California Polytechnic State University

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Contact: Cal Poly Graphic Communication Department
(805) 756-1108

**Former R.R. Donnelly & Sons Executive Appointed Assistant Professor of Graphic Communication at Cal Poly**

SAN LUIS OBISPO -- Cal Poly has appointed Kevin Cooper, former executive with R.R. Donnelly and Sons, as an assistant professor in the Graphic Communication Department.

Cooper comes to Cal Poly with more than 20 years of executive-level experience in the graphic communication industry. He served as vice president and division director at Donnelley and Sons and was a general manager with worldwide operational responsibility at Microsoft.

His teaching assignments will include strategic management, human resources, supervision, and web printing technologies.

“Kevin brings a wealth of knowledge to the Graphic Communication Department,” said Malcolm Keif, acting department head. “He fills a void in the strategy and higher-level management and supervision areas. We are ecstatic that our students will receive more education in planning and strategy.”

Cooper’s appointment comes at a critical time for the Graphic Communication Department, Keif said. The department is gearing up to celebrate its 60th anniversary in 2006. The appointment of Cooper and other recent faculty members will help ensure the department can meet the demands of high-quality academics, research and service to the industry for another 60 years.

“It is truly a pleasure to join the outstanding faculty of this tradition-rich department,” Cooper said. “I look forward to drawing from my experiences in helping students make positive impacts in the graphic communication industry.”

Cooper graduated from Cal Poly in 1980 with a bachelor’s degree in business administration. He earned an MBA from the University of Southern California in 1990.

**About The Graphic Communication Department:**

With more than 33,000 square feet of modern laboratories, Cal Poly’s Graphic Communication Department is one of the largest of its kind in the United States. Many of the major traditional and digital printing processes are taught through four concentrations: printing and imaging management, electronic publishing and imaging, design reproduction technology, and individualized study in graphic communication. The department offers a Bachelor of Science degree in graphic communication, a minor in graphic communication, and a concentration in the
university’s Orfalea College of Business MBA program. The department is accredited through the Accrediting Council of Collegiate Graphic Communications.

The department also offers research, testing, product evaluations and professional education for industry through the Graphic Communication Institute at Cal Poly (http://www.grci.calpoly.edu). For more information about Cal Poly’s Graphic Communication Department, go online to http://www.grccalpoly.edu, call (805) 756-1108, or e-mail grc-department@calpoly.edu.

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