Cal Poly sets record: $38.9 million in gifts

Cal Poly raised $38.9 million in private donations during fiscal year 1993-94, setting a record for the California State University system and possibly for public, comprehensive universities nationwide.

Cal Poly also set records for itself in 15 categories of private giving.

The previous record total for institutions like Cal Poly was $27 million, set by Rowan College of New Jersey in 1992-93. National statistics for 1993-94 won't be published until January.

Cal Poly's banner-year fund-raising results were led by a $22 million trust from alumnus Albert B. Smith, who died in December 1993 and left the majority of his estate to the College of Agriculture. It includes his 3,200-acre Swanton Pacific Ranch near Santa Cruz, his one-third-scale steam railroad, assets to establish endowments to maintain and operate the two, and additional funds for capital outlay projects. The ranch will be kept as a living laboratory for Cal Poly students.

Total support from corporations, businesses, private foundations and associations exceeded $12.7 million — the highest amount received in the university's history.

The largest corporate gift, worth more than $6.4 million, was IBM's contribution of a powerful mainframe computer and supporting software. The system will be used to integrate multimedia courseware into the curriculum and provide access from remote locations to classroom video lectures, library data and administrative records.

(Continued on page 3)
Kauffman, 71

Mark Kauffman, retired art and design professor, died Friday, Aug. 5, at his home in Pismo Beach. Kauffman taught photography in the Art and Design Department from 1986 to 1992.

Kauffman worked for 20 years as a Life Magazine photographer. He shot his first Life cover photo — of Eleanor Roosevelt — at the age of 17, beginning a legendary career that lasted a lifetime. He was part of the team that developed Sports Illustrated, and his photo appeared on the first cover in 1954. Kauffman, known for revolutionizing sports photography, designed a portable camera with a motorized body and telephoto lens that is still in use.

After 30 years with Time Inc., Kauffman became director of photography at Playboy Magazine.

The recipient of numerous awards, the famed photographer was the first to receive the coveted White House News Photographers’ Grand Award.

Self-help books available for ‘quitters’

Smokeless tobacco users ready to quit can get free self-help guides from Cal Poly’s Snuff Out Tobacco Project. The guide includes daily activities and suggestions to help users quit in 28 days and stay off permanently.

Smokeless tobacco is known to cause gum disease, tooth loss and mouth cancer. For a free guide or for more information, call ext. 5251.

Admissions workshop during Fall Conference

Undergraduate admissions practices and procedures will be explained in a workshop scheduled from 1 to 2:30 p.m. Monday, Sept. 12, as part of Fall Conference.

Originally planned to cover multi-criteria admissions procedures (the title that will appear in the Fall Conference brochure), the session has been expanded to deal with the full scope of undergraduate admissions. It will be held in UU 204.

Fall Conference SIS+ training set

A SIS Plus training session will be offered during Fall Conference, from 8:30 to 10 a.m., Wednesday, Sept. 14, in Room 104 in Chase Hall.

All faculty and staff members who need access to the Student Information System must take the training to obtain an account.

To sign up, call Jennifer Thoma at ext. 2723 by Sept. 13.

Faculty–Staff Payday August 30

Doub, Rice appointed

- Phillip Doub, a member of the Agribusiness Department from 1985 to 1992 and interim chair of Animal Science since 1992, has been appointed director of farms and facilities. He will continue to serve half time as department chair through Aug. 31.
- Thomas Rice, who came to Cal Poly in 1981, has been appointed Soil Science Department chair for four years beginning Fall Quarter.

Free vanpool passes available countywide

Faculty and staff members are invited to try one of Cal Poly’s vanpools for free. Vanpools operate from as far north as Paso Robles and as far south as Santa Maria.

For more information on routes and schedules or to receive a free pass, call Commuter Services at ext. 6680.

Considine to speak

Session coffee and other refreshments will be served in the UU Plaza from 9 to 9:30 a.m.

Other events during Fall Conference week, marking the beginning of a new academic year, will include college and academic department meetings, faculty retreats, workshops, receptions, and orientation sessions and campus tours for new employees. Several new sessions have been added to the schedule this year, including two forums on the Year of the Curriculum.

The printed Fall Conference program brochures are scheduled to be distributed to current faculty and staff members through a campuswide mailing by Sept. 2. Departments are asked to mail a brochure to any current employee who won’t be on campus to pick up a copy before Fall Conference begins.

Fall Quarter classes begin Monday, Sept. 19.
Three executive appointments announced

work Sept. 6. He succeeds Howard West, who retired in January and passed away in June.

Howard-Greene will be responsible for the coordination of a wide range of administrative duties in the Office of the President, including research on campus and system issues; preparation of position papers and background information to assist the president in his community, state and national activities; and oversight and leadership for Institutional Studies.

He will also serve as the primary liaison with all divisions of the university and facilitate communications with all external organizations.

At the University of South Carolina-Lancaster, he helped develop and lead an annual strategic planning process, a campus management information plan, and a plan to assess institutional effectiveness.

As planning director at the Lancaster campus since 1987, Howard-Greene has proved an effective grant writer. He prepared proposals that brought in $2 million in grants.

He authored the South Carolina campus's desegregation plan and state Access and Equity grant application, resulting in a number of desegregation initiatives.

Howard-Greene served as staff director of the Lancaster County Strategic Plan, a project involving more than 160 community leaders.

He has taught anthropology and sociology at South Carolina-Lancaster since 1983. He earned a bachelor's degree in anthropology from UC Santa Cruz in 1975 and a master's (1978) and doctorate (1983) in social anthropology from the University of Chicago.

University Legal Counsel - Carlos Cordova

Chancellor's office attorney Carlos Cordova has been appointed to the new position of legal counsel at Cal Poly, beginning Oct. 1.

The position was created in response to Cal Poly's need for legal advice and services stemming from the increasingly legal and regulatory environment facing the university. It also represents another step by the chancellor's office to improve services and decentralize responsibility and authority to the campus. The position is unique on the campus because it is also responsible to the CSU General Counsel to preserve the system oversight and attorney-client relationship between the campus and the Office of General Counsel in legal matters.

Cordova will advise on contracts and trusts, leases, fiscal matters, civil rights and personnel issues. He will also represent the campus and the CSU's Office of General Counsel before administrative bodies, governmental agencies, and the State Personal Board and deal with the Attorney General's Office.

As the campus attorney, Cordova will research and compile legal materials to support cases to be litigated; draft contracts and documents; analyze and interpret legislation and administrative regulations; provide legal consultation in workers' compensation cases; and assist in areas of preventive law.

Cordova has worked as an attorney with the chancellor's office since 1988, specializing in labor and employment matters and federal disaster assistance recovery.

Cordova earned a bachelor's degree in history from Loyola-Marymount University in 1980, a master's in U.S. History from UC Santa Barbara in 1982, and a Juris Doctor from UCLA School of Law in 1985.

38.9 million in gifts

In addition to Smith's gift, 14 new endowments totaling $2.1 million were established. The largest of these was $1 million contributed by alumnus Frank E. "Bud" Pilling for the College of Engineering. Cal Poly's endowment funds now total more than $25 million.

Nearly $3 million was donated through planned gifts such as bequests, life insurance proceeds, annuities and life income agreements, setting another record for Cal Poly. One bequest provided $760,000 from the estate of Geneveve Musick for an endowment in honor of her sister to fund loans to architecture students.

For the fourth year in a row, alumni donations broke the million dollar mark. Former students gave their alma mater a total of $1.1 million in addition to the Smith and Pilling gifts.

Parents, Cal Poly's most loyal group of contributors in terms of the percentage who give, donated a record total of $487,000. Parent gifts averaged nearly $34 per enrolled student, compared to $3 per student at the other CSU campuses.

The Partners in Excellence program, made up of individuals who give $1,000 or more per year to annual fund projects, yielded approximately $500,000.

Equipment and other material gifts from corporations and individuals totaled $16.3 million. They ranged from theater costumes to the multimillion-dollar IBM computer and software.

Donations to five of the six colleges exceeded previous totals.

Athletics Department fund raising was successful as well, with a total of $420,000. The department received its largest contribution ever -- $100,000 in seed money toward a capital campaign -- from alumnus Richard J. O'Neil.

An additional $200,000 was donated to the Mustang Athletic Fund for athletic scholarships, and $24,000 was received in material gifts.

Cal Poly's fund-raising efforts have been led by Charles R. Allen, executive director of development.
Awards Luncheon planned for Oct. 20

"An Awards Extravaganza," this year's Faculty and Staff Services Awards Luncheon, is scheduled from 11:30 am to 1 pm Thursday, Oct. 20, in Chumash Auditorium.

More information will be mailed to all campus departments. In the meantime, for more information, call Jeannine Jacobson, ext. 2605.

Milosevic wins cheesecake contest

Mary Milosevic of Career Services won first place in the Low-Calorie, Low-Cholesterol, Low-Fat Cheesecake Back-Off Contest.

The contest was held in conjunction with the Five-Minute Self-Esteem Shape-Up Program, sponsored by the Employee Assistance Program with help from Foundation Human Resources, the Staff Council, Snuff Out Tobacco Project, and Women's Programs and Services.

Of the approximately 100 employees who attended the event, about 60 voted for the best-tasting cheesecake. Other winners were Judy Swanson of the Library; Karen Stubberfield, Institutional Studies; Kris Hiemstra, Career Services; and Cheryl Schweitzer, Chemistry.

Who, What, Where, When

Tim O'Keefe, Natural Resources Management, served as a social forestry advisor to the State Sierra Nevada Ecosystem Planning Committee during the Giant Sequoia meeting, in Porterville. O'Keefe was also invited to participate in the CSU Faculty Workshop for GIS applications, held at UC San Francisco.


LeRoy Davis, Agribusiness, was elected to the Board of Directors of the National Association of Agricultural Economics Administrators. He represents the non-land-grant universities on the board.

A book by Nancy Clark, History, "Manufacturing Apartheid: State Corporations in South Africa," has been published by Yale University Press.

An article by Walter Rice, College of Business, "San Francisco's Cable Cars," was published in the Locomotive and Railway Preservation magazine, issue 48.


Artwork by Crissa Hewitt, George Jerch, and Henry Wessels, Art and Design, was included in Craftmakers '94, a six-county exhibition at the San Luis Obispo County Art Center. Two art and design students, John Laing and Mike Taniguchi, won awards at the show, which runs through Sept. 11.


Stuart Styles, Agricultural Engineering and Irrigation Training and Research Center, presented a paper, "Demonstration of Emerging Technologies: Final Report Summary," at the Salinity-Drainage Research and Education Conference in Sacramento.

A paper co-authored by Styles and Charles Burt, Agricultural Engineering and Irrigation Training and Research Center, "Grassland Basic Irrigation and Drainage Study," was presented by Burt at the National Summer Meeting of the American Society of Civil Engineers (ASCE), in Kansas City. Burt also presented a paper he co-authored, "Monolithic Concrete Irrigation Pipe," at the ASCE summer meeting.

John Merriam, Agricultural Engineering emeritus, received the Outstanding Service Award from the American Society of Civil Engineers and Drainage Division for outstanding leadership, activities and achievement in service to the irrigation and drainage engineering profession.

Merriam also presented a paper, "Semi-closed, Low Pressure Pipelines for Irrigation," at the ASCE summer meeting.

William Alexander, Political Science emeritus, was a panelist discussing "Sustainable Consumption: Enough to Go Around," at a conference on Exploring Partnerships for Sustainable Development, in Davenport, Iowa.

A paper by Jack Robison, College of Business, "Independent Contractor: Compliance and Classification Issues," was published in the Spring 1994 issue of The American Journal of Tax Policy. Robison was also selected as a recipient of the California Society of CPAs 1994 Accounting Faculty Merit Award.

CPR Schedule

The next issue of Cal Poly Report will be published on Sept. 2. News items to be included must be submitted to Jo Ann Lloyd, Heron Hall, by 1 pm Friday, Aug. 26.

For more information call ext. 1511.