

Cal Poly Report

Vol. 34, No. 11 Thursday, Oct. 20, 1983

Baker named to Assembly advisory committee

President Baker was recently appointed to an advisory committee to the Assembly Committee on Economic Development and New Technologies.

The new Legislative committee has broad responsibility for conducting hearings, visiting sites, sharing information and initiating legislation in the areas of economic development and new technologies.

President Baker will be asked for his advice on relevant issues, and how these issues affect Cal Poly and the Central Coast.

Poly Fire Department efforts praised

The California Mens Colony has praised the efforts of the Cal Poly Fire Department.

Last month a fire did more than \$2.5 million in damage at the Mens Colony. "We feel their (the Cal Poly Fire Department) efforts contained the fire..." and "prevented what could have been a much more damaging fire," said a Mens Colony official in a letter to the Cal Poly Fire Chief.

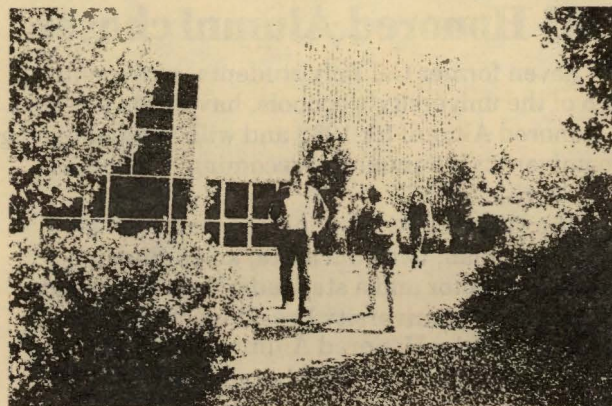
Imagine a totalitarian state....

How a writer represents the ultimate terror of life in a totalitarian state is the subject of today's Arts and Humanities lecture — second in a series dealing with "George Orwell's '1984': Fantasy or Prophecy?"

The lecture, titled "Imagine the Imagination Dead Imagine 1984," will be given by Douglas Wixson, associate professor of English at the University of Missouri-Rolla. It will begin at 11 am in University Union 220. Admission is free, and the public is invited.

Wixson's background includes degrees in mechanical and aeronautical engineering from MIT and Stanford University. He switched to English literature for his doctorate at the University of North Carolina.

The Arts and Humanities Lecture Series is sponsored by the School of Communicative Arts and Humanities.



Poly's impact on San Luis Obispo jumps

Cal Poly's direct economic impact on the City and County of San Luis Obispo has jumped 78.5 percent in the last seven years. Executive Dean Doug Gerard delivered this news Oct. 13 to the San Luis Obispo Chamber of Commerce Board of Directors.

The total direct economic impact for 1982-83 was estimated at \$118.8 million in a report prepared by Tom Dunigan, Cal Poly's director of institutional research. The figure for 1975-76 was \$66.5 million.

Spending by Cal Poly students is the single most-important economic impact. The estimate for 1982-83 was \$67.7 million; it was \$37.9 million in 1975. Estimated expenditures by Cal Poly students are divided into those by single students living off campus, those by married students living off campus, and those by students living on campus. For off-campus students, spending is estimated for room and board, transportation, and other personal expenses. For students living on campus, expenditures affecting San Luis Obispo are limited to transportation and personal expenses.

Estimated expenditures per student are based on average student budgets calculated by the Financial Aid Office. University fees and the cost of books and supplies are not included in the estimate of impact on the community.

Spending by Cal Poly faculty and staff is the university's second-largest economic impact on San Luis Obispo. Calculated on the basis of net payrolls after deductions, it is estimated at \$32.3 million for 1982-83.

In the seven-year span from the 1975-76 academic year to the 1982-83 session, average enrollment increased by only 500 students. However, estimated living costs for a single, off-campus student leaped from \$2385 to \$4140.

Because direct expenditures create jobs and service requirements in the local area, economists generally recognize a multiplier effect. A conservative multiplier in the range of 1.2 and 1.5 was used in the original study and in the current report. The estimated "multiplied" impact for 1982-83 is between \$142.6 million and \$178.2 million.

1983 Honored Alumni chosen

Seven former Cal Poly students, representing each of the university's schools, have been selected as Honored Alumni for 1983 and will be feted during the university's annual Homecoming celebration Nov. 11-13.

The Honored Alumni include an architect, a businesswoman, two educators, an engineer, a newspaper editor and a state administrator. They were chosen by university President Warren J. Baker and by the Honored Alumni Selection Committee of the Cal Poly Alumni Association for outstanding achievements in their careers and service to their communities.

They will be recognized at the Honored Alumni Banquet planned for 6 pm Nov. 11.

Cal Poly's School of Agriculture and Natural Resources selected George Gomes, a 1966 agricultural business management graduate from Carmichael. Gomes is chief deputy director of the Department of Food and Agriculture for the State of California.

Representing the School of Architecture and Environmental Design is Ray Takata, a 1957 architectural engineering graduate from Sacramento. Over the past 20 years Takata has designed everything from zoos and children's parks to churches and banks. He is a member of the American Institute of Architects (AIA) and the Sacramento City Architectural Advisory Board and has received awards from the AIA's Central Valley Chapter.

Owen L. Servatius of Atascadero was selected as an Honored Alumnus from the School of Business. Servatius joined the Cal Poly staff in 1947, later earning a bachelor's degree in social sciences (1959) and a master's in education (1964). He taught human resources management and labor relations at Cal Poly for 24 years until his retirement in June.

From the School of Communicative Arts and Humanities, 1969 journalism graduate George Ramos of Los Angeles was chosen. He is a successful writer and editor for the Los Angeles Times and is now assistant city editor of the Orange County edition.

Representing the School of Engineering and Technology is Leonard R. Van Cott, a 1960 mechanical engineering graduate from Los Gatos. He is co-founder and president of Nutech, an engineering consulting firm specializing in the advanced technologies of power generation.

Marilyn Hamilton, a 1971 home economics graduate from Reedley, was selected as the Honored Alumna from the School of Human Development and Education. She handles advertising, promotion and marketing for Motion Design Inc., a new company specializing in sports wheelchairs and other aids for the disabled. She also works for L.R. Hamilton Inc., a third-generation family business, which has grown, packed and shipped table grapes and tree fruit since 1916. She also plays tennis and snow skis, even though she is paralyzed from the waist down as a result of a hang-gliding accident in 1978. Hamilton was chosen to represent the United States as a member of the World Disabled Ski Team in 1982. Last winter at the national championships in Squaw Valley, she won one bronze and two gold medals competing on a customized sled called the "sitski."

Theodora Ward Jackson, a 1959 physical science and mathematics graduate from Monrovia, Liberia, was chosen to represent the School of Science and Mathematics. She is dean and professor of science education at the William V.S. Tubman Teacher's College at the University of Liberia.

**Cal Poly
Report**

International Programs needs overseas resident directors

Applications are available from The California State University Office of International Programs for faculty and staff to become resident directors of the overseas study centers for 1985-86. (Appointments are made a year in advance so that those selected will have adequate time to plan for a year overseas.) Applications also are invited for a position in Mexico during 1984-85.

The positions of resident director for Germany and Sweden are 12-month appointments. For France, Italy and Spain, the appointment is for an academic year. Part-time (1/5) appointments are made for Israel, Japan and Mexico.

Qualifications include: Faculty or academic administrative staff member of a California State University or College, possession of a terminal degree and some actual overseas experience. Ability to speak and write the relevant language (for France,

Germany or Spain appointment); language ability is desirable for all other countries. Ability to administer and coordinate all aspects (including financial) of the International Programs at the study center abroad.

The deadline for submission of all application materials is Dec. 15, 1983. Applicants selected for an interview will be contacted shortly after Feb. 1, 1984, and all applicants will be notified of the final selections no later than May 1984.

Interested Cal Poly faculty and staff may get application forms from Donald R. Floyd, Social Sciences Department, ext. 2828 (or leave messages at ext. 2260). They also may be obtained from the Office of International Programs, The California State University, 400 Golden Shore, Long Beach, 90802 (ATSS 8-635-5655).

Ideas needed for 1984 design conference

Faculty members in the School of Architecture and Environmental Design are seeking ideas for symposia, workshops and posters to be part of the Environmental Design Research Association Annual Conference June 28 - July 2, 1984, at Cal Poly. Proposals should be submitted by Nov. 1 to Donna Duerk, Architecture, ext. 1422.

EDRA is an international, interdisciplinary, nonprofit organization whose primary purpose is to provide opportunities for the exchange of ideas among design professionals, social scientists, educators, facilities managers, students and others concerned with understanding and creating environments responsive to human needs.

The 1984 conference will be co-sponsored by EDRA and the School of Architecture and Environmental Design. Co-directors of the conference are Bill Howard, City and Regional Planning; Gerald Smith, Landscape Architecture; and Ms. Duerk.

Faculty, staff and students are encouraged to submit ideas.

Etchings for sale

Four etchings by local artist, the late Arthur Millier, are for sale and on display in the Art Department, Room 105H of the Air Conditioning Engineering Building.

Who, What, When, Where

George J. Hasslein, *Architecture and Environmental Design*, was honored Oct. 14 at a reception in Fresno hosted by the San Joaquin Chapter of the American Institute of Architects. Hasslein is one of three people serving on the chapter's 1983 Honor Awards Jury.

John Culver, *Political Science*, participated in a program of college faculty seminars on the United States Constitution last summer. He was a member of a seminar titled "The Judicial Function Under the Constitution: Theory and Practice." The seminars are an activity of Project '87, the joint effort of the American Historical Association and the American Political Science Association to provide an opportunity for selected faculty to examine problems and interpretations on a particular topic in constitutional history and politics.

Alfred M. Bachman, *Mathematics*, gave a talk and demonstration titled "Some BASIC Programs for Use in Your Math Classes" at the Computer Using Educators Fourth Annual Fall Conference: Classroom Applications of Computers, Oct. 9 in San Jose.

Satwant S. Rihal, *Architectural Engineering*, was an invited speaker at a seminar on earthquake readiness sponsored by the Institute of Environmental Sciences and the Earthquake Engineering Research Institute, held Sept. 21 in Los Angeles. He made a presentation on Non-Structural Component Damage in the Coalinga earthquake of May 2.

Virginia R. Walter, *Ornamental Horticulture*, presented a paper, "The Feasibility of Shallow Solar Ponds to Heat Greenhouses," at the Third International Greenhouse Energy Symposium held at Ohio State University Aug. 21-26. The paper presented was the result of a joint study by **Ed Carnegie**, *Agricultural Engineering*, **Philip Niles**, *Aero/Mechanical Engineering*, **Jens Pohl**, *Architecture*, and Miss Walter.

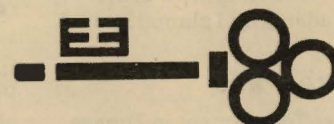
Basil A. Florito, *Child Development/Home Economics*, recently became Chairperson-Elect of the Affiliated Councils in the National Council on Family Relations.

Quarter break get-away!

Need a break from the job or the books? Want to get away to distant shores for a week of relaxation? The new University Union Travel Center might have the trip for you.

If palm trees and luaus are to your liking, you can fly to Waikiki Beach and bask in the sun. If tropical jungles and Mayan ruins interest you, you can fly to Mexico for vacationing in Puerto Vallarta and Mazatlan.

Both these trips are scheduled for Dec. 10-17 and include airfare, hotel accommodations and transportation to the airport. Contact the UU Travel Center or call ext. 1127 for more information.



Phi Beta Kappa interest sought

Preliminary discussions are under way concerning the possibility of establishing a Phi Beta Kappa chapter at Cal Poly. One of the requirements is interest by current Phi Beta Kappa members.

Faculty, staff and emeriti who are holders of a Phi Beta Kappa key are asked to contact Nancy Jorgensen, ext. 2511 at the Counseling Center.

Dateline

(\$) - Admission Charged
(!) - Admission Free

FRIDAY, OCTOBER 21

Conference: Regional meeting of the International Society of Arboriculture, continuing through Saturday (Oct. 22). UU 220, all day (Friday) and outside Business Administration and Education Building (Saturday morning). Sponsored by the Ornamental Horticulture Department.

Speaker: Richard Burns, national president of the Society of Environmental Graphic Design, will discuss his field and make a slide-and-sound presentation. Ag. Engr. Building 123, noon. Sponsored by the Graphic Communications Department. Public invited. (!)

Yosemite: Hike up the back side of Half Dome, continuing through Sunday (Oct. 23). Sponsored by ASI Outings. Sign up at the Escape Route or call ext. 1287. Faculty, staff and students invited. (\$)

Spelunking: Explore Church Cave near Kings Canyon National Park continuing through Sunday (Oct. 23). Sponsored by ASI Outings. Sign up at the Escape Route or call ext. 1287. Faculty, staff and students invited.

Dateline [Cont.]

FRIDAY, OCTOBER 21

Canoeing: Canoe to Sand Spit at Montana de Oro from Morro Bay for a bar-be-cue. Sponsored by ASI Outings. Sign up at the Escape Route or call ext. 1287. Faculty, staff and students invited. (\$)

Film: "Gandhi." Chumash Auditorium, 6 and 9:45 pm. Public invited. (\$)

Exhibit: "And Now a Message..." and "Air Farce," continuing through Nov. 6. University Union Galerie. Public invited. (I)

Hawaii/Mexico: Sign up now for trips to Hawaii or Mexico during Fall Quarter break, Dec. 10-17. Sponsored by the University Union Travel Center, ext. 1127. Faculty, staff, students and alumni invited. (\$)

SATURDAY, OCTOBER 22

Table Tennis: Tournament in Tenaya Hall tonight. Sponsored by Recreational Sports. Faculty, staff and students invited. (I)

Football: Idaho State University. Mustang Stadium, 7 pm. Public invited. (\$)

SUNDAY, OCTOBER 23

Dance Workshop: Fund-raiser for the California Association for Health, Physical Education, Recreation and Dance; instruction in tap, jazz, ballet, modern dance, aerobics and Western dance. Crandall Gym, 8 am - 5 pm. Open to anyone junior-high age or older. For more information, call ext. 1169. (\$)

Rock Climbing: Learn the basics of climbing at Bishop's Peak. Sponsored by ASI Outings. Sign up at the Escape Route or call ext. 1287. Faculty, staff and students invited. (\$)

MONDAY, OCTOBER 24

Basketball: Deadline for Basketball Tournament sign-ups. Science North 201, 6 pm. (Tournament is Oct. 27). Sponsored by Recreational Sports. Faculty, staff and students invited. (I)

Film: "The Mouse That Roared." Mustang Lounge, 7:30 pm. Public invited. (I)

TUESDAY, OCTOBER 25

Disabled Awareness Day: University Union Plaza, all day. Public invited. (I)

German Table: Anyone interested in gathering for lunch and conversing in German is invited to join Fredericka Churchill (x2992). Sandwich Plant, noon. Faculty, staff and students invited. (I)

WEDNESDAY, OCTOBER 26

French Table: Parlez-vous français? Venez nous rejoindre pour la conversation tous les mercredis à midi et demi. Où? Staff Dining Room.

Books at High Noon: Wayne Montgomery (Library) will review *The 13th*

Position Vacancies

Candidates for positions on the faculty of the university are presently being sought, according to Michael H. Suess, acting director of personnel and employee relations. Those interested in learning more about the positions are invited to contact the appropriate dean or department head. This University is subject to all laws governing Affirmative Action and equal employment opportunity including but not limited to Executive Order 11246 and Title IX of the Education Amendments Act and the Rehabilitation Act of 1973. All interested persons are encouraged to apply.

(The salaries for the faculty positions listed below will be increased by approximately 5.8 percent, effective Jan. 1.)

CLOSING DATE: 1-20-84

Assistant Professor, salary commensurate with qualifications and experience, Psychology. Tenure track position beginning Fall 1984. Duties may vary but will include teaching introductory psychology, organizational psychology, environmental-human factors, and social psychology. Requirements: doctorate in psychology from an accredited college or university. Two years full-time university teaching experience preferred.

Lecturer, salary commensurate with qualifications and experience, Psychology. Position available for 1984-85 academic year. Duties may vary but will include teaching introductory psychology and, in addition, at least two of the following areas: death and dying, psychological testing and behavioral disorders in children, organizational psychology, environmental-human factors, and social psychology. Requirements: doctorate in psychology from an accredited college or university. Two years full-time university teaching experience preferred.

Valley, A Novel by John Del Vecchio. Staff Dining Room, noon. Sponsored by the Kennedy Library. Public invited. (I)

THURSDAY, OCTOBER 27

Blood Drive: Chumash Auditorium, 9 am - 6 pm. Sponsored by the Tri-Counties Blood Bank and the Health Center. No appointment necessary.

University Club: Robert Hoover (Social Sciences) will discuss "Archaeology: Can You Dig It?" Staff Dining Room, noon. Faculty and staff invited. (I)

Melodrama: Front row seats available at the Melodrama in Oceano to see "Crucibles of Blood." Sponsored by ASI Outings. Sign up at the Escape Route or call ext. 1287. Faculty, staff and students invited. (\$)

Basketball: Pre-Holiday Basketball Tourney. Main Gym. Sponsored by Recreational Sports. Faculty, staff and students invited. (I)

Vacant staff positions at Cal Poly University and the Cal Poly Foundation are announced in this column and are posted outside the respective offices. Contact those offices (State: Adm. 110, 805-546-2236—Foundation: University Dining Complex, 805-546-1121) for applications and additional position details. Both Cal Poly and the Foundation are subject to all laws governing affirmative action and equal employment opportunity. All interested persons are encouraged to apply. *(The salaries for the staff positions listed below will be increased by approximately 6 percent, effective Jan. 1.)*

CLOSING DATE: 11-4-83

Assistant/Associate Systems Software Specialist, \$1856-2696/month, Computer Center.

Instructional Computing Consultant III, \$2375-2866/month, Computer Center.

Building Maintenance Worker, \$1470-1609/month, Plant Operations.

Clerical Assistant III-A (Student Services Coordinator), \$1195-1415/month, School of Architecture and Environmental Design.

Clerical Assistant III-B, \$1215-1439/month, General Office.

OFF-CAMPUS VACANCY

Information on the administrative vacancy listed below can be obtained from the Placement Center, Heron Hall, ext. 2501.

Central State University, Edmond, Oklahoma, Dean, School of Business. Application deadline: Jan. 20, 1984.

Forum: Incumbents and challengers for the San Luis Obispo City Council. UU 220, 11 am - 1 pm. Public invited. (I)

Speaker: MacDonald Becket, a Santa Monica architect, will discuss the California State Capitol Building restoration and preservation. Architecture & Environmental Design Gallery (Room 105), 8 pm. Faculty, staff and students invited. (\$)

FRIDAY, OCTOBER 28

Poker: Deadline for Poly Poker Tourney sign-ups. UU 104, 4 pm. (Tourney is Oct. 29 and 30, UU Plaza.) Sponsored by Recreational Sports. Faculty, staff and students invited. (I)

Film: "The Hunger." Chumash Auditorium, 7 and 9:30 pm. Public invited. (\$)

Women's Volleyball: Loyola. Main Gym, 7:30 pm. Public invited. (\$)

Men's Soccer: Cal Poly Pomona. Mustang Stadium, 7:30 pm. Public invited. (\$)