

THE CALIFORNIA STATE UNIVERSITY  
OFFICE OF THE CHANCELLOR

March 2008

Open Letter to the Cal Maritime Community:

During the 2007-08 academic year, the six-year review of Dr. William B. Eisenhardt, president of California Maritime Academy (Cal Maritime), was conducted. The review took the form of collecting and summarizing letters from a selection of the campus and external community members and bringing a visiting team to campus in January 2008. The review concluded on March 11, 2008, with a discussion of the review by the CSU Board of Trustees. The Board of Trustees and I appreciate the contributions of those who worked with us on this review.

Criteria established by the Board of Trustees in 1984, and updated in 1994 and 2001, were used to assess the performance of President Eisenhardt and the progress of the institution. These measures included the overall management of the institution, relations on campus and within the system, educational leadership, community relations, major achievements of the campus and the president, and personal characteristics of the president. Faculty, staff, students, alumni, and community representatives were invited to submit written comments responding to the trustees' criteria.

The visiting team consisted of VADM John Craine (USN retired) president of SUNY Maritime College; Dr. Manuel A. Esteban, president-emeritus, California State University, Chico; Dr. Roberto Haro, professor-emeritus, César Chávez Center for Public Policy, San Francisco State University; and Mr. Lou Monville, member, CSU Board of Trustees. Following advance preparation with resource material, the team conducted one-on-one interviews of a selection of the campus and community on January 30.

Stemming from goals set in the last review in 2003-04, the review determined that President Eisenhardt has advanced the reputation of Cal Maritime in the United States and in Pacific Rim nations. He has continued to require scholarship among the faculty. Cal Maritime has asserted itself in maritime and port security. In addition to these items, members of the campus reported other examples of presidential leadership and campus progress. These include: building significant enrollment growth; constructing the Science and Technology building and the Simulator Center (pending completion in 2008); initiating instruction in transporting LNG; planning construction of more student housing; and asserting leadership in the national and international maritime education arena, including the U.S. Congress and federal administration.

In October 2008, Cal Maritime and President Eisenhardt will host the annual meeting of the International Association of Maritime Universities.

With the appointment of a public relations director, Cal Maritime has better media relations and positive news placements. A relationship now exists with the Vallejo community and is underpinned by the summer concert series.

Although Cal Maritime does not have a strong history of shared governance, President Eisenhardt has attempted to strengthen it. For example, he invited the executive committee of the academic senate and faculty department chairs to participate in the president's retreat and the strategic planning exercise. The visiting team found that there is a strong desire by faculty, staff and alumni for Dr. Eisenhardt to articulate his vision for Cal Maritime. He has a lot of credibility and the confidence within the campus for the Cal Maritime community to follow his lead in this area.

President Eisenhardt values scholarship and currency in their discipline by the faculty and has insisted on demonstration of this quality in the promotion and tenure process. While some faculty members disagree with him, many now understand the value of scholarship and the benefit to instruction of students.

The review also put in the spotlight the budgetary struggle to fund the rising cost of fuel required to operate the *T.S. Golden Bear* and the overall high cost per student to operate Cal Maritime due to its specialized curriculum.

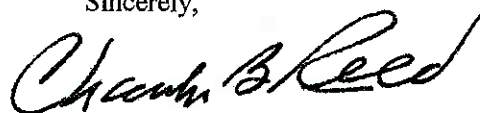
President Eisenhardt and I have discussed the review results and report and identified the following goals for the next few years:

- Strongly articulate the presidential vision for Cal Maritime.
- Continue branding Cal Maritime as a high quality specialized maritime college on the West Coast that has an active role internationally, especially the Pacific Rim.
- Continue enrollment growth as resources permit.
- Diversify sources of resources.
- Continue to pursue evidence of scholarship by the faculty.
- Sustain special focus as a maritime and specialized college of transportation, trade, and engineering.
- Continue efforts to diversify faculty and students to reflect the demographics of California and the Pacific Rim.
- Continue to build an alumni base to support the institution both as a community and in monetary donations.
- Build other donor bases, especially in the maritime industry.
- Continue to plan and implement facility renovation and new construction.
- Launch a capital campaign.

Dr. William Eisenhardt has been making a difference at the California Maritime Academy. He is dedicated to the institution's success and the success of the students, staff, and faculty.

With kind regards,

Sincerely,



Charles B. Reed  
Chancellor