

# Year *in* Review



***Cal Poly continued to garner national recognition in 2003 for academic excellence, outreach to prospective students, and even the beauty of the campus.***

***U.S. News and World Report ([www.usnews.com](http://www.usnews.com))***

- For the 11th consecutive year, Cal Poly was rated the best public largely undergraduate university in the West.
- Cal Poly's College of Engineering also earned a top spot in the magazine's Best Undergraduate Engineering Programs – for schools whose highest degree is a bachelor's or master's – ranking as the No. 3 program at a public school.

***Carnegie Communications ([www.carnegiecomm.com](http://www.carnegiecomm.com))***

- Cal Poly has been named the best regional university in the West in a survey by Carnegie Communications. The rankings, which included public and private universities, were based on a 2003 survey of nearly 4,000 college-bound U.S. students.

***Hispanic Outlook in Higher Education ([www.hispanicoutlook.com](http://www.hispanicoutlook.com))***

- Cal Poly was included in the 2003 "Publisher's Picks" list of colleges and universities that the publication regards as offering strong educational opportunities for Hispanic students. The standings are based on formal and informal inquires, as well as data from the National Center for Education Statistics.

***Design Intelligence ([www.di.net](http://www.di.net))***

- For the second-straight year, a national poll of practicing architects ranked Cal Poly's architecture program as one of the top in the nation among bachelor's degree programs. The No. 3 ranking was based on a survey of partners, principals and personnel directors at more than 1,000 U.S. firms.

***Kaplan Publishing ([www.kaplan.com](http://www.kaplan.com))***

- High school counselors around the nation consider Cal Poly one of the country's most beautiful campuses, according to a national survey by Kaplan Publishing, best known for its preparation books for national entrance exams. Cal Poly was a top school in the category "most beautiful campus in a suburban or rural setting" in *The Unofficial, Unbiased Guide to the 328 Most Interesting Colleges*.

## New Scholarship Helps Students Blossom

**T**wo budding environmental horticulturists are flourishing with the help of a scholarship established in 2003 to “nurture future talent to support the development and management of public gardens.”

The M.H. Sherman Co. established the scholarship in honor of founder Arnold D. Haskell. The scholarship is paying all the costs – from fees and books to board and personal expenses – for the 2003-2004 school year for environmental horticultural science students Matthew Maggio and Amanda Clanton.

The two students were selected on the basis of academic achievement, community involvement, personal interviews and an essay on their educational and career goals.

Maggio and Clanton will have the opportunity to work in a paid, six-week internship program at Sherman Library and Gardens in Corona del Mar in summer 2004, gaining experience with propagation, planting, maintenance, feeding, grooming and the gardens’ computerized inventory.

“Earning the Haskell scholarship affirms my honest belief that hard work and determination seldom go unrewarded,” Maggio says.

“The Arnold D. Haskell Scholarship Fund was created to advance environmental horticulture education in California,” said a company spokesperson. “Cal Poly has an excellent reputation, and the College of Agriculture is one of the premier undergraduate agriculture programs in the nation.”

The Sherman Library and Gardens is an educational and cultural center. The library houses a research center devoted to the study of the Pacific Southwest and contains a specialized collection of rare books, photos, maps and papers from the past 100 years.



Amanda Clanton (left) and Matthew Maggio at the Sherman Library and Gardens. (Photo by Stefanie Kristiansen)

The horticultural display gardens represent 2,000 species of plants from all over the world.

“It has been a great honor to be chosen to receive the Arnold D. Haskell Memorial Scholarship,” Clanton says. “It makes me feel like all of my hard work has paid off. The scholarship has made a huge impact on my life. It has eliminated my many worries concerning paying for my education. I’m extremely excited to do the internship at the Sherman Library and Gardens and learn more about public gardens.”

“Cal Poly’s philosophy is learn-by-doing, and these internships definite-

ly support that premise, preparing students for their future,” said Sherman Gardens Director **Wade Roberts (OH ’66)**.

“I was overwhelmed with the generosity and vision of the Sherman Co. in making this commitment,” said Jennifer Ryder Fox, head of Cal Poly’s Horticulture and Crop Science Department. “This investment in the future of horticulture is significant, and the Haskell scholarships will truly make a difference in the lives of these students, enabling them to continue their education without financial worry.”

## 'Blackboard' Provides Clean Slate for Teaching and Learning

Today's "Blackboard" bears little resemblance to the blackboards of the past, those that conjure up images of yellow chalk and dusty erasers.

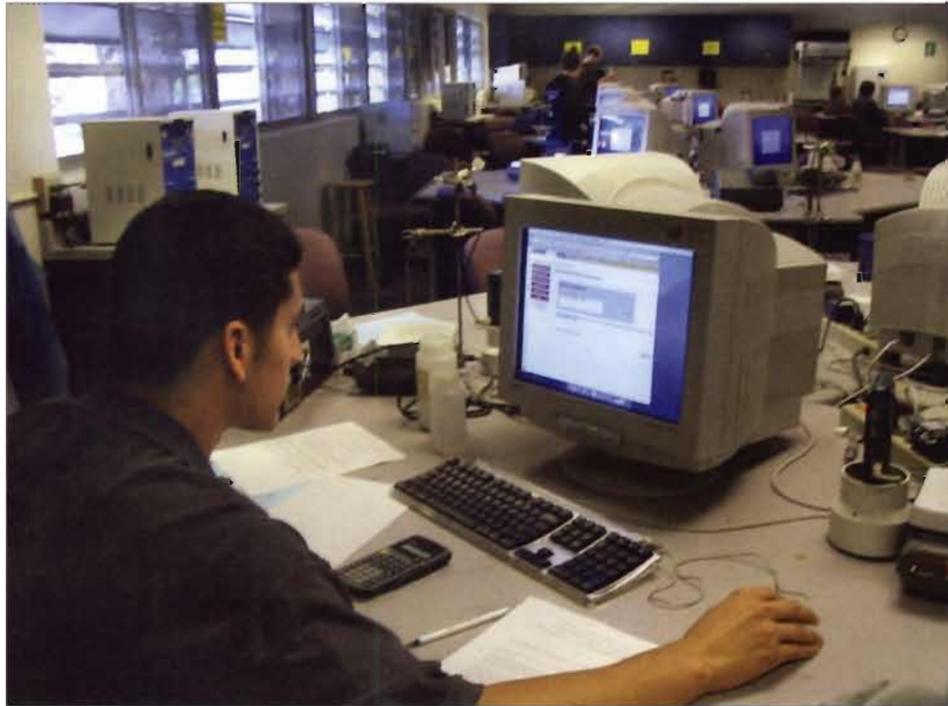
Today's Blackboard uses the Internet and the latest technology to help a new generation of faculty members effectively organize and deliver course content, giving students access to it any time, from any Internet connection.

A Web-based learning management system, Blackboard allows instructors to enhance their one-on-one relationship with students by providing online handouts, course materials, syllabi, study tools and discussion threads online, according to Instructional Designer Luanne Fose of Technology and Learning Services at Cal Poly.

"TLS implemented the Blackboard Courseware Development Program in 2003 to improve teaching and learning and to increase the success of Cal Poly's newer faculty members in implementing technology in the classroom," says Tonia Malone, ITS information technology consultant.

Claudia Cremasco, who teaches beginning Italian, noticed a marked improvement in the overall performance of her class with the use of Blackboard courseware.

"Learning Blackboard has been a very important experience for me," she says. "It provided me with the opportunity to create a site where the students could be exposed to the Italian language through authentic material and where they could review material used in class. I found it really useful for keeping track of my students' work and progress and for providing immediate feedback to them. Comparing the results of this year's final exam with those of last year, I found considerable improvement overall."



Students take exam in Blackboard. (Photo by Tonia Malone)

Architectural Engineering professors Vicki May and Pamalee Brady sought the help of TLS for a hybrid course on timber structural systems they co-taught fall quarter. In this course, Brady lectured on campus while May delivered her sessions online from an out-of-state location.

"Since both instructors were already quite familiar with distance learning techniques," Fose says, "TLS primarily assisted by serving in a consultation capacity and by creating a Flash animation, which visually illustrated three-dimensional architectural structures through an interactive learning environment that the students could manipulate in a variety of ways."

"I found the discussion board was very valuable and allowed for diverse opinions and awakenings for some students," Brady says.

The staff members in TLS also created a Blackboard application for Kinesiology Professor Kristine Jankovitz, who wanted help manag-

ing a lecture course with about 200 students every quarter.

"Jankovitz wanted to make her course content more pedagogically sound and more accessible to her students," Malone explains. "Blackboard provided a central depository for her students to access files and articles. Every lecture was posted before the class meetings, and students were responsible for printing the outlines and bringing them to class."

The approach saved the Kinesiology Department money in printing costs and encouraged the students to take more responsibility for their education.

"I do like the opportunity to be able to post lecture-note outlines during the quarter, as opposed to having it all in print at the beginning of the quarter," Jankovitz says. "This allows me to make 'in-flight' modifications as necessary to keep pace with instruction or changes to the course calendar."

## Building World-Class Collections: Digital and Print

Building on the success of an earlier project that expanded and strengthened the agribusiness research materials in the Kennedy Library, Business Librarian Frank Vuotto was given a second \$35,000 from the Agribusiness Department's 2003 student fee increase to build world-class collections – both digital and print.

"It's a win-win scenario," says Vuotto, who came to Cal Poly in 2002. "Students win by gaining hands-on experience with such key business databases as Factiva, TableBase, Business & Industry, and Global Market Information Database, making themselves more desirable – and hireable – in today's tough job market.

"Industry wins by hiring new graduates who can conduct high-level research, an essential skill in a very competitive business landscape," Vuotto continues.

The student fees also helped build specialized collections, such as Produce Category Management, Wine and International Trade, which would have been cost-prohibitive without the fee allocation.

For more information on the Student Fee Allocation project and

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a detailed list of expenditures visit <http://macabre.lib.calpoly.edu/staff/fvuotto/35k/>.

In May 2003, the Agribusiness Department, along with Vuotto, secured a \$5,000 grant from The California State University Information Competence Project to design and implement a subject-specific information-competence Web site.



Business Librarian Frank Vuotto (Photo by Bob Anderson)

The Business & Agribusiness Information Competence Web site (<http://multiweb.lib.calpoly.edu/Agbusiness/index.html>) is a comprehensive, tutorial-driven, digital guide that teaches students how to master basic information-literacy skills. In addition, students learn fundamental business, agriculture and economics competencies, while gaining hands-on

experience using key agribusiness and business databases.

"The Web site is the most comprehensive, subject-driven, information-competence Web site in the United States," Vuotto says. "The scope, content and instructional design are unmatched in academe.

"The Web site was created to deliver business-related research support,

teach general and subject-specific information-competence skills, and provide remote access to high-end databases and digital research guides 24/7," Vuotto says.

The Web site is part of the Business Research Portal (<http://macabre.lib.calpoly.edu/staff/fvuotto/>) that was developed to provide students and faculty easy access to a wide range of business resources through the Kennedy Library, including digital research guides, resource updates, new-product alerts, specialized collections, course research guides and new business books.

"The Business & Agribusiness Information Competence Web site was developed in response to the student success strategy at Cal Poly and to create a digital environment where learn-by-doing comes to life," Vuotto explains. "The Web site embodies the ideals set forth by Cal Poly's Council on Student Success by teaching real-world business research skills that students will need in the competitive business arena."

## Campus Sees Major Construction Projects in 2003



AUSTIN  
VEUM  
ROBBINS  
PARTNERS

Conceptual design of the Cal Poly College of Architecture and Environmental Design's Center for Construction Excellence. (Design by Austin Veum Robbins Partners)

Cal Poly was home to several major construction projects in 2003 – including the first new student housing built on campus in 20 years and a new engineering building.

Cerro Vista, a \$36.7-million apartment-style student housing complex designed for upperclassmen, opened its doors in September 2003, on schedule and in time for fall quarter.

The complex is the first phase of Cal Poly's plan to ease the housing crunch facing students in San Luis Obispo. Cerro Vista provides 800 beds in furnished four-bedroom units and a smaller number of two-bedroom suites that add up to some 160,000 square feet.

Each four-bedroom suite is 960 square feet, and the six-acre hillside location at the base of Poly Canyon Road offers plenty of residents million-dollar views of the campus and Bishop Peak. Students, faculty and staff watched the project rise in 2002 and early 2003, and students responded enthusiastically. So enthusiast-

ically, in fact, that the university's Residential Housing and Student Life department held a lottery to choose Cerro Vista's first crop of residents – because applications outnumbered available beds.

Another major construction project that dominated the campus in 2003 was the Engineering III Building. The \$14.5-million construction project is rising on the site of the old baseball field, between the new Advanced Technologies Laboratory and Highland Drive.

The new multistory building will offer some 41,000 square feet of classroom, office and laboratory space arranged around an outdoor work yard. The new building will be home to Aerospace Engineering, Civil and Environmental Engineering, Materials Engineering and Industrial and Manufacturing Engineering.

During winter quarter, Cal Poly completed the first phase of the Engineering III Building, which broke ground in summer 2001. Phase two

includes building a jet-propulsion laboratory, finishing the interior construction, adding landscaping, and outfitting the building with \$2.29 million worth of new equipment.

The Engineering III project will also include a \$1.2 million extension of California Boulevard to Highland Drive, creating a complete two-way traffic loop around the campus core and enhancing pedestrian and bicycle safety along the route.

The final phase of Engineering III will begin in early summer 2004 and should be completed by December. The first classes are scheduled for winter quarter 2005.

Also largely completed in 2003 was Cal Poly's Telecomm Project. The \$8.9-million project is upgrading telecommunications and technology capabilities in all Cal Poly academic buildings for voice, video and data transmissions, including two-way videoconferencing, improved computer networking and technology instruction.

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Several smaller but significant renovation projects were also completed in 2003. They include upgrading seating in the Alex and Faye Spanos Theatre to current standards for disabled persons and adding multimedia and distance-learning facilities in five laboratories.

On a final note, Cal Poly, along with the rest of the Central Coast, shook, rattled and rolled through the Dec. 22, 2003, San Simeon earthquake, centered some 40 miles north of campus. Only a handful of faculty and staff members were on campus that day, and no injuries were reported. University facilities suffered only minor damage during the 6.5 magnitude earthquake, according to Facilities Director Mark Hunter.



Cerro Vista student housing complex

Kennedy Library suffered a broken window facing the interior courtyard and fallen books on its two top floors. The quake also cracked windows in Mott Gym, where they were quickly

replaced. Although the quake damage appeared minimal, seismic consultants were brought to campus during the winter break for thorough inspections – and gave the campus a positive report.

## ***Fratessa Memorial Fund Established***

As head of the Architectural Engineering Department, Paul Fratessa focused primarily on his students. Through the generosity of others, his personal legacy of focusing on students continues even after his death last September.

He came to Cal Poly in 1995 to teach, after earning wide professional respect as a registered structural and civil engineer in 38 years of practice and service on numerous statewide boards. He quickly earned the respect of the faculty and students.

Every year he personally guided students in coordinating the Structural Engineers Association of California Structural Forum. Sharing with them the experience gained in almost four decades of practice, he guided them in selecting a theme, laying out an agenda, and organizing, for the first time in their lives, a major professional event. He put them in touch with leading-edge professionals and helped them gain expertise in communicating with those practitioners.

Fratessa served as a primary faculty advisor to students building structures for their senior projects – a bridge at Lopez Lake and the recent Tensile Structure in Poly Canyon, for example. He coached them on how a typical engineering firm would lead a project, from funding and materials through public scrutiny to completion – a glimpse into their future professional careers.

To continue her husband's legacy, Fratessa's widow, Mary-Jo, provided the initial donation to establish the Paul F. Fratessa Memorial Endowment, and with additional contributions from family, friends and colleagues the student-focused fund has grown to \$20,000.

Proceeds from the endowment will directly benefit students through scholarships, field trips and learn-by-doing projects such as designing and building structures on and off campus.

"The tangible improvements that Paul brought to the department during his tenure are surpassed in their benefits only by the level of collegiality, optimism and enthusiasm that he generated in the faculty, staff and students," said Interim Department Head Abe Lynn. "His vision left an imprint on the department. He will be long remembered and deeply missed."

## Professor's Study Shows Cal Poly's Impact on Local Economy

Cal Poly has a \$1 billion-plus annual impact on the local economy, according to a study by Orfalea College of Business Finance Professor Kenneth Riener.

The report, based on research gathered and analyzed throughout 2003 by Riener and business senior Robert Rendler, is the latest in Riener's series of studies on the university's impact on the economy in San Luis Obispo city and county.

The finance professor's ongoing research reviews the university's economic impact in a variety of forms, including spending by faculty, staff and students, as well as university expenditures for locally procured supplies, services and construction.

His latest study also includes the impact of the many visitors the university draws to the area. And it takes into consideration the "multiplier effect"

that results from these dollars being re-spent locally. The report concludes that the combined impact of these expenditures alone on the San Luis Obispo County economy is more than \$637 million annually.

Riener and Rendler's research also considered such influences as university payroll, university purchases, student spending, retired staff and faculty spending, visitor spending, local capital expenditures, and the increased earning power of local Cal Poly graduates. Not only does Cal Poly contribute a large proportion of the county's economic activity, it serves as a major stabilizing force in the economy because of the relatively low variability of employment, the report concludes.

The \$1.12 billion overall impact of Cal Poly on the local economy means that more than \$1 of every \$9 earned or spent in San Luis Obispo County is due



Professor Kenneth Riener (Photo by Teresa Hendrix)

directly or indirectly to Cal Poly, Riener said. The university now also supplies roughly 10 percent of all jobs in the county.

The report is available online at the Orfalea College of Business Web site, [www.cob.calpoly.edu](http://www.cob.calpoly.edu).

## Ozzie Smith Makes a Triple Play at Cal Poly in June

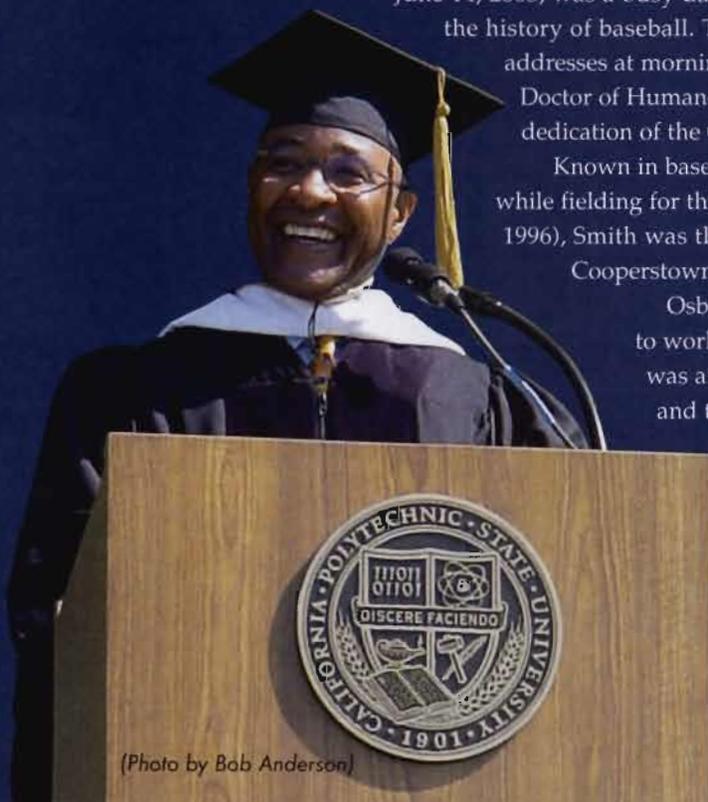
June 14, 2003, was a busy day for Cal Poly alumnus **Ozzie Smith**, the greatest shortstop in the history of baseball. The day marked his return to his alma mater to deliver keynote addresses at morning and afternoon commencement ceremonies, receive an honorary Doctor of Humane Letters degree, and speak to a standing-room-only crowd at the dedication of the Ozzie Smith Plaza.

Known in baseball as "The Wizard" for his amazing defensive play at shortstop while fielding for the San Diego Padres (1978-1981) and the St. Louis Cardinals (1982-1996), Smith was the sole inductee into the National Baseball Hall of Fame in Cooperstown, N.Y., in 2002.

Osborne Earl "Ozzie" Smith is less well-known for his equal dedication to working with young people. In recognition of his community service, he was awarded an honorary Doctor of Humane Letters degree by Cal Poly and the trustees of The California State University, becoming only the 10th person in the university's history to be granted such a degree.

At the afternoon plaza dedication ceremony, a three-quarter-life-size bronze statue of Smith was unveiled. In addition, a scholarship endowment for Cal Poly baseball has been created to honor him, with a limited number of statue miniatures available for donors.

At the dedication, Smith spoke to a crowd of some 500 faculty members, students, staff and Central Coast baseball fans, calling his career and return to Cal Poly "a dream come true."



(Photo by Bob Anderson)

