



College of Liberal Arts

BRIEF

Fall 2013



Dear Colleagues,

This publication is the first of what will be quarterly updates on selected achievements of College of Liberal Arts students, faculty and alumni. Think of this as a snapshot, rather than a summary, of the college's many accomplishments and activities.

In addition to the achievements highlighted in this issue of the CLA Brief, I am also pleased to announce the new Center for Expressive Technologies (CET) — a hub for faculty, staff and student collaboration on interdisciplinary projects involving creative expression and technology. This is but one example of the college's commitment to being active and providing leadership at the intersection of science, technology and society (STS), while simultaneously sustaining excellence in traditional liberal arts disciplines.

At the curricular level, we have proposed four new interdisciplinary STS minors that will create important interdisciplinary

opportunities for students: ethics, public policy, science and technology; gender, race, culture, science and technology; media arts, society and technology; and science and risk communication.

I invite you to read further on the CET and the new STS minors in our new online quarterly alumni publication, *The Link* (cla.calpoly.edu). I would also encourage you to like our Facebook page for breaking news and event information (facebook.com/calpolycla).

We appreciate all that you have done and continue to do to support the College of Liberal Arts, fostering Cal Poly's mission as a premier *comprehensive* polytechnic university.

Best Wishes,

Doug Epperson, Dean

in the news



CAL POLY NAMED TOP COLLEGE FOR RETURN ON INVESTMENT FOR ENGLISH, HUMANITIES MAJORS

Affordable Colleges Online has ranked Cal Poly the fifth best college in the nation for return on investment (ROI) for their English and humanities programs. Affordable Colleges Online determines ROI rankings based on total weighted cost and a 30-year net ROI. Cal Poly ranked in the top five among institutions such as Harvard University, the University of Pennsylvania, UC Berkeley, and James Madison University.

community engagement



CAL POLY AND LOS OSOS MIDDLE SCHOOL STUDENTS CREATE OTHER-WORLDFLY FUNDRAISER

Students from Cal Poly’s Liberal Arts and Engineering Studies (LAES) Program and from the Architecture Department collaborated with students from Los Osos Middle School to create a fundraiser called “Area 55: Be Scared,” held Oct. 25 and 26, at the school.

The students created a scenario and environment in which attendees were seemingly transported to a parallel universe where Genetically Engineered Organisms (GEOs) invaded the school. The GEOs were being transported from Vandenberg Air Force Base when high winds redirected the transport vehicles to the school. In the scenario, attendees and “surviving”

students had a chance to see what the GEOs were doing at the school, how Federal Safety Administration officials reacted, and whether the broader community was in danger.

Architecture and LAES students participated in a month-long design-build process to create the focal component of the immersive and expressive environment. Cal Poly and Los Osos Middle School students worked in teams to complete the 6,000-square-foot project, including design-build, sound and light, creative direction, documentation and media.

The creation of “Area 55: Be Scared” allowed Los Osos Middle School and Cal Poly students to work creatively and collaboratively to solve complex problems at the intersections of science, technology, engineering, arts and mathematics. The resulting transformation of the school is an example of how Cal Poly’s commitment to Learn by Doing can motivate students of all ages.

student success



GRAPHIC COMMUNICATION STUDENT RECEIVES CSU TRUSTEES’ AWARD

Cal Poly graphic communication senior Juana Villa was awarded the 2013 California State University (CSU) Trustees’ Award for Outstanding Achievement, one of the highest student distinctions within the university. Villa is a first-generation Mexican-American college student. She is currently earning a 3.85 GPA in graphic communication, with a concentration in web and digital media, and a minor in packaging. After she earns her bachelor’s degree, she plans to pursue a master’s in electronic printing and a career in packaging.

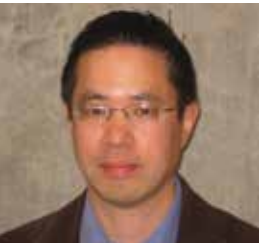
JOURNALISM STUDENTS WIN MARK TWAIN AWARD

Cal Poly broadcast journalism students Ed Zuchelli and Lindsay Macleod were awarded the Mark Twain Award from the Associated Press Television and Radio Association in the Student TV category Best General News. Produced for CPTV, Cal Poly’s student-run television station, the video news segment was the only student production that received an award.

POLYPHONICS AND ARAB MUSIC ENSEMBLE TO PERFORM AT CARNEGIE HALL

PolyPhonics, Cal Poly’s premier chamber choral ensemble, and the Cal Poly Arab Music Ensemble have been invited to give the showcase performance at the World Projects 2014 New York Choral Festival to be held at Carnegie Hall March 16–18.

faculty accolades



PHILOSOPHY PROFESSOR RECEIVES NSF GRANT FOR CYBERWARFARE PROJECT

Philosophy Professor Patrick Lin received a grant of nearly \$500,000 from the National Science Foundation (NSF) for “Safeguarding Cyberspace with Ethical Rules for Cyberwarfare,” a collaborative project with the Naval Postgraduate School and Western Michigan University.



HISTORY PROFESSOR KATHLEEN S. MURPHY AWARDED ACLS FELLOWSHIP

Professor of History Kathleen S. Murphy received a fellowship from the American Council of Learned Societies (ACLS) for the 2013-14 academic year. The award supports research in the humanities and humanistic social sciences that the council considers to be particularly promising. Murphy received the fellowship to support her research into the history of science of the slave trade.

continued

dashboard at a glance



5 FACULTY AWARDS & GRANTS

17 FACULTY PUBLICATIONS

88,053 SCU_s TAUGHT

\$425,539 PHILANTHROPIC DOLLARS RAISED YTD

141 FALL GRADUATES

faculty accolades continued



TWO CLA PROFESSORS ACCEPTED TO NATIONAL COLEMAN FELLOWS PROGRAM

Two of the three Cal Poly professors accepted into the Coleman Foundation Faculty Entrepreneurship Fellows program are from the College of Liberal Arts. Mary Glick, chair and associate professor of journalism; Lorraine Donegan, associate professor of graphic communication; and Lynn Metcalf, chair and professor of marketing in the Orfalea College of Business, were selected to participate through the Cal Poly Center for Innovation and Entrepreneurship.



The Coleman Fellows Program aims to extend self-employment education across 19 university and college campuses throughout the U.S. The Coleman Foundation is committing nearly \$500,000 for fellowship grants and program support at campuses involved in the 2013-14 program.

This marks the second time Cal Poly has been awarded this distinction.

outstanding alumni



CLA ALUMNA WINS FULBRIGHT AWARD

Paige Wopschall (B.S. Social Sciences, 2011) has been awarded a Fulbright English Teaching Assistantship to teach in Bulgaria, becoming the first student applicant from Cal Poly in 20 years to win a Fulbright award.

UNIVERSITY ART GALLERY EXHIBITED WORK BY FEATURED ALUMNI

The University Art Gallery exhibited artwork created by six Art & Design Department alumni Nov. 7 through Dec. 6. The exhibit represented the department's concentrations in graphic design, photography and studio art. The featured alumni artists were: Heather Finnecy (BFA, 2007), Tommy Garcia (BFA, 2007), Laura Krifka (BFA, 2008), Erik Marinovich (B.S., 2003), Grant Shaffer (B.S., 1989), and Garet Zook (BFA, 2006).

Finnecy's photography documents women in the Middle East and was the subject of the opening lecture. Garcia has photographed celebrities for Time Inc., NBC Universal, and Simon and Schuster. Marinovich has worked for clients such as The Atlantic Monthly, Wired and Nike. Shaffer's illustrations have appeared in The New Yorker and the New York Times, and he has worked on films including "Zoolander" and "Charlie Wilson's War." Krifka and Zook are studio artists who have exhibited their respective work nationally and internationally.

upcoming events

- ▶ FEB 27-MARCH 8: THEATRE PRODUCTION: "AS YOU LIKE IT"
- ▶ MARCH 7: FILMMAKER, PRODUCER & ACTIVIST FRED KUWORNU DOCUMENTARY SCREENING "18 IUS SOLI"
- ▶ MARCH 9: WIND BANDS CONCERT WITH KO-ICHIRO YAMAMOTO
- ▶ MARCH 15: UNIVERSITY JAZZ BAND "JUST JAZZ"