I. Minutes: none.

II. Communication(s) and announcement(s):

III. Reports:
A. Academic Senate Chair:
B. President's Office:
C. Provost's Office
D. Statewide Senators:
E. CFA Campus President:
F. ASI Representative:
G. Other:

IV. Consent agenda:

V. Business item(s):

VI. Discussion item(s):
University Advancement Presentation: Bill Boldt, Vice President for Advancement, will answer questions about the role, budget, and organization of University Advancement. He will also talk about the purpose and scope of the upcoming Centennial Campaign. There will also be time for questions from the audience. All interested members of the campus community are urged to attend.

VII. Adjournment:
### Centennial Campaign topic of Nov. 10 meeting

The faculty and staff are invited to an Academic Senate open meeting Tuesday, Nov. 10, to hear a presentation by University Advancement about its operations and the Centennial Campaign.

The meeting will be from 3 to 5 pm in UU 220. For more information, call the Academic Senate office at ext. 6-1258.

### Foundation Board to meet Nov. 6

The Foundation Board of Directors will hold a meeting at 8:30 am Friday, Nov. 6, in the Foundation Administration Building’s Conference Room (#124).

This is a public meeting. For more information or to obtain a copy of the meeting agenda, contact Executive Director Al Amaral at ext. 6-1131. A copy of the agenda packet is available for review at the Kennedy Library Reserve Desk and the Academic Senate Office, Mathematics and Science 143.

### Get into The Credit Report

Monday, Nov. 9, is the deadline to submit items for the fall quarter edition of The Credit Report, the newsletter of faculty and staff professional accomplishments.

Items should be about significant accomplishments clearly related - and in most cases that means directly related - to a faculty member’s teaching or a staff member’s job at Cal Poly.

Mail items (typed and double-spaced, please) to Jo Ann Lloyd, Communications Office, Heron Hall; fax them to ext. 6-6533; or e-mail to polynews@poly.mail. Please include your phone number.

For information, call ext. 6-1511.

### SIS+ training session

A Student Information System Plus (SIS+) training session for new users will be offered from 1:30 to 2:30 pm Wednesday, Nov. 4, in Chase Hall, Room 104.

Employees need to complete a training session before they can receive a SIS+ account and access the student database.

Participants should bring an Account Request Form to the session. The form is available on OpenMail in the bulletin area.

To reserve a space, call Betty Sawyer at ext. 6-1344 or send an e-mail note.

### ‘Girls of Old Cal Poly’ topic of Nov. 8 event

The public is invited to get acquainted with “the Girls of Old Cal Poly,” the often-forgotten first female students of the institution that began as a technical high school.

Kennedy Library archivist Teresa Taylor will give a photo presentation titled “Loyal Poly’s We, the Girls of Old Cal Poly, 1903-1930” from 2 to 4 pm Sunday, Nov. 8, in Room 409 of the library.

“As students, employees, club officers and athletes, the girls of old Cal Poly were lively contributors to campus life,” Taylor said.

Cal Poly's earliest students included girls between the ages of 13 and 17.

Taylor will explain how those students helped forge the spirit of Cal Poly today.

Light refreshments will be served.

Space is limited and reservations are required. Call ext. 6-2345 to reserve a space.

### HP-driven lab dedicated

The Computer Science Department, Electrical Engineering Department, and Computer Engineering Program last week dedicated the Hewlett-Packard Embedded Systems Laboratory in the Engineering East Building.

The lab includes two servers, eight workstations, and eight analyzers.

The dedication acknowledges millions of dollars worth of equipment from HP over the years, Grimes said.

“HP has been a partner with Cal Poly ever since the 1950s,” said President Baker. “And our students have benefited tremendously from this longstanding relationship. We are indebted to HP for providing our undergraduate and graduate students access to state-of-the-art technology and computing systems.”

### ASI, Greeks to host benefit softball game

A benefit softball game and barbecue are planned for Sunday, Nov. 8, to raise money for Artie Ponce, a local six-year-old who is suffering from kidney failure and requires a transplant.

One of his kidneys has completely failed and the other is operating at 15 percent, requiring dialysis treatments up to three times a day.

ASI and the university’s Greek system, along with the San Luis Obispo Police Department and Mid-State Bank, are sponsoring the event, scheduled to begin at 1 pm at Sinsheimer Park in San Luis Obispo.

Individuals can help by buying “Artie” T-shirts and tickets to the afternoon game and barbecue during Farmer's Market on Oct. 29 and Nov. 5, and in the UU Plaza daily through Nov. 6.

For more information, call Sgt. Jerry Lenthal at the San Luis Obispo Police Department at 781-7312.

### Building permits required on construction projects

Facilities Planning reminds campus departments that all construction projects — big or small — must go through the campus building permit application process.

Student projects and projects and offices that undertake projects with their own resources must also apply for a building permit. A permit is required when:

• Campus walls, doors, windows, or other building elements are modified;
• Electrical or mechanical elements are modified or expanded;
• Energy consumption is increased;
• Access for the disabled is at issue;
• Hazardous materials such as asbestos or lead are exposed, disturbed or removed; or
• Exterior signs are installed.

If in doubt about whether a permit is required, please call Deby Ryan, Facilities Planning, at ext. 6-6806.

It takes between one week and several months, depending on the size of the project, to process the building permit.

Applications for all summer projects must be received by April 15 or the work might not be approved in time.

To obtain a building permit application and more detailed information on the building permit process, visit the Web site at www.facsv.calpoly.edu.

PAGE 2
On Tuesday, November 10 from 3:00 - 5:00 pm in UU 220, the Academic Senate will hold an open meeting for the purpose of discussing University Advancement at Cal Poly. Bill Boldt, Vice President for Advancement, will answer questions about the role, budget and organization of University Advancement. He will also talk about the purpose and scope of the upcoming Centennial Campaign. There will also be time for questions from the audience. All interested members of campus community are urged to attend.
TO: Margaret R. Camuso /cpslo,employeel

Margaret-- Here is what I would say:

On Tuesday, November 10 from 3:00 - 5:00 pm in UU 220, the Academic Senate will hold an open meeting for the purpose of discussing University Advancement at Cal Poly. Bill Boldt, Vice President for Advancement, will answer questions about the role, budget and organization of University Advancement. He will also talk about the purpose and scope of the upcoming Centennial Campaign. There will also be time for questions from the audience. All interested members of campus community are urged to attend.

This message should be sent out over our email network, as well as a notice to the Senators. But don't send out the email until after Wednesday.

OK? Myron
University Advancement
Open Forum

Prepared for the Academic Senate
November 10, 1998

University Advancement

I. The Role and Structure of University Advancement
II. The University Advancement Budget
III. Benefits to the University’s Instructional Programs
IV. Benefit/Cost Ratio
V. The Centennial Campaign
I. The Role and Structure of University Advancement

Distribution of California General Fund Appropriations

Higher Education 10%
Other 8%
Corrections 9%
K-14 39%
Health and Welfare 34%

Source: Stephen Carroll, RAND
Distribution of California General Fund Appropriations

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health and Welfare</td>
<td>33%</td>
</tr>
<tr>
<td>K-14</td>
<td>39%</td>
</tr>
<tr>
<td>Corrections</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Stephen Carroll, RAND

Cal Poly, like many public institutions, has moved from being "state supported" to "state assisted."
Clark Kerr

“In general, I believe that the greatest single trend in the reorientation of program efforts within American higher education, as already in Western Europe, will (and should) be toward more emphasis on training polytechnic-type skills and more polytechnic-type applied research and technology transfer. This is where the competitive battles will focus increased attention.”

Troubled Times for American Higher Education, 1994

The Mission

The mission of the University Advancement Division is to develop and foster strong relationships with internal and external partners to enhance understanding and increase support for Cal Poly.
The Purpose of the University Advancement Division

- Develop strong relationships between Cal Poly and its constituents including alumni, parents, friends, corporations, foundations, and legislators.
- Raise the visibility of Cal Poly and communicate the impact of its programs to internal and external stakeholders, future students, and the general public.
- Develop a positive relationship between Cal Poly and the Central Coast Community.
- Secure state funds to enhance Cal Poly's educational programs.
- Raise private funds to support the unique educational mission of Cal Poly and its Colleges and Units.
II. The University Advancement Budget
How the Advancement Budget is Funded

- State Appropriation
- Non-State Funding
  (Foundation, Private Fundraising)

How the Advancement Budget is Allocated

- Fund-raising 76%
- Friend-raising 24%
The University Advancement Budget

Advancement
---
Friend-raising

Alumni Relations
State: $115,834
Non-state: 0
TOTAL: $115,834

Communications
State: $365,523
Non-state: $219,024
TOTAL: $584,547
The University Advancement Budget

Advancement
---
Fund-raising

University Advancement
State: $1,034,478
Non-state: $899,743
TOTAL: $2,034,222

Colleges and Units
State: $415,917
Non-state: $359,267
TOTAL: $774,184

III. Benefits to Cal Poly’s Instructional Programs
Benefits to Cal Poly's Instructional Programs
A Sampling

- Advisory council expansion of over 700 members to include prominent alumni, business, and community leaders.
- New computer laboratories in Business, Agriculture, Engineering.
- Over $4 million for the Advanced Technology Laboratories Building to support undergraduate research (fully funded from non-state sources.)
- A $1 million commitment to CAED to support student projects and faculty research.
- A $2.2 million planned gift to fund Dairy Science programs.

Benefits to Cal Poly's Instructional Programs
A Sampling

- A multi-million dollar gift to develop the Environmental Biotechnology Institute.
- A $405,000 in-kind gift of scientific equipment to support the Food Science Program.
- A $350,000 commitment followed by a multi-million dollar planned gift to support academic programs and scholarships.
- A $100,000 gift to endow a lectureship series in CAED.
- Over $100,000 in support to create the Owen Servatius Scholarship in Business.
Benefits to Cal Poly's Instructional Programs
A Sampling

- A $225,000 endowed scholarship for Agriculture students.
- A $1.4 million state-of-the-art printing press for Graphic Communications
- Computer software gifts from Oracle, Cadence, Adobe, PeopleSoft, and Parametric to enhance education programs in Business, Engineering and Liberal Arts.
- Over $35,000 in Library Collections endowment.
- The Mark S. Reuling Endowment provides funding to Health and Psychological Services to conduct training for faculty, staff, and students in understanding mental health issues.

Benefits to Cal Poly's Instructional Programs
A Sampling

- An anonymous gift providing $1 million to benefit Computer Science.
- A $200,000 pledge towards an endowed chair for the Polymers and Coatings Program
- Career Services received funds to create the WebWalkUp, providing 24 hour access for on-campus recruitment.
- Corporate support has provided funds for disabled students to apply to the honoraria program
- Over $12 million in trusts and gift annuities that will eventually benefit academic programs and students.
The Cal Poly Legacy Club

- 131 members
- Estimated value of expectations: $32,500,000 - $58,500,000

IV. Benefit/Cost Ratio
### Distribution of Gifts

<table>
<thead>
<tr>
<th>Colleges</th>
<th>FY95-96</th>
<th>FY96-97</th>
<th>FY97-98</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>$2,224,306</td>
<td>$3,705,804</td>
<td>$5,819,888</td>
</tr>
<tr>
<td>Arch. &amp; Env. Design</td>
<td>$299,233</td>
<td>$278,987</td>
<td>$793,763</td>
</tr>
<tr>
<td>Business</td>
<td>$696,523</td>
<td>$360,465</td>
<td>$935,055</td>
</tr>
<tr>
<td>Engineering</td>
<td>$2,884,700</td>
<td>$3,833,374</td>
<td>$7,177,613</td>
</tr>
<tr>
<td>Liberal Arts</td>
<td>$3,048,613</td>
<td>$1,191,310</td>
<td>$927,125</td>
</tr>
<tr>
<td>Science &amp; Math</td>
<td>$153,450</td>
<td>$760,706</td>
<td>$827,847</td>
</tr>
<tr>
<td>Associated Students</td>
<td>$132,429</td>
<td>$69,796</td>
<td>$121,112</td>
</tr>
<tr>
<td>Athletics</td>
<td>$515,088</td>
<td>$555,569</td>
<td>$781,043</td>
</tr>
<tr>
<td>Kennedy Library</td>
<td>$42,125</td>
<td>$45,050</td>
<td>$79,480</td>
</tr>
<tr>
<td>Performing Arts</td>
<td>$447,908</td>
<td>$1,048,421</td>
<td>$367,771</td>
</tr>
<tr>
<td>Student Affairs</td>
<td>$13,711</td>
<td>$59,861</td>
<td>$35,016</td>
</tr>
<tr>
<td>Univ. Center for Teacher Ed.</td>
<td>$3,824</td>
<td>$5,506</td>
<td>$8,865</td>
</tr>
<tr>
<td>Other Univ. Programs</td>
<td>$1,870,529</td>
<td>$3,021,872</td>
<td>$2,007,289</td>
</tr>
<tr>
<td>Information Technology</td>
<td></td>
<td></td>
<td>$3,285,333</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$12,140,239</td>
<td>$14,737,021</td>
<td>$23,167,300</td>
</tr>
</tbody>
</table>

### Distribution of Gifts

**Colleges**
How Much Does It Cost
To Raise a $1.00?

3-year average = $14 \frac{1}{2}$ cents
V. The Centennial Campaign

Potential Campaign Impact

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY97-98</td>
<td>15,141,000</td>
<td>16,170,000</td>
<td>16,955,000</td>
</tr>
<tr>
<td>FY98-99</td>
<td>15,205,230</td>
<td>17,787,000</td>
<td>19,449,750</td>
</tr>
<tr>
<td>FY99-00</td>
<td>16,653,987</td>
<td>19,565,700</td>
<td>22,358,683</td>
</tr>
<tr>
<td>FY00-01</td>
<td>16,644,949</td>
<td>21,922,370</td>
<td>25,710,362</td>
</tr>
<tr>
<td>FY01-02</td>
<td>17,641,329</td>
<td>23,674,497</td>
<td>26,588,991</td>
</tr>
<tr>
<td>FY02-03</td>
<td>17,552,558</td>
<td>26,041,047</td>
<td>24,091,993</td>
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<tr>
<td>FY03-04</td>
<td>18,279,146</td>
<td>28,885,141</td>
<td>33,102,222</td>
</tr>
</tbody>
</table>

TOTAL 116,017,340 | 153,407,555 | 187,084,241

* CAE reported that the average annual growth in private support for all public institutions of higher education was 3.2% during the last fiscal year.

The Campaign Opportunity

Projected Annual Increase of Private Donations through FY2004
Based on 15% Growth Compared to 10% Growth and 3% Growth

The Centennial Campaign Timeline

06/95 - 12/97
UNIVERSITY ADVANCEMENT IS REORGANIZED
COLLEGES/UNITS ARE STAFFED

02/97 - 07/98
COLLEGES/UNITS FINALIZED
STRATEGIC PLANS, CAPITAL OUTLAY PLANS

01/98 - 12/04
GIFTS ARE COUNTED
PROSPECTS ARE CULTIVATED AND SOLICITED
The Centennial Campaign Timeline

03/98 - 03/99
RECRUITED CAMPAIGN COMMITTEE
COMMITTEE REVIEWS
CAMPAIGN PROCEDURES,
CASE STATEMENTS

06/98 - 09/98
UNIVERSITY AND COLLEGE/UNIT
CASE STATEMENTS ARE DEVELOPED
AFTER THOROUGH REVIEW
OF STRATEGIC PLANS
AND NEEDS ASSESSMENTS

10/98 - 11/98
COMPLETE CAMPAIGN STUDY
WITH
100 MAJOR DONORS

01/99 - 06/99
FINALIZE CAMPAIGN PLAN BASED ON
CAMPAIGN STUDY

01/99 - 06/99
FINALIZE CAMPAIGN CASE STATEMENTS
AFTER REVIEWING
CAMPAIGN STUDY

03/99 - 12/99
DEVELOP AND REFINE
CAMPAIGN LITERATURE
The Centennial Campaign Timeline

02/99 - 06/99
ESTABLISH CAMPAIGN LEADERSHIP COMMITTEES

10/01/00
ESTABLISH FINAL UNIVERSITY AND COLLEGE/UNIT CAMPAIGN FINANCIAL GOALS

10/01/00
LAUNCH CAMPAIGN

Proposed Campaign Timeline

(14 mos) Quiet Planning Phase 01/01/98 - 03/01/99
(19 mos) Quiet Leadership Gift Phase 03/01/99 - 09/30/00
(52 mos) Public Campaign 10/01/00 - 12/31/04
THE CAL POLY CENTENNIAL CAMPAIGN

CONFIDENTIAL

FIRST DRAFT DOCUMENTS FOR CAL POLY'S CAMPAIGN STUDY
What we have to learn to do, we learn by doing. -- Aristotle

At Cal Poly, “learn by doing” defines our identity and charts our future. More than a slogan, “learn by doing” is our guide to educating students to do what they study, to apply the principles they learn, to act on their ideas in a world that requires action to solve problems and advance society, and to reflect on the consequences of their actions.

The curricula of all disciplines of the University explore the necessary relationship between applied and theoretical studies, between the concrete and abstract. The success of this exploration underscores the competitive edge that our graduates have as they enter the world of work. And it resonates clearly with those who hire them. For Cal Poly students are among the most highly recruited and respected college graduates in California and throughout the nation. We aim to make them even more so.

Tell me, and I will forget.
Show me, and I will remember.
Engage me, and I will understand. -- Lakota-Sioux saying

Engaged learning is the hallmark of a Cal Poly education. It is reflected in the unique opportunity our students have to combine focused and exploratory study from their first quarter of enrollment, because our undergraduates enter Cal Poly with a declared major. It is manifest in the high percentage of studio, laboratory, and field learning experiences that our students have compared to most institutions. It culminates with the completion of a substantial senior project that is designed to reflect a student’s entire course of learning and the understanding that has flowed from it. Coupled with strong internship and co-operative education programs, and complemented with over 400 student clubs and organizations, undergraduate study at Cal Poly is integrated and rigorous. We would not have it any other way.
**Cal Poly Now**

One of 23 campuses of the California State University (CSU) system, Cal Poly has always been an innovator and a leader. It began making its name soon after its founding in 1901 as a technical high school serving the entire state. It became a junior college in the 1920s, and in 1938 Cal Poly established a branch campus in Pomona that grew into an independent state college in 1966.

By 1940 Cal Poly had grown into a four-year college, with “university” becoming part of its name in 1972: California Polytechnic State University.

Today, Cal Poly is consistently ranked as the top public comprehensive undergraduate university in the West. It has not done this alone. Thousands of dedicated students, alumni, faculty, staff, friends, and industry partners who believe in our mission and seek excellence in its fulfillment make Cal Poly great.

For nearly a century, Cal Poly has nurtured that confidence and excellence. We have strengthened our students’ appreciation of the values that stem from the intellectual and cultural diversity within the University. These include habits of the heart as well as the mind. We have encouraged our students to learn from experience and to be more fully connected to the larger society as agents of positive change. As we approach our second century, we will continue on the same path, *Securing the Advantage* we enjoy owing to our historical strengths and our optimistic outlook, building on the character of our outstanding faculty, staff, and students and the promise of our vision.

**Cal Poly and the Future**

*In general, I believe that the greatest single trend in the reorientation of program efforts within American higher education, as already in Western Europe, will (and should) be toward more emphasis on... polytechnic type skills and... polytechnic type applied research and technology transfer. This is where the competitive battles will focus increased attention.*

-Clark Kerr
We recognize that past is prologue, and our history suggests we can look forward to the most favorable prospects. Through the strength of our faculty and staff and the sustaining support of students, their parents, and our thousands of alumni and other friends, we are certain to maintain the trajectory that has taken us from humble beginnings to the present-day Cal Poly, a modern, predominantly undergraduate university recognized throughout the nation for its high quality and distinctive identity.

We have created the Cal Poly Plan to guide us as we move forward into the new century. This nationally acclaimed strategy focuses on enhancing the quality and depth of our students’ education, expanding their skills and helping them progress more rapidly toward their degrees, increasing our institutional productivity in support services and the use of physical resources, and holding ourselves accountable to the campus community and the public at large. Among the most innovative features of the Cal Poly Plan are additional academic fees that our students have voluntarily assessed themselves and the role of student leaders in advising the University on how these funds should be spent. Across the University, faculty has undertaken curricular revisions to make students’ work on campus more productive and to shorten the time it takes them to graduate. Much of this activity focuses on employing state-of-the-art instructional technology. Meanwhile, staff members are streamlining operations, yet continuing to offer superior services. This spirit of shared responsibility has become part of Cal Poly’s administrative structure and institutional ethos. We are making sure that everyone on campus has a voice, and to ensure that our future is shaped by a shared sense of direction and momentum.

Cal Poly will continue to evolve as one of the premier institutions of higher learning in the nation. We are dedicated to Securing the Advantage that we enjoy, and the ideas, indeed, the Cal Poly “idea” that underscores it – a rich formula of the “learn by doing” educational approach, the distinctive characteristics of a polytechnic university, the principles of shared governance, and the elements of shared responsibility.

We face our future keenly aware of our advantages and obligations. In particular, we are committed to serve our state and nation and to hold the public’s trust. Our ability to plan well, make wise choices, and marshal our resources effectively will enable us to keep our place among the handful of institutions in the nation that are shaping the future of American higher education.
We are confident in a future that relies on a sense of shared responsibility among California’s taxpayers, our students, and our faculty and staff. We recognized some time ago, however, that we cannot rely entirely on state support in order to maintain our qualitative edge and enhance our polytechnic mission. For us to reach our goals and to realize the tremendous promise that our history proclaims, we must increase the philanthropic support of our alumni and friends. We are confident that we will gain this support from those men and women in the private sector who recognize that their efforts on Cal Poly’s behalf have a profound and beneficial effect on the kind of university we will yet become as the twenty-first century unfolds.

Securing the Advantage

Philanthropic Priorities

Supporting an Outstanding Student Body ($33.1 million)

Rated the top Western comprehensive, public university by U.S. News and World Report for six straight years, Cal Poly owes its excellence in great part to the quality of its 17,000 students. More than 50 percent of the student body is supported at least partially in meeting their higher education costs through need-based financial aid. Others, of course, are honored and encouraged in their academic careers through scholarships that recognize special talents both in and out of the classroom. Additional funds are needed to support senior projects, internships, cooperative education opportunities, and enterprise projects that make a Cal Poly student’s education unique and valuable.

As an institution of higher learning with a state wide service area, Cal Poly must continue to do its share in educating a growing, diverse student population. This means that the University will build its outreach and support programs. It will ensure that bright and hard-working students in California who are academically qualified and who seek the
promise of higher education will have an equal opportunity to attend the University and find the assistance they need to succeed.

Once here, we want to ensure that our students start well and progress surely towards their degree goals. Our innovative First-Year Initiative program and strong advising and career-counseling services enable our students to make the best use of their time on campus and then make informed choices as they enter the workforce.

Enhancing Learning ($21.4 million)

Cal Poly is one of the most sought-after institutions of higher learning in California, competing for students with all of the University of California campuses and the top private universities in the West. Over 17,000 undergraduate applicants compete each year for about 3,500 spaces -- a ratio that puts the campus among the top 10 percent in selectivity nationwide.

Our students have high expectations, and our first priority is the quality of education we provide them. In contrast to the experience at many other large universities, our undergraduates receive instruction by senior faculty in small classes. Our established programs draw students in such numbers that they not only need support for basic needs but also for academic innovations and enrichment. We need the flexibility to create new academic programs and to broaden the help students get from advisors. Outside the classroom, we want to give students opportunities to perform in theatrical and musical productions, in intramural and intercollegiate athletics, in service to the community, and in a host of other extracurricular activities that enrich their lives and enliven our campus. Such opportunities are particularly important at Cal Poly because, with over half of our students living on or immediately adjacent to the campus, we are distinctly residential in character.
Cal Poly’s emphasis on labs, studios, field experiences, and other opportunities for active learning enhances the value and meaning of their education. That is one reason why many of our students are recruited heavily by major corporations before they even graduate. Industry knows that our graduates can roll up their sleeves and be productive from day one.

**Supporting a Dedicated Faculty and Staff ($23.9 million)**

The character of an academic institution is largely determined by the nature and quality of its faculty and staff. They teach and guide not only through command of their academic disciplines or service areas but also through force of personal example. They have enabled Cal Poly to build a reputation for academic excellence and as a place that deeply cares about the welfare of our students.

As costs continue to rise, however, it becomes increasingly difficult to recruit and retain faculty who are superior teachers and scholars, and who have a strong commitment to undergraduate education. We also want to attract distinguished faculty from outside—and honor those already teaching here—by creating more professorial chairs throughout the institution.

As part of the Securing the Advantage campaign, funds for academic support will also go toward the support of individual faculty enterprises closely connected to their research and teaching responsibilities. We will help these talented men and women in their thirst for additional training and education so that they stay on the leading edge of their disciplines and specialties. We particularly seek to strengthen the ties that our faculty have with the professional, business, and industry arenas where our students will be heading.
Maintaining State-of-the-Art Instructional Technology ($46.0 million)

Today, state resources fall short of covering even the basic costs of a quality education. Cal Poly’s programs are even more expensive to operate than most other CSU campuses because of our hands-on curricula, our high technology needs, and, in many of our most sought-after majors, the number of laboratories we must operate to provide the unique polytechnic education.

New funds to support leading-edge equipment, technology, and adequate space for a growing student population need to come from private sources. Cal Poly has been very successful in the past few years in forging partnerships with individuals and corporations to make some advances in this area. For example, many companies “adopt” and outfit computing labs and classrooms across the campus, putting computers and other cutting-edge technology at the fingertips of each student.

Resources to expand library holdings and to strengthen that central facility’s technical capabilities are critical in this lightning-paced “information age.” Contributions in this area will provide many more opportunities for continued forward movement in the University’s state-of-the-art education.

Enhancing and Developing Campus Facilities ($70.4 million)

Cal Poly has a world-class student body and faculty; now it needs to make sure that it has the attractive and practical physical spaces where these men and women can teach and learn together to the best of their abilities. Although state funds provide our basic physical infrastructure, they are insufficient to address fully the special needs of our professional and technical programs.

For Cal Poly to continue to attract the best faculty and students, and to ensure that their time on campus is the most productive we can make it, we need to provide critical enhancements to classrooms, offices, and laboratories. As we continue to grow and our needs change, we will need to link replacement and renovation projects to the new buildings that programmatic quality, enrollment growth and integrated study
require. Moreover, maintaining our identity as a residential campus will require attention to the living, as well as learning, environment for our students. New residential approaches will also provide exciting opportunities for faculty to live on campus, thus adding to the richness of Cal Poly as a teaching and learning community.

How You Can Help

Cal Poly must engage the generous philanthropic nature of its alumni and friends to ensure that the vision that has sustained the University through its first 100 years will endure and flourish in the future. For it is the future, after all, that we serve in searching for new knowledge and in educating the people who will shape the course of history. The college and unit statements that follow provide greater specificity of needs and purposes for this ambitious campaign. We invite you to read them carefully. We are sure you will find within these statements a compelling case for your support. For your support is key to Securing the Advantage that Cal Poly has already gained and that future generations of Cal Poly students deserve.
## PRELIMINARY CAMPAIGN NEEDS

### College/Unit TOTAL Supporting Students Supporting Faculty & Staff Enhancing Learning Enhancing & Developing Campus Facilities Maintaining State-of-the-Art Instructional Technology

<table>
<thead>
<tr>
<th>College/Unit</th>
<th>TOTAL</th>
<th>Supporting Students</th>
<th>Supporting Faculty &amp; Staff</th>
<th>Enhancing Learning</th>
<th>Enhancing &amp; Developing Campus Facilities</th>
<th>Maintaining State-of-the-Art Instructional Technology</th>
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<tbody>
<tr>
<td>Agriculture</td>
<td>$40,000,000</td>
<td>$6,000,000</td>
<td>$8,000,000</td>
<td>$6,000,000</td>
<td>$12,000,000</td>
<td>$8,000,000</td>
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<tr>
<td>Architecture/Environmental Design</td>
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<td>$750,000</td>
<td>$2,750,000</td>
<td>$1,400,000</td>
<td>$3,000,000</td>
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<tr>
<td>Business</td>
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<td>$3,000,000</td>
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<tr>
<td>Engineering</td>
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<td>Liberal Arts</td>
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<td>Science/Mathematics</td>
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<td>Athletics</td>
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<td></td>
<td>$11,000,000 *</td>
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<tr>
<td>Library</td>
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<td></td>
<td></td>
<td>$15,000,000 **</td>
<td>$4,000,000</td>
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<tr>
<td>Student Affairs</td>
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<td>$7,000,000</td>
<td></td>
<td></td>
<td>$1,000,000 ***</td>
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<td>Univ. Center for Teacher Educ.</td>
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<tr>
<td>Universitywide Needs</td>
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<td><strong>TOTALS - CURRENT</strong></td>
<td>$194,755,000</td>
<td>$33,050,000</td>
<td>$23,935,000</td>
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</tbody>
</table>

* The dollar goal for Enhancing and Developing Campus Facilities for the Athletics Unit is $11-16M. $11M was used for this comparison.

** The Library Maintaining State-of-the-Art Instructional Technology dollar goal reflects the $15M of private funds needed for the $40-50M Center for Technology-Enhanced Learning project.

*** The Student Affairs Total does not reflect the Student Affairs portion of the Center for Technology-Enhanced Learning project.
CAL POLY CENTENNIAL CAMPAIGN

CORNERSTONE PROJECTS

**Engineering/Architecture Building ($45-55 million total project cost)**

*State funding from future General Obligation Bonds*

*Private Support Needed: $13 million*

This proposed state-of-the-art building shared by the College of Engineering and the College of Architecture and Environmental Design would allow for fresh, new collaborative course work along with discipline-specific classes. Envisioned is a building that contains particularly striking and provocative space in its innovative laboratories and studios, space that will move students to realize their most creative ideas.

**Molecular Science Building ($40-50 million total project cost)**

*State funding from future General Obligation Bonds*

*Private Support Needed: $10 million*

The proposed Molecular Science Building would allow the College of Science and Mathematics to house two core departments, Chemistry and Biochemistry, and two interdisciplinary centers in Biotechnology and Educational Technology. In addition to providing a facility for specialized learning in the molecular sciences, this new building would contribute to every department on campus through resources to support fresh approaches to teaching and research.

**The Center for Technology - Enhanced Learning ($40-50 million total project cost)**

*State funding from future General Obligation Bonds*

*Private Support Needed: $15 million*

The Center for Technology – Enhanced Learning would be a structure providing the University with opportunities to create a powerful, new education resource that fosters new and flexible ways to teach and learn. This new innovation, unique in both form and function, would be directed through the Kennedy Library, and it would establish an integrated, truly collaborative venture involving all key campus divisions.

**Swanton Pacific Ranch ($8-10 million total project cost)**

*Private Support Needed: $8-10 million*

The College of Agriculture is proposing the further development of Swanton Pacific Ranch near Santa Cruz. The goal is to provide faculty, staff, and students a unique, interdisciplinary environment in which to live and learn. The new facilities would be compatible with a working ranch environment and promote residential co-curricular education, participation in applied research projects, and involvement in community service activities.

Notes:

- The building costs are preliminary estimates only.
- Items 1 to 3 are proposed for inclusion on the Chancellor’s Office five-year capital outlay list once the Master Plan update is complete in 2001.