

Fall 2010

# Robert E. Kennedy Library Annual Publication 2010-2011

Robert E. Kennedy Library, California Polytechnic State University - San Luis Obispo

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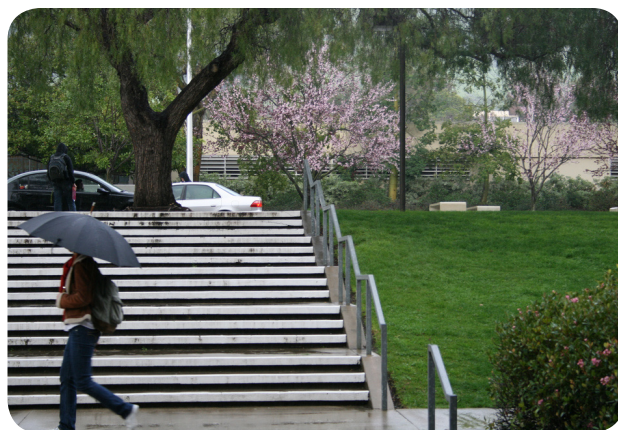
2011

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## Editor's Note



I hope you enjoy this update on the Kennedy Library. If you have questions or comments, please feel free to contact me at (805) 756-7367 or [rparks@calpoly.edu](mailto:rparks@calpoly.edu)

**Roseann "Rosey" Parks**

*Director of Library Advancement*

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## *Greetings from the Dean*

This year marks the 30th anniversary of the Robert E. Kennedy Library. The current building was dedicated on April 2, 1981. So much has changed for libraries during that time!

We are a field that has totally reinvented itself due mainly to the advances in computer and communication technologies. In a very real sense, the library never closes now and our resources are available to Cal Poly faculty and students anywhere in the world because of our ability to use our digital resources over the network. You can even ask reference questions 24/7.

In Kennedy Library, we contribute to our students' learn-by-doing education in many ways. Our librarians dedicate themselves to teaching the skills to navigate and evaluate the world of information on the web, in government documents, journals, books and the media. We create spaces where students can collaborate, and we provide access to the technology and the services to be successful. We help to create the habits to keep up with one's field and thereby teach the skills necessary to be a lifelong learner.

This year the Kennedy Library proudly accepted responsibility for the Osher Lifelong Learning Institute (OLLI). OLLI offers a range of learning opportunities for seniors in the San Luis Obispo region. As the new home for OLLI, we welcome our neighbors to join us in the never-ending quest to learn about the world around us.

As we look to the coming year, we see a range of challenges before us. The faculty and staff of the Kennedy Library remain as committed as ever to helping Cal Poly students of all ages succeed in their quest for knowledge. Throughout the year we'll be looking for opportunities to celebrate our 30th anniversary. Please join us.

A handwritten signature in black ink, reading "Michael D. Miller". The signature is fluid and cursive.

Michael D. Miller  
Dean of Library Services



## Kennedy Library Creates Leadership Council

### Warren Sinsheimer, Chair

**W**arren Sinsheimer, Attorney and Co-founder, *Sinsheimer Juhnke Lebens & McIvor*. Sinsheimer is past president of the San Luis Obispo County Bar Association, former chair of the Estates and Trusts section of the San Luis Obispo County Bar, and former chair of the Trusts & Estates Section of the State Bar of California. He is a fellow of the American College of Trusts & Estates Counsel.

Sinsheimer was a founding director of the San Luis Obispo County Community Foundation and president of the Foundation for the Performing Arts Center from its creation in 1986 until 1996. The San Luis Obispo Chamber of Commerce named him its Citizen of the Year in 1994 and the San Luis Obispo County Bar Association awarded him the John Seitz Award for Community Service in 1995. Cal Poly awarded him the President's Arts Award in 1994. He is currently a member of the Board of Directors of the Cal Poly Foundation.



"Being a member of Cal Poly's Library Leadership Council is an eye-opening experience. In this era of electronic media and declining use of traditional library materials, students from all across the campus use the library more than ever. It is exciting for us as volunteer leaders to help the Kennedy Library serve Cal Poly in innovative ways."

Warren Sinsheimer

Sinsheimer received his bachelor's degree in history from the University of California at Davis and his law degree from Boalt Hall School of Law, University of California at Berkeley.

### Marilyn Edling

**M**arilyn Edling, Retired Vice President, *Enterprise Storage and Servers, American Region, Hewlett-Packard Company*. Edling held a number of positions over her 16 years at HP, ranging from vice president of the Enterprise Storage and Server business for the Americas to world wide general manager for the

UNIX server and workstation supply chain. She joined HP when the company acquired Apollo computer.



Before joining Apollo Computer, Edling reported to the CEO of a privately held manufacturing company and was responsible for strategic planning. She has also done extensive business and financial consulting for Fortune 500 companies. Edling currently serves on the board of Rain Bird Corporation, a privately held international sprinkler and irrigation company, and on the Foundation Board for Cal Poly.

She holds a bachelor's degree from Boston University in history; a master's degree in Middle Eastern Studies from Harvard University; and a master's degree in business administration from MIT.

## Christine Young

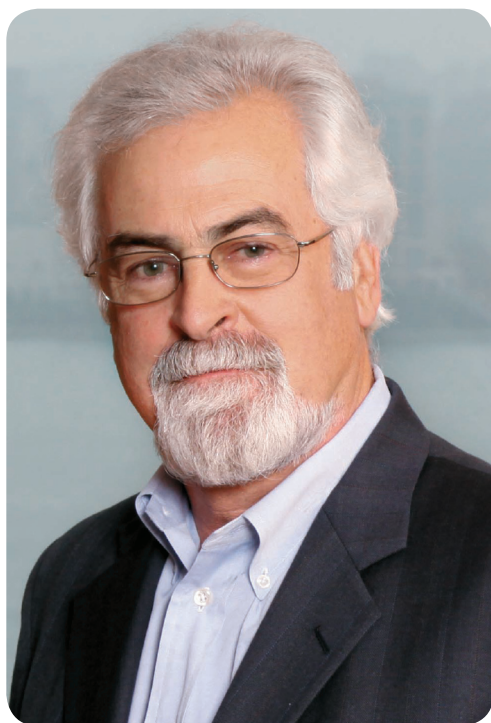
*Vice President, Century Tubes, Inc.* Young served in several capacities at Cal Poly, including the Cal Poly Alumni Association Board, the Parent Program Advisory Council, and on Centennial Campaign committees.

As the mother of three, Young has been very active in many philanthropic organizations raising awareness and donations for children with disabilities, families in need, environmental issues and especially, education in San Diego. Young served on the Board of Trustees for the Bishop's School in La Jolla for seven years and remains involved as a member of the Head of School Trust as well as the past parents group.

Young is a graduate of Cal Poly with a bachelor's degree in history. The family's strong ties to Cal Poly include both a husband and son who are Cal Poly alums.



## Meet Our Founding Members of the Council



## Peter Booth Wiley

*Chairman of the Board, John Wiley & Sons.*

Wiley has served on Wiley's Board of Directors for twenty-five years. He has worked as a magazine and news service editor, journalist and newspaper columnist. His writings have appeared in dozens of newspapers and magazines.

Wiley is the author of five books, all of which focus on the American West and the Pacific Basin. He also serves on the boards of directors of the University of California Press, the Northern California Chapter of the National Association of Corporate Directors and the Friends of the San Francisco Public Library.

Wiley received his bachelor's degree in English literature from Williams College and his master's in United States history at the University of Wisconsin.

## Did you know?

The Library Leadership Council was formed in 2009 to support the Library in its mission to provide unparalleled library and information services to the students and faculty of Cal Poly.

Follow the lead of the Zarrinkelk family and support a LibRAT (see page 13)

## *LibRATs Are on the Loose*



### *What's the recipe for a LibRAT?*

- 1 Start with a bright, motivated student who cares about other students,
- 2 Introduce that student to the wealth of library resources and services, then
- 3 Station that student in a residence hall to provide peer reference service to other students.

Students like to learn from and share with other students. This principle is at the core of the LibRAT Peer Reference Program, inaugurated in spring 2010 by College Librarians Frank Vuotto and Brett Bodemer. In partnership with University Housing, this innovative program optimizes the peer-to-peer dynamic by providing reference service outside the confines of the Kennedy Library, reaching students where they live.

For the LibRATs (Library Research Assistance Technicians), the position is a triple boon. As a paid position, it helps defray the high cost of education. More importantly, the continuous training improves their research skills and has direct applications to their own coursework. According to LibRAT Mary Stirchak, a sophomore in Modern Languages and Literature, "I like being a LibRAT because I get to learn how to be a better researcher, which helps me immensely with my classes."

More importantly, being a LibRAT also fosters social skills and a sense of community. "One of my favorite parts about being a LibRAT," Stirchak said, "is being able to help people. I feel like this part of the position is really rewarding."

To learn more about the program, go to [lib.calpoly.edu/librats](http://lib.calpoly.edu/librats)



## *New Student Advocacy and Advisory Council Formed*

A diverse group of 12 student advocates and leaders came together in April 2010 to forge an important link between the Library and its largest constituency: Cal Poly students. The founding members of the Student Library Advisory Council included representatives of Associated Students, Incorporated (ASI), and the Student Campus Computing Committee, several Kennedy Library student assistants and other graduate and undergraduate students from programs across the university.

Meeting throughout the spring, the founding Council members provided key input for the Library's strategies for informing students about Library services. The Council chose to focus on improving the Library's web site, advocating for items such as clear paths from the home page to information about Library study facilities. Their input resulted in many fresh web site features,

including a new "Study Here" tab, highlighting information about the Library's collaboration rooms, quiet study areas, and more.

"The insight and enthusiasm of the students in the Council is exactly what the Library needs," said Anna Gold, associate dean for public services.

"We are always listening to students, through our surveys and interactions with individuals. And this Council serves as a voice for all students, adding a whole new dimension to how we can work with the student body at Cal Poly."

The 2010-2011 Council members will be meeting weekly throughout the year to carry out their mission to help educate students about Library benefits for students; advocate for strong services; and help improve the quality of the facilities, services, and resources that support students at Cal Poly.

### *Learn More*

For more information, go to [lib.calpoly.edu/slac](http://lib.calpoly.edu/slac)



*Council Members Spring 2010*

# Celebrating 30 Years of

The Cal Poly campus changed dramatically in 1981 with the addition of the five-story Robert E. Kennedy Library, which replaced the older and smaller Dexter Library (1949-1980).

The new library was named after Cal Poly President-Emeritus Robert E. Kennedy, who spearheaded the effort to bring a new library to the Cal Poly campus. Having held library administrative responsibilities from 1943-1947, President Kennedy recognized the importance of a larger and more comprehensive library.

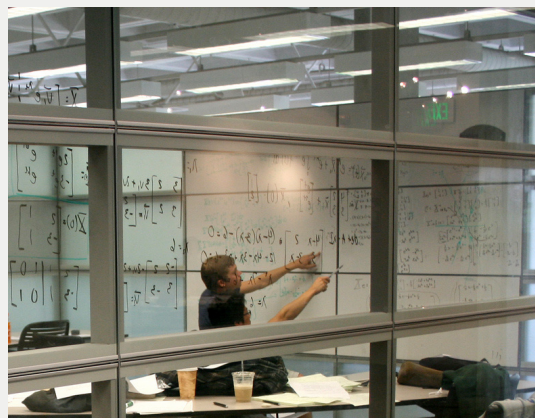
At the library dedication ceremony on Thursday, April 2, 1981, past and present Cal Poly presidents Kennedy and Warren J. Baker spoke in front of a crowd of Cal Poly students, faculty, staff, and visitors. Kennedy remarked that the dedication day was “a special day to recognize the essential function of a library in the educational process, whether it be a little struggling school as Cal Poly was in 1940 or a university with a great reputation—as Cal Poly is today.”



Robert E. Kennedy, 1946  
University Archives

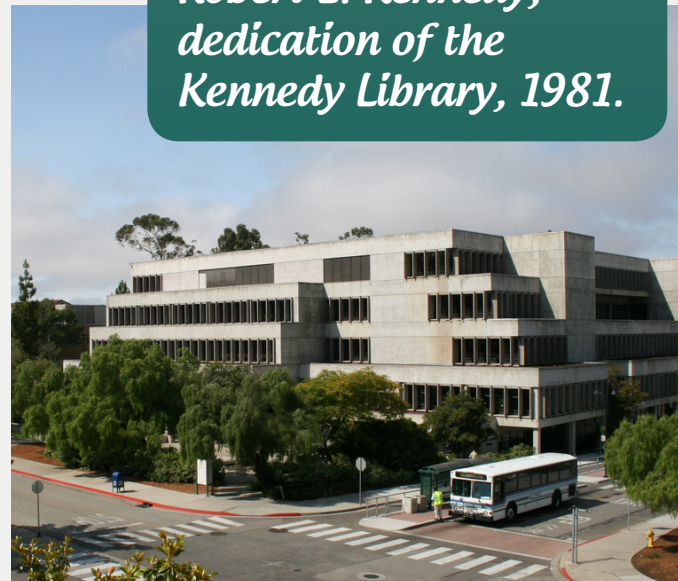


University Archives 1981



*“I have high hopes that under the able administrative guidance of President Warren Baker, the reputation of Cal Poly will be further enhanced, and it will become a truly great University and a great University Library.”*

*Robert E. Kennedy, dedication of the Kennedy Library, 1981.*





# of the Kennedy Library



University Archives 1981



University Archives 1988



University Archives Architect's Rendering

"Today, the Kennedy Library strengthens Cal Poly's learn-by-doing philosophy," said Dean Michael Miller. "Utilizing the Library's collaborative learning environment, students work in teams, address critical issues, and solve challenging social problems."

## Cal Poly President-Emeritus Kennedy Visits Library



"It's nice to be back in the Library," said Kennedy.

"Things certainly have changed, and it's nice to see the students."

Last May, "Reading in Public" stationed a vintage typewriter in the Kennedy Library second floor cafe as part of the "Typing in Public" community event. The owner of that typewriter, President-Emeritus Robert E. Kennedy, sat just feet from it as students contributed to the collaborative public writing project, typing on a machine that was more than 30 years old.



## *Learn by Doing: Cal Poly Students Redesign the Kennedy Library Atrium*

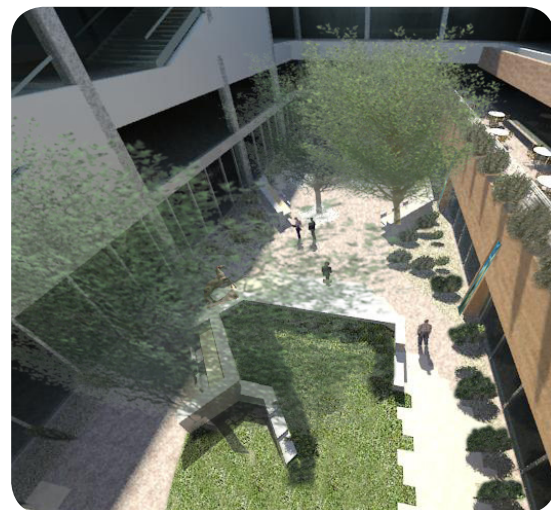
**D**uring the spring 2010 quarter, 13 students worked with Kennedy Library Dean Michael D. Miller and Library staff to redesign the Library's central, outdoor atrium. The students were enrolled in a unique interdisciplinary project delivery course offered by the College of Architecture and Environmental Design (CAED) and led by Landscape Architecture instructor David Watts, licensed landscape architect, and Construction Management instructor Nick Watry, licensed architect and engineer.

The course offered students the opportunity to engage in a learn-by-doing project for a real client, from initial design to construction. Throughout the 10 week project, they worked as a team: a team of architects, landscape architects, structural engineers and contractors.

Students representing several CAED majors listened as Dean Miller conveyed his vision for the Kennedy Library Atrium. The goal was to change the underutilized area, built 30 years ago, from "tired" and "stressed" planting to a "green oasis." The new design should make the area more conducive to use by students and the entire university community.

Proposed design features included additional seating and better lighting, more electrical outlets and wireless computer connections, and small group gathering spaces. As with all Cal Poly spaces, the new design and construction needs to be sustainable and apply LEED standards.

Like any project, the design had a few complications, team breakdowns, and went a little over budget. But, that's part of the learning process. The feedback from all individuals involved was very positive, including students who said this was one of their best educational experiences at Cal Poly.



As the project continues, students are preparing a set of construction documents, will secure appropriate permits from Facilities Services, and build the project.

### *Side Note*

The Atrium will be constructed utilizing private funds. To find out how you can help, contact Rosey Parks, director of library advancement at 805 756 7367.

# Osher Lifelong Learning Institute Offers Enrichment for Older Adults



Classes, conversations and an array of adventures — that's what awaits you as a member of the Osher Lifelong Learning Institute (OLLI). As a new member of the Kennedy Library family, OLLI presents many interesting and engaging lifelong learning opportunities to the Central Coast community age 50 and older.

Bernard Osher provided endowment funds to universities across the country for the purpose of making academic and community learning opportunities available to adults living nearby. His generous philanthropy gave Cal Poly the chance to create and initiate an educational program of highly regarded subject matter, both academic and community oriented.

Over 35 programs were offered this fall. "The San Luis Obispo community expects available learning opportunities in a wide variety of topics. In the future, OLLI will add new dimensions to its program, including "tracks" to break down a complex subject across terms," said Doris Derelian, OLLI program director. "Another new OLLI change will be personal development offerings on such topics as writing one's memoirs and getting published."

Library patrons are encouraged to investigate all OLLI has to offer. Two levels of membership are available. Membership benefits may include the Performing Arts Center, Sports Events, El Corral Bookstore discounts and, of course, library privileges so vital to a lifelong learner.

## Side Note

Get involved with OLLI this year. Contact Doris at [ollidirector@calpoly.edu](mailto:ollidirector@calpoly.edu) or 805-756-5776, or check us out at [www.ollie.calpoly.edu](http://www.ollie.calpoly.edu).



## Gifts Help Support the Kennedy Library

Private gifts provide Cal Poly and the Kennedy Library with vital resources for maintaining our learn-by-doing tradition. You can help shape the future of the Kennedy Library through a single contribution, an endowment or a planned gift.

Current tax laws provide incentives to encourage private support of organizations like Cal Poly. Strategic selection of the most appropriate gift vehicle can lead to a far more significant contribution to Cal Poly than you ever envisioned.

The Kennedy Library greatly appreciates our donors, and wants you to hear from a few of them. Here is why these individuals decided to invest in the Library.

### Match Your Gift!

Will your employer match your gifts to Cal Poly?

Hundreds of corporations support employee philanthropy with a matching gift program, and some companies will even match gifts from spouses and retirees.

Find out more:

Giving Web Site: [giving.calpoly.edu/matching](http://giving.calpoly.edu/matching)

Matching Gifts Specialist: Linda Stark

[lstark@calpoly.edu](mailto:lstark@calpoly.edu)  
(805)756-2713

## Meet Jerry Veiluva, Arch'69 Architect and Vice President, Hayashida Architects

Jerry Veiluva credits his Cal Poly education with giving him the opportunity to study in the Department of Architecture with some of the best professors in the nation and to succeed as an architect. "I greatly valued my education, and knowing how state budgets affect education, I felt a responsibility to give back to the university that had given me so much."

In considering a gift to the Library, Veiluva talked with Library staff and did some research on the web site. "What a wonderful resource for students — one-on-one research assistance and research guides created by college librarians, online tutorials, exhibits and science cafes for students and the community, and overall support for our academic programs," he said.

The charitable gift annuity provided a vehicle for Veiluva to contribute to the library, and it also offered numerous tax benefits. In addition to his life income gift, Veiluva is a supporter of the Department of Architecture.

### Learn More

Support our "Most Wanted" adding electronic and printed resources to our collection.

In recognition of your support, your name will be listed in the online catalogue: [lib.calpoly.edu/mostwanted](http://lib.calpoly.edu/mostwanted)





## Meet Carol and Jay Devore

### *Professor-Emeritus and former Chair Cal Poly Department of Statistics*

Jay and Carol Devore established the Devore Endowment for Statistics Collection to benefit both the Library and the Statistics Department. Administered through the Kennedy Library, this endowment was developed to help acquire statistical materials and information resources for the department. "It is difficult to keep up with the cost of new materials, and we want to provide those materials to our students and faculty."

"The library is my favorite part of a college campus, and it is often undervalued," said Devore. "As a faculty member, I served multiple terms on the University Library Committee, working closely with Cal Poly librarians. These interactions gave me additional insight into the needs of and problems faced by the Library."

In addition to the Kennedy Library, the Devores support the Joyce Curry-Daly Scholarship Endowment in the Statistics Department. They are also donors to Cal Poly Arts and will co-sponsor the production of the Philharmonic of Poland next March. "We understand firsthand the needs of nonprofits, and the importance of outside funding, as our daughter managed a small non-profit in New York City."



Honor a loved one with a named endowment or other naming opportunity. Endowments can support students, collections, and programs.

## Meet the Zarrinkelk Family

### *CPA, Zarrinkelk, Kashefipour & Co.*

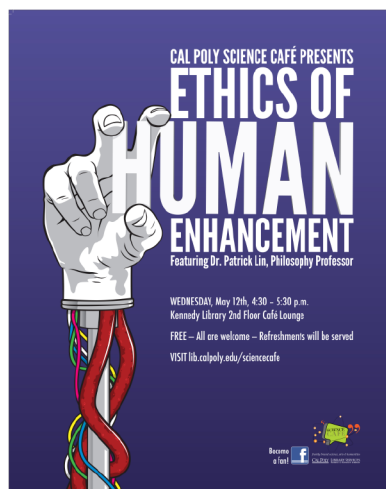
Majid and Sohaila Zarrinkelk appreciate the education their son, Yasha, is receiving as a civil engineering student, both through his classroom experiences, as well as his involvement in extracurricular activities. As a result, they funded the Zarrinkelk Family Scholarship which benefits a student in the College of Engineering.

Deciding to support library student assistants was a natural addition to their giving plan. They chose to support the new Library Research Assistance Technician (LibRAT) program by creating a named position. "The LibRAT concept of training students as researchers and helping others is an ideal way to teach them the importance of giving back," said Zarrinkelk.



"As the first generation of immigrants from Iran, the idea of giving back to the society that has given us everything is a priority. Educational institutions are the training grounds that allow our children to grow and succeed. What could be more important than giving to these institutions?"

# Science Café Grows on the Central Coast



What do risk taking, garbage and Jurassic Beer have in common? They have all been topics presented through the Cal Poly Science Café, sponsored by the Kennedy Library.

Science Café, part of the international movement Café Scientifique, is a forum for interdisciplinary science inquiry through conversation-based learning about science and technology issues. Kennedy Library's Learning Commons is home to the program, which is the only Science Café on the Central Coast. Programs have also been held at off-campus sites such as the Exploration Station in Grover Beach and SLO Brew in San Luis Obispo.

Guided by philosophers, biologists, engineers and economists, Cal Poly Science Café fosters community dialog and inquiry in informal venues. Cal Poly students play a large role in producing and marketing each program, including creating the signature posters for each event. Future programs will expand students' roles in planning and production.

Building from the program's successful launch in 2008–2009, Dean Michael Miller said, "We continue to gather learners of all types — students, faculty and community members — to our eclectic and fun talks on science. The program grows in popularity each year."



## Explore with Us!

Science Café is open to the community. Peruse archived events, information and photographs and more online.

Web Site: [lib.calpoly.edu](http://lib.calpoly.edu)  
Facebook: [facebook.com/calpolysciencecafe](https://facebook.com/calpolysciencecafe)  
Our Blog: [science-cafe-calpoly.blogspot.com](http://science-cafe-calpoly.blogspot.com)

For more information contact Cynthia Perrine at (805)756-7549 or [cperrine@calpoly.edu](mailto:cperrine@calpoly.edu)

## Cal Poly Science Café

Freshly brewed conversations in a casual environment, inspiring inquiry and nourishing community

## SUPPORT THE ROBERT E. KENNEDY LIBRARY

Please use my gift for the following purpose:

- ☐ Library Building Transformation Fund
- ☐ Library Student Assistant Fund
- ☐ Library Collections
- ☐ Innovation Fund for Technology
- ☐ Robert E. and Mary Kennedy Endowment
- ☐ Area of Greatest Need

☐ Please contact me to discuss how I can help the Library.

### DONATION INFORMATION

☐ Enclosed is my check payable to The Cal Poly Foundation.

Please charge \$ \_\_\_\_\_ to my

☐ AMEX    ☐ DISC    ☐ MC    ☐ Visa

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

### YOUR INFORMATION

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### WORK INFORMATION

Your gift may be matched by your employer.

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### SEND YOUR CONTRIBUTION

Online at [www.giving.calpoly.edu](http://www.giving.calpoly.edu)

Over the telephone by calling (805) 756-6448

Mail your contribution to Robert E. Kennedy Library

Advancement Office

1 Grand Avenue, Cal Poly

San Luis Obispo, CA 93407-0600

## Your Contributions Help

*Thanks to our Cal Poly parents and friends who honored their college students through a gift to the Kennedy Library.*

**M**ike and Linda Anderson honored their son, Andrew, who served as a library student assistant for five years and graduated in June 2010 in aerospace engineering. "Andrew has worked hard all five years he has been at Cal Poly, both academically and job-wise. We are very proud that he is our son."

**L**eann Miller, Cal Poly parent and alum, honored her son, Jimmy (AgBus 2009). "Jimmy has exceeded our expectations in everything he has accomplished. We are extremely proud to be his parents."

**A**nna Gold, associate dean for library public services, gave a gift in honor of library student assistants. "Library student assistants are integral to the library's relevance and excellence. I am constantly amazed by their energy, fresh perspective, teamwork and talent."





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