

CAL POLY Report

California Polytechnic State University
San Luis Obispo, CA 93407
Vol. 52, No. 42 • September 2, 1998

CPR schedule

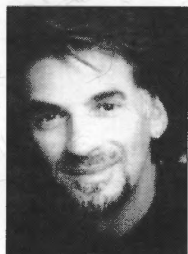
This is the final summer edition of the *Cal Poly Report*.

Publication will resume with two issues during Fall Conference week: the first on Monday, Sept. 14, and another on Wednesday, Sept. 16. Articles for Monday's edition are due in the Communications Office by 10 am Tuesday, Sept. 8. Copy for Wednesday's issue are due by 10 am Thursday, Sept. 10.

Items can be mailed to the Communications Office, Heron Hall. □

Kenny Loggins to perform Sept. 16

Kenny Loggins, considered one of today's great pop artists, will perform at 8 pm Wednesday, Sept. 16, in Harman Hall in the Performing Arts Center's Cohan Center.



Kenny Loggins

Loggins' performance opens Cal Poly Arts' 1998-99 season.

In a career spanning more than two decades, Loggins has sold more than 20 million albums. He and

Jim Messina formed Loggins and Messina in the early '70s and amassed two platinum albums, five gold records, and a memorable list of classic hits that include "Danny's Song," "Love Song," and "Your Mama Don't Dance."

Loggins' first three solo albums turned platinum. His popular hits include "Celebrate Me Home," "Whenever I Call You Friend," and "This Is It." He has earned two Grammy Awards and received an Academy Award nomination for "Footloose."

Tickets to Loggins' concert, \$30.50 to \$48, can be ordered by phone at ext. 6-ARTS (6-2787) or bought in person at the Performing Arts Ticket Office from 10 am to 6 pm weekdays and from 10 am to 4 pm Saturdays. Orders can also be faxed to ext. 6-6088.

Information on Cal Poly Arts events, including audio and video samples of artists' work, can be found on the World Wide Web at www.calpolyarts.org. □

U.S. News rates Cal Poly best in its class

For the sixth straight year, *U.S. News and World Report* has rated Cal Poly the best public, undergraduate university in the Western states.

The magazine's "America's Best Colleges" guidebook also gives Cal Poly high marks again this year for both academic reputation and the quality of its students. The rankings and excerpts from the book were included in the Aug. 31 issue of the magazine.

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 position overall.

The nine private institutions ranked above Cal Poly are led again by Trinity University of Texas and Santa Clara University.

Academic reputation — the only subjective factor used to calculate the rankings — is based on a survey of presi-

dents, 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 who are accepted who actually attend.

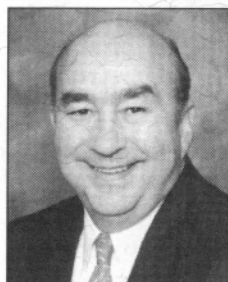
Cal Poly is third best among Western regional schools in keeping freshmen. In the years used for this survey (1993 to 1996), about 86 percent of Cal Poly's freshmen returned the next year.

After Cal Poly, the next eight institutions in *U.S. News*' Western regional category are Western Washington University, Humboldt State and Sonoma State University (tie), Chico State and the University of Montana's Montana Tech (tie), the University of Nevada at Las Vegas, and Fresno State and Cal State Hayward (tie). □

Chancellor Reed to speak at Fall Conference on 14th

New CSU Chancellor Charles Reed will be the featured speaker at the Fall Conference General Session on Monday, Sept. 14.

Making his first visit to the campus, Reed will talk on the "CSU's Role in Educating Californians for the 21st Century" and then answer questions from a panel of Cal Poly representatives. The panel will open with remarks from ASI President Dan Geis, Academic Senate Chairman Myron Hood, and Labor



Chancellor Charles Reed

Council spokesman Phil Fetzter.

The General Session will begin at 9:30 a.m. in Harman Hall after refreshments on the Performing Arts Center Plaza, which begin at 8:30 a.m. The

session will also include presentations to winners of the distinguished teaching and outstanding staff awards and remarks from Provost Paul Zingg and President Baker.

Fall Conference week, Sept. 14-18, will include the usual full schedule of workshops, open houses and other events. Program brochures are being distributed campuswide this week.

Reed is scheduled to return to Cal Poly Nov. 30 for a more extended visit, during which he will meet with various campus groups. □

Reminder: Library closed Sept. 10

The Kennedy Library will be closed Thursday, Sept. 10, so that library faculty and staff members can participate in planning workshops for the coming year. The library will re-open at 8 am Friday, Sept. 11.

Those in need of special arrangements for Sept. 10 should call the dean's office at ext. 6-2345. □

Switch insurance plans from Sept. 1 – Oct. 30

The annual open enrollment period for health and dental insurance, FlexCash, the Dependent Care program, and the Tax Advantage Premium Plan (TAPP) will run from Sept. 1 through Oct. 30. Although some material from PERS states that the open enrollment period ends Oct. 15, a special extension has been granted to the CSU.

A detailed newsletter will be mailed campuswide during the first week in September. Human Resources and Employment Equity asks employees to hold their questions until they've had an opportunity to read the newsletter, which contains answers to many commonly asked questions.

A Benefits Fair with representatives from insurance carriers and other benefit program organizations, as well as staff members from the state and Foundation human resources offices, will be available to answer questions and process open enrollment forms from 9 am to 1 pm Tuesday, Sept. 15, in UU 220. □

Cal Poly safety program wins statewide award

A safety program developed by a Public Safety Services officer and taught by a wide range of volunteers received the Governor's Employee Safety Award.

The Scared Safe Program, designed and directed by Officer Ray Berrett, was nominated by the Campus Safety and Risk Management Committee.

The program is modeled after a peace officer survival training course. Participants walk through a series of potentially dangerous situations, learning avoidance and response skills that more than 70 percent of the course graduates say were useful in real-life situations.

Those taking part in the program are confronted by volunteers playing the roles of beggars, robbers, gang members and sexual assailants. In addition to demonstrations and role playing, the course contains lectures on how participants can diffuse dangerous situations.

More than 15,000 people have taken the course over the past 15 years. In the last five years, 25 different California law enforcement agencies have received training. □

O'Keefe to talk on peer mentoring

Faculty and staff members are invited to a presentation on peer mentoring to be given the first day of Fall Conference week, Monday, Sept. 14.

Tim O'Keefe of the Natural Resources Management Department will give a short overview of TEAM (Teacher Excellence and Mentoring) from 4 to 4:30 pm in the Staff Dining Room.

Those who plan to attend are asked to call Janice Engle in the Faculty Instructional Development office at ext. 6-5935 so that she can make arrangements for refreshments. □

SIS+ training offered Fall Conference week

A Student Information System Plus (SIS+) training class for new users will be offered Wednesday, Sept. 16, from 8:30 to 9:30 am in Chase Hall, Room 104.

Employees need to complete a training session before they can receive a SIS+ account and access the student database.

Participants should bring an Account Request Form to the session. The form is available on OpenMail under Bulletin Area.

To reserve a space, call Betty Sawyer at ext. 6-1344 or send an e-mail note. □

Athletic program earns NCAA certification

The National Collegiate Athletic Association (NCAA) announced that it has fully certified Cal Poly's NCAA Division I athletic program.

The organization that oversees most intercollegiate sports in the country declared that Cal Poly is "operating its athletics program in substantial conformity with operating principles adopted by the Association's Division I membership."

"This is a tremendous accomplishment for Cal Poly only four years after we joined the ranks of the NCAA Division I," said John McCutcheon, athletic director.

Provost Paul Zingg said, "It is particularly gratifying to note the strong affirmation in the report about how well Cal Poly has developed an athletics program that contributes to the university's educational mission." □

Assigned time available to develop proposals

To stimulate research activity, the Research and Graduate Programs office will consider requests for assigned time for the specific purpose of preparing grant or contract proposals.

Many faculty members have indicated that it is difficult to prepare proposals — especially multidisciplinary projects involving several investigators — while carrying a full teaching load.

Faculty members who wish to apply for assigned time should request it in writing and indicate the number of WTUs requested, the academic term for which the request is made, the agency or program for which the proposal is being prepared, and the application deadline.

Additional information that supports the request, such as preliminary work accomplished either on the project or on the proposal development, should be included.

Requests should be signed by the respective department head or chair and dean and sent to the dean of research and graduate programs.

Applicants should also include a current C.V. and a list of other university support received during the last five years.

Although special consideration will be given to requests that are matched with assigned time from the college, it is not required.

Requests will be linked to proposal deadlines and can be submitted any time during the academic year; however, because funds are limited, requests made early in the academic year, or even before the start of the year, will have a greater likelihood of approval.

It is anticipated that three to six WTUs will be provided and reimbursed at the assistant professor rank, step 1.

For information, call the Research and Graduate Programs office at ext. 6-1508. □

16 employees win prizes at EAP stress reducer

Fifteen staffers and a faculty member won prizes at the Aug. 26 Employee Assistance Program health fair on "Successful Stress Reduction."

About 90 employees, students and others participated in the two-hour informational session. Drawing winners received certificates for mugs, smoothies, sandwiches, movie rentals and other prizes. □

PIECE OF MIND

Dear Editor:

As a Cal Poly professor, concerned primarily with undergrad education, I am opposed to the idea of the university-sponsored research park.

Cal Poly has a long and successful tradition based on undergraduate education first and foremost. A research park is clearly another administration attempt (like the rest of the ill-fated industrial alliances with Microsoft and others) to raise funds by selling faculty talent like any commercial commodity, on the open market, to the highest bidder.

A research park can only serve to shift faculty interest (and motivation for merit-pay) away from undergrad teaching into research and graduate instruction. Many, not most, of the large research universities expect faculty to teach few, if any, undergrad courses, and to concentrate on lucrative research projects. In order to accomplish this research, most faculty need a substantial number of grad students, who function as both research assistants and also as instructors for large, undergrad classes.

Allen Haile responds

I would agree with Professor O'Keefe if his perception of the California Central Coast Research Partnership were accurate. The initiative in question does not propose the creation of a "research-university mode," but instead, is firmly grounded in the Cal Poly "learn by doing" student-centered tradition.

As the half-life of technical knowledge plummets, so does the value of a degree that is not intimately tied to knowledge generation...where "how to learn what you don't know" becomes more important than what you already know.

This emerging university-community partnership bears little resemblance to the research university dinosaurs of the past. Rather, it seeks to build — on a scale appropriate to San Luis Obispo and grounded in recognition of Cal Poly's strengths as a primarily undergraduate institution — a healthy exchange of ideas and expertise between the university and relevant private enterprise.

This "research-university mode" is not what has built excellence at Cal Poly. However, there may be some Cal Poly faculty who see this research-university model as a desirable system; a system that generates more funds for departments and the university, reduces faculty contacts with a large number of undergrads, and brings the prestige of a large graduate program, but at a high academic price. Clearly, the concept of a university research park is not an "academic free-lunch."

It is also essential to note that a research park is not just an extension of individual faculty consulting, which has always been very productive. The research park is an organized, commercial effort to restructure the traditional Cal Poly system, and to develop a research-university model for the "new Cal Poly." I don't think such a radical shift is in the best interest of students or faculty. □

*Tim O'Keefe
Natural Resources
Management Department*

As we continue to transition into the global knowledge economy, the academy must take on new responsibilities as "keeper of the keys" of knowledge generation, and thus... guardians of the human condition. This responsibility belongs to all of us in the academy, not only to the "research" universities.

I invite you to learn more about this promising initiative and the benefits it can provide to our students and faculty. □

*Allen C. Haile
California Central Coast Research
Park Task Force member and director,
Community and Government
Relations, Cal Poly*

"Piece of Mind" is for your letters about campus issues. Questions, explanations, compliments, complaints — we want them all. Keep them brief, but keep them coming. Include name, department, and phone number. Mail to the Communications office, Heron Hall; fax to 6-6533; or e-mail to polynews@polymail.

Position vacancies

Vacancy information and applications for the following positions are available from the appropriate Human Resources office. Vacancy information can also be accessed from the Cal Poly home page on the World Wide Web (address: www.calpoly.edu; click on "General Information").

STATE (Adm. 110, ext. 6-2236 or job line at ext. 6-1533). Official application forms must be received by 4 pm on the closing date or be postmarked by the closing date. (No faxes.)

#9E012: Predoctoral Internship, Health and Psychological Services. Salary/Stipend: The annual stipend for full-time interns is \$15,000 (\$1,250 per month) and includes employee benefits of vacation time, sick leave, and health insurance. These positions are opened until filled, however, application review will begin Dec. 1.

#97015: Clerical Assistant III, English Department (Unit 7).* (\$2,080 - \$2,464/mo.) Finalists should be prepared to bring a writing sample that shows the ability to compose and knowledge of spelling and grammar. Closing date: Sept. 16.

#97016: Clerical Assistant III, Agricultural Education & Communication Department (Unit 7).* (\$2,080 - \$2,464/mo., temporary to 6/30/99; renewal dependent upon funds) Closing date: Sept. 16.

#97017: Stock Clerk, Facility Services (Unit 7).* (\$1,970 - \$2,331/mo.) Closing date: Sept. 16.

#92018: Health Education Assistant, Health Services (Unit 2).* (\$1,303.50 - \$1,566.50/mo., temporary, half-time to 6/30/99 with possible extension dependent upon funding). Closing date: Sept. 16.

#9M019 Director, University Relations (Administrator II), University Advancement-University Relations/Communications. Under the administrative direction of the vice president for University Advancement, the director of University Relations serves as the university's main spokesperson and Cal Poly's liaison with local, state, and national media and is responsible for the overall strategies of the University Relations program. The director of University Relations is responsible for the overall leadership and management of the University Relations/Communications Department, which provides professional public relations, media relations, publications, and editorial services to the University Advancement division and the entire university. The director works collaboratively with the Vice President and senior management staff in developing and implementing a comprehensive media and communications plan for the university.

The director writes "white papers" and performs other communications activities on specific topics for the president, vice president, and other administrators for internal and external audiences. The director interacts with major regional, national, and local media (including newspapers, wire services, radio, television, and professional publications) to sustain productive relations and to promote Cal Poly achievements through the placement of major articles, opinion pieces, and interviews. The director provides overall supervision and direction for the Communications Department's seven staff members as well as active participation in creating pro-active public relations and publications which enhance the university's image and create a climate which engenders public and private support. The director will answer media inquiries and serve as the university's main

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Position vacancies . . .

Continued from page 3

spokesperson; serve as the vice president's and other administrator's adviser on matters of public/media relations and strategic communication plans. The director will organize on- and off-campus opportunities, forums, meetings, news conferences, and other events to inform key constituents and the media about important issues and promote understanding of the concepts. The director has overall responsibility for the development and management of state and foundation budgets.

A Bachelor's degree is required; a Master's degree is preferred. At least five years of progressively responsible management and communications experience, preferably in a university setting. Demonstrated success and thorough knowledge of public relations, media relations, marketing, and publication production. Outstanding written communication skills and the ability to interact and communicate successfully. Thorough knowledge and demonstrated success in developing and implementing short- and long-range strategic communication plans. Ability to exercise discretion and independent judgment in carrying out responsibilities; reason logically; demonstrated success in establishing and maintaining cooperative working relationships with a variety of on- and off-campus constituents. Creative problem-solving skills. Ability to initiate a program or project and carry it to completion, and to handle many details in a well-organized and focused manner. Strong personnel management, supervisory, and mentoring skills. Experience in fiscal policy and management.

The hiring salary range for the position is commensurate with the background and experience of the individual selected. Cal Poly offers excellent fringe benefits. All rights associated with this appointment are governed by the Management Personnel Plan adopted by the CSU Board of Trustees.

Interested applicants must complete a Cal Poly management application and include a current resume, and the names, addresses, and telephone numbers of at least three professional references. For full consideration application materials should be submitted by Sept. 30, however, position is open until filled. Applications, nominations, and inquiries should refer to recruitment code 9M019 and be addressed to: Human Resources, Cal Poly, Administration Building Room 110, San Luis Obispo, CA 93407. Phone: 756-2236; Fax: 756-5483; Jobline: 756-1533; Internet address: <http://www.calpoly.edu>. Direct specific inquiries regarding the position to: William Boldt, vice president for University Advancement, at 756-1445.

#99020: Interpreter/Translator I and II, Disability Resource Center (Unit 9).* (\$12.00 - \$27.20/hr., hiring range dependent upon training and experience; temporary, intermittent/on-call through 6/30/99 with possibility of renewal). Closing date: Open until filled.

Director, Cal Poly Fund (Administrator II), University Advancement - Cal Poly Fund.

Under the administrative direction of the associate vice president for University Advancement, the director of the Cal Poly Fund is responsible for the overall efforts of the university's annual giving programs including development of long- and short-range marketing strategies. The department is responsible for raising funds from alumni, parents, and friends of the university through phonathons and direct-mail campaigns for various departments and programs. (In 1997-98, 25,000 gifts totalling \$1,400,000 were raised for the various departments and programs of the university.) The department is comprised of a director, a phone/mail

manager, a clerical assistant, four student telemarketing managers, and 30 student telemarketers.

The director is responsible for preparing, recommending, and executing annual program objectives and supporting budgets as well as coordinating the university-wide solicitation calendar and annual giving campaigns for the colleges and units. The director will analyze program and gift-flow trends, and develop upgrade strategies to move donors into the major gift level. The director will act as a resource for all campus constituencies in the context of planning annual gift fund-raising activities including assisting program managers to focus on goals, objectives, and tactics to maximize the success of annual gift campaigns. The director will manage the acknowledgment system for all Cal Poly Fund donors.

A Bachelor's degree is required. At least five years of progressively responsible management and annual fund experience, preferably in a university setting. Demonstrated skill in problem solving in a practical, diplomatic, and effective manner. Demonstrated skill in creative thinking, evaluating relevant information, recognizing alternatives, and reaching logical conclusions based on evidence. Must have the ability to: initiate a program or project and carry it to completion; handle many details in a well-organized and focused manner; interact and communicate successfully with university administrators, deans, faculty, staff, donors, and volunteers by possessing excellent oral, written, and presentation skills; and coordinate complicated work schedules and campaign calendaring among multiple constituents. Thorough understanding of IRS, CAE, and NACUBO fund-raising standards and guidelines. Strong supervisory and mentoring skills. Experience in fiscal policy and management.

The hiring salary range for the position is commensurate with the background and experience of the individual selected. Cal Poly offers excellent fringe benefits. All rights associated with this appointment are governed by the Management Personnel Plan adopted by the CSU Board of Trustees.

Interested applicants should complete a Cal Poly management application and include a current resume, and the names, addresses, and telephone numbers of at least three professional references. For full consideration application materials should be submitted by Sept. 30, however, position is open until filled. Applications, nominations, and inquiries should refer to recruitment code 9M021 and be addressed to: Human Resources, Cal Poly, Administration Building Room 110, San Luis Obispo, CA 93407. Phone: 756-2236; Fax: 756-5483; Jobline: 756-1533; Internet address: <http://www.calpoly.edu>. Direct specific inquiries regarding the position to: William Boldt, vice president for University Advancement, at 756-1445.

#99022: Analyst/Programmer (Career level), Financial Aid Department (Unit 9).* (\$3,363 - \$4,592/mo.) Closing date: All application materials should be submitted by Sept. 16, however, position open until filled.

FACULTY (Adm. 312, ext. 6-2844)

Candidates interested in faculty positions are asked to contact the appropriate department office at the phone number listed for more information and an application. Please submit all application materials to the department head/chair unless otherwise specified. Rank and salary are commensurate with qualifications and experience, and timebase where applicable, unless otherwise stated.

#93008: Tenure-Track position in Physiology/Anatomy, Biological Sciences Department (756-2788). Assistant professor level position available starting September 1999. Primary teaching responsibilities will be in human anatomy/physiology (including cadaver anatomy) and upper division physiology. Applicants should have research experience in cellular physiology, such as electrophysiology. Successful candidate will be expected to pursue an active and productive professional development program. Applicants must have Ph.D. at time of hiring. Strong commitment to teaching is essential. Send letter of interest and C.V. to V.L. Holland, chair, Biological Sciences Department. Closing date: Nov. 15.

#93009: Tenure-Track position in Mathematics Education, Mathematics Department (756-2206). Assistant professor (preferred) beginning fall 1999. Teaching methods courses for prospective K-12 teachers, supervising student teachers and senior projects, and teaching mathematics courses. Required: Doctorate in mathematics education with equivalent of master's degree in mathematics, or doctorate in mathematics with significant experience in teacher education. Pre-college teaching experience and background in educational technology and assessment strongly desired. Apply to Chair, Mathematics Department (fax: 756-6537). Closing date: Dec. 18.

Associated Students Inc. is accepting applications for the following position(s). Complete position descriptions and applications are available at the ASI Business Office, University Union, Room 212, M-F, 8 am - 5 pm, ext. 6-1281. All applications must be received by 5 pm of the listed closing date.

Recreational Sports Assistant (\$1,730 - \$2,241/mo.) A full-time position responsible for the general clerical office support of Recreational Sports. High school graduate, ability to type 40 WPM, and knowledge of Windows based computer systems, Microsoft applications and Access required. Closing date: Sept. 18.

Executive Assistant (\$2,567 - \$3,395/mo.) A full-time position for two-year term with possibility of extension. Responsible for administrative and technical duties in support of the ASI Leadership Center including project coordination, research, report preparation, and other related duties. Must have a four-year degree with one year of technical or administrative experience, or four years of progressively responsible clerical experience which involved monitoring and coordinating administrative work. Experience in working in a college or university setting and student governance is preferred. Closing date: Open until filled. Review of applications will begin Sept. 25.

Assistant Director, Recreational Sports (\$2,870 - \$3,870/mo.) A full-time position responsible for the oversight of Recreational Sports program areas. Works directly with professional and student staff to plan and coordinate activities and assess program effectiveness. Master's degree, two years of progressively responsible professional student services work, and knowledge of campus recreation programming and principles of student development required. Closing date: Open until filled. Review of applications will begin Oct. 9. ☐