

## U.S. News rates Cal Poly best in its class for sixth year in row

**U**.S. News and World Report again rated Cal Poly the best public undergraduate university in the West.

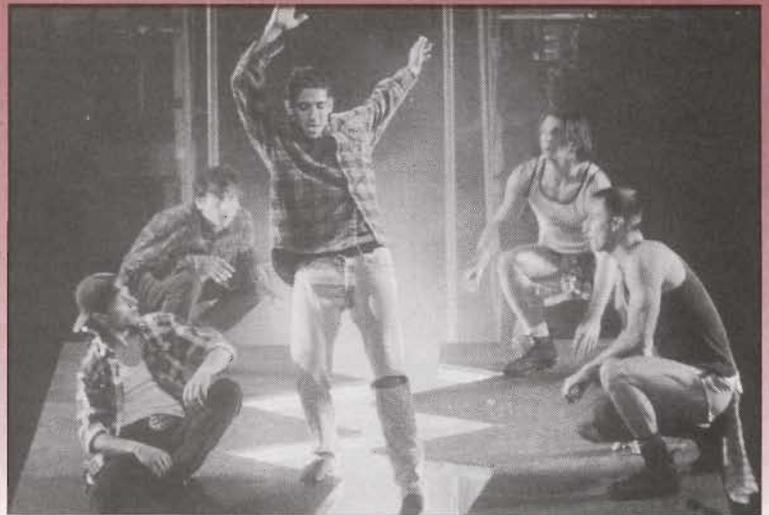
The magazine's "America's Best Colleges" guidebook also gave Cal Poly high marks again this year for both academic reputation and the quality of its students, and among all Western regional colleges and universities, both public and private, Cal Poly maintained its third-place ranking for reputation and rose a notch to 10th place overall.

Academic reputation — the only subjective factor used to calculate the rankings — is based on a survey of presidents, provosts, and admissions directors of other universities. It counts for 25 percent of the score used to rank an institution.

Student quality, or "selectivity," as *U.S. News* terms it, reflects test scores, high school class standing, the percent of applicants who are accepted, and the percentages of those accepted who actually attend. **CP**

### Eclectic mix caps arts season

*Tap Dogs*, slated for April 27 and 28, is billed as "an electrifying, industrial-strength, 90-minute theatrical experience." Other performances finishing off the 1998-99 Cal Poly Arts season include the Takacs String Quartet, the Billy Taylor Trio, and *The Jungle Book*. Tickets are available by calling the Performing Arts Center ticket office at 805/756-2787. Orders may also be faxed to 805/756-6088 or sent on-line to [www.calpolyarts.org](http://www.calpolyarts.org). (Photo credit Joan Marcus © 1997) **CP**



## Second Cal Poly grad pilots NASA shuttle

**M**arine pilot Frederick "Rick" Sturckow (**ME '84**) is following in the orbital path of another Cal Poly grad, Robert "Hoot" Gibson (**AERO '69**). Sturckow piloted the space shuttle Endeavour on its December mission to initiate the first assembly sequence of the International Space Station. Gibson flew five missions between 1984 and 1995. Both men are graduates of the Navy Fighter Weapons School, popularized in the film "Top Gun."

Cal Poly Mechanical Engineering Professor Ron Mullisen has remained a friend of Sturckow's over the

years. He describes Sturckow as an extraordinary student who loved speed, racing cars at the Santa Maria Speedway and working on race cars built by mechanical engineering students.

Mullisen and his family traveled to Florida for the Dec. 4 Endeavour launch. Mullisen's daughter Emily made a small, triangular banner for Sturckow to take on board. The design incorporated the Cal Poly logo, the Mechanical Engineering Department's name, and a mustang silhouetted against the bright globe of the Earth. **CP**

## Swanton Pacific Ranch wins sustainable quality award

**S**anta Cruz County has recognized innovative resource management at Cal Poly's Swanton Pacific Ranch by giving the ranch its Sustainable Quality Award.

The ranch was honored by the county's Chamber of Commerce and board of supervisors for serving the people of California as a "self-sustaining organization and educational institution providing hands-on learning about sustainable resource management."

According to Walter Mark, ranch director, "Receiving this award is a special honor. Santa Cruz County has an acute awareness of the environment. Being recognized for our contribution to the community means we are meeting and exceeding the goals we set forth."

"Our mission statement dictates that we are a commercial ranching operation with an obligation to be self-sustaining while we protect the environment," said Mark. "[This award] recognizes and encourages balancing the demands for environmental stewardship, social responsibility, and sustainable economic development."

The students and professors who live and work at the ranch are involved with local community groups such as the Community Supported Agriculture Program and Scott Creek Watershed Council, as well as service projects such as beach clean-ups, trail maintenance, and school educational programs.

The Sustainable Quality Award organization comprises a team of county quality experts, management consultants, environmental specialists, organization development practitioners, and business and community leaders.

Swanton Pacific Ranch was donated by alumnus Al Smith (**CRSC '44, M.A. AGRI '56**) to the College of Agriculture as a living laboratory to provide students with hands-on instruction in ranching operations. **CP**



## New bridge dedicated at Swanton ranch

The surprise dedication of a new bridge over Scott Creek was the highlight of a day's activities at Swanton Pacific Ranch sponsored last fall by the Swanton Pacific Railroad Society.

Led by faculty emeritus Ed Carnegie, department head of the former Ag Engineering Department, the society comprises a group of volunteers who work with the ranch to maintain its narrow-gauge railroad and surrounding grounds.

At October's "railroad day" they staged a barbecue and provided railroad rides. The new bridge was named the Edgar J. Carnegie Bridge as a surprise tribute to Carnegie's efforts in bringing about its construction.

"Ed, his Swanton Pacific Railroad Society volunteers, and the Cal Poly students who worked with them to make this bridge a reality are to be commended for such an outstanding achievement, truly

reflecting 'learn by doing' in many ways," said Al Amaral, director of the Cal Poly Foundation, who attended the railroad day and the bridge's dedication. "This is just another example of Ed's creative talent and determination to make the Swanton Pacific Railroad a signature showcase to enhance the educational attractiveness of the Swanton Pacific Ranch to all who visit and use its valuable resources." **CP**

## Fewer students, more units, enrollment targets set for funding

**A**n increase in units taken per student reflects a steady trend at Cal Poly over the past decade.

The fall 1998 enrollment showed that students are taking more units than in the past. The campus offered about 100 more class sections than in fall 1997, and the overall average student load increased to 13.92 units (14.13 units for undergraduates).

The CSU allocates operating funds to Cal Poly each year based on "full-time equivalent" enrollment targets calculated on the basis of 15 units per student per term. So as student loads increase, Cal Poly receives more funds to support instruction, as long as

enrollment stays close to the target. Last fall, Cal Poly enrolled 16,296 students at a full-time equivalency of 15,121, within 1 percent of the target set for Cal Poly by the CSU.

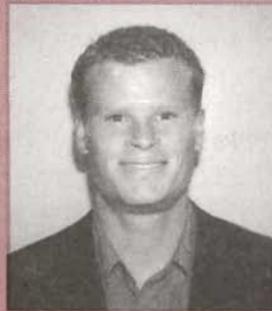
Fall 1998 enrollment was lower than fall 1997, when student numbers exceeded the CSU target, but Cal Poly did not receive funding for the excess. The university is consciously managing admissions to keep enrollment in closer alignment with its operating budget. Thus, Cal Poly expects enrollment to be lower each quarter for the present academic year. **CP**



*"I dwell In Possibility —" . . . was a celebration in words by Emily Dickinson and music by Gordon Getty presented by Cal Poly's departments of English and Music and the College of Liberal Arts. Getty's Dickinson song cycle, The White Election, has been performed domestically and internationally and is available on compact disc. Honored as an Outstanding Composer at the John F. Kennedy Center for the Performing Arts in 1986, Getty continues to win high praise for performances of his music nationwide and overseas.*

*Pictured here are Mary Rawcliffe, soprano and Cal Poly voice instructor; Getty; and William T. Spiller, pianist and Cal Poly associate professor of music. (Photo by Michael K. Wong) **CP***

**Farmers' Rice Cooperative board chairman Al Montna (AGB '67)** . . . was presented a special plaque honoring his 14 years of service in that role by President Warren J. Baker, the surprise speaker at the cooperative's annual dinner. Montna was the 1996 honored alum for Cal Poly's College of Agriculture. The Farmers' Rice Cooperative has established the Alfred G. Montna Agricultural Achievement Scholarship fund in the College of Ag to honor Montna's many contributions to the agricultural industry, particularly in the area of water resource conservation. (Photo courtesy Farmers' Rice Cooperative) 



### Correction

In the fall '98 issue of Cal Poly Magazine, Buck Lucas' name was inadvertently left out of the item on the Cal Poly agribusiness team's win at the National Agri-Marketing Association's student competition in Dallas, Texas ["Student teams recognized for national wins"]. Lucas (left) was omitted from both the group photo and caption. We apologize for this error. — Editor

## EXTRA CREDIT

- **David Conn** began his duties as Cal Poly vice provost for academic programs and undergraduate education on Jan. 1. He is an administrator with more than 25 years of university experience, most recently as special assistant to the president and a professor in the College of Architecture and Urban Studies at Virginia Polytechnic Institute and State University.
- The state's **comprehensive \$9.2 million A1 bond act**, approved by 62 percent of

California voters in November's election, will provide about \$27 million to Cal Poly to fund new construction projects, structural improvements, and technology infrastructure upgrades. This amount is Cal Poly's portion of \$832 million allotted to the CSU system.

- The Cal Poly **comprehensive physical master plan** is being revised over the next three years, with a target date of March 2001 for submission to the CSU Board of Trustees.

The Campus Planning Committee, Cal Poly staff members, and consultants have proposed a process that includes full campus and community participation.

- Cal Poly is conducting a **self-study** in preparation for the next accreditation visit this fall by the Western Association of Schools and Colleges. "The University as a Center of Learning" will be discussed by campus constituents in the areas of intellectual environment (including

EXTRA CREDIT continued

- student learning, faculty and staff development, academic programs, research, and scholarship); physical environment (university policies and processes, fiscal matters, and physical plant); and social environment (co-curricular activities, residential life, cultural programs, and community relations).
- A new **theatre arts B.A.** was offered by the Theatre and Dance Department to transfer students during winter quarter 1999 and to first-time freshmen this fall. The program includes courses such as introduction to theatre, black theatre, stagecraft, acting, directing, playwriting, and children's drama.
  - A fall quarter **Japan study program** will comprise four weeks of study at Eastern Japan International University in Iwaki, two weeks touring Tokyo and other areas, and four weeks at Tenri University near Osaka and Kyoto. Based on the successful Thai study program, the Japan curriculum offers 32 openings overseen by two Cal Poly faculty members.
  - The **College of Business** was one of four schools to be featured on "The Executive Forum," aired first locally on KSBY-TV and then nationwide. Accompanying host Jim Lovell, commander of the Apollo 13 moon mission, was Dean Bill Boynton and the other deans. The program looked at strategic alliances between business schools and industry partners to achieve educational goals.
  - English Department Chair **Linda Halisky** and English Professor **Kathleen Margaret Lant** appeared with some of their students in "net.LEARNING," an in-depth PBS documentary on higher education in the digital age that explored the pros and cons of distance learning vs. classroom teaching and face-to-face interaction.
  - Six Cal Poly professors in *Who's Who Among America's Teachers, 1998* are **Harold Cota**, civil and environmental engineering; **Barry Floyd**, management; **Charles Jennings**, art and design; **Paul Miklowitz**, philosophy; **Mahmood Navi**, electrical engineering; and **Jack Robison**, accounting.
  - Cal Poly's **Gold Programming Team** finished second in the Southern California regional competition of the 1998-99 Association for Computing Machinery International Collegiate Programming Contest, sponsored by IBM to foster creativity, teamwork, and innovation in building new software programs. In April the team will travel to Eindhoven, the Netherlands, for the World Finals.
  - **The Hispanic Outlook in Higher Education** rated Cal Poly fourth out of 100 California institutions in its 1998 "Publisher's Picks," a list of nationwide colleges and universities offering outstanding opportunities to Hispanic students. In 1995, 1997, and 1998 the *Outlook* ranked Cal Poly among the top U.S. universities in the number of bachelor's degrees awarded to Hispanics.
  - **Julie Janai**, a civil engineering re-entry student who has overcome multiple obstacles to pursue her dream of earning a college degree, is one of three CSU students to win the statewide 1998 Trustees' Award for Outstanding Achievement. The award, which carries a scholarship of \$2,500, is given to full-time students who demonstrate financial need, superior academic performance, community service, and personal achievement.
  - **Kimberley Mastako (CE '92, EMP '94)**, who is pursuing her doctorate in transportation engineering from Texas A&M, was selected to join the Eno Fellows, an elite group of outstanding graduate students in the field of transportation. The Leadership Development Conference brought 19 such students from across the nation to Washington, D.C., to review policy development and implementation processes affecting the transportation industry.
  - **Campus Dining** received a WRAP (Waste Reduction Awards Program) award for the fourth year in a row. WRAP is administered by the California Integrated Waste Management Board to reward and encourage businesses that reduce, reuse, and recycle. 



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