

## Cal Poly in 2020: A look into the future

**A** preliminary draft of Cal Poly's new Master Plan envisions enrollment growth over the next 20 years of about 17 percent over the present academic-year capacity of 17,900 students.

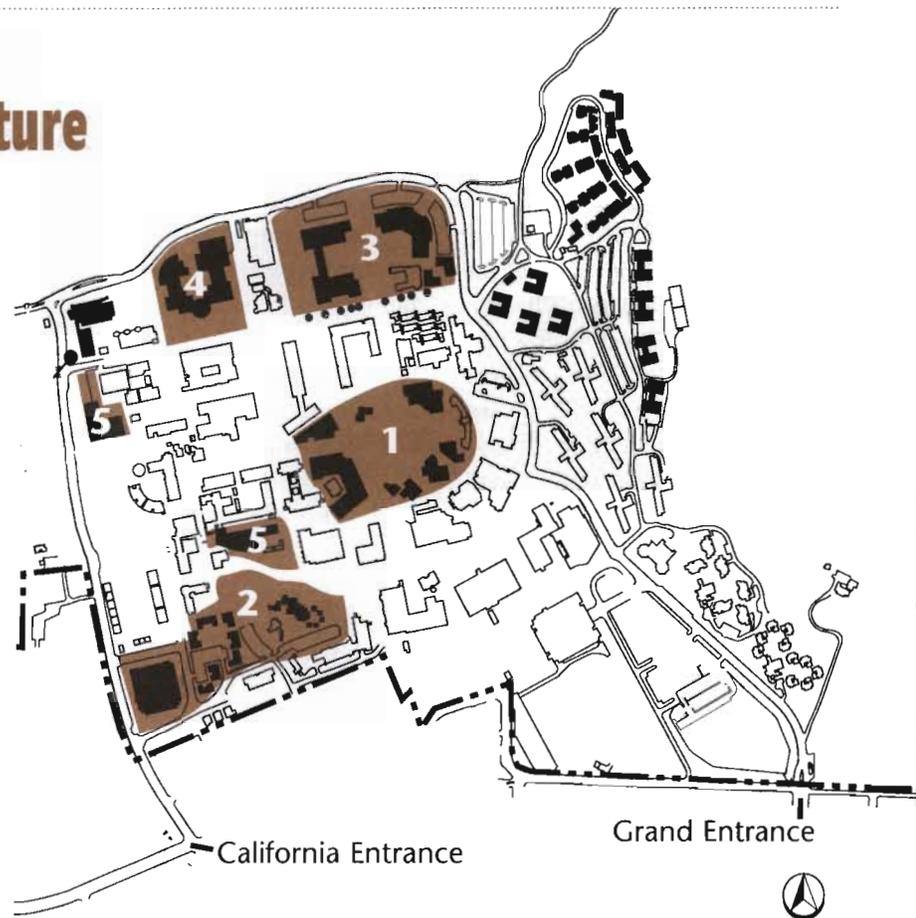
The increase translates to an approximate head count of 20,900 students and about 3,200 faculty and staff members during the traditional academic year.

The plan is being developed at the request of the California State University system to help meet the needs of a projected increase in college-bound students in California.

In addition to enrollment growth, the campus is exploring other ways to educate more students, including expanding summer quarter, offering more instruction through off-campus programs and new instructional technologies, and accelerating student progress to degree completion.

"The Master Plan has been designed to help fill California's need for a well-educated workforce, especially in technological fields," said Linda Dalton, vice provost for institutional planning, who is leading the effort. "Colleges and departments have identified areas of program growth in their strategic plans so the Master Plan can include appropriate buildings, laboratories, and technology to meet those needs."

The Master Plan focuses on redeveloping and consolidating academic facilities within an expanded core, protecting natural environmental features, sustaining outdoor teaching and learning lands, and improving traffic circulation and access.



### Principal Redevelopment Areas Instructional Core

- 1** Centennial Green
- 2** Southwest Area
- 3** Northeast Area
- 4** Northwest Area
- 5** Modoc/Airconditioning

A central feature of the plan is the possibility of creating student residential communities accommodating approximately 3,000 new students. Additional student services, recreational facilities, and parking would be provided, and provision of housing for faculty and staff members is being explored.

This is the first time since 1962 that a complete redrafting of Cal Poly's Master Plan has taken place. The plan was available in spring to campus and community members

for initial review. Many of the comments focused on alternative transportation and circulation, and on the location of additional on-campus student housing.

The final plan will be presented to the CSU Board of Trustees for approval in spring 2001, coinciding with Cal Poly's centennial anniversary.

The draft Master Plan is available for review at [www.campusprojects.calpoly.edu](http://www.campusprojects.calpoly.edu). 

## Centennial Campaign kick-off set for April 2001

Cal Poly's centennial year promises to be one of the most significant in the institution's history. Not only will the university celebrate a century of "learning by doing," but it will also kick off its largest fund-raising campaign ever.

"Strengthening Our Advantage" will be the theme of Cal Poly's Centennial Campaign, which will be publicly announced at an on-campus gala the weekend of April 21-22, 2001. During the black-tie event, President Warren J. Baker will unveil the goals for the four-year effort, which will be the largest undertaking of its kind at any campus in the California State University system.

"We are very excited about the Centennial Campaign," said Vice President for Advancement Bill Boldt. "Our rapidly changing society increasingly presents challenges that our graduates will be called upon to answer — whether in technology, agriculture, the arts, or myriad other vital areas.

"The campaign will allow Cal Poly to remain at the forefront of higher education, providing students

with the tools necessary to meet these challenges," Boldt added. "It will help the university broaden and refine programs and facilities to meet the need for an ever-more-sophisticated education."

Cal Poly's Centennial Campaign will focus on several distinct areas: students, faculty, facilities, programs, technology, and the library.

"Educating students continues to be our first priority," Boldt said. "What sets Cal Poly apart from other universities and colleges is an array of undergraduate academic programs and educational experiences exceptional for their excellence, extent, and unique learning opportunities.

"Our campaign efforts will raise the funds necessary to attract the best and brightest students; recruit and retain superior faculty; build facilities that will serve Cal Poly's students for years to come; support programs and emerging technologies benefiting students as well as society; and bolster one of our most important resources, the university library." CP



## Cal Poly Encourages Reading Skills

"America Reads@Cal Poly 2000" is part of a nationwide grassroots effort to raise literacy rates. This year's event, which included readings by invited guests, was sponsored by the Robert E. Kennedy Library, the Liberal Studies Department, and El Corral Bookstore. (Illustration from Rip Squeak and His Friends, by Susan Yost-Filgate and Leonard Filgate, program attendees.) CP

## Foundation director Al Amaral retires



Al Amaral (Photo by Ken Chen)

**A**fter 33 years of service to the university, Cal Poly Foundation Executive Director Al Amaral (AGB '64) retired in September.

During Amaral's stewardship the Foundation's assets grew from \$3 million to more than \$151 million. A comprehensive investment management program oversees a gift endowment program and other Foundation and university funds totaling \$109 million. And since 1979, the Foundation has provided more than \$13 million in direct support to the university from annual corporate earnings, while maintaining quality services to students, faculty, and staff.

Amaral's numerous other accomplishments included an externally sponsored research

program that grew from less than \$100,000 to more than \$12 million; a \$17 million Foundation capital facilities (non-state) program which funded construction for the Foundation administration building, warehouse, dining complex, El Corral bookstore, and Cal Poly Downtown; and tax-exempt financing and special loans for university projects such as the Children's Center, Mott Gym, the Rec Sports complex, and the Performing Arts Center.

Amaral also served as an adviser to two campus presidents, auxiliary operations adviser to the CSU Chancellor's Office, two-time president of the CSU Auxiliary Organizations Association, Cal Poly Alumni Association financial officer, and financial officer for the Central Coast Performing Arts Center Commission.

Amaral was succeeded by Frank Mumford, previously director of Foundation administration and planning, who was chosen after a comprehensive national search that included campus interviews and public forums for seven candidates, and a second round of in-depth interviews for three finalists. **CP**

## College of Agriculture promotes student programs, establishes 'community orchard'

• The university hosted young leaders in agriculture from 34 colleges across the nation at the Fifth Annual Agriculture Ambassador Conference in January. The College of Agriculture, playing host again in January 2001, is expecting an even bigger turnout, with students from 50 institutions. In June, 34 Cal Poly students were selected as Agriculture Ambassadors for the 2000-2001 school year to travel throughout California and the western United States to promote

agricultural careers to high schools and community colleges.

- Agriculture student council members from Canadian as well as U.S. universities came to San Luis Obispo in February for the Western Association of Agricultural Councils Annual Conference and heard, among others, California Department of Food and Agriculture Secretary Bill Lyons speak on the globalization of agriculture and the students' future role in it.
- To help the public learn about growing fruit trees, the College

of Agriculture and the Central Coast chapter of the California Rare Fruit Growers planted an orchard of approximately 50 deciduous fruit trees at the northeast corner of a new lemon tree grove at Highland Drive and Santa Rosa Street. According to Joe Sabol, director of outreach services for the college, many of the trees, donated by Dave Wilson Nursery near Modesto, are not commercially grown elsewhere on campus or in nearby orchards. **CP**

## Student apartments to sprout on campus

**I**n approximately two years, about 800 students will move into apartments at the foot of Poly Canyon Road — the first new on-campus housing in 29 years and the first apartment-style units Cal Poly has built.

The apartment complex is the first phase of a long-range housing plan designed to make more on-campus housing available to returning students and eventually house about 25 percent of the student body on campus.

The new complex is being designed to give upper-division students the type of housing facilities they want. Each 1,000-square-foot apartment will house four students, with each resident having a private bedroom. The four apartment-mates will share a kitchen, living room, and two bathrooms. One of the bathrooms will be designed for disabled students.

Residents will be able to buy a meal plan to eat in student dining halls if they prefer, but they won't be required to buy one, like students who live in the current, freshman-oriented residence halls. State-of-the-art computer and communications connections will be built into each apartment, giving students full access to the Internet.

A 5,000-square-foot "community center" will include lounges for study space, recreation, social events, and other gatherings.

Environmental review determined that the 6-acre site — sloping grassland just north of the North Mountain residence halls — was the best alternative.

Design criteria set standards to make the project environmentally friendly. Brizzolara Creek and Poly Canyon are to be protected during construction, and new native vegetation will be planted and retention ponds built to improve drainage and wildlife habitat. Design criteria also call for passive heating and cooling techniques — features like landscaping that is designed to shade in summer and let the sun help heat in winter. The structures will be oriented to make use of cooling breezes from the ocean.

A final environmental impact report was approved by the CSU Board of Trustees in January. That approval allowed actual building design to begin; construction documents should be completed by the end of this year, with groundbreaking scheduled for next summer.

The construction schedule is being penciled out as design proceeds; a firm target date for occupancy was expected to be set in August. Project manager William MacNair said the entire planning process has been on schedule so far and he sees no major hurdles ahead.

The \$45-million project is to be paid for with bonds that will be repaid by student rental fees.

The 800 occupants of the new as-yet-unnamed apartment complex will bring the residence hall bed count to almost 3,600.

Sierra Madre, the last residence hall to open on campus, was completed in 1973. **CP**

## New business dean chosen

**W**illiam R. Pendergast, former dean of the Fisher Graduate School of International Business at the Monterey Institute of International Studies, has succeeded William Boynton as dean of Cal Poly's College of Business. Boynton is retiring.

Pendergast will lead the seven academic areas that make up the college — Accounting, Economics, Finance, Global Strategy and Law, Industrial Technology, Management, and Marketing — by encouraging an environment that fosters teaching, scholarship, research and professional involvement, and service to the university and community. He will

also participate in universitywide policy development.

Pendergast had been at the Monterey campus since 1994, and was named the International Business Dean of the Year in 1998 by the International Management Development Association.

Previously he served as dean of the Czechoslovak Management Center in Prague, associate dean for international programs at Boston University and director of Boston University-Brussels, and director of academic affairs for Boston University's Overseas Program in Heidelberg. **CP**

## Dairy industry supports new Cal Poly program

**F**ood and dairy professionals from the California Department of Food and Agriculture and other industry groups gathered at Cal Poly to initiate the Dairy Ingredient Applications Program.

The nationwide research and development program, funded by U.S. dairy farmers, is designed to provide technical support to manufacturers, marketers, and users of dairy-based dry products.

Cal Poly's Dairy Products

Technology Center includes a kitchen and labs where testing and research will develop and demonstrate applications of dairy ingredients in food products, and conduct specialized training. **CP**

## Student Affairs VP takes Georgetown job

**J**uan Gonzalez, who served as Cal Poly's vice president for student affairs since 1994, left this summer for a parallel position at Georgetown University in Washington, D.C.

Cal Poly President Warren J. Baker praised Gonzalez for "[having done] an outstanding job and [contributing] significantly to the development of the university." While at Cal Poly Gonzalez played a key role in creating university policy and overseeing all aspects of the student services program, which includes student academic services, student life and activities, health and psychological services, residential life and education, campus student relations and judicial affairs, and career services.

He also was the university liaison to the Associated Students Inc., with oversight responsibilities to ASI's executive office.

Robert C. Detweiler, who serves as a Cal Poly trustee professor, was appointed interim vice president for student affairs. Previously he led CSU Dominguez Hills as its president, served as vice president for academic affairs at San Bernardino, and was a history professor and dean of the College of Arts and Letters at San Diego State.

In addition to Detweiler's appointment, Preston Allen, Cal Poly director of housing and residential life, was assigned to an expanded role as assistant vice president for student affairs/director of housing. **CP**

## CLA teaches French cooking *a la mode*, receives arts grant

- Giving instructions entirely in French, Modern Languages and Literatures Professor John Thompson and Food Science and Nutrition Professor Tom Neuhaus team-taught a French cooking class in the campus Food Lab during winter and spring quarters 2000. They also opened the class to other chefs, caterers, and home cooks for a tax-deductible fee that bought ingredients for an end-of-the-quarter donor banquet.
- Liberal Studies professors Susan Duffy and Judith Gish received a grant from Arts Education for curriculum development in their department. Their projects range from curriculum development for the San Luis Obispo Children's Museum and Hearst Castle to a chalk drawing at San Luis Obispo's springtime I Madonnari Festival. **CP**



Tom Neuhaus (left) and John Thompson.  
(Photo courtesy College of Liberal Arts.)

## EXTRA CREDIT

**CAL POLY**

- Cal Poly's **Health and Counseling Services** has received a three-year accreditation from the Accreditation Association for Ambulatory Health Care, a recognition given to fewer than 10 percent of college health centers.
- In the May 5 edition of *The Hispanic Outlook in Higher Education Magazine*, Cal Poly's 1997-98 rankings were second nationwide in architecture, third in agriculture, and fourth in engineering. Cal Poly ranked 36th nationwide in bachelor's degrees awarded to Hispanics.

**STUDENTS**

- A Cal Poly math team was among 48 out of more than 700 teams from nine countries to earn a first-place Meritorious award in the international **Mathematical Contest in Modeling 2000**.
- Cal Poly's student chapter of the **Society of Automotive Engineers** finished in the top 10 at this year's Formula SAE international automotive design competition.
- **Student Community Services** students in Honduras dug a drainage ditch (to reduce stagnant water from Hurricane Mitch supporting malaria-carrying mosquitoes) and built a trash incinerator.
- Cal Poly's **Society of Hispanic Professional Engineers** won a "Jeopardy"-like contest during the society's National Technical Career Conference in Washington, D.C.
- The university's **Society of Civil Engineers** was named the nation's preeminent American Society of Civil Engineers student chapter when it was awarded the 2000 Robert Ridgway Award, the national society's highest student honor.
- The Cal Poly **Soil Judging Team** placed first in group judging and 15th overall at the 40th National Soil Judging Contest at the University of Idaho.
- For the fifth year in a row and the 12th time in 14 years, Cal Poly **agriculture students** won first place in the Associated Landscape Contractors of America Student Career contest at Mississippi State University.
- A group of Cal Poly **environmental horticultural science seniors** returned as national champions from the 59th National Intercollegiate Floral Crop Quality Evaluation Contest at Texas A&M. Sponsors were the American Floral Endowment and National Pi Alpha Xi, the horticulture scholastic honorary society.
- A group of Cal Poly **city and regional planning students** earned the Student Project Award from the American Institute of Certified Planners (AICP) for "Atascadero Colony in the 21st Century: 2020 Draft General Plan." The award was presented as part of the National Planning Conference sponsored by the AICP and the American Planning Association (APA).
- **Alison Pernell (CRP '00)** was chosen from 121 nominees to receive the APA's prestigious first Distinguished Leadership Award for a Student Planner. The award was given during the 2000 National Planning Awards luncheon sponsored in New York City by the APA and the AICP as part of their National Planning Conference.
- Using a two-wheel, semi-reclining bicycle named Apocalypse, Cal Poly's **Human-Powered Vehicle Club** finished first in two categories and second in another to place third overall in a national contest sponsored by the American Society of Mechanical Engineers.
- Three out of four riders in Cal Poly's **horse show team** were in the top 10 nationwide at the Intercollegiate Horse Show Association competition at the Georgia International Horse Park in Convers.
- Cal Poly's **Design/Build Team** from the College of Architecture and Environmental Design took first place and \$1,500 at the Associated Schools of Construction regional competition in Reno, then went on to win a close second at the national contest in Seattle.
- The Cal Poly **Dairy Cattle Judging Team** placed first out of eight teams at the Richmond, Utah, Western Spring National Judging Contest.
- For the first time the university has bestowed "**Quest for the Best**" awards on six students who have demonstrated significant leadership skills and community service: **Jessica Boisselle**, a mechanical engineering student; **Charles Chin**, a business major; **Julie Hopper**, a biological sciences major; **Natalie Jewell**, a biological sciences major; **Damien Johnson**, an agribusiness major; and **John Moffatt**, an agribusiness major.
- **Fred Frith**, a Cal Poly electrical engineering senior, won first place in the national Institute of Electrical and Electronics Engineers Biotech Contest with his proposal for P.U.N.T. (Put Us iN Touch), a device that enables hearing-impaired football players to "hear" a quarterback's signals through a keyboard that sends digital vibrating codes.
- **Noelle Grether (ASCI '00)** was one of two people admitted into the competitive Beef Industry Leadership Graduate Program at Colorado State University in Fort Collins, where she will participate in an internship designed to prepare her as a beef industry representative.
- Cal Poly students are helping increase **California's condor population** with a computer modeling project that enables researchers to evaluate restoration strategies. The team earned the

EXTRA CREDIT continued

highest rating of Outstanding from the MathServe Mathematical Community Service Projects Competition, sponsored by the Consortium for Mathematics and its Applications.

- The **student journalism staff** of the *Mustang Daily* received 23 awards during the California Intercollegiate Press Association competition, including prizes for overall design to news to feature writing to copy editing. Cal Poly TV and the campus radio station, KCPR, were also recognized.
- Cal Poly computer science student **Neel "Bubba" Muraka** was appointed by Gov. Gray Davis as a CSU board of directors student trustee to represent 359,000 students at 23 campuses.
- Music senior **Stewart Uyeda** and mechanical engineering senior **James Badia** won first and second places in the CSU Student Research Competition. Uyeda reconstructed a colonial musical piece by Manuel de Sumaya to win top honors in the Humanities and Letters category, and Badia won in the undergraduate Engineering and Computer Science category for a presentation on single-track vehicle design.

## FACULTY

- The Office of Naval Research has granted Cal Poly Biological Sciences Professor **Mark Moline** \$453,000 to study luminous sea organisms. The funding will pay for a data-gathering mechanism being built by Woods Hole Oceanographic Institution and UC Santa Barbara, lab equipment, and undergraduate and graduate students working in Moline's lab.
- Mathematics Professor **Thomas O'Neil**, a leader in designing modeling projects for undergraduates, received the 2000 Award for Distinguished Teaching of Mathematics at a College or University Level from the Southern California section of the Mathematics Association of America.
- **Elaine Chin and Alice Tomasini** of the University Center for Teacher Education were selected as Carnegie Scholars in the Pew National Fellowship Program, part of the Carnegie Academy for the Scholarship of Teaching and Learning. Chin was chosen for her project on preservice teacher education, and Tomasini for her model on multicultural education.
- Physical Education and Kinesiology Department Chair and Professor **Gerald De Mers** received a Meritorious award from the Aquatic Council of the American Alliance for Health, Physical Education, Recreation, and Dance for his research on spinal injuries, and for contributions to the American Red Cross, the YMCA, United States Diving, and aquatic education programs.
- Bioresource and Agricultural Engineering Professor **Charles W. Burt** (chairman of the board of Cal Poly's Irrigation Training and Research Center) was named Irrigation Person of 1999 by the California Irrigation Institute. He was cited for "his contributions to education and the advancement of irrigation knowledge and practice."
- Women's Basketball Head Coach **Faith Mimnaugh** was named Co-Coach of the Year for taking her team to the Big West Conference Tournament for the first time, despite missing a top scorer and a starting center. The team's nine wins topped a five-year record.
- **J. Michael Geringer** (Global Strategy and Law, College of Business), received the Journal of International Business Studies' Decade Award for the most influential article published in the journal during the previous 10-year volume. He was the lead author with Canadian coauthor Louis Hebert on an article titled "Control and Performance in International Joint Ventures."
- Graphic Communication Professor **Philip Ruggles** received the Graphics Arts Sales Foundation's 1999 Edwin S. Wise Award for outstanding contributions in marketing and sales education for printing, publishing, and allied industries. Ruggles coordinates the Graphic Communication Department's printing and imaging management concentration.
- **Lanny Griffin**, assistant professor of materials engineering at Cal Poly, was one of eight young faculty members to receive a Dow Outstanding New Faculty Award for 2000.
- Global Strategy and Law Professor **J. Michael Geringer**, Soil Science Professor **Brent Hallock**, and Computer Science Professor **Clinton A. Staley** were named Cal Poly Distinguished Teachers for 1999-2000. (Geringer's wife, **Colette A. Frayne**, who also teaches global strategy and law in the College of Business, was a recipient of the same honor last year.)
- Philosophy Professor and former Department Chair **Paul Miklowitz** will be included in *Who's Who Among America's Teachers, 2000*. His nomination for a second consecutive year is rare.
- Civil and Environmental Engineering Professor **Harap Mallareddy** (see feature beginning on page 3) was also selected for *Who's Who Among America's Teachers, 2000*. Approximately 2.5 percent of U.S. faculty members are so honored each year. ☐