

CALIFORNIA POLYTECHNIC STATE UNIVERSITY  
San Luis Obispo, California 93407  
ACADEMIC SENATE

Meeting of the  
Academic Senate Executive Committee  
Tuesday, November 2, 1999  
UU220, 3:00-5:00pm

- I. Minutes: none.
- II. Communication(s) and Announcement(s):
- III. Reports:
  - A. Academic Senate Chair:
  - B. President's Office:
  - C. Provost's Office
  - D. Statewide Senators:
  - E. CFA Campus President:
  - F. ASI Representative:
  - G. Other:
- IV. Consent Agenda:
- V. Business Item(s):
  - A. **Appointments to Academic Senate and Universitywide Committees for 1999-2001:** (p. 2).
  - B. **Election of members to the Consultative Committee for the Selection of Dean, College of Business:** (ballot will be distributed).
  - C. **Nomination of members to the Consultative Committee for the Selection of Dean, Extended Studies:** (please bring the name of your caucus selection to this meeting).
  - D. **Resolution on 1998/99 Program Review and Improvement Committee Report of Findings and Recommendations:** (enclosed as separate document to Executive Committee members only).
  - E. **Resolution on Data Analysis:** Greenwald, (pp. 3-7).
- VI. Discussion Item(s):
  - Should members to Academic Senate committees be allowed to serve on more than one committee at a time?**
- VII. Adjournment:

10.26.99

## **Vacancies For 1999-2000**

### **NOMINATIONS**

#### **Academic Senate Committees**

##### **College of Architecture and Environmental Design**

Faculty Affairs Committee

#### **Universitywide Committees**

##### **Deans' Admissions Advisory Committee**

(3 Academic Senate Appointments/1 current vacancy)

##### **University Diversity Enhancement Council**

(2 Academic Senate Appointments/2 current vacancies)

**Allan Bird (CBUS)**

Adopted:

ACADEMIC SENATE  
OF  
CALIFORNIA POLYTECHNIC STATE UNIVERSITY  
San Luis Obispo, CA

AS- \_\_\_\_-99/  
RESOLUTION ON  
DATA ANALYSIS

1   **Background:** Questions concerning the methodology used for the analysis of data first arose in the  
2   context of analysis of the data for the First Year Initiative. The Statistical Consultant for the campus  
3   confirmed that there were indeed serious problems involving the data analysis for the First Year  
4   Initiative. In fact, the Statistical Consultant concluded: "I would be highly skeptical of any  
5   conclusions presented in a report done in this manner."

6  
7   Similar concerns arose during the review conducted by the WASC Subcommittee on Student  
8   Learning concerning the data analysis used for other programs. Attempts to meet with those  
9   responsible for the data analysis proved unsuccessful.

10  
11   On October 13, 1999, the Provost appointed the Task Force on Institutional Accountability and  
12   Learning Assessment. The charge to the Task Force involves a review of the Assessment and Testing  
13   Office. The current leadership of the Assessment and Testing Office is expected to remain in place  
14   until the Task Force has completed its review of the Assessment and Testing Office. In addition, the  
15   Director of the Assessment and Testing Office is a member of the Task Force.

16  
17   WHEREAS,   Assessment increasingly has become an important part of academic programming;  
18                   and

19  
20   WHEREAS,   The WASC accreditation agency has placed special emphasis on assessment; and

21  
22   WHEREAS,   Assessment includes both the collection of data and the analysis of data; and

23  
24   WHEREAS,   The Director of the Assessment and Testing Office is a member of the Task Force on  
25                   Institutional Accountability and Learning Assessment; and

26  
27   WHEREAS,   The Task Force will be evaluating the leadership of the Assessment and Testing  
28                   Office; and

29  
30   WHEREAS,   The inclusion on the Task Force of the Director of the Assessment and Testing Office  
31                   represents a possible conflict of interest; and

32  
33   WHEREAS,   An open and complete discussion of the Assessment and Testing Office will be  
34                   impossible with the Director of the Assessment and Testing Office present; and

35  
36   WHEREAS,   Concerns have been raised regarding the methodology used by the Assessment and  
37                   Testing Center in the analysis of data; and

38  
39   WHEREAS,   Activities requiring good statistical analysis are occurring on a regular basis on the  
40                   campus; and  
41

- 42 WHEREAS, The open display of flawed statistical analysis of data could result in a public  
43 embarrassment to the University; therefore, be it  
44
- 45 RESOLVED: That an interim Director of the Assessment and Testing Office be appointed; and be it  
46 further  
47
- 48 RESOLVED: That the interim Director of the Assessment and Testing Office have a solid statistical  
49 background; and be it further  
50
- 51 RESOLVED: That the current Director of the Assessment and Testing Office be reassigned pending  
52 completion of the charge to the Task Force on Institutional Accountability and  
53 Learning Assessment; and be it further  
54
- 55 RESOLVED: That the Director of the Assessment and Testing Office be removed from the Task  
56 Force on Institutional Accountability and Learning Assessment.

Proposed by: Harvey Greenwald  
Date: October 26, 1999

State of California  
Memorandum

**CAL POLY**

**To:** Daniel J. Bertozzi, W. David Conn, Susan Currier,  
James C. Daly, Myron J. Hood, Stephan R. Lamb,  
Roxy L. Peck, Thomas A. Ruehr, Alice Tomasini,  
Denise Campbell

**Date:** October 13, 1999

**From:** Paul J. Zingg   
Provost and Vice President for Academic Affairs

**Copies:** Anny Morrobel-Sosa  
Juan Gonzalez

**Subject:** Appointment and Charge to Task Force on Institutional Accountability and Learning  
Assessment

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The demand for increased accountability from institutions of higher education has been a prominent feature of the national and state political and media landscapes in recent years. Both the public and private sectors have increasingly insisted that institutions of higher education demonstrate their accomplishments and quality. Cal Poly has responded in many positive and thoughtful, yet generally unconnected, ways.

To this end, I am asking you to serve on a Task Force on Institutional Accountability and Learning Assessment. The principal purpose of this group is to propose a systematic and coordinated approach to addressing academic (and larger institutional) accountability and assessment issues at the University. The efforts of this Task Force should also address the following issues:

- the need to build upon, integrate and implement the perspectives and approaches to accountability and assessment contained in several documents, such as *Cornerstones*, CSU Board of Trustees' *Accountability Process*, WASC Self-Study: *Cal Poly as a Center of Learning*, "Visionary Pragmatism", Academic Senate Resolutions on internal/external academic program reviews, *GE 2001* (learning outcomes curriculum), and the principles of the Cal Poly Plan.
- the need to keep our approach to accountability/assessment clear, concise and simple -- i.e., limited number of common measures that speak to institutional mission, our goals as a teaching/learning community, and the defining characteristics of Cal Poly (e.g., polytechnic, "learn by doing," residential, admissions selectivity)
- the need to do so in a way that involves faculty and gains faculty support/confidence (avoiding redundancy, providing useful information, clarifying why assessment/accountability is necessary and appropriate and in everyone's best interest, etc.)
- the need to establish a structure for institutional accountability/learning assessment, that emphasizes an integrative approach between the divisions of Academic Affairs and Student Affairs, includes a "faculty advisory council", and provides operational guidelines.

- Clarification of roles and responsibilities for assessment activities among the Academic Senate Program Review and Improvement Committee, the Assessment and Testing Center, Academic Programs, and the Office of Institutional Planning and Analysis.

I have asked Anny Morrobel-Sosa to chair this Task Force and to call its first meeting. Your final recommendations for Cal Poly's accountability/assessment plan are requested by March 2000, with an interim report on initial findings and directions by the end of the Fall quarter.

I very much appreciate your willingness to assist in this very important effort for the University. Thank you for considering my request of your service. I hope you will respond affirmatively to it.

Please contact Kim Medina (x62186) in my office to indicate whether or not you are able to serve.

FROM: jgroves@calpoly.edu

-7-

Subject: Request for Statistical Help

This e-mail is to confirm some of the discussion we had during your visit to my office. As I said then there are several things which bother me regarding the analysis being done at SAS.

First, information on a ordinal scale is being treated as information on an interval or ratio scale. It would be preferable to use a method designed for ordinal scale data.

Second, to "look at" the difference between two sample means and declare them to be statistically significant without having computed a standard error for the difference is improper.

Third, how was the data collected? Was it a simple random sample, a stratified sample, a cluster sample, or something else? The method of data collection impacts how the analysis is to be done. For example, the computation of the standard error mentioned in item two is different for a simple random sample than it is for a cluster sample.

Fourth, if one persists in using a method like the "two-sample t" to

compare the means, are the assumptions satisfied for that procedure to be legitimately applied? Has anything been done to check these conditions?

Fifth, you have information from a pre-test and then a post-test for each individual. By comparing the sample means without computing a standard error using the fact that you have "repeated measures" for individuals is the same as if the pre-test people were not the same individuals as the post-test people. Doing this does not make efficient use of the data.

In conclusion, there are a number of difficulties with the manner in which the data is being handled and interpreted. I would be highly skeptical of any conclusions presented in a report done in this manner.

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John E. Groves  
Department of Statistics  
California Polytechnic State University  
San Luis Obispo, CA 93407

10.27.99

## Vacancies For 1999-2000

### NOMINATIONS

#### Academic Senate Committees

##### College of Architecture and Environmental Design

Faculty Affairs Committee

David Weggel

#### Universitywide Committees

##### Deans' Admissions Advisory Committee

(3 Academic Senate Appointments/1 current vacancy)

##### University Diversity Enhancement Council

(2 Academic Senate Appointments/2 current vacancies)

Allan Bird (CBUS)



CALIFORNIA POLYTECHNIC STATE UNIVERSITY  
San Luis Obispo, California 93407  
ACADEMIC SENATE

B A L L O T

For Election to the  
Consultative Committee for the Selection  
Of Dean, College of Business

Specific Instructions:

Please place a checkmark in the space provided to indicate your choice for no more than **TWO** candidates to serve on the above named committee:

|       |                    |   |
|-------|--------------------|---|
| _____ | Fahs, Michael      | (Speech Communication Department)                   |
| _____ | Johnson, Jane      | (Career Services)                                   |
| _____ | Krieger, Daniel    | (History Department)                                |
| _____ | Siembieda, William | (City and Regional Planning Department)             |
| _____ | Vilkitis, James    | (Natural Resources Management Department)           |
| _____ | White, Donald      | (Industrial & Manufacturing Engineering Department) |

November 1, 1999

**STATEMENTS RECEIVED FROM THE  
SIX CANDIDATES FOR THE  
CONSULTATIVE COMMITTEE FOR THE  
SELECTION OF DEAN, COLLEGE OF BUSINESS**

**FAHS, MICHAEL (Speech Communication Department, CLA)**

My professional obligations naturally dovetail with those of the College of Business. I teach, write, consult, and train in the area of organizational communication, e.g., interviewing and personnel selection, presentation skills, train-the-trainer, conflict management, communication styles, and strategic planning. I know something about Cal Poly and its search processes, having been a professor here since 1983, and having helped with numerous departmental searches, plus outside searches for a head coach and a vice president. My work in interviewing makes these search processes natural opportunities for application.

I enjoy my relations with the College of Business' faculty and students. I send my best students to the College of Business for courses which complement their specializations in our department. I also enjoy having the better COB students in my classes in Organizational Communication, Business and Professional Communication, or Advanced Organizational Communication. I also enjoyed providing some fundamental communication training for the COB Ambassadors (a delightful group!) this past September.

In this era of wrongful termination lawsuits and other dissatisfying hiring outcomes, I take the personnel search process very seriously. Given the College of Business' ambitious Strategic Plan, together with my impression of the COB as one of Cal Poly's most visible and influential colleges, this search for a new dean becomes all the more critical. If your committee believes that I can assist in this important process, I will be glad to contribute!

**JOHNSON, JANE (Career Services, PCS)**

Please review the enclosed qualifications and interest statement for consideration on the Selection Committee for the Dean vacancy, College of Business.

**Qualifications**

- 20 year employee, Career Services Department, Cal Poly, San Luis Obispo
- Current Job Title: Career Counselor, Liaison to the **College of Business**
- Bachelor of Science: **Business Administration**, Industrial Relations, Cal Poly, San Luis Obispo, December 1978
- Master of Arts: Education, Counseling and Guidance, Cal Poly, June 1997
- Extensive knowledge of the universities organization, resources and academic programs
- Strong relationships with faculty and staff on campus
- In-depth knowledge of student advising, and current student issues

**Interest**

As a graduate of Cal Poly's College of Business and a professional working with current Cal Poly Business students I am sincerely interested in the leadership of the College. A focus of the

College is designing curriculum that provides graduates with skill sets, knowledge and experience that industry is looking for in successful new hires. The relationship between Career Services and the College of Business is a crucial one for students entering the world of work.

**KRIEGER, DAN (History Department, CLA)**

As a professional historian, I do both extensive research and published writing about our institution. I would bring a knowledge of time frame development to the search committee. During my 29 years at CAL POLY I have had many opportunities to work and form lasting friendships with colleagues in the College of Business. I regard the CoB as a key element in the University's future. Moreover, as chair of the ASRC from 1990 to 1996, I gained insight into the wide range of research interests in the CoB. Few if any faculty outside of the CoB could represent the research component in the selection of a new dean.

**SIEMBIEDA, WILLIAM (City and Regional Planning Department, CAED)**

Statement of Interest Candidate: William J. Siembieda, Professor and Head City and Regional Planning Department

Academic Background: Ph.D. Urban Planning, Univ. of California - Los Angeles Master of Public Administration, California State University-San Diego BA Economics, Univ. of California, Berkeley Other Administrative Experience: Director, Center for Research and Development, School of Architecture and Planning, University of New Mexico (UNM) Director, City & Regional Planning Program, School of Architecture and Planning, UNM. Head, Urban Affairs Section, University Extension, Univ. of California, San Deigo.

Candidacy Statement: The four other Department Heads in the College of Architecture and Environmental Design (CAED) encouraged my candidacy. We wish to have a role in the selection process, as there are programmatic linkages between the College of Business and the CAED. These linkages include a track for Architecture and Landscape students wishing to enter the MBA, collaborative work on student competitions and COB courses that support CAED minors. We wish to increase and enhance these linkages and would like the new Dean to be open to such initiatives. I believe my academic background provides solid qualification for membership on the search committee. Throughout my academic career, I have worked with business school faculty. During my short tenure here at Cal Poly (1-1/2 years) I have had positive relations with various members of the COB faculty. My teaching experience in the UC system and outside of California affords me a broad perspective that can be useful in this type of search. Probably the most important factor is that I am committed to bringing the most qualified Dean to Cal Poly that we can find. I will devote the time and energy needed to assist the search process in every way possible.

**VILKITIS, JAMES (Natural Resources Management Department, CAGR)**

I am interested in Cal Poly as a comprehensive educational institution. This includes all the colleges within the university functioning as an integrated unit toward one goal – excellence in undergraduate education. I have pursued this interest as a state wide senator and as a member of various university committees on campus. I believe that our administrators should be trustworthy, honest, and serve the needs of students, faculty and staff within their college as well as the university as a whole. I would pursue that interest if selected as a member of the search committee for dean of CBUS.

**WHITE, DON (Industrial and Manufacturing Engineering Department, CENG)**

Cal Poly's selection of the new College of Business (COB) Dean is a key decision affecting multiple colleges. I am interested in serving on the selection committee because the decision is of critical importance to Cal Poly and my particular background will provide a value-added perspective for the committee.

The decision is of critical importance to Cal Poly because it effects the COB as well as other colleges. For example, the MBA programs collectively pursue a niche strategy by offering collaborative joint programs with other colleges (including the College of Engineering (CENG), the College of Agriculture, and the College of Architecture). This creates a competitive advantage in the educational marketplace for Cal Poly. Therefore, helping the committee to identify the best candidate(s) to lead that strategic direction is, I believe, critical for the future of Cal Poly. I am therefore enthusiastic about serving on the selection committee.

My participation on the selection committee should be of significant value to the committee because my background is fairly unique from several perspectives. First, my educational background crosses engineering and business disciplines (BS and PhD in engineering and MBA in business). Second, my professional experience has covered: engineering and technical positions, business and management responsibilities, and academic experience. Third, my role at Cal Poly has involved creating and sustaining the cross-disciplinary COB/CENG MBA/MS Engineering Management Program (EMP) and the associated EMP Industry/University Partnership. Also, innovative modes of course delivery have been created as components of the EMP including: industry experts at Cal Poly, Cal Poly students and faculty meeting with industry executives and technical experts at industry locations, and students, faculty (from COB and CENG), and industry participants working as a team on sponsored projects for industry. Finally, these collaborative efforts between the COB, CENG, and industry have resulted in a national coalition of similar joint programs and further enhanced Cal Poly's image nationally over the past several years. I believe it is of vital importance to continue and build upon these integrative activities for the benefit of Cal Poly. Towards this end, selecting the COB Dean is a critical decision.

In short, if you believe my cross-disciplinary, cross-organizational background that also involves integrating industry/academic concerns will be of value to the selection of the COB Dean, then please count on me to serve on the selection committee. I look forward to hearing from you and getting started.

Don White

October 29, 1999

**COLLEGE OF BUSINESS**  
**ELECTION RESULTS FOR**  
**MEMBERS TO THE CONSULTATIVE COMMITTEE**  
**FOR THE SELECTION OF DEAN, COLLEGE OF BUSINESS**  
(62 ballots mailed, 49 ballots returned = 79% return)

|                      |                         | <u>number of votes received</u> |
|----------------------|-------------------------|---------------------------------|
| Armstrong, Mary Beth | (Accounting)            | 25                              |
| Biggs, Joseph        | (Management)            | 17                              |
| Carr, Janice         | (Accounting)            | 28                              |
| Frayne, Colette      | (Global Strategy & Law) | 27                              |
| Gay, Larry           | (Industrial Technology) | 30                              |
| Peach, David         | (Management)            | 20                              |
| Weatherford, Alan    | (Finance Area)          | 31                              |