Inside this issue:
Celebrating Achievements
Ray Hartman: Honored Alumnus
1st Generation Endowment
Remembering Susan Currier
...and more
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: tsanfilip@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

Director of Advancement and College Relations
Eileen E. Joseph

CLA Public Affairs
Terry J. San Filippo

Design
Dore Davis Design

Editing
Jo Ann Lloyd/Cal Poly Public Affairs
Hanson Writing & Editing
Debra L. Valencia-Laver
Diana Weston-Dawkes

Photography
CLA Archives
Patrice Engle
Brian Lawler
Rene Lowe Photography
Karen McLain Photography
Colleen Rosenthal Photography
Terry J. San Filippo
University Archives, California Polytechnic State University

Printing
University Graphic Systems

Updated information on the College of Liberal Arts is available online at http://cla.calpoly.edu

College of Liberal Arts

Dean's Message 3

Celebrating Achievements 4
~ CLA Marks Milestones and Plans for the Future
~ Journalism and Graphic Communication
Observe Anniversaries

Honored Alumnus: Ray Hartman 9

Honor Roll 10

Endowments 19

Dean's Advisory Board and Dean's Council 21

Student, Faculty and Staff Awards 22

Faculty Profile: Patrice Engle 23

Remembering Susan Currier 24

Advancement Director's Message 27

Contributors:

On the Cover:
CLA's faculty and staff celebrate with Dean Linda H. Halisky and Associate Dean Debra L. Valencia-Laver at the September 2006 unveiling ceremony of the new College of Liberal Arts sign, designed by Katherine McCormick [ART]. (Photo by Rene Lowe [ART '04])
As spring turns to summer, we are reminded not only of the passage of time, but of the renewing potential of such passages. This year the College of Liberal Arts celebrates a number of milestones—some indicative of what can be achieved through the good shepherding of our challenges and gifts over time, some giving us the opportunity to embrace the potential for new directions such milestones may inspire. For both kinds we are grateful.

Apropos of the first category, this year marks the 90th anniversary of the publication of a college newspaper on the Cal Poly campus. What we know and love as the Mustang Daily has for 30 years been the only full-color daily college or university newspaper nationwide produced and printed entirely by students on campus. This academic year also marks the 60th anniversary of CLA’s Graphic Communication Department, one of the most highly regarded departments of its kind in the country, and the 10th anniversary of the CLA Living and Learning program in Trinity Hall, which was started in 1996 by Susan Currier, our former and much loved associate dean.

Signaling the second category is the establishment—for the first time—of a sign identifying and underscoring the prominence of the College of Liberal Arts on the Cal Poly campus. This attractive affirmation of our “identity” on campus is more than symbolic, though, for with it also comes a stronger sense of cohesion between and among all of the university’s colleges, and a clearer and more open acknowledgment of the importance of the disciplines in the College of Liberal Arts to the education of the “whole human being” we wish each of our students to become.

As we seek to embrace new possibilities we are turning to our newly re-structured Dean’s Council and Dean’s Advisory Board, whose joint mission is to aid, foster, encourage and promote the role of a liberal arts education at Cal Poly. Our goals, though formidable, are more easily attained through the leadership of our friends and alumni. Our hopes for this coming year include enhancing college diversity through scholarships, such as the newly established 1st Generation Scholarship Endowment and the Susan Currier Memorial Endowment. We are also working to raise the visibility of the college and enhance the quality of its programs through an emphasis on the liberal arts as the cornerstone of the sort of interdisciplinary education today’s graduates require.

In acknowledging these various milestones we look back to measure our growth and success over time, and we also look forward, focusing ourselves anew on the exciting possibilities our future affords. From the vantage point of this particular “present,” our future, I am happy to report, has never looked brighter.

My very best wishes to you.

Linda H. Halisky, Dean
LIBERAL ARTS AT CAL POLY
Leadership and Legacy

"As always, at the heart of our endeavors is securing the continuing excellence of our students and faculty."

~Dean Linda H. Halisky

Milestones of the College of Liberal Arts

1901 The California Polytechnic School is established.

1903 English composition, physical geography, and history and government are key courses in the curriculum.

1904 The Debate Club is formed, winning a silver cup in its first series of debates.
The "liberal arts" have consistently enjoyed a presence at Cal Poly. However, early on they were largely limited to lower-division offerings in the most "practical" rather than "philosophical" traditional liberal arts fields, as well as in some disciplines not normally considered liberal arts at all. Many people inside and outside the university interpreted the language of California's Education Code to mean that most liberal arts disciplines should never grow into majors in their own right at Cal Poly and that the least "practical" of them required no presence on the campus at all. The change in name of the unit in 1962 to the Division (and later the School) of Applied Arts affirmed this sentiment. English was the only traditional liberal arts major in the School of Applied Arts, and the Music program, which had no major, was the only other traditional liberal arts discipline. However, in 1970, the year in which Jon Ericson assumed leadership of the school, it underwent another name change to the School of Communicative Arts and Humanities. In the same year, speech and history became majors, and art, foreign language, and philosophy departments without majors were introduced. In the early 1980s a separate Division of Social Sciences dissolved, and its major programs in political and social science moved into the School of Communicative Arts and Humanities.

Some of Dean Ericson's most significant legacies at Cal Poly affirmed the importance of the more "philosophical" of the liberal arts for the rest of the campus. The first was the creation of the London Study Program, open to all Cal Poly majors in the spring of each academic year. The increasing number of study-abroad programs flourishing today is a strong testament to the importance of culture and international experience in undergraduate education even—perhaps especially—at a polytechnic university. The second was the establishment of a lecture series, later named "The Lyceum," sponsored by the school for the entire campus. It demonstrated the need for dialogue between the arts and sciences, on one hand, and the professional and technical fields, on the other, on some of the most complex problems (e.g., the environment) and opportunities (e.g., information technology) confronting California, the nation and the world.

Each member of the sequence of new leaders beginning at the end of the 1980s stamped the college with a distinct signature. Acting Dean Glenn Irvin pushed the majors in the college to think in terms of the traditional breadth more characteristic of liberal arts education rather than the high-unit majors more characteristic of Cal Poly. Dean Sidney Ribeau promoted a greater focus on diversity at the university by bringing ethnic studies back into the curriculum. Acting Dean Harry Sharp helped to steer the school through California's extended budget crisis in the early 1990s. With the closure of the School of Professional Studies and Education, three new programs were added to the newly renamed College of Liberal Arts: Graphic Communication, Liberal Studies, and Psychology & Human Development. Then, even as the state pulled out of recession, Dean Paul Zingg helped position the college relative to its various stakeholders for improved public relations and the cultivation of private revenue streams. State formulas no longer distinguished between more and less expensive modes of instruction, and Cal Poly launched a centennial campaign on its 100th anniversary to maintain the intensive learn-by-doing tradition of labs, studios, activities, independent study and internships so important to its traditions and the success of its students.

Dean Harry Hellenbrand arrived in 1998, picking up where several of his predecessors left off. He guided the college's development of polytechnic curricula. While the liberal arts comprise the core of almost all American universities, Cal Poly's College of Liberal Arts has long included in its program mix a share of polytechnic or professional programs. Journalism and Graphic Communication are examples, as are Child Development and Art & Design. The rapid evolution of
Cover Story

computer technology has led even the more "philosophical" liberal arts programs toward niches particularly appropriate to the technical mission of the university. For example, Art & Design has pooled resources and expertise with the College of Architecture and Environmental Design to create courses in rendering, modeling and animation. The English Department for many years housed an interdisciplinary Technical Communication program. Child Development teaches all its majors to design and generate electronic interactive learning materials for young children. Technical theatre is an important component in the college’s theatre major.

And now, guided by Dean Linda H. Halisky, several new initiatives are under way. Innovative new programs at both the undergraduate and graduate level are being developed that emphasize cross-disciplinary collaboration among a number of the disciplines within the liberal arts and between the liberal arts and the professional disciplines within other Cal Poly colleges. At the undergraduate level, new interdisciplinary minors in Latin American studies and Asian studies are being launched, as is a long-awaited major in comparative ethnic studies. And, for the first time in the university’s history, a fully joint degree—a B.A. in liberal arts and engineering studies—is being proposed through an exciting and highly creative collaboration among colleagues in the College of Engineering and the College of Liberal Arts. In 2006, the college inaugurated not only a new M.A. in history, but a professional master’s-level degree program in public policy as well, and is currently exploring the possibility of developing an additional master’s program in new media arts, which will graduate design specialists capable of harnessing the burgeoning promise of present and future technologies.

Along with innovative changes in its programs, the college is also seeking to upgrade some of its facilities: remodeling or renovating core spaces in the Graphic Communication Building, creating more efficient working environments for faculty and students in Art & Design, and completing a new, state-of-the-art studio for the campus radio station, KCPR. The college is engaged in raising the private money necessary to augment state support for the renovation and expansion of the 50-year-old Davidson Music Building, which, when completed, will house the performing arts majors in music and theatre and the minor in dance, as well as provide the space and equipment to support various emphases in new media arts.

As always, at the heart of our endeavors is securing the continuing excellence of our students and faculty. To this end the college continues to engage new means of supporting its students—like its 1st Generation Initiative and scholarship endowment and its ongoing commitment to its Cal Poly Scholars program. Dean Halisky is committed, as well, to increasing both internal and external support for faculty professional development, and is asking assistance from alumni and friends currently working in close contact with individual departments to help them address the particular needs of their students and faculty with creative and progressive solutions.

As the College of Liberal Arts looks toward 2008 and beyond, it faces multiple challenges, some common to other colleges of liberal arts, others unique to Cal Poly. They include a need to better comprehend the diversity of the Earth's peoples, the continuing integration of the "philosophical" and the "practical" knowledge in the university's curricula, and enhanced support to promote excellence in both student learning and faculty development. Addressing them will fuel the intellectual life of the college for some time to come. Although additional challenges will no doubt confront us, the college has a healthy store of resources to help us meet them: from our past—a foundation laid by courageous deans and outstanding faculty and built upon by distinguished alumni and generous friends; in the present—a leadership team committed to addressing complex problems with meaningful solutions that bridge the arts, humanities, social sciences and technology; and for the future—an ambitious vision that will inform and inspire the best in all of our students.

1914
The first regular classes in music are offered.

1915
Spanish, the first foreign language course, is instituted.

1916
The Polygram begins a campus newspaper, published bi-weekly.

1916
The Academics Department for college preparatory work is added to the three original departments: Agriculture, Engineering-Mechanics, and Household Arts. The Academics Department, under the direction of Margaret Chase, houses programs in English, mathematics, physical geography, music, chemistry, physics, and U.S. history.
Cover Story

Journalism and Graphic Communication Departments Commemorate Anniversaries

The 2006-2007 academic year is a banner year for both the Journalism Department—whose student newspaper, the Mustang Daily, turned 90—and the Graphic Communication Department, which celebrated its 60th anniversary. Student printers began publishing the first campus paper in 1916, and collaborative efforts between the two departments are still going strong today.

In her tribute article in the paper's 90th anniversary special edition, Emily Rancer (JOUR), current Mustang Daily editor-in-chief, writes that The Polygram (precursor of today's Mustang Daily) was "four pages and contained no actual news—but published short stories, jokes, announcements and personals. The personals were quite different from ones you'd find on Match.com. For example, the first of three listed was "'Nick" Gates and "Plakie" Kellogg were pleased to receive a visit from their folks last week."

Rancer also reports that student Raymond Harr is credited with creating The Polygram, which was "published once every two weeks," in 1916. In that first edition, Harr described the newspaper as the "official organ of the Student Body and every member should help to boost it." Rancer believes that simple philosophy is the cornerstone of the Mustang Daily today. Past and current editors, reporters, journalism professors and students have molded the paper into an award-winning publication that continues to be honored annually for its editorial, advertising and, now, Web-design content. The Daily is still the only college newspaper in the nation that is reported, edited and published entirely by students on a university campus.

University Graphic Systems (UGS) is a student-run printing company that is associated with the Graphic Communication Department and Cal Poly Corporation. Besides printing the Mustang Daily five times a week, UGS prints the Cal Poly Corporation's annual reports and a variety of other print projects for the campus, including the College of Liberal Arts Magazine.

Matt Hensch (GrC), UGS sales manager, says, "Our customers receive quality products and services while supporting the broader Cal Poly philosophy of learn by doing. At UGS, students are..."
Cover Story

preparing for careers in the graphic communication industry with year-long assignments as print estimators, sales personnel and production managers.”

Hensch continues, “Most of our printing equipment, paper and inks are donated by leading industry companies. We recently received a new Heidelberg four-color Speedmaster CD 74 printing press valued at $1.55 million. This press will greatly improve our capabilities while educating students on the latest technology available for sheet-fed printing.”

Anniversary events included an International Graphic Arts Education Association (IGAEA) conference in July-August 2006 and the “Reunion of the Decades” in October 2006. The 60th anniversary International Printing Week Banquet was held in January 2007 and the 60th anniversary Distinguished Scholar Lecture Series will span winter and spring quarters. Highlighting the year-long celebration is a $2.5-million endowment fund drive for which $1-million has already been raised.

As part of its anniversary celebration, the GrC Department has published a commemorative book titled 60th anniversary graphic communication department 1946 to 2006. The 64-page book, produced under the direction of Professor Brian Lawler (GrC ’76), chronicles the department’s development. (See page 7 to order.)

The College of Liberal Arts proudly congratulates both departments on the milestone achievements that exemplify the college’s long-running commitment to Cal Poly’s learn-by-doing philosophy.

GrC students show their appreciation for the newly donated Heidelberg Speedmaster CD 74. Installation began in December 2006 and the machine was dedicated Jan. 25, 2007 by James Dunn, president of Heidelberg US. Students include (left to right): Ashley Whelan (Granite Bay), Jacqueline Paschall (Pleasanton), Kellan Didier (San Luis Obispo), Cindy Feng (San Jose), Nicole Willett (Moorpark), Ashley Sexton (San Diego), Stephen Heraldo (San Jose), Cecilia Chen (Los Angeles), Jonathan Reimers (San Jose), Noah Simmons (San Luis Obispo), Lauren Barker (Morro Bay), David Wong (Piedmont), Matt Hensch (Canyon Country), Jorge Vega (Carpinteria), Anffliee Christman (San Ramon), Sabrina Domine (San Mateo) and Valerie Sison (Livermore).

1928
The orchestra is formed.

1930
The state legislature stops enrollment of women students to reduce facility and curriculum costs.

1932
The Academics Department is eliminated due to school reorganization.

1933
Julian A. McPhee is appointed president.

1933
The first Poly Royal is held.

1936
Harold P. “Davy” Davidson joins Cal Poly, starts the Music program, and teaches music, English and psychology.
Ray Hartman Named 2006 Honored Alumnus

The College of Liberal Arts is proud to announce Ray Hartman as our 2006 Honored Alumnus. Hartman graduated with a degree in graphic communication in 1979. He is the former Group Executive Vice President for Manufacturing Technologies and Engineering for RR Donnelley/Moore Wallace, a Fortune 500 company that is one of the world's largest print providers, with more than 50 facilities and 33,000-plus employees across the globe. Previously, he worked in management positions at World Color, Heidelberg Harris Corporation, Penn Lithographics, Heidelberg West, Harris Graphics Corporation and Eastman Kodak. Hartman also serves on the Graphic Communication Department's advisory board. He lives in Chicago.

Hartman has many fond memories from his time as a Cal Poly student, several involving his work on the old News King press. He and his fellow students learned how to handle the challenges of newspaper production on an aging web press, and, in spite of occasional equipment difficulties, managed to print a daily newspaper as well as publications for Poly Royal. The News King was eventually replaced with a Goss Community press as the department grew in sophistication. Hartman still visits Cal Poly on occasion, sharing his experiences with soon-to-be GrC graduates. "I tell them about what to ask their potential employers—the things you don't read about in textbooks!"

Each year, Cal Poly honors seven individuals, one from each of the university's academic colleges, who have achieved a high level of career success and influence stemming from their education at Cal Poly. The Honored Alumni Award, established more than 30 years ago, is the highest honor bestowed upon university alumni by the Cal Poly Alumni Association. All Honored Alumni are invited back to campus for Homecoming each fall to be recognized by their former departments and colleges, the Alumni Association and the university.

Ray Hartman, 2006 CLA Honored Alumnus

Past Awardees

Fran (McIntyre) Durekas HD (2005)
Mary Crebassa SCON ’79 (2003)
Lee Sapaden POLS ’72 (2002)
Peggy Peterson SOCS ’59 (2001)
Mary LaVenture JOUR ’77 (2000)
Mark Coudray GRC ’77 (1999)
Barbara Raines JOUR ’93 (1998)
Nevada Barr ENGL ’74 (1997)
Brian Lawler GRC ’76 (1996)
Mary Harris POLS ’80 (1995)
Ralph Hinds JOUR ’63 (1994)
Robert Coltrin ART ’86 (1993)
Paul Simon JOUR ’73 (1992)
Dorothy Newell JOUR ’77 (1991)
Robert Leveque GRC ’77 (1991)
Honor Roll of Donors

College of Liberal Arts Honor Roll of Donors

CLA recognizes the following supporters for their generosity and leadership. The Honor Roll is compiled from donations made during fiscal year July 1, 2005, through June 30, 2006. Omissions may be the result of donations being recorded outside this fiscal year.

$50,000 and above
Hewlett-Packard Company
M.D. Anderson Foundation

$20,000 - $49,999
Evelyn M. & Arlene B. Chandler
Michael R. Cunningham Sr.
R.R. Donnelly & Sons Company
M. Robert & Maggie Leach
The Leach Family Foundation
Christopher Alvis Madison
Southern Graphic Systems

$5,000 - $19,999
Anonymous Donor
Linda A. Bell
Catalyst Paper (Canada) Inc.
George & Janice A. Clucas
Fram M. & Ty Dunke
Nancy M. Edgell
Nancy M. Edgell Trust
Electronics for Imaging
ExactBlind/We Inc.
Fidelity Charitable Gift Fund
Grauer Education Foundation Inc.
Richard A. & Sonnda S. Hasknow
Diane M. Hatcher
Brad & Sue Herman
Paula H. & Daniel R. Howard-Greene
Ink Systems Inc.
Imprint Corporation

$2,000 - $4,999
Adobe Systems Inc.
Agilent Technologies Inc.
Anonymous Donor
Linda K. Ashworth
Avalon Foundation
Carly Fitzsimmons & Warren J. Baker
Baldwin Technology Company
Richard Blake
Poor Richard's Press
Bose Paper
Judith A. Barner
Dianne M. Gallegos
Cathy D. Gausman
Pamela M. & Wayne L. Dewald
Ernest & Young LLP
Kevin M. & Julie E. Fals
Kathleen Feindt
Karen M. & Thomas J. Gallo
Roy & Jane Gersten
Ari & Gordon Getty
Ari & Gordon Getty Foundation
George A. Greene
Coss International America Inc.
Philip J. Harnwell
Katherine W. & Donald L. Harper
Randolph K. & Geraldine E. Jacobson
Marjory & Jack Lassen
Jasen Family Trust
Meg Johnson
Isocel Family Charitable Fund
Bernice B. Loughman-Nicholson & Loren C. Nicholson
Jerome E. & Cynthia A. Mason
Erasmo of Marilyn McDonald
Lisa K. & Dave Miller
Marilyn Greene
Philip W. & Putul & Andrea Sokolinski
PackagingARTS Inc.
Marcus C. Sandel
San Luis Obispo County Community Foundation
Scherer-Throop Corporation
Smith Barney Charitable Trust Inc.
Deborah B. & John A. Spataro
Moon Max Jamb & Paul T. Suh
John C. Suen
University of Tri-State
Isabell J. & Osuna S. Uyeda
Ardie A. & Diana D. Vahle
Karen L. Voss

$1,000 - $1,999
Afghan Women's Assoc. of S. California
David W. Aston & Sharen K. Dave-Ashton
Auran (Linda A. & Lyn C. Baker)
David Bedell
Donald & Linda A. Blank
David B. Camp
Patricia W. & Richard R. Debelnik
Evelyn DeFristo
Elma & Evelyn DeFristo Trust
Linda DeFristo
John W. Edelman & Yuenne Hau Edemsten
Craig R. & Katrina M. Evans
John M. Fasone
Adrienne T. Fessel
Eric & Mark B. Frielink
Frank P. & Luan V. Frusciano
John L. Furtado & Maria T. McCullough
Katherine W. & Edward R. Game
Greenprint-Adjusters International Inc.
James M. & Joanne A. Hahn
Raymond M. Harmann
Chris Hillman & Connie Rappas Hillman
The Hillman Revolving Trust
H. Craig Hines
Lawrence D. Houlgate & Renee C.
Houlgate-West
Helen R. Johnson
Kris V. Johnson
Maria L. Junco
Larry W. & Tammy Koh
Margaret K. Kim
Knup Construction Inc.
Leslie A. Lueder
Richard Lea III
Bryan Lech
Michael R. & Pam Malkin
Susan A. & Paul A. Mattrocchi
Janet M. McWilliams
Monroe Graphic Service
Keith E. & Loraine T. Nielsen
Dartce N. Nishihara
Nishihara/Kilgore Design Incorporated
Peggy & Gerald R. Peterson
Print & Graphics Scholarship Foundation
ReachOut Afghanistan
Susanne J. Randell
Rotary Club SLO Charities Inc.
Sherry A. Santiago
Gregory J. & Deborah R. Schulte
James N. & Sarah R. Shelton
Paul C. & Janet C. Siebert
John G. Soderstang
Douglas C. & Pamela A. Souls
Keith B. Steinberg
Technology/CIS
Time Warner Inc.
The Art of Robert W. Firestone
Wells Fargo & Company
John Wiley & Sons Inc.
Claire N. Wolfenden

$500 - $999
3M Company
Amazon Inc.
Mark Anthony Printing Service
Anonymous Donor
Bank of America Corporation
Dorothy C. & Michael D. Bertsch
Linda K. Bowman
Daniel E. & Laurie Brees
Jon S. Brooks
Gail M. & Robert A. Brown
Nicholas T. Bruno
Linda A. Calhoun
Vincent O. Carlo
Mary R. Cebessa
Jana Mosig-Zostal Canoe & Jim Cini
Chungpan & Sunse Doh
Tina L. Duncan Goodpin
Edison International
Jon M. & Amy K. Erickson
Estate Financial Inc.
Gerald F. Farnell Jr.
Joanna Frawley
Irene K. Gallicchio
Gannett Foundation Inc.
Bob E. & Duejomi Garrett
Graphics Outsource Network
Lillian L. & Gordon Gong
Mike & Deb Griffith
Bradley R. & Trudy C. Griggs
The Hucko Foundation
Linda H. Hulsey
Timothy C. Harris
Timothy Hults Design
Hunts & Brothers MFG Company Inc.
Joseph P. & Susan N. Healy
Emmet Hernandez
Hershey Foods Corporation
Kathleen M. Heiler
Mark A. Hei
Tyler J. Hocevar
William L. Jacot
Karen L. Joseph
Sherry W. Kang
Anne E. Kelly
David E. & Elizabeth Keleger
David A. Landeck
Kermit & Richard Leslowski
John B. & Kathryn E. Lowe
Phyllis Madonna
Madonna Inn
MAN Roland Inc. of North America
Clifford D. McGuire
Steven D. Menick
Carl E. Meyers
Dodd W. & Rebecca M. Miller
Christopher K. Mockley
Elizabeth M. Notter
Northern Graphic Systems Corporation
Opus Lowen Morris
Kathleen W. Purnell
Partner Reinsurance Associates Inc.

1947
The newly organized Science and Humanities Division offers B.S. degrees in life science, mathematics, urban education, physical science and social science. The departments comprising the new Science and Humanities Division are Education, English, Health & Physical Education, Life Science, Mathematics, Music, Physical Science, and Social Science.

1947
The California Polytechnic School is renamed California Polytechnic State College and begins offering graduate programs in education.

1947
The Counseling Center is established.

1950
Cal Poly is California’s only college offering a four-year B.S. degree in agricultural journalism, which is established to meet an underserved need in the journalism field.
Cal Poly reorganizes itself into three divisions: Agriculture, Engineering and Liberal Arts. The new Liberal Arts Division comprises majors in agricultural journalism, biological sciences, mathematics, physical science, and social science. Its programs are Education and Psychology, English and Public Speaking, and Health and Physical Education (with a major in Physical Education).
The Michael Cunningham Graphic Communication Endowment

Industry and Education Partnerships: A Winning Solution

As a leader in the graphic communication industry, Michael Cunningham had heard of Cal Poly's reputation in graphic communication education as one of the best. But it wasn't until he moved to California and joined the Graphic Communication Department through CLA's Professor of Industry program that he could see firsthand how Cal Poly excels in preparing students for the communications industry.

Cunningham was the founder CEO and president of Cunningham Graphics International (CGII). Recognized as one of the fastest-growing companies in the graphic communication industry, CGII grew from an operation with one press and 11 employees in 1989 to 18 production facilities globally, over 1,700 employees worldwide and revenues of approximately $185 million by 2000, when it was acquired by Automatic Data Processing Corporation.

In addition to lecturing on international industry, entrepreneurship and his own professional history, Cunningham helped launch "East Meets West," a collaborative relationship between Cal Poly's Graphic Communication Department and New York University's Graphic Communications Management and Technology program. The new initiative is designed to attract the best and the brightest of the undergraduate world and offer them graduate education among industry leaders. Internships are also offered.

Because education has had such an impact on his life, Cunningham wants to "pass it on." He founded the Michael Cunningham Graphic Communication Endowment to influence the education of Cal Poly's Graphic Communication students in perpetuity. He believes that the only way to compete globally is through a systematic, meaningful education. He also thinks that his investment makes a lot of sense from the industry perspective, as the funds will be used to help educate future leaders in the international communications industry.

Michael Cunningham believes the way to compete globally is through education.

---

1952
The music program's Glee Club produces an album at its Home Concert.

1952
"General education" is now being used to describe the liberal arts requirements in all B.S. major degree programs.

1956
The Liberal Arts Division is renamed the Arts and Sciences Division, and Cal Poly welcomes women students again.

1956
The social science major offers an Introduction to Philosophy course.
Honor Roll of Donors

The Barbara M. Jones Music Scholarship

An Eternal Tribute to a Timeless Value

Connie Jones Pillsbury knows about the value of achievement through perseverance. She understands the value of a good education and how a passion for music can give joy to both young and old. She knows because she learned it from her mother.

Pillsbury's mother, Barbara M. Jones, was born Jan. 1, 1917. With limited financial means, she pushed herself to excel as a student, graduating in 1934 as valedictorian at Long Beach Poly High. She received a full scholarship to the University of Redlands, majoring in French with a minor in music, and graduated in 1938 with high honors. There she met her husband of 57 years, John B. Jones, a business major. She received her high school teaching and guidance counseling credentials from the University of Southern California and went on to teach high school music, French and Spanish and become a guidance counselor at Sylmar High School.

Jones' keen intellect made her a lifelong supporter of education. Her children, grandchildren and music students benefited from her dedication, talent and influence. She and her husband assisted all four of their grandchildren financially through college, including three at Cal Poly. An accomplished pianist, she taught piano at home while raising two children in Ladera and participated in many choirs and singing groups. She was also an enthusiastic supporter of the Cal Poly choirs, attending many concerts throughout her last six years while living in Los Osos near Pillsbury and her husband, Norman Pillsbury (a professor in Cal Poly's Natural Resources Management Department). Jones especially liked to attend the wind orchestra and jazz concerts while her grandson, Justin Jones (MU '01), studied percussion. She found that the Cal Poly choir concerts far exceeded many of the performances she had seen in Southern California.

Barbara Jones passed away with her family around her in December 2006, but her dedication to excellence in music and learning will continue. Connie Jones Pillsbury established an endowment in her mother’s name that will provide scholarships to future generations of music majors.

Barbara Jones and her daughter, Connie Jones Pillsbury

Patricia R. & Robert D. Peterson

The Law Corporation-Robert D. Peterson

Kristina L. & Willmar H. Pierce

Ann M. Platz

Scott P. Proctor

Valerie A. Prudelle

Wick A. & Paul R. Rober

Edgar D. & Dianna M. Pressel

Dirk Pressel Land Development Services

David M. & Carrie A. Pooley

Michael J. & Valerie A. Povilus

Kevin D. Pratt

Premier Color Graphics Inc.

George & Patty Prunty

Russell M. Pyle

Louanne & Gerald H. Quilici

Christine & Paul C. Randel

Patricia A. Rarig

Raytheon Company

Jack K. & Danya Rector

Antoinette D. & David C. Reilly

Linda C. Renna

Jennifer L. Reivers

Amy L. & Ron Richardson

Michael R. & Richard J. Rejda

Miki Riles

Karen A. & Stanley R. Roberts

Tracy H. & Gerald M. Roberts

Paul V. Robinson

Wayne C. & Joyce M. Robinson

Patsy R. & Arthur W. Ronet

Anne A. & Theodore Rose

Miracle R. Roselle

Mike R. Ross

Macy W. & John Roussin

Steven A. & Deanne Ruginski

A. M. Ruggles

Ray G. Rubesky

Brian C. & Laura Sakamoto

Dorothy L. & Lise Paul

Kimberly A. Rubel

Joseph R. Sanchez

Carla D. Sanders & James R. Harrison

Lee J. Saputo & Ana Narine

Geraldine H. & Henry Sawyer

Fred C. & Pauline H. Schack

Walter F. Schroeder

Candy & Glenn L. Schultz

Scripps Howard Foundation

Chris B. & David B. Scalise

David R. & Julie A. Scan

Eric F. & Linda S. Sennemeyer

ServiceMaster by Lawson

Judith D. & Ken Stidler

Patricia A. & Thomas J. Stuehling

Sheffield House

Loraine M. Stullman

Sandra M. & William M. Stuehling

Carol J. Stulka

Edward H. Stutt

Victoria A. & Charles F. Smith

Michael A. & Susan C. Solisszari

Barbara A. & Singlehord

Spectrum Designs Inc.

Russell K. & Laura L. Stone

Stephen C. Stauer

Stageway Strategic Marketing

Robert & Luba Staller

Barbara J. & Curtis L. Stallings

Cheryl K. Stathel

Margaret B. & Steve A. Sterfield

Louise & B. W. Stone

Allison C. & Brian C. Stenmark

Deborah A. & Ralph D. Strauss

Cynthia F. Stine

Donald J. & Susan S. Swezcek

Allen K. Stygich

Tal-Len Music

Patricia D. Taylor

Janet M. & Thomas E. Teachers

The Chubb Corporation

The Wondershop

James C. Thompson

John E. & Laura I. Thompson

Marshall D. & Joyce M. Thompson

Anne C. & Norman Tiber

Edison Inc.

Chris A. & Jeanine C. Tien

Joseph L. & William C. Trussell

Rainer R. Tuba

Kirsten S. & Steffen W. Tubb

Douglas E. & Martha C. Turner

Fredric M. & Dorothy A. Tuzio

Chalmers V. & Gerald L. Umansky

United Systems Inc.

United Way-California Capital Region

Alan M. & Karen W. Urban

Randal E. & Donna van Dam

Pamela A. & Brian L. Volk

Thomas A. Viney

Judith C. & Larry E. Vivian

Dave D. Walker

Vernette L. Ward

Diane & Thomas C. Weiberg

Robert E. Weier

Bert T. & Manda M. Weiden

Gary L. & Richard L. Welch

Weidlich Media Inc.

1962

The Philosophy and Social Sciences departments are now in the Applied Sciences Division. Courses include history, political science, geography, sociology and the social sciences.

1962

A minor in music is now offered.

1963

The Computer Center is established.

1964

English offers a major.

1966

Robert E. Kennedy is named president as Julian McPhee ends his 33-year tenure. ➤
1967
The Cal Poly curriculum is reorganized into four units: the schools of Agriculture, Engineering, Applied Arts, and Applied Sciences.

1967-M.S. degrees are granted.

1967-E1 Mustang changes its name to Mustang Daily.

1967-68
The designation “foreign languages” is used to describe the French and Spanish courses offered in the English & Speech Department. Elementary and intermediate courses in French and Spanish are offered.

1968
The Printing, Engineering & Management Department is renamed the Printing Technology & Management Department.
Honor Roll of Donors

1968

The Technical Journalism Department is renamed Journalism.

1968

The Student Production Team—later named University Graphic Systems—is founded.

1969

The Applied Arts Division is renamed the School of Applied Arts, offering majors in: business administration, child development (new), English (formerly English & speech), home economics, journalism, physical education and printing technology & management.

1968

K CPR, the Cal Poly radio station, makes its debut.

1968

An M.A. in English is offered.
Honor Roll of Donors

1969
Interdisciplinary ethnic studies courses in anthropology, art, economics, education, English, foreign languages and geography appear in the university catalog.

1970
The Cal Poly curriculum is reorganized into seven units: the schools of Agriculture and Natural Resources, Architecture and Environmental Design, Business and Social Sciences, Communicative Arts and Humanities, Engineering and Technology, Human Development and Education, and Science and Mathematics.

1970
The School of Communicative Arts and Humanities now houses the following departments: Art, English, Foreign Languages & Linguistics, Graphic Communications, History, Journalism, Music, Philosophy and Speech. Bachelor's degrees are offered in English, graphic communications, history, journalism and speech.

1970
Jon Ericson is named dean of the School of Communicative Arts and Humanities. 

Lynn A. & William F. Rodheim
Charles E. & Kristin M. Reisch
Meredith Olive Rowe
Rosalie A. Rowe
Rachel F. Rupert Garcia
Janice A. Rush
Veron G. Rush
Patricia M. Ryan
Donna J. Saccio
Judith L. & Garyon Sackett
Delbert L. Sanz
Cynthia M. & George R. Salcido
Minta M. Saldivar
Kathleen L. & Vernon A. Salzar
Dudyl. Salzman-Savicker
Rick W. & Ceri L. Sanford
Rebecca M. & Meynardo M. Sangalang
Maria L. Santiana
Alexandria D. Santos
Jeffery A. & Tracy L. Savage
Dorothy A. & John P. Sargente
David C. Schaufus
Catherine A. Schaefer
Mary J. Schaller & Jeff Ballinger
Susanne L. & John Schlikker
Jason M. & Rhianonn G. Schmidt
Wendy M. Schmidt
Gina M. Schmitz
Emily A. Schoeneid
Carol A. Schott
Gregg R. Schruder
Richard P. Schumacher
The Charls Schwab Corporation
Carie L. Schwartz
Gwen W. Schwartz
Matriew S. Schwartz
Craig W. & Nancy K. Schweickard
Kenneth M. Schwiesow
Kelly A. Schotten
Dan L. & Paul L. Seidle
Amy E. & Michael J. Senega
Eрика A. etnion
Steven W. Soybold
David A. Sade
Lisa E. & Nicholas R. Shaffer
Brian R. Shipe
Steven B. Sheldon
Lori L. & Timothy Shelley
Blair K. & Ernest D. Shervin
Mary E. & Stanley Sternew
Kathleen S. & Michael R. Shimek
Jane A. Shoemaker
Barry D. Shout
Pat Sibley
David A. & Candy Sincerity
John V. & Sheryl Silva
Honor Roll of Donors

Cora & Vernon H. Simon
V. H. Simon Printing
Scott E. Simon
Kurt L. & Rosalie Simrock
Theresa A. & Kevin R. Sinclair
Tiffany L. Singh
Stephen W. & Marya C. Skak
Kimberly P. Sliger
Daniel F. Smith
Deborah C. & Randall M. Smith
Elaine & Thomas G. Smith
Hilary L. Smith
Jama M. Stoddard
Levente R. Snyder Churchill
Un H. & Anthony W. Sorvetti
Nicole C. Sottile
Denise & Timothy M. Sossa
Anne H. & Matthew E. Spaulding
Bernard M. & Nancy W. Speckman
Christina M. Spedel
Cynthia L. Spilberg
Tedd S. Spina & Lisa Nyquist
Carl K. & Janice L. Sack
Martha E. & Ronald K. Stahl
Allan L. Stanley
Leanne M. Steiner
Jon K. & Tracy D. Stevens
Milan S. & Virginia M. Stiefel
Jodi D. & Marc L. Stein
Michael P. Stein & Sinja C. Vriend
Franzine A. Stewart
Julie A. Stewart
Belinda J. & Gary B. Stannigan
Gary B. & Pamela S. Stonenger
Barbara L. & George S. Studwyk
Melissa L. Stort
Patrick M. Sullivan & Judy Rooback
Shawnara Sullivan
Sullivan & Associates — A Law Corporation
Diane M. Supple
Richard D. & Stephanie A. Sutton
Helen R. & Russell C. Swaggon
Cliff L. & Jane Swanson
Joan F. Tabb
Donna M. & Peter Tabone
Elene L. & Alan Talbot
Don & Ramona Talley
Teresa M. & Michael P. Blackwell
Kathleen E. Tanner
Joseph D. & Stephanie K. Tenica
Carol O. Tener
Jan E. Tivas
Dorothy J. Taylor
Gail S. Taylor & Walter B. Clark
George L. & Joycyn M. Taylor

Gina M. & Daniel S. Taylor
Pamela R. Taylor
TEC The Environmental Collaborative
Peter L. & Sandra M. Tellier
Terra Soi Garden Center Inc.
Laurie M. Terry
John K. & Sandra K. Threlfall
John L. Thiemann
Rachel K. & Scott W. Thoele
Anne L. Thomas
Mary & Roy A. Thomas
Mary E. Thomas
Nancy J. & John W. Thompson
Wendy E. Thompson
Valutherford S. Thompson
Rosemary E. Thorpe
Julie K. & Mark Tiptons
Maryly C. & Stephen Tilley
Elise K. Tobin
Joe & Michael R投保马
Alphonso A. & Mary C. Toop
Gary A. & Sandra F. Truey
Lace A. & Deborah A. Twarwe
Elisa A. Traves
Kaly & Thanas Trizos
Marina Tehranis
Daniel J. Tewe
Katherine L. & William R. Tuculer
Kim E. Turner
Melissa M. & Michael R. Udell
Karen L. Ullman
Dina S. Underwood
Brad & Nicki L. Underwood
Gene R. Underwood
Christopher D. Ugan & Eljoe E. Yabekos-Ungar
Tracy A. & Joseph A. Uitti
Roy J. & Virginia G. Urbach
Delores R. & Juan J. Urbe
Stanley G. Uhr
Laura J. & John M. Valley
Victoria A. Van Haarden
Kristi L. & Kea C. Vanderleyde
Julie A. Vankonyenberg
Joseph A. Vasquez
Eileen R. Viva
Robert J. Villanueva
Richard Peter P. Villegas
Jacob A. & Kaifia Vilkas
Mark A. Vohr
Fred L. Vrillon & Nancy J. Hought
Mark D. Wagner
Jeff & Mary Ann Wagner
Marlin & Richard E. Walker
Wilton P. Wallace & Evelyn Patterson
Eleanor D. Watt

Judith K. & Thomas P. Walters
Charles C. Wang
Po S. Wang
Hinew & Myra Wagner
Dennis A. & Joanne S. Ward
John D. & Shana C. Ward
Stacey H. Wayne
Lillian Wannmeke
Katharine E. Warren
Lisa A. & Michael O. Warren
Barbara C. & David O. Watson
David E. Watson
Robin L. Watts
Lisa D. WeBeta
Hilary Weisson
Greg & Monica Wexberg
Bennie S. & Henry Weldes
Peggy M. & Thomas B. Westberg
Jennifer L. Weston-Larsen & Robert L. Larsen
George R. & Bobbi L. Wheatley
Rebekah A. White
Kathleen A. White
Cynthia A. Wippig
Diane C. Wilcock
Annie E. & David M. Wilcofs
Leighton M. & Jean Willard
Christina R. Williams
Diane M. & Gary R. Williams
James B. Williams
Kevi Williams
Kurt L. & William
Donald A. & Joy C. Whis
Willaugh Ridge Ranch
Gary L. Wilson
Wyntche K. Werling
Raymond W. Winters
Susan M. Wintperg
Justin M. & Brenda K. Calhoun
Joan G. & Erik Wolfe
Charles S. & Susan K. Wood
David W. Woods
Katherine C. Worlfram
Mark A. & Jana Worr
Roy A. & Maurine Xavier
Kathryn J. & Henry C. Yao
Nicholas B. & Theodore B. Year
Jacqueline R. & Donald T. Zdola
Lloyd J. Zupta
Mary F. Zama
Eva M. Ziegler
Linda B. & Raymond F. Zucchi
Carleen & Robert Zwick
Monica L. & Pete E. Zucker

*Deceased

New ‘Alumni Online Community’ Coming to Cal Poly

Cal Poly has just announced its new Alumni Online Community. Expected to be launched in the fall and available to all Cal Poly alumni, the service is a way to stay connected to your college and department and other alumni in a secure environment.

Additional features available on the Online Community will be event announcements and registration, class notes, personal pages, athletic updates and message boards.

More information on the Alumni Online Community and how to register will be coming your way this summer.

Watch for details at www.alumni.calpoly.edu.

A Special Thank You to the Kennedy Library

The mission of the Robert E. Kennedy Library is to provide access to information and services critical to student success and faculty achievement. The library also promotes intellectual freedom and cultural diversity at both Cal Poly and in the greater community.

The College of Liberal Arts sends a note of sincere appreciation to Dean Michael O. Miller and the Kennedy Library for their excellent service. We feel they certainly honor their mission statement.

We would also like to thank Ken Kenyon, library assistant in the Special Collections and University Archives Department, for his outstanding assistance in providing us with documents and photos to share with our readers, particularly in this retrospective edition of the College of Liberal Arts Magazine.

1970
The School of Human Development and Education houses the following departments: Child Development, Ethnic Studies and Psychology. A B.S. degree in child development is offered.

1971
The first humanities class, Human Values in Engineering, is offered in the English Department.

1971
The Julian A. McPhee University Union is dedicated.

1972
Cal Poly’s official name is changed to California Polytechnic State University.

1972
A B.A. in political science is offered in the School of Business and Social Sciences.

1973
Liberal Studies begins an interdisciplinary program in the School of Human Development and Education.
Endowments

College of Liberal Arts
2005-2006 Endowments

Alice Parks Nelson Orchestral Endowment
Alice Parks Nelson Scholarship Endowment
Allen and Susan Minker CLA Endowment for Student and Faculty Collaboration
Ann and Gordon Getty Award Endowment
Astrid and Craig Russell Scholarship Endowment
Barbara M. Jones Music Scholarship Endowment
Bernice Loughran Richardson Arts Education Endowment
Bonnie Rice Scholarship Endowment
Bert and Wanda Wenden Graphic Communication Scholarship Endowment
Brian Dammeyer Pacific Printing Industries Endowment
Byzantium Quasi Endowment
CLA Faculty Development Endowment
Cal Poly Band Scholarship Endowment
Cellular One Scholarship Endowment
Charles L. Mazziotti Graphic Communication Endowment
Class of 1971 Trust Fund Endowment
Clifton Eby-Swarson and Pauline Thompson Swarson Endowment
Collegians Jazz Scholarship Endowment
Dan Krieger History Award Endowment
Daren E. Loyd Photography Scholarship Endowment
Denise Watters Art Award Endowment
Doc Stapleton Memorial Scholarship Endowment
Arlene and Everett Chandler Ethnic Studies Endowment
Ethnic Studies Scholarship Quasi Endowment
Emil J. Knaep Endowment
FANS/Kathleen Fusier Memorial Scholarship Endowment
FANS/J. Murray Smith Scholarship Endowment
Frank M. Paiva Endowment
George and Janice Clucas Scholarship Endowment
George Preu/Craftsman Press West Graphic Communication Endowment
Graphic Communication Student Enterprise Endowment
George C. Beatie Memorial Award Endowment
George Ramos Scholarship for Journalism Excellence Endowment
Gerry and Peggy Peterson Sound Design Endowment
Graphic Communication Endowment
Graphic Communication Scholarship Endowment Fund
Graphic Design Endowment in Art & Design
Greg and Jane Hind Scholarship Endowment
Greenberg Society Endowment
Guy H. Thomas Memorial Scholarship Endowment
Harold Gregory/Blake Printery Endowment
Ronald P. and Rosalie Davidson Award Endowment
Mark Apfelberg Graphic Communication Endowment
Man Veder Scholarship Endowment
Harold and Rosalie Davidson Memorial Music Scholarship Endowment
Ron and Katherine Harper Flexography Endowment
Hans, Harrelson, and Stanford Scholarship Endowment
Professor Henry Sharp Jr. Forensics and Speech Communication Endowment
Herb Kamin Scholarship Endowment
Janet Lee Memorial Award Endowment
Janet Lee Memorial Scholarship Endowment
Jay Curtis Memorial Program Endowment
Jay Grant Memorial Scholarship Endowment
Jim Hayes Journalism Scholarship Endowment
Joan P. Alexy Real Estate Endowment
John H. Lynn Political Science Award Endowment
John Mendehall Scholarship Endowment
John S. Mather Scholarship Endowment for College of Liberal Arts
John and Judy Doyle Endowment
Jon M. Ericsson Founders Scholarship for London Study Program
June King Mcfee Arts Education Endowment
K/P Corporation Endowment
Kodak Professional Photo Scholarship Endowment
Kristin King Mosac Scholarship Endowment
Carolyn and Larry Webb Music Scholarship Endowment
London Scholars Quasi Endowment
Lorin Russell Scholarship Endowment
Lucia Morrison Memorial Scholarship Endowment
Margaret & Herman Bender Music Endowment
Michael Cunningham Graphic Communication Endowment
Martha Michel Music Scholarship Endowment
Mary Lou Hughes English Scholarship Endowment
Michael Krohn London Study Scholarship Endowment
Moon Ja Minn and Paul F. Scher Dance and Music Award Endowment
Myrtle Edmond and Karen Joseph Scholarship Endowment
Music Department Memorial Award
Nina and James Mcbly Scholarship Endowment
Philip C. and Jean M. Haines Endowment
Pitman Company Graphic Communication Endowment
Ralph E. and Florence B. Welles Scholarship Endowment
Robert C. Betwesley History Department Endowment
Roger Siminoff Research Professor from Industry Endowment
Ronald V. Ratcliffe Award Endowment
Russell Cummings Engineering and Music Minor Scholarship Endowment
Scitex/Adobe Student Scholarship Endowment
Susan Conner Memorial Scholarship
Susan Conner Visiting Professorship for Teaching Excellence in the Liberal Arts
Sonia Sandow Memorial Dance Award Endowment
Sonia Sandow Memorial Modern Languages & Literatures Award Endowment
String Music Scholarship Fund Endowment
Terry Bell Faculty Development Endowment
Terry Bell/ColorGraphics Endowment
Teva Fund for Visiting Artists in Music
Tomczak-Carter Dance Scholarship Endowment
Virginia Polin Vocal Scholarship Endowment
Vocal Studies Scholarship Endowment
Wallace H. & Nina K. Garner Endowment
Ward J. Estelle Memorial Endowment

1973
Political Science becomes its own department in the School of Business and Social Sciences.

1977
The Division of Social Sciences is established, housing the departments of Political Science and Social Sciences.

1977
A B.S. in Applied Art & Design is offered.

1979
Ethnic Studies is eliminated as a separate interdisciplinary program.

1979
Warren J. Baker is named president when Robert E. Kennedy retires.

1981
The Robert E. Kennedy Library is dedicated.

1981
The Political Science and Social Sciences departments move to the School of Communicative Arts and Humanities.
Endowments

The 1st Generation Endowment

The challenges of heading off to college for the first time can be tough enough, but what if you were the first person ever in your family to face that daunting task? To help students succeed, the College of Liberal Arts, with the assistance of the University Diversity Enhancement Council and the Provost’s Office, spearheaded the 1st Generation Initiative in the spring of 2005 to promote support for students who are the first in their immediate families to attend and graduate from Cal Poly.

The goal of the 1st Generation Initiative is to help these students reach a new level of understanding about academic expectations and success. The program provides students with information about campus resources, opportunities to meet with other first-generation students, and forums—via student-led panels, email discussion groups, and an essay collection—for encouraging others to follow their lead.

Cal Poly Student Affairs reports that 27 percent of Cal Poly students are first generation. According to national studies, the greatest challenges faced by these students are cultural and financial. Attending college often represents a cultural shift from patterns established by family and friends. If one also comes to college with less financial support and the need to work two or three jobs to send money home or support oneself, as these students often do, the transition can be even more difficult.

“Education allows hopes to become realities.”

That’s why an anonymous donation of $30,000, which will provide scholarships in the amount of $1,000 per year for four years until the money is spent, has served as the starting point for an even more ambitious goal for the College of Liberal Arts: establishing a $700,000 perpetual scholarship endowment to provide $2,500 a year to support three CLA students for four years. So far, 40 faculty and staff in the college have donated over $7,000 toward the first benchmark—$10,000 to establish the initial endowment.

Professor Susan Duffy, chair of Liberal Studies and a first-generation college graduate, describes why she donated to the fund. “I strongly support this initiative because I remember how important it was to my father that I go to college and have a career.” She goes on to say, “I suppose I transfer what was his hope to other parents who want the best for their children in the same ways. Education allows hopes to become realities.”

Lee Sapaden (POLS ’72), a member of the Dean’s Council, is chairing the CLA 1st Generation Endowment Committee and is seeking additional volunteers. Sapaden, also a first-generation student, recalls, “It was not easy—new foods, being away from my friends, wondering how I would ever be able to pay back student loans and not having the presence of my family for moral support. Though I wouldn’t admit it at the time, it scared me.” Getting his college degree was a gift from his parents and for his parents. “For me, it was all about family. With my college degree, my parents, who worked hard and saved their money for my education, had their dreams realized.”

If you would like to share your first-generation college story, have questions about the CLA 1st Generation Initiative or Endowment, or would like to volunteer or contribute, please contact Eileen Joseph, CLA advancement director, at ejoseph@calpoly.edu.
Mary Crebassa

A Call to Stewardship

I believe in the law of karma—cause and effect, action and reaction. This was one of the reasons I was compelled to get involved with Cal Poly. I knew that I had taken full advantage of Cal Poly as a student, but when did I ever really give back after I graduated? Years had gone by and I was focused on family and career, yet my Cal Poly education continued to open many doors for me. I realized that without Cal Poly I wouldn’t be where I am today. At that point I decided I would become a steward of the university.

Like courage or compassion, stewardship is an inner disposition to act a certain way—to take care of a gift and share it with others. I look at stewardship in three ways: stewardship of time, talent and treasure. I make time to give back to the university that provided me with such a great education; I use my talent—my natural abilities—to strengthen the university and help others who desire to do the same; and I give a financial contribution—some of my treasure—each year to the university whose quality of education provided me with a solid foundation for success.

If you are not currently involved in Cal Poly or the College of Liberal Arts and you feel a calling to give back, this is a great opportunity to become active. Contact Eileen Joseph, director of advancement, at (805) 756-5722 and ask how you can provide support.

If you believe, like I do, that Cal Poly gave you a quality education at a reasonable cost and that it is important to take care of this gift of education so future professionals will also benefit, then won’t you consider becoming a steward too?

Mary Crebassa (SCOM ’79),
co-chair of the CLA Dean’s Council

Dean’s Board and Council Gather at Kick-Off Event

The CLA Dean’s Advisory Board and the CLA Dean’s Council at the October 2006 Kick-Off Celebration include (left to right): Lee Sapaden (POLI ’72), Robin Robinson (IE ’85, MU minor), Jerry Mason (SOCS ’65), Steven Merrick (POLI ’77), Dean Linda H. Halisky, Robert Mayhew (POLI ’83), Carl Meyer, Mary Crebassa (SCOM ’79), Phil O’Neil (ENGL ’82), Bob Garrett (PSY).

Those not pictured are: Linda Ashworth (BIO ’74), David Camp (POLI ’80), Matthew Edling (POLI ’02), Mike Griffith (HIST ’84), Mary Harris (POLI ’80), Michele Kirk, Loie Maxwell (ART ’94), Marcia Meier (JOUR ’78), Kristin Morana (HIST ’80), Peggy Peterson (SOCS ’59), Cliff Swanson (MU), Mary Stuart (ART ’87) and Bruce Thiel.

1986
A new School of Professional Studies and Education is formed, housing the following departments: Graphic Communication (B.S.), Liberal Studies (B.A.), and Psychology and Human Development (B.S. in human development).

1990
The last edition of the El Rodeo yearbook is published.

1990
The Theatre and Dance Department is established.

1990
The Ethnic Studies program is reinstated.

1990
The School of Liberal Arts adds minors in art, dance, history, anthropology and geography, theatre, and women’s studies.
Graduating Seniors Honored for Their Excellence

One of the highlights of every school year is the opportunity to recognize outstanding students. The College of Liberal Arts honored its outstanding graduating seniors at its year-end reception in June. Faculty nominated students in each of the CLA Senior Recognition Award categories. Faculty, student representatives and the associate dean made the final selection of award winners.

Andrea Bittick (PHIL '06) received the Senior Recognition Award for “Service to the Community” as well as the President's Community Service Award. Bittick lived in Ghana for two months, teaching preschool, and was so affected by her experience that she established a nonprofit organization benefiting the orphanage she visited.

Paul Goldberg (MLL '06) was awarded the CLA Senior Recognition Award for “Contribution to the Objectives and Public Image of the College” as well as the President's Community Service Award for his work with the Pismo Beach and Santa Maria fire departments. He taught Spanish to the firefighters and then rode along on fire emergency calls to facilitate the training taught in class.

Michael Joiner (MUL '06) was awarded both the CLA award for “Academic Excellence” and Cal Poly Arts' “Award for Service” for his role as student coordinator of an all-state high school music festival held during Open House. Joiner not only participated in community service, the wind orchestra, the symphony, the jazz band, and the brass ensemble, but graduated in four years magna cum laude.

Melanie Rhoads (POLI '06) was the CLA's 2006 recipient of both the college and the universitywide “Quest for the Best” awards. Interested in international as well as domestic issues, she was nominated based on her selfless community service when she brought the video “Invisible Children” to Cal Poly to raise awareness and money to improve school conditions in Africa.

Randy Scudder (ART '06) was the 2006 recipient of the CLA’s “Achievement in the Arts” award and Cal Poly Arts’ “Award for Service.” For his senior project, Scudder put on a two-day art show in downtown San Luis Obispo featuring paintings from his years at Cal Poly along with the art of three other students.

Leon Smith II (SOC '06) was the recipient of the 2006 CLA “Contribution to the Objectives and Public Image of the University” award. Smith dedicated much of his time to raising awareness of women’s issues and to groups such as the Cal Poly Multicultural Center, the Black Student Union, and the Social Sciences Club. He said, “Minds work best like parachutes—when they are open.”

Cal Poly Recognition Awards to CLA Faculty and Staff

**Cal Poly Distinguished Teaching Awards**
- Mary Armstrong, English and Women's Studies
- Michael Miller, Art & Design

**Cal Poly Distinguished Scholarship Award**
- Andrew Morris, History

**President's Community Service Awards—Faculty**
- Shawn Burn, Psychology & Child Development
- Susan Duffy, Liberal Studies

**President's Community Service Award—Group Accomplishments**
- Central Coast Center for Arts Education, Liberal Studies

**President's Diversity Award, 2006**
- Social Sciences Department

**The College of Liberal Arts Richard K. Simon Faculty Awards for 2005-2006**

**Outstanding Teaching**
- Mary Armstrong, English and Women's Studies

**Outstanding Scholarship**
- Craig Arceneaux, Political Science

**Outstanding Service**
- Jim Conway, Communication Studies

**The College of Liberal Arts Staff Awards**

**Continuing Excellence**
- Juana Minor, Dean’s Office

**Outstanding Achievement**
- Paul Bittick, Journalism Department

**Other Awards**

Cal Poly Faculty Woman of the Year
- Ronda Beamon, Communication Studies

CLA Student Council Faculty of the Year
- Robin Lewis, Psychology & Child Development
- Rachel Fern, Philosophy

Engineering Student Council's 2006 Outstanding Achievement in Teaching Award
- Melody DeMeritt, English

**1990**
The School of Professional Studies and Education offers a minor in gerontology.

**1990**
Sidney Ribeau is named the School of Liberal Arts dean.

**1992**
The Children's Center is completed.

**1992**
The M.S. degree in counseling is renamed an M.S. in psychology.

**1993**
The Graphic Communication, Liberal Studies, and Psychology & Human Development departments move to the School of Liberal Arts from the School of Professional Studies and Education.
Patrice Engle
Sharing an International Vision for Children’s Development

Many meetings with early childhood development leaders and government officials, hours of research for presentations and papers, and an impact on child development practices that is felt both globally and locally—that is the legacy of one Cal Poly professor’s work with UNICEF.

For the past seven years, Patrice Engle, professor of psychology and child development, served as senior advisor for UNICEF’S Early Childhood Development program, both in India and New York. Her responsibilities took her on visits to over 40 countries, including Bangladesh, Pakistan, Bhutan, Mozambique, South Africa, Kenya, Tanzania, Senegal, Malawi, China and Croatia, where she documented and studied early child care practices.

“We wanted to look at what can be done to improve conditions for young children in developing countries,” says Engle. “In many developing countries young children are not provided with services between their last immunization at age 1 to 1 1/2 and their entry into elementary school.”

She reports some success: “Now a few more countries, including Ghana, have active universal early child development programs.” In a continent where as many as half of the orphans are under the age of 12, services in Africa are beginning to reach younger children. For example, Swaziland, with UNICEF help, has developed neighborhood care points where children can receive food, support and an educational experience.

“It is important to remember that only 5 percent of the children born in the next five years will be born in the developed world,” Engle says. “Children the world over have the right to survival and development, and all of our efforts should be directed toward both of these goals,” she stresses.

In New York, Engle was responsible for coordinating actions in early child development through health, nutrition and education sectors in 158 countries. Along with Sally Grantham-McGregor of the University of London, she initiated and led the year-and-a-half long process of developing a series of three definitive articles on child development published by The Lancet in January 2007. She was lead author for a third paper, which focused on intervention programs. The papers were the result of a multidisciplinary, multi-site effort by a team of 21 authors from universities, agencies (WHO, World Bank, UNICEF) and foundations (Bernard van Leer) from a number of different countries.

Engle earned a Ph.D. in child development from Stanford University and has been a professor of psychology and child development at Cal Poly since 1980. She took a professional leave to join UNICEF for two years in 1999 as chief of child development and nutrition in UNICEF’s India office, but extended the leave and transferred to UNICEF headquarters in New York in January 2002 to head the agency’s Early Child Development Unit. She returned to Cal Poly in September 2006. In addition to bringing new theories and real-life examples to her classes in psychology and child development, Engle is co-teaching a graduate seminar on nutrition this spring with Mary Pedersen (College of Agriculture, Food and Environmental Sciences) and Peggy Papathakas (Food Science & Nutrition).

When asked how her experiences will affect her teaching, Engle replies, “The focus that I bring back to Cal Poly is that what we do has real consequences. It is our responsibility to be as wise and thoughtful as we can be about how to use resources well, but it can’t be done without respect for the people you are working with.” She adds, “I would love to be able to give students a sense of that urgency and reality.”
In Memoriam

Remembering Susan Currier

Susan Currier, associate dean of the College of Liberal Arts, passed away June 6, 2006, after a valiant battle with cancer. A memorial service to celebrate her life was held September 17.

Currier was a champion of the students she advised, giving counsel wisely and compassionately. She was an intellect who was never afraid to right a wrong. And she never lost her sense of humor about life. Once, when asked for a few words of inspiration to share with a graduating class, she immediately quoted Lewis Carroll’s “Jabberwocky”; “Oh frabjous day! Callooh! Callay!”

She began teaching in the English Department in 1980, where her specialization was women’s and modern British literature. From 1992 to 2005 she served the college as associate dean with a year’s leave in 1994 to work as an American Council on Education Fellow in the Office of the Chancellor and Provost at the University of California, Davis. When she returned to Cal Poly in 1995 to resume her position as associate dean she also served as special assistant to the provost, generating a proposal for university accountability and for creating universitywide “town meetings” on teaching and learning in interdisciplinary education and the future of graduate education at Cal Poly.

Currier’s sincere interest in students and their success led her to establish the CLA Career Forum in 1996, one of the highlights of the annual Open House. It was her favorite event. She would ask CLA alumni with interesting career paths to come back to campus to speak to current and prospective students and their parents. All she asked of the speakers was that they speak from their hearts, sharing stories about their experiences while at Cal Poly: the courses they took, the professors who mentored them, and the extracurricular activities the college and campus provided that helped formed their passions and eventually led to their very individualized career choices. The Career Forum is still a highlight of the CLA’s Open House each spring.

Another student-centered project that Currier held dear was her collaboration with Housing and Residential Life in establishing the CLA Living and Learning program, also in 1996. The project’s mission is to enhance the university experience and encourage academic excellence of both freshmen and transfer students by connecting them with others in the same majors and with CLA faculty.

The program was off to a good start, with 44 students signing up to participate the first year. Its popularity grows annually, and this year 146 students chose to be a part of the program, which is currently housed in Trinity Residence Hall. Working in conjunction with CLA Career Services Advisor Charlotte Rinaldi (ED '96) and CLA academic advisors, the college provides support for academic excellence and opportunities for career direction to students in the program.

Currier’s legacies to the college and our students are many, but the Career Forum and the learning program were among two of her favorites. Angie Hacker (PSY ’04) also worked closely with her in establishing the Afghanistan Children’s Center at Kabul University, a project that expanded Susan’s reach (see accompanying article) to another country.

Susan Currier was 58 when she passed away. Her husband, Professor Emeritus Max Wills, who taught chemistry at Cal Poly from 1967 to 2000, worked with her to create the Susan Currier Memorial Scholarship and the Susan Currier Visiting Professorship for Teaching Excellence in the Liberal Arts, two generous endowments that will allow her commitment to the liberal arts to continue and flourish.

Contributions to the Susan Currier Memorial Scholarship or the Susan Currier Visiting Professorship for Teaching Excellence in the Liberal Arts may be made in care of the CLA Advancement Office, Cal Poly, San Luis Obispo, CA 93407-0320.

1996
The CLA Living and Learning program in Trinity Residence Hall is established.

1997
A B.S. in psychology and a minor in sociology are approved.

1997
The Foreign Languages & Literatures Department is renamed Modern Languages & Literatures and offers a B.A.

1997
The Ethnic Studies Department joins the College of Liberal Arts.

1998
Harold “Harry” Hellenbrand is named CLA dean.

1998
Women’s Studies becomes a program in the CLA.

1998
The B.S. in human development becomes a B.A. in child development.

Susan Currier, CLA associate dean
“Guided by my heritage of a love of beauty and respect for strength—
in search of my mother’s garden, I found my own.” —Alice Walker
Angie Hacker (PSY '04) served as president of the
CLA Student Council and
chairwoman of the board
directors for Cal Poly's
Associated Students Inc.

Malika Zulfiqar, a
native of Afghanistan,
has been active in the
rebuilding of that coun-
try since 2001. She was
appointed Afghani-
stan's ambassador to
Germany in September
2006, and will serve
her term while on
subbatical from her
Teaching and research
at Cal Poly. She is
the first woman to
be appointed an
ambassador from
the nation of
Afghanistan.

1999
The Liberal Studies credential
program is approved by the
California State University
system.

1999
CLA begins the Spain Study
Abroad Program.

1999
Theatre becomes
a major.

2002
Susan Currier
establishes the
Kabul University
Children's Center
Fund.

2003
The Psychology & Human
Development Department
changes its name to Psychology &
Child Development.

2003
Cal Poly's first Outstanding
Faculty Advisor award goes to
Kathryn Rummel (ENGL).
Building for the Future

CLA continues to build for the future, and in the fall of 2006 added 16 new professors to the faculty. All are contributing to the college’s mission with their fresh ideas, original research and innovative teaching techniques. We are pleased to introduce them here.

- Art & Design’s Charmaine Martinez, assistant professor in Graphic Design, has an M.F.A. in studio arts from the University of Wisconsin, Madison.

- English has added Regulus L. Allen, assistant professor, who earned a Ph.D. in English at UCLA and teaches British Romanticism, and Catherine Waitinas, assistant professor, who specializes in Colonial American and American Renaissance literature; she earned a Ph.D. in English from the University of Illinois.

- Ethnic Studies hired two new assistant professors: Kathleen Martin, former lecturer, has an Ed.D. in leadership/organizations from UC Santa Barbara and will teach American Indian studies; and Elvira Pulitano (Ph.D., English, University of New Mexico) specializes in post-Colonial studies and Native American literature.

- Graphic Communication welcomes Brian Lawler (M.S., industry and technical science, Cal Poly) to his new role as an assistant professor.

- History’s Matthew S. Hopper, assistant professor of African history, has a Ph.D. in African history from UCLA. Former History lecturer John N. Oriji (Ph.D., African history, Rutgers University) joined the faculty as an associate professor.

- Journalism hired Douglas J. Swanson as a new public relations associate professor; he has an Ed.D. in mass communication from Oklahoma State University.

- Modern Languages & Literatures’ Brian G. Kennelly is both a new associate professor and department chair. Kennelly has a Ph.D. in French from New York University.

- Music’s Kenneth S. Habib (Ph.D., ethnomusicology, UC Santa Barbara) is an assistant professor of ethnomusicology.

- Philosophy welcomed two faculty members to its ranks: Rachel Fern is a former lecturer with the department and has a joint position as a new assistant professor in Philosophy and Women’s Studies; her Ph.D. in philosophy was earned from Queen’s University, Ontario, Canada. Joseph K. Scheur (Ph.D., philosophy, University of Chicago) teaches the courses Philosophical Classics: Epistemology & Metaphysics and Contemporary European Philosophy.

- Political Science hired three new assistant professors: Chris Den Hartog (Ph.D., political science, UC San Diego) will teach American politics; Anika Leitner (Ph.D., political science, University of Colorado, Boulder) specializes in international relations; and Matthew J. Moore (Ph.D., political science/theory, Johns Hopkins University) will teach political theory.
Advancement Director’s Message

One of the greatest benefits of my work in philanthropy over the past two decades is not only the ability to lead a life that is value-driven, but to meet others who share similar principles. My job is to connect good people with good ideas. While at times our charitable choices can seem overwhelming, I am constantly reminded that philanthropy is a personal journey and that we all have a story to share.

My journey in liberal arts began long before my choice of an undergraduate degree and has recently culminated in my role as director of advancement and college relations for the College of Liberal Arts at Cal Poly. I feel extremely fortunate to be in a position where I can be a vocal advocate of the significance of a liberal arts education and play a part in shaping the leaders of tomorrow.

As I immerse myself in my new role, I continue to be impressed by the quality of our students and faculty at Cal Poly, especially in the College of Liberal Arts. I am also keenly aware of the work we have ahead of us to ensure that the College of Liberal Arts continues to excel in an ever-changing fiscal environment. State resources have not been able to keep up with the growing costs of higher education. Cal Poly has turned to our alumni and friends to support the continued success of Cal Poly students and to sustain the national reputation of a Cal Poly degree. And the response has been impressive; in the College of Liberal Arts, private funding increased 19 percent in 2005-2006.

Through our continued leadership—our voice, our contributions, our time—we are all in a position to make a difference. Our advocacy today will build graduates who can create, communicate and connect the humanities with technology. Our resources empower the College of Liberal Arts to continue to attract a high-achieving, diverse student body; to recruit and retain talented faculty; to protect small class sizes; to ensure learning-by-doing opportunities for our students; and to strengthen our interdisciplinary programs to enable our students to compete in the global workplace.

A high-quality liberal arts education is integral to the success of all Cal Poly students. Together, we have an opportunity to create innovative solutions to meet our resource needs.

Eileen E. Joseph
Director of Advancement

Eileen E. Joseph joined the College of Liberal Arts in October 2006 as the director of advancement and college relations. She has nearly 20 years of experience in nonprofit management, resource development and entrepreneurship, including three positions as a nonprofit executive director. Prior to joining Cal Poly, she was the founder and CEO of Full Circle Impact in Boulder, Colo., an advisory service for social entrepreneurs. She earned a B.A. in political science from Bucknell University, with minors in history and music, and a master's in public administration from the University of Virginia.

### College of Liberal Arts
Annual Giving Fiscal Year 2006

| Gifts-in-Kind | $247,164 |
| Capital | $41,118 |
| Endowments | $171,207 |
| Cash | $780,556 |

| Total 2006 | $1,240,045 |
| Total 2005 | $1,040,785 |

---

2005
New curriculum changes include an approved B.A. in comparative ethnic studies, an M.A. in history, and an M.P.P. through the Political Science Department.

2005
CLA sponsors Cal Poly’s first-ever Constitution Day.

2006
Linda Halisky is named CLA dean and establishes the CLA Dean’s Council.

2006
The new College of Liberal Arts sign is unveiled at Fall Conference.

2006
A $1.55-million Heidelberg printing press is donated to the Graphic Communication Department.
Please support the CLA by returning this form with your check or credit card information to the address below.

Name ____________________________________________________________
Address __________________________________________________________
City/State/ZIP _____________________________________________________
Phone ___________________________ E-Mail Address __________________

☐ Enclosed is my gift of $ ____________________ ☐ My employer has a matching gift program.

☐ Please designate my gift to the following department(s) or program(s):
  ☐ College of Liberal Arts ☐ Art & Design ☐ Communication Studies
  ☐ English ☐ Ethnic Studies ☐ Graphic Communication
  ☐ History ☐ Journalism ☐ Liberal Studies
  ☐ Modern Languages & Literatures ☐ Music
  ☐ Philosophy ☐ Political Science ☐ Psychology & Child Development
  ☐ Social Sciences ☐ Theatre & Dance ☐ Women’s Studies
  ☐ 1st Generation Endowment
  ☐ Susan Currier Memorial Scholarship
  ☐ Susan Currier Visiting Professorship for Teaching Excellence in the Liberal Arts
  or __________________________ (Your favorite CLA specialty area)

☐ For credit card payments, please complete the following:
  ☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX Expiration Date: __________
Print name as shown on credit card: __________________________________
Credit card number: ________________________________________________
Signature: __________________________________________________________

☐ Thank you for your commitment to the College of Liberal Arts and Cal Poly.
Please make check payable to: College of Liberal Arts

All contributions are tax deductible as permitted by law. Questions? Please call (805) 756-5722.

The College of Liberal Arts
Advancement Office
Cal Poly
San Luis Obispo, CA 93407-0320

Interested in serving on the Dean’s Advisory Board or Dean’s Council?
Contact Eileen E. Joseph, CLA director of advancement at ejoseph@calpoly.edu or (805) 756-5722.