctor or both?”, says Casem. “It was a therapeutic agent at the turn of the century. The patient died 14 hours after being bitten. The cause of death was reported as blood poisoning. After

Spider researcher Merri Lynn Casem and her students are studying the biological effects of black widow venom and the charges used by Dr. George Crook Clark in 1900 to treat a patient who was bitten by a black widow spider and died.

Merri Lynn Casem, chair and professor of biological science

Joe Fong photography

Our goal is to see students and faculty to meet, study and hold small events and lectures. We envision an open area for students and faculty to meet, study and hold small events and lectures. The institute hopes to...

Ira Orem

I was extremely impressed by the ISSI goals and clear for development. Seller said. “The multiple contributions the institute will make to students, faculty and the general community are especially relevant and timely. It seems clear to me that this endeavor is precisely what the College of Humanities and Social Sciences should be promoting and supporting.”

We also want to support teaching initiatives that provide cross-disciplinary learning models for CSUF students exploring topics in African American history. "Our goal is to integrate community and academic leaders from California State University, Fullerton. We're hoping to offer membership to faculty by looking beyond the university to community, corporate and academic leaders from across California Commens. A primary goal during the first five years is to support the recruitment and retention of high-quality and diverse faculty and staff. The institute hopes to identify and select ISSI advisory board members from the campus and beyond; develop a regional journal that connects community and academic leaders; and develop a state and national network of...
Leon Panetta, former secretary of defense, CIA director and White House chief of staff, recently spoke on “Challenges of Leadership in Democracy” as part of the CSUF Trumbo Lecture "We Stand Together" speaker series.

Panetta said at Davidson Vrijzijl, along with presidents and chancellors of public and private universities across the nation, are standing together to communicate their resolve to recommit to the critical role in working with those leaders who are taking stands against our democratic values. “Our goal was simple,” said Vrijzijl. “Find national leaders who are so on an understandable and urgent path in declaring that their message of hope and justice cuts across all political divides and all racial echoes across our country. Leaders who aren’t willing to use their voice to fight for truth and justice in our democracy. Leaders who make the promise, the commitment to inspire young people to consider lives of public service. We are short of such leaders, leaders who are willing to take risks, leaders who are leaders for the country. They aren’t asking for a new generation. In short, leaders like Leon Panetta.”

Panetta said that “the American Dream is the American Dream.” He welcomed Panetta by noting, “An Le exemplifies the high achievements and community service. She has served as a tax volunteer for the Department of Information Systems and many other student and professional organizations; she has helped me progress personally and professionally.”

Panetta said “Our education at CSUF has given me numerous battlefields and looked into the heart of densely populated regions. We have to offend, raise taxes, cut spending. That’s what’s happening today. We need leadership to deal with all the issues of immigration, providing aid to the millions of unemployed and health care reform.”

Panetta noted that “We're beginning to fight for it. I look at the values I learned growing up as a child washing dishes in the restaurant. Dreams come true. We have to take risks. If you don’t take risks, you don’t have political savvy and an impeccable record. And don’t forget cyber threats,” he added. “It is the battlefront of the future.”

For more information, visit csufnews.com.
The inner workings of how people communicate with each other have long been a topic of study at Cal State Fullerton, a Cal State Fullerton professor and human communications expert says. She studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.

Shortly after arriving at CSUF in 2016, Dr. Vivan Suwinyattichaiporn’s research grant and embarked on a month-long study on how social support in the lives of college students.

Black Friday, Black Saturday, and so on are still going strong. For brick-and-mortar stores, safety is huge. Safety is huge. A drift toward online sales and a shift toward digital communications has been happening since the pandemic hit. At CSUF, a Cal State Fullerton associate professor of Human communications studies, she studies the University’s focus on interpersonal and relational communication, specifically around the topic of mental health.
Carolyn Gill spent much of the sum-
mer of 2020 recovering from knee sur-
tery last year. Her return to the court is
an opportunity to showcase her skills and
contribute to the team's success. Gill en-
ters her senior year with a renewed sense
of purpose and a desire to leave a lasting
mark on the program. She has proven to
be a valuable asset to the team and has
made significant contributions to its suc-
cess.

Basketball is a refuge. That means Gill can
focus on the sport and let go of her other
responsibilities. It's her escape and her
place where she can relax and enjoy herself.

By Brian Robin, 
contributing writer

Gill's full-court press: grad school, giving back and upping her game

This grad-school thing made time man-
agement a fourth class by itself. I
had to Gill's system.

It's weird that in grad school, I have
to think about using your voice and being heard,
she said. “I see myself not only as a lead-
er on the court, but off the court. It was a way
I could help and lead if there was an issue.
Being part of SAC, we're not only basketball
players, but we have other responsibilities
that are important to us. We don't just focus
on things in athletics, but we focus on how
to help people make the transition after college.
For example, "The helps the next generation. They
are legitimate. Plus, it's not like Gill's selfish.
That's why Gill refuses to cut the cord.

When you parse the occurrences of
projects and experiences, the presence of
selfishness is to Gill. This is an alien
concept to her.

You have to understand how selfishness
works to Gill. This is an alien
concept to her.

Carolyn Gill spent much of the sum-
mer of 2020 recovering from knee sur-
tery last year. Her return to the court is
an opportunity to showcase her skills and
contribute to the team's success. Gill en-
ters her senior year with a renewed sense
of purpose and a desire to leave a lasting
mark on the program. She has proven to
be a valuable asset to the team and has
made significant contributions to its suc-
cess.

Basketball is a refuge. That means Gill can
focus on the sport and let go of her other
responsibilities. It's her escape and her
place where she can relax and enjoy herself.

By Brian Robin, 
contributing writer

Gill's full-court press: grad school, giving back and upping her game

This grad-school thing made time man-
agement a fourth class by itself. I
had to Gill's system.

It's weird that in grad school, I have
to think about using your voice and being heard,
she said. “I see myself not only as a lead-
er on the court, but off the court. It was a way
I could help and lead if there was an issue.
Being part of SAC, we're not only basketball
players, but we have other responsibilities
that are important to us. We don't just focus
on things in athletics, but we focus on how
to help people make the transition after college.
For example, "The helps the next generation. They
are legitimate. Plus, it's not like Gill's selfish.
That's why Gill refuses to cut the cord.

When you parse the occurrences of
projects and experiences, the presence of
selfishness is to Gill. This is an alien
concept to her.

You have to understand how selfishness
works to Gill. This is an alien
concept to her.