

College of

# LIBERAL ARTS

Magazine

## LIBERAL ARTS & THE SHAPE OF THE FUTURE

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COLLEGE of LIBERAL ARTS

LEARN • LEAD • LIVE

The *College of Liberal Arts Magazine* is published for alumni, students and their parents, and friends of the College of Liberal Arts, California Polytechnic State University, San Luis Obispo.

**Comments can be sent to:**

Terry J. San Filippo  
College of Liberal Arts  
Cal Poly  
San Luis Obispo, CA 93407-0320  
Phone: (805) 756-1216  
Fax: (805) 756-5748  
E-mail: tsanfili@calpoly.edu

**Mail address changes to:**

Advancement Services  
Cal Poly  
San Luis Obispo, CA 93407-0448  
Phone: (805) 756-1555  
E-mail: alumni-info@calpoly.edu

**DEAN**

Linda H. Halisky

**ASSOCIATE DEAN**

Debra L. Valencia-Laver

**SPECIAL ASSISTANT TO THE DEAN FOR STUDENT SUCCESS**

Penny K. Bennett

**DIRECTOR OF ADVANCEMENT AND COLLEGE RELATIONS**

Eileen E. Joseph

**COMMUNICATIONS**

Terry J. San Filippo

**DESIGN**

Brad Daane (ART '96)

**EDITING**

Hanson Writing & Editing  
Terry J. San Filippo  
Debra L. Valencia-Laver  
Cal Poly Public Affairs

**PHOTOGRAPHY**

CLA Archives  
Colleen Rostenthal Photography  
Karen McLain Photography  
Terry J. San Filippo

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**ON THE COVER**

*Oil on canvas panel by **Richard Trevor Lloyd (ART '08)**. Produced by the artist in Art & Design Professor **Daniel Dove's** advanced painting class, this piece was exhibited at the 2008 Annual Student Show.*

**CONTRIBUTORS**

Maryn E. Anderson, David Beals, Colby Courter, Tim Dugan, Linda H. Halisky, Malcolm Keif, Jennifer Jipson, Eileen E. Joseph, Patrick Lin, Charmaine Martinez, Elizabeth G. Rivera, Terry J. San Filippo, Tom Schneider, Debra L. Valencia-Laver, Jeff Van Kleeck, Margie Valine



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## TO OUR READERS,

In the last edition of our *CLA Magazine*, I focused upon the two-fold mission of a college of liberal arts at a premier polytechnic institution like Cal Poly. In this issue I'd like to underscore once again the essential roles of our disciplines within the whole of a student's university experience.

The first and most foundational role of our programs is to prepare men and women—our own students and students from all parts of the campus—to enter the worlds of life, work, and civic responsibility that await them. Current research is underscoring just how essential it is that all Cal Poly students be provided a firm grounding in the knowledge and habits of mind fostered by the study of history, literature, philosophy, language, cultures, and other of the disciplines residing here.

We are currently blessed with the most accomplished faculty in our history as a college. These folks have come to us as “discipline deep,” collaborative and highly energized teacher/scholars who have chosen Cal Poly because they believe strongly in its teaching mission. As a result, we have never been more prepared to “deliver” on our core responsibility.

At the same time, we believe that Cal Poly offers an extraordinary opportunity for all of our students to integrate the foundational understandings fostered by our programs through engagement with science and technology; we not only accept but embrace the mission statement shaping our current strategic planning:

**As a comprehensive institution, Cal Poly provides a balanced education in the arts, sciences and technology, while encouraging cross-disciplinary and co-curricular experiences.**

We believe that such balance is important to all of our students, and is as critical to their future success as the in-depth preparation they receive in the major disciplines, which are their Cal Poly homes.

This issue of the *CLA Magazine* will highlight some of the ways in which the College of Liberal Arts is embracing this exciting and powerful new focus. Inside you will encounter the work of colleagues exploring such things as the ethics of emerging technologies, smart packaging and printed photovoltaics, the development of a STEM-focused pre-school lab, and hybrid coursework. You will also be able to see the exciting impact all of these things are having on our students.

As always, our success is deeply rooted in the support we continue to receive from all of you. We really couldn't do our work without you.

Linda H. Halisky  
Dean



*Dean Halisky tests a pressure-sensitive pen on an electronic drawing tablet. This technology gives artists in the Art & Design Studio Lab a more intuitive way to create and modify electronic files.*

# ETHICS RESEARCH FOCUSES ON EMERGING SCIENCE, TECHNOLOGY

As legend has it, Jack Kerouac wrote *On the Road* (Viking Press, 1957)—a book that ignited a social revolution—in just three short weeks. If you were on psychostimulants, as he was, perhaps you would be that productive, too.

Is that wrong to say? Is it cheating when students today use drugs, such as modafinil or Ritalin, to write term papers or study better for important exams? Is that fair to fellow students on the same grading curve or competing for college or graduate school admissions? How is it different from steroid use in sports, which is frowned upon if not illegal—or even different from your morning coffee, which also gives a cognitive boost?

These are the kinds of questions that will be investigated by the proposed Emerging Technologies, Policy and Ethics Center, to be housed in the College of Liberal Arts. The developing center grew out of the work of the Ethics + Emerging Sciences Group, a non-partisan research and education organization based in the CLA since 2007.

Ethics and social concerns are not new to university learning—they have been a cornerstone of education from the very beginning. But relatively few universities are involved in the cutting-edge field of ethics and policy in new technologies and sciences, which include human

enhancement, nanotechnology, robotics, synthetic biology, geo-engineering, space development, virtual reality, military technologies and more.



*Cartography II* by Kyle Wilhelm (ART '09), oil on canvas exhibited in June 2008 at Palimpsest: Recent Work in Sculpture, Painting, and Drawing by Kate Nakamura and Kyle Wilhelm. Under the guidance of Art & Design Professor Daniel Dove, Wilhelm created his painting by masking each previous layer with tape, then adding more tactility and imagery to the next layer for a new overall image.

“Science and technology are accelerating today, and they won’t wait for ethics and policy to catch up,” says Dr. Patrick Lin, assistant professor of philosophy and director of both the ethics research group and the proposed center. “Cal Poly—the College of Liberal Arts and the Philosophy Department in particular—is forward thinking by being one of the first universities to recognize this issue and support our effort.”

As an example of the lag time between technology and ethics, Lin points to the Human Genome Project: It took 18 years after the

project started in 1990 for Congress to finally pass a bill to protect Americans from discrimination based on their genetic information.

Likewise, nearly 10 years since Napster was first shut down, society is still fumbling through privacy, copyright and other intellectual property issues in the Digital Age. And we’re still arguing about benefits and risks nearly 20 years after the first genetically modified foods were introduced.

“When you’re talking about killer robots, it’s easy to get

attention,” says Lin with a laugh. “But more than capturing the public’s imagination, there are many serious questions in the technology areas in which we’re interested.

“The questions that matter here are so broad and far-reaching that no single person can answer them alone,” Lin continues. “More than getting outside our own academic departments, we need to build bridges beyond our own colleges and universities. This means talking to scientists, engineers, business leaders, lawyers, farmers and the public at large. It’s also essential to get students engaged, since they are literally our future and will be shaping these debates.”

**“A liberal arts education is essential for calibrating your moral compass and thinking through questions we haven’t had to face before.”**

- Patrick Lin

With some grant-funded projects behind them, Lin and his colleagues—Dr. **George Bekey**, a resident scholar at Cal Poly who is also a professor emeritus at the University of Southern California and founder of its world-leading robotics lab; Dr. **Shelley Hurt**, assistant professor in political science who teaches several courses on technology policy; and Dr. **Keith Abney**, senior philosophy lecturer and ethics board member of a local hospital—proposed the center to increase the profile of this work and to develop additional projects eligible for external funding.

To date, the Ethics + Emerging Sciences Group’s interdisciplinary projects include, among others:

- Starting an ongoing lecture series, open to the public, that features talks by experts nationwide on ethical issues related to Facebook, cyberweapons, neuroscience and other topics
- Designing courses on nanotechnology and robot ethics
- Giving conference presentations at Harvard, the U.S. Naval Academy and other distinguished venues
- Developing grant-funded reports on ethics and risk arising from military robotics (Office of Naval Research, 2008) and human enhancement technologies (National Science Foundation, 2009)
- Publishing *What Is Nanotechnology and Why Does It Matter?* (Wiley-Blackwell, 2010), with other books in progress
- Editing a volume on robot ethics (MIT Press, in preparation for 2011)

With such unusual projects, the group is helping to put a spotlight on Cal Poly in international media, including *BBC Focus*, *BBC News*, *Fast Company*,

*London Times*, *NewScientist*, *Reuters*, *Popular Mechanics*, *Science Channel*, *The Christian Science Monitor*, and *Wired*. The researchers are also in demand as collaborators with such respected universities as the Australian National University, Dartmouth, Indiana University, Oxford, Stanford, the University of Virginia, Yale and many others.

“It’s fun to talk about these issues,” Lin admits. “But to consider them thoughtfully, you need an understanding of the technologies involved as well as a solid grounding in the humanities and social sciences, from economics to history to psychology to literature to theology to philosophy and more.

“A liberal arts education is essential for calibrating your moral compass and thinking through questions we haven’t had to face before,” says Lin.

## FOUR HAIKUS OF THE TECHNOLOGICAL APOCALYPSE

BY PATRICK LIN

I am Iron Man  
Maybe Frankenstein’s monster  
With drugs and science.

Without fear or hate,  
Robots are fighting our wars  
The Humanity.

Info is power  
Tempting hackers every day  
Want some V!@gra?

Nanotech unlocks  
Pandora’s box of secrets  
For better or worse.

Reprinted with permission from MOEBIUS (Vol. VIII, 2010), an interdisciplinary journal published annually by the College of Liberal Arts. If you would like a copy of this year’s MOEBIUS, contact David Hennessee, English Department, at [dhenness@calpoly.edu](mailto:dhenness@calpoly.edu) or (805) 756-6136.

## FUNCTIONAL IMAGING AND SMART PACKAGING AT CAL POLY

The College of Liberal Arts Dean's Office and the Graphic Communication Department (GRC) have received a nod from the CSU Chancellor's Office to move toward proposing a master's of science degree in printed electronics and functional imaging.

The new graduate program, coordinated by GRC Professor **Malcolm Keif**, will focus on technology development in printed electronics, smart packaging and security printing—fields that are projected to grow into a \$300 billion industry by 2020. Degree coursework also directly meets Cal Poly's educational STEM (science, technology, engineering and mathematics) objectives.

This fall and winter GRC will prepare the proposal to present to the CLA curriculum committee and later to the Cal Poly Academic Senate, the campus academic governing board. Once approvals have been finalized, the next step is a review process by the CSU Board of Trustees in Long Beach.

Established in 1946, GRC is a nationally recognized leader in electronic and traditional printing, publishing, packaging, digital imaging and computer graphics.

Recently Keif chatted about the proposed degree program with an interviewer from the CLA College Communications Office.

**CLA:** Why is the new graduate degree important to the CLA and GRC?

**KEIF:** In order to remain a viable department for its students, GRC has to keep up with new markets. The new master's will allow us to advance and change our understanding of print technology, adding an essential research component to the department.

Our bachelor's degree focuses on the design/technology elements of graphic printing, where students learn how to produce marketing material and packages that will help sell a product. The new master's degree is a logical next step for students who want to continue learning about print, teaching them how to use the newest print technologies for products requiring functional or electronic features. However, we certainly don't want to limit this degree solely to GRC grads. Other students from other Cal Poly majors or from other universities would certainly be able to apply with some prerequisite coursework.

**CLA:** Can you explain some of the applications for printed electronics?

**KEIF:** The most likely printed electronics involve illuminating signs, solar cells, batteries, simple displays and lighting. There's a company called Konarka that's manufacturing organic printed photovoltaics, some of which are used in laptop bags that charge a laptop while it's being stored. We're not quite there yet in our department, but we plan on implementing photovoltaics

technology into the new degree.

**CLA:** What about applications for smart packaging?

**KEIF:** We're already starting to see smart packaging in grocery stores. There's now a printed sticker that changes color by detecting the amount of ethylene that fruit gives off as it ripens. Theoretically, consumers will no longer have to squeeze a peach to know how ripe it is. Smart packaging merges novel concepts that improve life with technology. The liberal arts component complements these fields to enrich the human experience. Consumers will make better purchasing decisions, product shelf life will be enhanced, and students can invent new rollable, foldable electronic gadgets. The crux of this degree is application. We want to develop technologies that can be used to mass produce common everyday items of the future. Eventually we see a merging of graphic and functional printing.

**CLA:** Security printing is also part of this program. Why is that important? Especially since it's not a new field.

**KEIF:** Consumer products are constantly being counterfeited. For example, HP inkjet cartridges have seven printed security features in the carton alone. Consumers want to know

that the products they are buying are authentic. It's not a new field, but it's definitely a growing one.

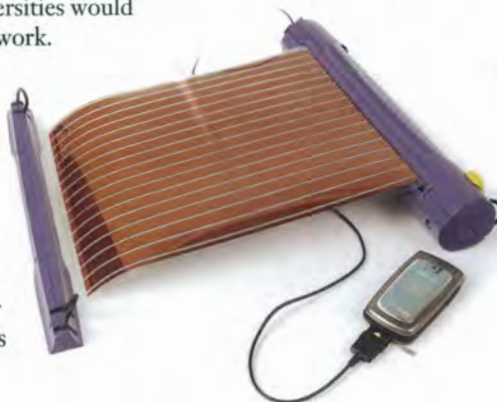
**CLA:** There are currently no equivalent graduate degrees in the United States with a focus on technology development and deployment of mass-scale printed electronics, smart packaging and security printing. How will the new degree fill that niche?

**KEIF:** There's a huge need for this application-type degree, especially because of our proximity to Silicon Valley. Here in the GRC Department, we know we will be able to provide graduates with the know-how to go into these emerging industries. Currently there are one or two master's degrees out there with a printed electronics and functional imaging focus, like Western Michigan University's Center for the Advancement of Printed Electronics. Ours will be focused heavily on the scaling and commercialization component.

**Printing of the future:** The GRC Department will be implementing photovoltaics technology into its new master's degree program in printed electronics and functional imaging. One example is a laptop shoulder bag (above) by the Konarka Corporation with a solar plastic film that converts light to energy to charge a computer while you carry it. (Left) Konarka's solar films make recharging your phone as easy as eating your lunch outside. (Images used with permission by the Konarka Corporation)



**Konarka's solar films make recharging your phone as easy as eating your lunch outside.**



## PLAY = LEARNING ON MISS JOSY'S PLAYGROUND

Professor **Jennifer Jipson (PSY/CD)** and friends sit on rocks on a grassy slope listening to ocean-like echoes in seashells they cup to their ears. Their reverie takes place in the recently redesigned Miss Josy's Playground, the play area of the Child Development Learning Lab.



The hands-on learning environment around them features an interdisciplinary, sustainable play area that is also part of an innovative, inquiry-based pre-school program designed to provide students with tools that support and extend children's existing skills and interest in STEM (science, technology, engineering and mathematics) disciplines.

Children are naturally motivated to explore and learn about their world through play. As they do so, they spontaneously engage with STEM content and processes. "I see the playground as a rich canvas for this kind of exploration and discovery," Jipson says.

Numerous reports and initiatives currently focus on the inadequate STEM education provided by U.S. schools. Cal Poly is supporting efforts to produce nationwide, comprehensive reform in science and mathematics education from pre-school through postsecondary school. The redesign of Miss Josy's Playground reflects one of the steps being taken by the Child Development program to contribute to this endeavor.

Upon learning of generous donations that

the department received from **Fran Durekas (HD)** and an anonymous donor, Jipson jumped at the chance to coordinate the task of redesigning the outside lab play area, which had remained relatively unchanged since the late '50s.

Beginning in 2008, Jipson and Durekas (founder of Children's Creative Learning Centers, now a part of Knowledge Universe, a company that designs employee-sponsored child-care facilities and programs) collaborated with Professor **David Watts (Landscape Architecture)** and fellow CD faculty members in the renovation.

CD faculty view the playground as a "living" tool that will continually change in response to ongoing efforts to ensure a stimulating environment for children's STEM learning. Each quarter, the CD students who serve as teachers in the pre-school lab leave their own marks on the playground's design and use. In addition, multidisciplinary collaborations with Cal Poly engineering, animal science and computer science students bring new curricular and learning opportunities to the playground. One recent addition is a solar table that children can use to explore concepts related to renewable energy.

"The beautiful environment of the playground brings creative inspiration not only to the children who play there, but also to the lab students," says **Heather Jones (CD)**. "It was the motivation for my senior project, which was a huge success: I researched the benefits of outdoor pre-school environments. Then my senior project partner, advisor and I created a new design for the upper patio area, which is still waiting to be refurbished. I know that future CD and other Cal Poly students will also be encouraged to create exciting new curriculum and design ideas."

The CLA and Psychology and Child Development Department are enthusiastic about the impact that this new outdoor space is having. On any given day, children can be seen poking around in the garden for bugs, checking on the growth of their flowers and vegetables, exploring decomposing logs, creating ideal mixes of sand and water for constructive play, building their own shade structures from blankets and poles, resting on lawn mounds watching the clouds—and rolling everything they can find (including themselves) down the slide and the hill.

**Editor's Note:** Miss Josy's Playground was named after Professor Josephine "Josy" Sterns, who was a faculty member in the program and taught child development courses at Cal Poly from 1969 until her death in 1992.



(Top) Professor **Jennifer Jipson**, **Charlie Coleman** and **Josie Hardy** at Miss Josy's Playground.  
(Left) Charlie is caught on film catching a bug.

## THE NEW BLACKBOARD IS A WEB SITE

It's been a long while since colored chalk was viewed as a technological innovation in the classroom, but instructors are still using the blackboard—or rather, Blackboard, a course management system that enables students to download notes and handouts, check their grades, and increase their engagement with class materials via online quizzes, discussion boards, wikis and blogs.

CLA faculty who have incorporated these new tools have done so because of the pedagogical benefits—collaborative learning, active participation and critical thinking—rather than the “whiz-bang” novelty of using a blog or wiki. Here are just a few examples.

**Charmaine Martinez (Art & Design)** hybridized her ART 184: Digital Bookmaking and Design course by moving some of her assignments and presentations to online instruction. She emphasizes, “Graphic design courses are inevitably about technology and how to harness digital tools to create meaningful visual messages. By using online tools like Blackboard, wikis and video demos posted to YouTube, I’m able to provide individual instruction and feedback that would not be possible during class time in a large studio course.”

Students in English Professor **Steven Marx’s** ENGL 145: Reasoning, Argumentation and Writing class write a Wikipedia entry that is openly critiqued on the comments link. “This exercise demonstrates many of the principles of argumentation operating in the real world: the need for and difficulty of writing from a neutral point of view, proper use of sources and citation conventions, distinctions between fact and opinion,” says Marx. When Wikipedia editors rated a 2007 entry [http://en.wikipedia.org/wiki/Talk:Guadalupe-Nipomo\\_Dunes](http://en.wikipedia.org/wiki/Talk:Guadalupe-Nipomo_Dunes) as “A-class” and “High importance,” it was clear the goals of the assignment had been fully realized.

**Dawn Neill (Social Sciences)** developed an online lab for ANT 250: Biological Anthropology to allow students to learn the human fossil record at their own pace. “We have a fossil cast collection but the course does not have a lab component,” Neill explains, “so I’ve digitized the casts and created a digital lab.” Child Development students taking **Jennifer Jipson’s**

and **Henry Danielson’s** CD 413: Children, Adolescents, and Technology class construct Web-based projects to critique current research, evaluate children’s media and examine their own relationships with technology. **Brady Teufel (Journalism)**

is pleased with the results of student blogs in JOUR 410: Applied Multimedia Reporting. “In creating and customizing a live Web site to display finished work, the amount of initiative and time invested by students has jumped dramatically.”

**I like a teacher who gives you something to take home to think about besides homework.**

- LILY TOMLIN AS “EDITH ANN”

Communication Studies Professor **Lorraine Jackson** has not only used these tools in her classes, she has reviewed their effects on student learning and surveyed faculty experiences in teaching with technology. In the Summer 2010 issue of *Academic Exchange Quarterly*, she and her colleague, **Jennie Hwang**, reported that the top two reasons cited for teaching with technology were to deliver up-to-date materials to students and to enhance team-based learning and Web collaboration.

This potential to enhance team-based learning is what motivated **Catherine Waitinas (English)** to incorporate discussion boards into all of her literature classes. “[Students] love the online discussions once they get the knack of them. My students definitely become better writers over the course of their 10 weeks, especially when communicating with each other in writing.” And an unexpected side benefit has been apparent, too. “They also learn how to be very careful in making verbal statements, because they model in-class discussion on their online work and expectations!”

To view the bookmaking demo from ART 184, visit:  
<http://www.youtube.com/watch?v=pH283zNUGhY>

Professor **Charmaine Martinez (Art & Design)** shows an example from her ART 184: Digital Bookmaking and Design course.



## CLA STUDENTS SHINE IN CSU-WIDE RESEARCH CONTEST

College of Liberal Arts students **Elise Bartley (Grinstead)** (ART '10) and senior **Kimberly Paterson (ENGL)** won first and second prizes in this year's 24th Annual California State University Student Research Competition.



*Kimberly Paterson (ENGL) took second place for her project on sexism toward women in online role-playing games.*

The competition, hosted this year by San Jose State University, offers undergraduate and graduate students the opportunity to showcase their scholarly research and creative abilities. Students from all 23 CSU campuses are encouraged to compete, and each campus is allowed 10 entrants. Winners receive cash awards based on the recommendations of competition jurors.

In the creative arts and design category, Bartley won first place for "Lilypond® Identity, Branding, and Marketing," a program she developed for a women's outdoor equipment company in Colorado. Over a six-month period Bartley designed a new visual identity for the company and conducted market research of competitor companies. Professor **Charmaine Martinez (Art & Design)** was Bartley's advisor.

"Throughout her undergraduate studies, Elise showed a high level of dedication and commitment to her work," Martinez says. "She consistently pushed herself conceptually and approached design projects with rigor and thoughtfulness. Her senior project—an identity design and branding strategy for lilypond®, a new line of women's bags and travel accessories—was impressive in both its scope and research component."

Paterson won second place in the humanities and letters category for "The Problem with Being Female in MMORPGs (Massively Multiplayer Online Role-Playing Games): A Critical Discourse Analysis of the Female Gaming Experience." Paterson's project focused on sexism toward women who play online role playing games, generally considered a more masculine pastime.

With help from faculty advisor **Dr. Johanna Rubba (English)**, Paterson examined negative stereotypes revolving around the term "female gamer" as used in online role-playing game forums and blogs. "Paterson is an intellectually curious student, quick to pick up complex theoretical aspects of the subject she studies," Rubba says. "She doesn't approach games as a pastime, but as cultural phenomena to be studied for their significance."



*Elise Bartley-Grinstead (ART '10) won first place in the creative arts and design category at this year's CSU Student Research Competition.*

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Roger A. & Tracy A. Goatcher  
Jenny K. Gonzales  
Elisabeth V. Gotzmer  
Gracian & Nadine A. Goyhenetche  
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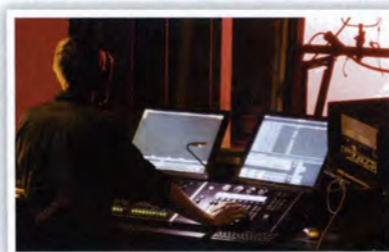
## ION CONSOLE LIGHTS UP THEATRE PROGRAM

Theatre program supporter **Mike Griffith (HIST '84)** has given the Theatre and Dance Department the gift of imagination at its technological best with the donation of a 2,000-channel light and sound console.

Griffith, who is employed at Electronic Theatre Controls (ETC) in Madison, Wisc., was actively involved in theatre production while at Cal Poly. He still maintains a close personal relationship with fellow thespians.

The state-of-the-art ion console allows students to put their imaginations to their optimal use. The console is designed to operate moving, as well as conventional, lights. The possibilities are as endless as the creativity of the students and directors.

Theatre Professor **Josh Machamer** put the new console to work in his spring 2010 production of Shakespeare's *Julius Caesar*. It allowed him to do what he does best: teach theatre arts with a technical twist.



Machamer took the 400-year-old script, rewrote the narrative and switched up the characters. To add to the mix, he brought in Professor **David Gillette (English/LAES)** and his students from the Liberal Arts and Engineering Studies Program. They created multi-media screen shots of pre-taped sections of the play. The result was projected on large screens during the play to enhance the live performances.

The new portable console will be housed in the department's Black Box Theatre, the primary classroom and educational theatre space in the H.P. Davidson Music Center. It is a goal over the next year or two to completely update the Black Box.

Theatre and Dance Chair **Tim Dugan** says, "Griffith's gift was a huge start on our renovation project, and ETC's generosity to the department is part of their continuing support. We are grateful for alumni who continue to think of the needs of our department."



(Above) Theatre student assistant **Tom Schneider** works the new ion console in the Spanos Theatre technical booth overlooking the stage. (Bottom) ETC's ion console brings multi-media screens to life in the Alex and Faye Spanos Theatre for the Theatre and Dance Department's performance of Shakespeare's *Julius Caesar*. (Image used with permission)

# SCHOLARSHIPS HELP OPEN THE DOOR TO A NEW WORLD

Adjusting to the challenges of college life can be tough on any new student, but what if you were the first person in your family to face that exciting but daunting task?

The College of Liberal Arts offers two scholarships for students who are the first in their families to attend college. The 1st Generation Scholarship Seed

Fund was started with a \$30,000 anonymous donation several years ago, and the Mayhew Family First Generation Scholarship was established by **Robert Mayhew (POLS '82)** and his family in 2007. The awards work to promote a successful college experience leading to graduation and to ease the financial burden as students meet the academic expectations of the university.



**Megan Fitzmaurice**  
(Communication Studies)

Communication Studies major **Megan Fitzmaurice** says that her scholarship gives her the financial freedom to spend less time at her part-time job and more time invested in co-curricular activities. "Last year this stipend provided me with the opportunity to travel on weekends with Cal Poly's

Communication Studies Department's debate team." Fitzmaurice mentions her favorite classes and professors: American Political Rhetoric with Dr. **Bernard Duffy** and Rhetorical Criticism with Dr. **Richard Besel**.

Journalism student **David Hernandez** is very appreciative of his scholarship and says, "Being awarded the scholarship has helped me tremendously." Even though he works a 20-hour-a-week job, Hernandez explained that the scholarship "grants me financial breathing room for great things in college."

According to national studies, the greatest challenges facing students like Fitzmaurice and Hernandez are cultural and financial. Attending college often represents a cultural shift from the educational patterns experienced by family and friends.

Fitzmaurice became aware of the 1st Generation Scholarship on Cal Poly's Financial Aid Web page and applied. Her parents encouraged her to continue her education, especially because neither of them were able to attend college out of high school. Fitzmaurice's enthusiasm for higher education is catching, and both her parents have decided to enroll at their local community college. She says, "I am so thankful for the CLA's decision to fund academically driven students pioneering higher education for their families!"

If you would like to share your first-generation college story, have questions about the CLA 1st Generation Endowment, or would like to contribute, please contact **Eileen Joseph**, Director of Advancement and College Relations, [ejoseph@calpoly.edu](mailto:ejoseph@calpoly.edu), (805) 756-5722.



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Carlos R. & Cristina Navarro  
Harvey A. & Julia J. Navero  
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Richard S. Papell  
Ross W. Parsons  
Anthony J. & Jennifer W. Pedrotti

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John E. & Mary Ann Peterson  
Kent R. & Kristina E. Peterson  
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Diane Salmon  
Fred C. & Pauline H. Schack  
Kenneth R. Schuricht  
Matthew J. Schwartz

## PAST MINKER ENDOWMENT RECIPIENTS:

### Katherine McCormick (Art & Design)

coordinated a look-book collection of graduating senior Art & Design student work titled *Capstone* (<http://artdesign.libart.calpoly.edu/>).

**Stephen Lloyd-Moffett (Philosophy)**, advisor to the Religious Studies minor, supervised students who researched and wrote *Five Primers for Visiting Churches, Synagogues, and Mosques* (<http://cla.calpoly.edu/phil/>).

**Katherine Martin (Ethnic Studies)** and her students helped sponsor a local council, "Community of Scholars: Gathering of American Indian and Indigenous Students and Members" (<http://cla.calpoly.edu/es.html>).

# WITS, FITTES, AND FANCIES: THE 'TRANSLATION' OF A TRANSLATION

Established in 2000, the Susan and Allen Minker Endowment provides funding for student/faculty collaborative projects in the CLA.

Last year, proceeds from the endowment were awarded to **Dustin Stegner (English)** and his students, who have been editing English poet Anthony Copley's (1567-1607) renaissance jest book, *Wits, Fittes, and Fancies*, a translation of Melchor de Santa Cruz de Dueñas' *Floresta Española de Apotegmas y Sentencias* (1574). The Cal Poly publication will offer a new and important perspective on 16th-century court culture and economic conditions.



English Professor **Dustin Stegner** and student **Sierra Meffan-Jahoda (ENGL)** review galleys for the upcoming printing of *Wits, Fittes, and Fancies*.

Students from Stegner's ENGL 204: Core II: 1485-1660 class transcribed the 215-page text from a facsimile of Copley's original edition. Then, this past spring, several students from Stegner's ENGL 400 Sidney and Spenser seminar, —**Julie Ecoff, Sandra Gonzalez, Sierra Meffan-Jahoda, Joey Nargizian, Allison Nunez and Nicole Vaden**—prepared the translation for print.

Over the summer, Stegner and Meffan-Jahoda made the final design touches in preparation for publishing and printing at University Graphic Systems (UGS). Thanks to the Minker Endowment, this valuable resource of Elizabethan literature will be made available as a perfect bound book. The publication will incorporate block prints hand pressed at the Shakespeare Press Museum (<http://www.grc.calpoly.edu/spm/>).



"Inviting My Friends to Dinner." Wood block print on white linen. Printed at the CLA GRC Shakespeare Press Museum.

## ORIGINAL TRANSLATION:

An Italian used to say, that wine hath these two discommodities with it: If you put water into it, you marre it, and if you put none in, you marre your selfe.

## MODERN ENGLISH TRANSLATION:

An Italian used to say that wine has two problems with it: If you put water into it, you damage it, and if you put none in, you damage yourself.

—Anthony Copley, "Of Table Matter," *Wits, Fittes, and Fancies*, p. 97

To order a copy of the book, please contact the English Department at (805) 756-2596. It will also be available online at the Digital Commons (<http://digitalcommons.calpoly.edu/>).

# FIRST SNETSINGER RECIPIENT GOES TO WASHINGTON

In 2009 the Emanuel R. Heifetz Family established the **John G. Snetsinger** Scholarship in the History Department to recognize Snetsinger (a professor in the department for 30-plus years) for his contributions as a teacher, scholar and citizen, and to honor the CLA and Cal Poly.

Unlike many other scholarships, which are awards from the accrued annual interest based on an initial gift, the \$10,000 Heifetz donation will be awarded as \$2,000 for one student or \$1,000 for two students annually for a period of five years.



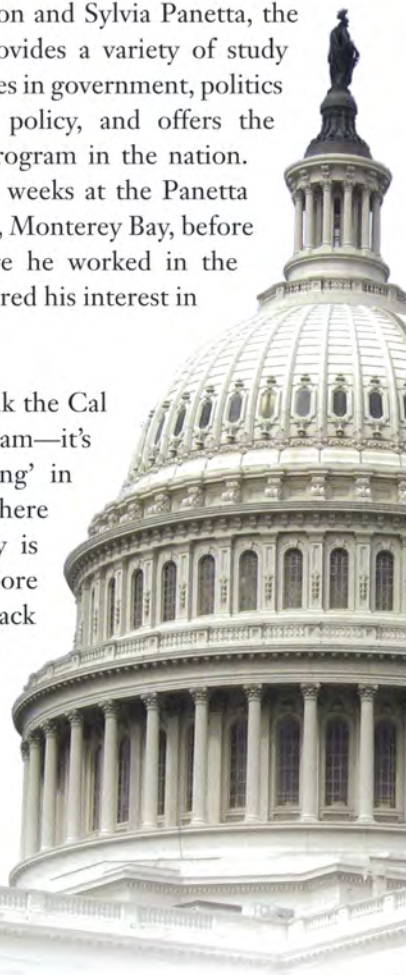
(Above) Scholarship and internship awardee, **David Fox (HIST)**.

**David Fox (HIST)** was the first recipient of the award for his demonstrated scholarly excellence in his paper, "Modern Asia," in which he compared the modernization of China's late Qing dynasty and Japan's post-Meiji period.

As an outstanding student, Fox was also honored with his acceptance into the Panetta Institute for Public Policy. Founded in 1997 by Leon and Sylvia Panetta, the institute provides a variety of study opportunities in government, politics and public policy, and offers the

foremost Congressional internship program in the nation. This past spring Fox studied for two weeks at the Panetta Institute at California State University, Monterey Bay, before heading to Washington, D.C., where he worked in the office of a U.S. representative who shared his interest in education reform.

A third-year student, Fox says, "I think the Cal Poly motto serves true in this program—it's extremely valuable to 'learn by doing' in Washington. The opportunity to be where laws are being made and democracy is alive every day will help me be a more informed citizen. I want to bring back this invigorated sense of democratic responsibility to my fellow students at Cal Poly because I know a lot of them are uninterested in or disillusioned with politics."



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Florence Tartaglia

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Marisa A. Tedone-Teel & Kelly A. Teel  
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Megan L. Worthington  
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Kathryn J. & Henry C. Yao  
Nicole B. & Theodore B. Yuen  
Jacqueline R. & Daniel T. Zaida  
Colleen & Kaslon Zoller  
Diane D. Zundel

\* Deceased

## THE CLA CELEBRATES TWO OUTSTANDING ALUMNI

### HIROKI ASAI 2010 HONORED ALUMNUS

Hiroki Asai (ART '92) has been named the 2010 Honored Alumnus for Cal Poly's College of Liberal Arts. Asai, Apple Computer, Inc.'s executive creative director of graphic design, supervises more than 200 artists and designers who are responsible for all of the packaging, retail store graphics, Web site, online store, direct marketing, videos and event graphics for Apple's international market. His creative team is the only one of its size that designs, produces and engineers a company's communications work—from every creative discipline—in house.



Asai has received a variety of honors and awards. The most notable are from *I.D. Magazine*, *Communication Arts*, Art Directors Club, *BusinessWeek*, *CreativeReview London*, Art Directors Club Japan, Cannes, and the coveted Black Pencil Award for Apple's interactive Web site from Design & Art Direction in London.

Asai is being honored not only for his personal achievements, but also for his continual commitment to current Cal Poly students. CLA's Art & Design Department Chair **Sky Bergman** says that Asai's assistance to students has been invaluable.

Besides assisting the department with placing photo student interns at Apple, Asai has also been instrumental in the recent computer lab upgrade by helping Bergman obtain 28 new 27-inch iMacs, a purchase which provides Art & Design students with the computing power to create substantive projects using the latest design software.

"And every year he generously hosts a day-long conference about new Apple products for the department's senior students," says Bergman.

### PAUL L. COUSINEAU 2009 HONORED ALUMNUS

Paul L. Cousineau (GRC '85), director of innovation and continuous improvement for Dow Jones (publisher of the *Wall Street Journal* and *Barron's*), was named the 2009 Honored Alumnus. He has also been executive vice president of the world's largest graphic arts research association, the Technical Association of the Graphic Arts (TAGA), which represents an industry with approximately 1 million employees that serves the interests of more than 10,000 member companies.



"Paul has been a great help to the GRC advisory board on matters concerning the publications industry, the industry's diversification into online delivery systems and GRC curriculum," says GRC Department Chair **Harvey Levenson**.

As one of the leading production and printing experts in the newspaper industry, Cousineau has developed several unique technologies currently employed in daily print production. Two notable technologies are closed-loop ink control and the bi-directional ink key mapper. Both innovations control the ink density on printing presses.

As a strong advocate for Cal Poly, the CLA and GRC, Cousineau has hired Cal Poly grads, served as a guest lecturer, provided contract research and rallied industry and individuals in support of the department and the university. Cousineau credits much of his industry and personal success to the lessons learned during his time at Cal Poly.

"Cal Poly's philosophy of 'learn by doing' has helped me professionally and in my personal life. It taught me that it's okay to dig into work firsthand so that I can continuously improve myself at a more fundamental level," says Cousineau.

**Editor's Note:** Every year at Homecoming the university recognizes an individual from each of the seven academic colleges. The Honored Alumni Award was established nearly 40 years ago as the highest honor bestowed by the Alumni Association upon alumni who have achieved a high level of career success and influence stemming from their education at Cal Poly.

## ADVANCEMENT DIRECTOR'S MESSAGE

After reading through the remarkable stories in this magazine, I am again reminded why Cal Poly has earned its enviable reputation as a premier comprehensive polytechnic university.

It takes thousands of people to build such a distinctive learning community. In the College of Liberal Arts, our success is driven by a community of faculty and staff who share a commitment to academic excellence and student success, provide hands-on experiential learning opportunities both in and out of the classroom and offer the kind of cutting-edge disciplinary and interdisciplinary courses that result in a rich academic experience for our majors—among the brightest, most academically motivated across the state and beyond—while enriching the broader polytechnic environment. These success factors help develop the kind of whole-system thinkers, professionals and leaders who can truly change the world.

You are a part of this picture. Our alumni, parents and friends have the power to shape the college's future. Private investment strengthens our culture of collaborative learning and provides vital resources for maintaining our proud learn-by-doing tradition. The special buildings and spaces so essential to the modern learning experience are only visions until supporters help make them reality. Your support helps shape lives. Thanks to the generosity of so many of you, more than 100 liberal arts students are aided and recognized each year through scholarships and awards.

We are highly sensitive to the difficulties of the current economy and recognize the thoughtfulness with which you make your charitable decisions. That is why I am especially grateful to announce that, thanks to thousands of donors like you, approximately \$1.7 million in private investment was contributed to the College of Liberal Arts during the past fiscal year, July 1, 2009 to June 30, 2010. These gifts—whether given as an annual donation, an endowment, special equipment or through an estate plan—represent a shared value in the Cal Poly experience and recognition of our university's unique potential as a premier comprehensive polytechnic university.

Thank you for supporting our mission. Through your actions, you serve as role models for the kind of resourceful professionals and responsible citizens we want our graduates to become.



### **Eileen E. Joseph**

*Director of Advancement and College Relations*

E-mail: [ejoseph@calpoly.edu](mailto:ejoseph@calpoly.edu)

Phone: (805) 756-5722

College of Liberal Arts

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Cal Poly

San Luis Obispo, CA 93407

CLA Advancement Web site:

[cla.calpoly.edu/cla\\_advancement\\_givingback.html](http://cla.calpoly.edu/cla_advancement_givingback.html)

### **Estevan Andrade**

*Assistant Director*

CLA Advancement

E-mail: [eandrade@calpoly.edu](mailto:eandrade@calpoly.edu)

Phone: (805) 756-1612

### **Elizabeth G. Rivera**

*Administrative Support Coordinator*

CLA Advancement

E-mail: [egrivera@calpoly.edu](mailto:egrivera@calpoly.edu)

Phone: (805) 756-7022



COLLEGE of LIBERAL ARTS

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## ro·bot

Created by Art & Design Professor **John Mendenhall**, who taught from 1980 until his untimely death in 1999, this image represents the mixture of technology with art. A collector of society's cultural artifacts, Mendenhall was a teacher, author, sculptor, painter and graphic designer. This piece, included in "John Lives On," a posthumous exhibit of his works shown in the Dexter Gallery in 2000, is still on display in curator **Jeff Van Kleeck's (Art & Design)** office.



## COLLEGE OF LIBERAL ARTS

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