

UNIVERSITY NEWS



: William Swanson



: Peter Oppenheimer

Chairman of Raytheon and Retiring Apple CFO to Lead Cal Poly Foundation

Members of the Cal Poly Foundation elected William Swanson, chairman of Raytheon Co., to serve as the new chairman of the foundation's board of directors. In addition, Peter Oppenheimer, retiring senior vice president at Apple who served as the company's CFO for 10 years, was elected to serve as vice chairman of the board.

Swanson, a 1973 graduate of Cal Poly in industrial engineering, has been a member of the Cal Poly Foundation

board since its founding in 2006. He previously served as the board's vice chair.

"I am honored to serve the university as chairman of the Cal Poly Foundation," Swanson said. "As a proud alumnus, I know firsthand the value of a Learn by Doing education, which has served me well during my career. I look forward to leading the board and helping to ensure Learn by Doing continues to provide the educational foundation for future generations of Cal Poly students."

Oppenheimer, a 1985 graduate of Cal Poly in agricultural business, also has been a member of the Cal Poly Foundation board since its inception.

"I'm proud to have studied at Cal Poly and continued my relationship with the university for so many years," Oppenheimer said. "It has also been a privilege to work with the foundation on making the student experience even better and creating greater opportunities for students who come to Cal Poly."

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"We are thrilled to have William Swanson and Peter Oppenheimer serve as leaders of the Cal Poly Foundation," said Cal Poly President Jeffrey D. Armstrong. "They are two extraordinary individuals, and their experience and leadership will be a tremendous asset to the foundation and the entire Cal Poly community."

Deborah A.W. Read, vice president for university advancement and CEO

The Cal Poly Foundation is ranked first among all 23 universities in the California State University system.

of the Cal Poly Foundation, added, "The university is very fortunate to have these two remarkable individuals lend their talents to the Cal Poly Foundation. Their outstanding leadership, integrity and commitment is appreciated and will ensure that the university's philanthropic priorities and goals are achieved."

As of June 2013, the Cal Poly Foundation — a 501(c)3 corporation — was recognized by the National Association of College and University Business Officers (NACUBO) as the second largest endowment nationally among all public master's-level universities. Since then, the endowment has grown to an all-time high of \$194 million. Additionally, for the past 10 years, the Cal Poly Foundation has ranked among the top 25 percent of university endowments for total average return. The Cal Poly Foundation is ranked first among all 23 universities in the California State University system.

Cal Poly Admits Its Most Selective Class

Cal Poly's fall 2014 class will be the most selective, most diverse and most academically successful in the university's history. Out of a record pool of nearly 52,000 freshman and transfer applicants, Cal Poly selected 14,749 students — only 28 percent.

"Make no bones about it — this is a highly selective university," said James Maraviglia, associate vice provost for marketing and enrollment development. "The high demand is a sign of the quality of a Cal Poly education. The

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top students, not only in California but across the country, are choosing us."

In terms of academic accomplishments, the incoming freshman class has an average GPA of 3.97, an average combined reading and math SAT score of 1318 out of 1600, and an average ACT score of 29.

The class is the most diverse in Cal Poly history in every possible category, with nearly equal gender balance, members from every U.S. state, and a high composition of underrepresented minorities and socially and economically disadvantaged groups. —Larry Peña

PHILANTHROPY BY THE NUMBERS

As of June 30, the Cal Poly Foundation's endowment hit its record high, closing out a strong year of philanthropy from Cal Poly supporters.

... **\$198.4 MILLION** ...

ALL-TIME RECORD
HIGH ENDOWMENT

..... **\$22 MILLION**

ENDOWMENT INCREASE
IN THE LAST FISCAL YEAR

..... **\$7.3 MILLION**

ENDOWMENT PAYOUTS TO
CAL POLY PROGRAMS AND
SCHOLARSHIPS LAST YEAR

..... **1**

ENDOWMENT RANK IN THE CSU

..... **2**

ENDOWMENT RANK
AMONG PUBLIC MASTER'S
UNIVERSITIES NATIONWIDE

.... **\$49.2 MILLION**

TOTAL GIFTS AND
COMMITMENTS TO CAL POLY
LAST YEAR

..... **47**

GIFTS AND COMMITMENTS
EXCEEDING \$100,000 EACH



Dean Andrew Thulin



Dean Scott Dawson

Two New Deans Appointed

Cal Poly has appointed new deans to lead the College of Agriculture, Food & Environmental Sciences and Orfalea College of Business.

Andrew Thulin was named dean of the College of Agriculture, Food & Environmental Sciences in June. He previously led Cal Poly's Animal Science Department for 15 years and has been serving as interim dean since former Dean David Wehner was tapped for a role in the university's administration in July of 2013.

Under Thulin's leadership, the Animal Science Department implemented a new strategic vision that led to a significant expansion of facilities, faculty and staff. Graduation rates increased to nearly 90 percent, and more than \$16 million was raised for new laboratories and the construction of a new beef center, animal nutrition center, and meat processing center, among other buildings.

Scott Dawson, dean of the School of Business and Administration at Portland State University in Oregon, will begin

his post as dean of the Orfalea College of Business in August. At Portland State, he led the creation of the school's 40-member Business Advisory Council, mobilizing business leaders in the local community to lend their talents to the school's strategic and philanthropic development. He was also instrumental in developing new international programs and industry partnerships.

Dawson succeeds former Dean Dave Christy, who served from 2004 to 2013. Christy left Cal Poly to become provost of Baruch College in New York City.

—Larry Peña

Mustang News Wins 20 National and State Awards

Mustang News, the Cal Poly Journalism Department's student-run integrated newsroom, received national and state recognition with 20 awards from the Associated Collegiate Press and the California College Media Association. During the National College Journalism Convention this spring, the Associated Collegiate Press awarded Mustang News Best of Show awards in the Website and Multimedia Package categories. Mustang News also received third place for Best of Show in the Special Section category. The accolades follow significant changes in Cal Poly's Journalism Department. In fall 2013, the department announced the development of Mustang News, an integrated, digital-first student news organization. As part of the integration, Mustang News now reaches across platforms to include a twice-weekly print edition, TV news broadcast, radio broadcast, mobile app, video stream, and social media presence — all found on the newly awarded website, MustangNews.net. —Paul Bittick



Student journalists Ed Zuchelli and Olivia DeGennaro on set. Photo by Steven Miller

Kennedy Library Receives National Award for Excellence

The Association of College and Research Libraries (ACRL) has named Cal Poly's Kennedy Library as a recipient of the 2014 Excellence in Academic Libraries Award. The award recognizes library staff and programs that deliver exemplary services and resources to further the educational mission of the institution.

ACRL awards are given out in university, college and community college categories. The Kennedy Library won the award for best university library nationwide. It is the first university library in California to receive the award. In addition to the recognition, the library received \$3,000 at a ceremony held on campus during spring quarter.

"We were taken by the LibRATs (Library Research Assistance Technicians) program, in which highly trained students provide instruction and help other students with research," said Joyce Ogburn, chair of the 2014 Excellence in Academic Libraries Committee and dean of libraries at Appalachian State University. "Among the library's other innovations are development of a Data Studio to address data literacy and instigation of access to and development of open access textbooks to decrease costs for students."

"Kennedy Library is proud to be an important part of Cal Poly's cross-disciplinary excellence," said University Librarian Anna K. Gold. "Our culture of innovation reflects the strengths of Cal Poly's students, faculty and staff." —*Staff*



: Taylor Santos-Karney

Freshman Takes Individual Title at National Rodeo

Taylor Santos-Karney, a first-year Cal Poly agricultural systems management major, won the tie-down roping title in June at the College National Finals Rodeo (CNFR) Championships in Casper, Wyo.

"It was a dream come true, especially as a freshman," said Santos-Karney. "I've worked for this our whole year and really since I was a little kid. To get the opportunity to go to the championship and win is amazing."

Santos-Karney entered the tournament as the top-ranked all-around male competitor in the West Coast region. His spectacular 8.4-second run in the short round of the competition put him at the head of the pack of 45 competitors representing

35 schools across the country. He finished with a 37-second four-run total time.

It's the first time a Californian has won an individual CNFR title since 2006 — when Santos-Karney's coach, Ben Londo, brought home the all-around title as a Cal Poly student.

"It's great for Cal Poly to bring back another championship," Londo said. "We have a long history of being a college rodeo powerhouse, and it's exciting to see that coming back. I expect we're going to be a big name in college rodeo for many years to come." —*Larry Peña*



See a video about Cal Poly Rodeo online at www.magazine.calpoly.edu



Outstanding Students Honored at State Capitol

In February, 17 of Cal Poly's most accomplished students were invited to the state capitol in Sacramento, where they met with San Luis Obispo's legislative representatives and were officially recognized on the floors of the Senate and Assembly. The group included

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winners of engineering design competitions, budding business entrepreneurs, scientific researchers, and Congressional interns. The students represented all six of Cal Poly's colleges.

"It's great to be recognized for your hard work and to be included in this group of people doing really impressive things," said John Sekarak, a physics major who worked on a high-profile energy project this year in Italy. "I hope we get to keep doing things like this." —Larry Peña

PayScale Ranks Cal Poly No. 7 for Return on Investment

Cal Poly ranks No. 7 among the nation's public universities and No. 33 among all institutions for return on tuition investment, according to a listing from PayScale.com.

The list includes the weighted total cost for a graduate based on in-state tuition rates along with the 20-year net return on investment. For Cal Poly, the total cost is \$103,600 and return on investment is \$611,700.

The 2014 PayScale study looked at 1,310 public, private, religious and secular universities around the nation.

"Cal Poly provides Californians with an affordable avenue to a top-shelf education that will pay dividends throughout their lives," said Cal Poly President

Jeffrey D. Armstrong. "This latest PayScale listing shows that we are fulfilling our goal of providing students with an opportunity to transform themselves into the workforce-ready professionals

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and future leaders our world needs — and to do it at an accessible price."

Cal Poly moved up two spots from its No. 9 ranking on last year's PayScale ROI list in the public university category and four spots from the No. 37 spot on the overall listing. —Matt Lazier



More than 4,100 graduates joined the ranks of Cal Poly's alumni June 14 and 15 in this year's spring commencement ceremonies. Read more at www.calpolynews.calpoly.edu.

Photo by CHRIS LESCHINSKY