Architecture program ranked 4th in poll

Readers of Progressive Architecture magazine have ranked Cal Poly’s architecture program fourth in the nation behind Harvard, Yale, and UC Berkeley.

Rounding out readers’ top 10 after Cal Poly were: MIT, Cincinnati, Cornell, Columbia, Pratt, and Princeton.

The magazine’s February 1989 issue analyzed results of a survey intended to learn whether its readers believe architects are getting the education they need and what should be done to improve it.

More than 1,000 readers responded to the questionnaire. They were asked to name the best school in conjunction with a question about whether the reputation of an architect’s alma mater can affect his or her career. More than 60 percent said reputation does matter.

Auto & homeowners insurance offered

The Chancellor’s Office has announced that California Casualty has been selected to replace Travelers for automobile and homeowners insurance. As of April 1, the California Casualty auto and home program was available to all CSU employees who were employed on a half-time or more basis.

California Casualty provides the following policies, all available on payroll deduction: Automobile; Homeowner; Renters; Condo-minium; Motorcycle; Boat; Mobile Home; Vacation Home; and Rental.

Recently, California Casualty mailed a no-obligation rate request card to employees. Personalized quotations are sent 45 days prior to your policy expiration date. For those who need an immediate quotation, contact California Casualty at 1-800-345-7244.

A California Casualty representative will be on campus Tuesday, April 18, and Wednesday, April 19, between 9:30 am and 2:30 pm. She will be available in the Personnel Office, Adm. 110, on a first-come, first-served basis.

Lifeguard Rep to be on campus April 19

Marjorie Abbott, a representative of the Lifeguard health insurance plan, will be on campus Wednesday, April 19. She will be available to answer questions from currently enrolled or employees contemplating enrollment in the Lifeguard plan. Ms. Abbott will be in UU 220 from 9 am to 1 pm; formal group orientation sessions will be held at 9 and 11 am to explain the Lifeguard plan. Individual questions will be answered between each group presentation and from 11:30 am until 1 pm. Ms. Abbott will be available in the Personnel Office, Adm. 110 from 2 to 3:30 pm to answer individual questions on a first-come/first-served basis.

Bader on campus

Dr. Thomas Bader, acting dean of the School of Social and Behavioral Sciences, Cal State Northridge, will be on campus today (April 13) and tomorrow as the first candidate for the position of dean, School of Liberal Arts.

An informal reception will be held this afternoon from 3:30-5 pm in Staff Dining Room B.

Phi Kappa Phi interest

Phi Kappa Phi, an academic honor society, has been inactive at Cal Poly for the past few years. The Student Life and Activities Department is asking if any faculty are interested in revitalizing this honor society. If so, please contact the Student Life & Activities Dept. by April 27 at ext. 2476.

Careertrack seminar scheduled on May 20

The Personnel Office will sponsor a seminar, “How to Give Exceptional Service.” The seminar, scheduled for Friday, May 12, from 9 am to 4 pm in UU 220, will be presented by Kathy Kachur of Careertrack, Inc. This one-day workshop will offer techniques for developing effective interpersonal communication skills, handling difficult people and situations, dealing with stress in a service-oriented job, and creating a climate of “service excellence” in the workplace.

The seminar is provided through campus specialized training funds. Since space is limited, the seminar will be filled on a first-come basis. (If numerous requests are received from one department, supervisors may be asked to prioritize requests.)

Employees interested in attending the seminar should complete the registration form below and return it to Joan Lund, Personnel Office, by April 28. A letter confirming enrollment will be mailed to the employee by May 5.

I wish to attend the Careertrack seminar, “How To Give Exceptional Service: on May 12.

Name ________________________________________

Department ____________________________

Supervisor’s approval ____________________________ Date ____________
**CMC warden to talk on managing growth**

Wayne Estelle, California Men's Colony warden, will speak on "Managing Rapid Growth" today (April 13).

The program is one in a series of luncheons sponsored by the San Luis Obispo area chapter of the American Society for Public Administration and Cal Poly's Center for Practical Politics.

The talk is scheduled for noon at Vista Grande. Estelle has extensive experience in corrections, particularly at the CMC, which has experienced significant growth over the last few years, making it one of the largest correctional institutions in the nation.

The programs, planned for the second Thursday of each month, are designed for public employees, nonprofit staff, and interested community members. The luncheon cost is $7. Reservations can be made by calling Dr. Dianne Long of the Political Science Department, ext. 2984.

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**Baroque concert set in Theatre April 15**

The Cal Poly Arts Quintessence Series will present its annual Baroque Concert at 8 pm on Saturday, April 15, in the Theatre.

The concert will feature conductor Clifton Swanson, head of the Music Department, and the Cal Poly Chamber Orchestra.

Special guest artists will be harpsichordist James Bonn, a frequent San Luis Obispo performer; flutist Geraldine Rotella; and violinist Ronald Copes.

Bonn is a professor of music at USC, and a member of the Los Angeles Piano Quartet.

Rotella plays principal flute with the San Luis Obispo Mozart Festival Orchestra. She also plays with the Pasadena Symphony and Palos Verdes Peninsula Chamber Orchestra and is first flute with the Los Angeles Pops Orchestra.

She is on the faculty at Pepperdine University and CSU Northridge.

Copes is a professor of violin at UCSB, and a member of the Los Angeles Piano Quartet. He has participated in the Casals and Marlboro Festivals for several seasons and been a guest artist at the San Luis Obispo Mozart Festival.

Tickets for the concert are $12 and $10 for adults and $8 and $6 for students and senior citizens. All seats are reserved. Tickets are available at the Theatre Ticket Office between 10 am and 4 pm on weekdays.

For reservations call ext. 1421.

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**April 14 conference on entrepreneurship**

The annual Innovation and Entrepreneurship Conference will be held Friday, April 14, at the San Luis Bay Inn, Avila Beach.

Sponsored by the Cal Poly ACE (Association of Collegiate Entrepreneurs) Club and the Cal Poly MBA Association, the program will begin at 8 am. This year’s theme will be “Perils and Profits.”

Keynote speeches will be presented by Hank Harbers Jr., founder, president, and chairman of Escorp, a San Luis Obispo holding company, and Greg Shipley, co-founder and owner of SLO Brewing Co. of San Luis Obispo.

Harbers will discuss "The Entrepreneur as Maverick: The Art of Unconventional Management" and Shipley will look at "Risk and Reward in New Business Ventures: Developing an Appetite for Failure."

Other local business leaders participating in the conference include: Diane Blakeslee of Blakeslee and Blakeslee; Lauren Capen of Lauren's Cookies; Tunny Ortali of McClintocks; and Julia Morris of Muffins and More.

A number of $25 tickets are available to the general public. A continental breakfast and lunch are included in the price of a ticket. For more information, call ext. 2983.

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**Poet to be featured in WriterSpeak talk**

Poet Sandra McPherson, director of the Creative Writing Program at UC Davis, will be the first Spring Quarter artist featured in the WriterSpeak program.

She will read selections from her works at 7 pm on Thursday, April 20, in the Sandwich Plant.

The WriterSpeak series is designed to bring the best contemporary writers to Cal Poly to read and discuss their work.

Currently on the faculty at UC Davis, McPherson has published nearly 400 poems in 75 journals; more than 100 poems and short essays in 40 anthologies; and 10 books. Her most recent book, "Streamers," was published last year.

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**David Parsons Dance Company to perform**

Modern dance at its most exciting and inventive will come to campus on Friday, April 21, when Cal Poly Arts presents the David Parsons Dance Co. at 8 pm in the Theatre. Parsons has been acclaimed as a dancer and choreographer of exceptional talent. He was a lead dancer with the Paul Taylor Dance Company before establishing his own ensemble.

A choreographer since the age of 17, Parsons has created works for the American Ballet Theatre, the Paris Opera Ballet, and the Feld and Harkness Ballets.

Due to an injury, Parsons will not be performing at Cal Poly. He is being replaced by guest artist Gary Chryst, a California native, currently appearing on Broadway in "A Chorus Line." Chryst was a principal dancer with the Joffrey Ballet for 10 years.

Tickets for the concert are $16 and $13 for adults and $12 and $9 for students and senior citizens. They are available at the Theatre Ticket Office. Reservations can be made by calling ext. 1421 between 10 am and 4 pm Monday through Friday.
'Erase Illiteracy' campaign has begun

A billboard on U.S. Highway 101 in San Luis Obispo says it all, 'Erase Illiteracy—Read.' It is one of 10,000 billboards across the country that have been enlisted in the fight to stamp out illiteracy in the United States.

The 'Erase Illiteracy' campaign is the first phase of a multi-program effort that evolved from a Washington, D.C. conference: "The Image of Print Media and the Problem of Functional Illiteracy in the United States."

The conference, which was underwritten by the Research and Engineering Council of the Graphic Arts, was sponsored by the U.S. Government Printing Office's Academic Advisory Council and the U.S. Department of Education's Adult Literacy Initiative.

Dr. Harvey Levenson, head of the Graphic Communication Department is chairman of the Academic Advisory Council of the U.S. Government Printing Office.

The billboard displays the words 'Erase Illiteracy—Read' in large yellow letters on a black background representing a blackboard. Beneath the chalkboard is noted that the billboard is sponsored by the Outdoor Advertising Association of America, the U.S. Government Printing Office, Printing Industries of America, and the U.S. Department of Education.

Other projects in the 'Erase Illiteracy' campaign include:
- Developing a $15 million fundraising campaign for programs related to the literacy issue;
- Having local printers produce literature for literacy programs in the community;
- Involving children by sponsoring creative story contests and having the winners see how their works are converted into printed books; and
- Preparing a "traveling" lecture series for schools, businesses, and community groups.

A prototype of the children's writing contest was developed in San Luis Obispo, and additional efforts are being coordinated in areas of Pennsylvania by the Graphic Arts Technical Foundation.

Statistical consulting Spring Quarter

The Statistics Department provides a statistical consulting service to the university to facilitate research design and data analysis in a wide variety of disciplines.

Dr. Roger Smidt will be serving as the main consultant for Spring Quarter. He is available to help in design and analysis of faculty and student research projects. In addition, he will be available to lead seminars or tutorials on requested topics and offer advice on various computer packages available at Cal Poly. If there is some special area concerning statistical inference that is of interest to a group in your department, contact Smidt to arrange possible lectures on that subject.

Faculty members or students interested in utilizing the consulting service are encouraged to contact Smidt, FOB, Room 26A, ext. 2001 or leave message at ext. 2709.

Walk-in Consulting Hours:
- Monday: 10:30-11:30 am
- Tuesday: 2:30-4 pm
- Thursday: 1:30-3 pm

Appointments may be scheduled by calling during walk-in consulting hours or during office hours for students.

Office Hour for Students
- Monday: 10-10:30 am
- Tuesday: 1:30-2:30 pm
- Thursday: 3-4 pm

CPR schedule

Cal Poly Report is published weekly during the academic year by the Public Affairs Office.

Typewritten, double-spaced copy may be submitted to Jo Ann Lloyd, editor, by 4 pm the Thursday prior to the next publication.

Engineering school honors 5 employees

Professors in computer science, philosophy, and physics and two staff members have been honored by the School of Engineering for outstanding performance.

This was the first year the school has given an Outstanding Staff Award, carrying with it a $350 check. The first two recipients, chosen for exceptional job performance, human relations, and professional development, were Joan Diaz, assistant to the dean, and Ellen Stier, department secretary of the Computer Science Department.

Diaz, has worked in the engineering dean's office since 1985 and Stier joined the computer science staff in 1984.

The new staff awards were instituted by Dean Peter Lee upon the recommendation of a staff committee.

Dr. Zane Motteler, a professor of computer science, is the winner of the school's 1989 TRW Excellence in Teaching Award. Funded by a grant from TRW, the $4,000 award is given annually to an outstanding teacher on the 150-member engineering faculty.

A teacher for 24 years, Motteler joined the Cal Poly faculty in 1982. The annual Outstanding Teacher in the School of Liberal Arts award was presented to Dr. Tal Scriven of the Philosophy Department, and the Outstanding Teacher in the School of Science and Mathematics award went to Dr. Kenneth Ozawa of physics.

Scriven joined the philosophy faculty in 1980. Ozawa has been a member of the physics faculty since 1963.
Dateline. . .

($) - Admission Charged

THURSDAY, APRIL 13
Speaker: Wayne Estelle (California Men's Colony) will discuss "Managing Rapid Growth." Vista Grande, noon. ($)

Speaker: Rupert Garcia (UC Berkeley) will show slides of his art and discuss its elite, mass, and folk cultural influences as part of the Arts and Humanities Lecture Series. UU 220, 11 am.

Craft Classes: Sign up for photography, bike repair, airbrushing, silkscreening, ceramics, and dried flower arranging. Call ext. 1266 for details. UU 111. ($)

Workshop: Leadership workshop on trust exercises and ways to improve leadership and communication skills. UU 218, 11 am.

FRIDAY, APRIL 14
Men's Tennis: Sacramento State, Tennis Courts, 2 pm.
Baseball: UC Riverside, SLO Stadium, 7 pm. ($)

SATURDAY, APRIL 15
Women's Tennis: Cal State Bakersfield, Tennis Courts, 11 am.
Softball: UC Riverside, Softball Field, noon.
Baseball: UC Riverside, SLO Stadium, 1 pm.
Concert: Annual Baroque Concert, Theatre, 8 pm.

SUNDAY, APRIL 16
Women's Tennis: Cal State Los Angeles, Tennis Courts, 10 am.

MONTDAY, APRIL 17
Film: "La Dolce Vita," Chumash, 7:30 pm. ($)
Concert: Percussion Ensemble Concert, Theatre, 8 pm.

THURSDAY, APRIL 20
Speakers: Ihsan Bagby (Islamic Teaching Center of ISNA) and the Rev. William Mueller (First Baptist Church of SLO) will discuss "Spirituality in Islam and Christianity." Chumash. Refreshments - 6:30; dialogue - 7 pm.

Position Vacancies

Vacant staff positions at Cal Poly and the Cal Poly Foundation are announced in this column and are posted outside the respective offices. Contact those offices (State: Adm. 110, 805-756-2236) — Foundation:

- Lecturers (part-time), EE/EL Department. Positions available for Summer, 1989, and academic year 1990-90. Duties include undergraduate teaching. Minimum requirements: M.S. degree in electronic, electrical, or computer engineering (Ph.D. preferred) for lecture courses, and B.S. in same for laboratory courses, Ph.D. preferred with applicable industrial experience.

- Lecturers (full-time), Business Administration. Part-time positions available for Fall, Winter, and Spring Quarters of the 1989-90 Academic Year and Summer Quarter 1990 in Business Law/Policy, requiring an advanced degree in business, law, or related areas; doctorate degree is preferred; Financial Management, requiring a master's degree in business or related discipline, Ph.D. preferred; and Marketing, requiring a master's degree in business or related discipline, Ph.D. preferred. Professional and/or teaching experience desirable in all three areas; contact department for course descriptions. Salary compatible with education, experience and time base (units).

- Lecturer (full-time), Physical Education/Recreation Administration. Health education (15-unit teaching load), 2-quarter leave replacement (Fall & Winter, 1989-90). Teach undergraduate and graduate health education courses with possible activity course teaching. Ph.D. and teaching experience preferred, master's degree required. Salary: $14,224-$20,168.

CLOSING DATE: 5-15-89

- Lecturers (part-time), Ornamental Horticulture. For the 1989-90 academic year, quarter-by-quarter assignments will be made from this list. Positions may be available in the general area of undergraduate courses in ornamental horticulture. Minimum requirements: Master’s degree in appropriate discipline; Ph.D. in appropriate discipline preferred. Salary commensurate with education, experience, and time-base.

CLOSING DATE: 5-19-89

- Lecturers (full-time), Art and Design. Position available for the 1989-90 academic year. Ph.D. in art history (A.B.D. acceptable) required with emphasis in Renaissance and Baroque preferred. Two years full-time teaching experience preferred, experience and background in exhibition design desirable.