WHEREAS, the voice of the faculty is integral to framing Cal Poly’s educational identity and goals; and

WHEREAS, the WASC Commission Action Letter from 2010 asked that Cal Poly “identify more clearly the aspirational goals of the institution, and the role of faculty in helping to shape possible changes in the institution’s identity”; and

WHEREAS, the Report of the WASC Visiting Team: Capacity and Preparatory Review from the last full accreditation review by WASC in 2010 cited the “need for a measurable definition of the signature pedagogy of Cal Poly, that of Learn-by-Doing”; and

WHEREAS, the Report of the WASC Visiting Team in 2012, “recommended that additional attention be given to clearly: a) defining what is meant by the term “comprehensive polytechnic university””; and

WHEREAS, Cal Poly’s faculty have spoken through Academic Senate resolutions on the definition of Learn by Doing (AS-727-11) and the adoption and definition of Cal Poly’s identity as a comprehensive polytechnic (AS-650-06); and

WHEREAS, in our WASC Capacity and Preparatory Review Report (December 2009), Cal Poly recognized the combination of our Learn by Doing pedagogy, our adoption of the teacher-scholar model, our intention to provide “a meaningful reply to the fractured nature of higher education,” and our commitment to the “development of vigorous programs in the arts, science, and humanities” in reaffirming our identity as a “comprehensive polytechnic university”; and

WHEREAS, one foundation of President Armstrong’s Vision 2022 affirms Cal Poly as a “comprehensive polytechnic university”; and

WHEREAS, recently developed Cal Poly marketing/branding policies and documents, though since corrected after feedback from the Academic Senate, originally contained a description of Cal Poly as a “holistic polytechnic” and a definition of Learn by Doing that differed from and ignored previously adopted definitions of these concepts; therefore, be it

RESOLVED: That Cal Poly’s marketing/branding policies and materials include references to and definitions of Cal Poly’s educational identity and goals based only on those documents which have received both faculty endorsement via the Academic Senate and approval by the President; and be it further
RESOLVED: That Cal Poly’s Academic Senate be consulted through all stages of future efforts to modify marketing/branding policies and materials intended to promote Cal Poly’s educational identity.

Proposed by: Academic Senate Executive Committee
Date: April 28, 2020
MEMORANDUM

To: Dustin Stegner

From: Jeffery D. Armstrong

Date: June 29, 2020

Copies: Mary Pedersen
         Bruno Giberti
         Chris Murphy
         Royaa Silver

Subject: Response to AS-900-20 Resolution on the Marketing of Cal Poly’s Educational Identity and Goals

This memo serves to acknowledge receipt of the above-entitled Academic Senate Resolution.

Please express my appreciation to the Academic Senate members for their attention to this important matter.