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## Making Digital Literacy More A-to-Z Than 1s and 0s

on January 30, 2012

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Technology is helping students learn more efficiently.

The digital world is continuing to integrate into our daily lives at an amazing clip, and in ways that go beyond just email and watching funny cat videos. Take, for instance, the California Writing Project (CWP). It's an offshoot of the National Writing Project, a nonprofit that encourages the work of teachers to enhance writing and learning in the classroom.

Cal State Northridge has joined the CWP to, along with the Alliance for Excellent Education,

host the nation's first-ever Digital Learning Day on Feb. 1.

"By giving teachers an opportunity to learn how to use technology and the inexpensive and free tools that are out there," said Kathleen Rowlands, director of Cal State Northridge Writing Project, "we are giving them the ability to think outside the traditional teaching box and explore new ways to make the classroom experience informative and engaging."

On the CSUN campus, teachers have been getting trained on how to use online resources that range from Google Docs to Prezi, a cloud-based presentation software that works with whiteboards. They're even getting tutorials for tools like Twitter and podcasting.

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## Alumni to Speak at Commerce of Creativity Series

on January 30, 2012 | in [Arts and Culture](#), [Business](#), [Community](#)

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Tom White (top) and Don Hahn (below).

Launched by the university's Mike Curb College of Arts, Media, and Communication in fall 2011, the Commerce of Creativity Distinguished Speaker Series aims to connect the campus and the San Fernando Valley business community with compelling and provocative storytellers who have made significant contributions to global business achievement.

As the youngest marketing executive in the history of Lockheed-Martin, Tom White '78 — who was responsible for the promotion of all Lockheed products and programs worldwide — fits that bill. White went on to establish his own company, 3DI2, and set new standards for linking brand development to sales growth. Today, his impressive client list includes Fortune 500 companies as Motorola, Philips and Volvo.

White is the second of three invited presenters featured during the inaugural season of the Commerce of Creativity Distinguished Speaker Series. Many of the college's programs, including those in art, music, theater, cinema and television arts and journalism, have an international reputation for graduating skilled professionals who have distinguished themselves in their respective fields.

"Cal State Northridge is committed to educating students who go on to successful careers in creative industries," said Robert Bucker, dean of the Mike Curb College. "We are investing in their future leadership by exploring and celebrating the creative problem solving occurring right here in the Valley."

The Commerce of Creativity series kicked off with a lecture by award-winning architect Kara Hill, who designed the university's

state-of-the-art Valley Performing Arts Center.

The third and final lecture features Oscar-nominated filmmaker Don Hahn '75. Hahn has had a long and stellar career at Disney, including as producer for the landmark animated feature "Beauty and the Beast," released in 1991, which made him the first producer in Hollywood to be nominated for a Best Picture Oscar for an animated film. His next production, "Lion King," released in 1994, set worldwide box office records for an animated film and quickly became the highest grossing traditionally animated film in history.

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## Heidi Wolfbauer: Growing Up Matador

by Stephanie Colman | on January 27, 2012 | in [CSUN Profiles](#), [Faculty and Staff News](#)

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Heidi Wolfbauer. Photo by Lee Choo.

When Heidi Wolfbauer '85 (Business Management), administrative specialist for the Faculty Senate, first came to California State University, Northridge as a student in 1980, she saw the campus as a stepping stone to what she thought was a future career as a teacher. One change-of-major and 32 years later, she's happily still here.

"I was a student assistant in the graduate studies office," said Wolfbauer. "I came to CSUN right out of high school. I was in school for five years and worked in the same office all five years."

Her boss at the time, Charles Bearchell, professor emeritus of marketing and former dean of Graduate Studies and International Programs, urged her to consider majoring in management in order to expand future career

opportunities.

Shortly after graduation, she was approached by one of her management professors who became interim associate dean of the College of Business and needed an assistant. She suggested Wolfbauer apply for the position.

"I said, 'Are you sure?' I was 22-years-old. She said, 'I think you're very well qualified.' I applied and got the job in 1985."

Wolfbauer spent about 20 years in the College of Business. She started as the assistant to the associate dean and later became assistant to the dean of the college. "I grew up in the College of Business; they're like my extended family."

In 2005, she assumed her current position with the Faculty Senate, a group of approximately 75 faculty members who represent

the faculty at large and are responsible for developing, reviewing and voting on policy. As the “go to” person for all administrative happenings related to faculty activity, Wolfbauer routinely has multiple irons in the fire. Planning for the annual spring Faculty Retreat begins in the fall. Spring brings Faculty Senate elections, honored faculty awards and the honored faculty reception. In between, she is responsible for monthly Faculty Senate and Senate Executive Committee meetings.

An admitted perfectionist, Wolfbauer spends summers looking for ways to streamline projects. “I have to try something every summer,” she said. “I look around and say, ‘I don’t want to do this this way anymore. How can I do it better?’” Her most recent summer accomplishment involved learning the questionnaire function of Moodle in order to transition the senate from paper ballot to online elections.

In her down time, Wolfbauer, an avid reader, can be found poring over books or crocheting an array of scarves, gloves and hats. True to her perfectionist nature, when she gives away a pair of gloves, she solicits feedback for improving the next pair. A mother of two, her experience working on a university campus lends her a special expertise when it comes to offering suggestions to her own college-age children. Her son is a marketing major at CSUN and her daughter is a freshman at the University of California, Irvine.

By the time she retires, she will have served under the administration of at least four different presidents, worked for four different deans in the College of Business, watched the campus rebuild following a major earthquake, and can even say she was one of the first people in her office to attempt to use a computer – long before the days of email and the Internet.

“My favorite part about this job is that I work with everyone,” Wolfbauer said. “I meet faculty across the whole university. I work with all the administration – the Office of the President, Office of the Provost, Faculty Affairs, University Advancement. It’s very central. The thing I like most is getting to know people across the whole campus. I’ve made some really good friends here.”

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