

# Cal Poly Report

Vol. 34, No. 31 Thursday, March 29, 1984

## Berkeley professor to discuss academic excellence

The director of UC Berkeley's Professional Development Program will speak on campus Thursday, April 5.

Dr. Uri Treisman's lecture, titled "The Faculty's Role in Promoting Academic Excellence in Mathematics and Science Courses," will be from 11:10 am to noon in University Union 207. A reception will follow in UU 204 from 12:10 to 1 pm. Refreshments will be served.

The Berkeley program created by Treisman involves faculty who promote academic excellence in mathematics and science courses for under-represented students.

President Baker urged as many faculty as possible to hear Treisman. "The insight and experience he has gained as director and principal architect of UC Berkeley's successful Professional Development Program will be of value, regardless of our students' ethnicity or discipline," Baker said.

Treisman's campus address is being sponsored by the School of Science and Mathematics, Student Academic Services, and the Academic Senate.

## Library Associates seek book donations

Have you a stack of hardcover books, paperbacks or magazines that you have read (or never gotten to) and need to discard? Would you like to donate them to a worthy cause?

The Library Associates, a community group affiliated with the Cal Poly library, will be holding its 5th annual book sale on Saturday, April 14, and is asking for contributions—academic or otherwise.

Books and magazines may be delivered to the Acquisitions Department on the first floor of the library. Donations are tax deductible. For more information, call ext. 2305.

## Stepping stones available

A fresh batch of concrete stepping stones has been prepared by the ag engineering shop classes. These 17" by 17" stones are available to the campus community on an exchange basis—six stones for one sack of cement. Contact George Brown, ext. 2388, for details. The supply is limited.



*Dr. James L. Strom*

## Poly has new vice president

A man with significant management experience in both industry and higher education administration has been appointed Cal Poly's vice president for university relations.

Dr. James L. Strom will take up his new responsibilities in late spring, leading the university's public affairs, development, alumni relations, planned giving and athletic development programs. Director of development at Clemson University in South Carolina, Strom was selected after a nationwide search involving more than 55 applicants.

The new position grew out of a re-examination and restructuring last July of the university's executive management. The directors of university relations and development functions previously reported to Dr. Dale W. Andrews, executive vice president, who retired last summer.

A native of McCormick, S.C., Strom earned an undergraduate degree in electrical engineering at Clemson as well as a business administration degree from Augusta (Ga.) College. He also earned a doctorate in engineering from Clemson. His thesis topic was "A Planning and Management System for Higher Education Classroom Facilities."

Strom began his business career as an aircraft engineer at Lockheed and was supervisor of Polaris Missile Systems at the Charleston (S.C.) Navy Yard for four years. He then moved to the Continental Can Company, first as a senior research engineer and then as manager of process control.

In 1971 he returned to his alma mater as director of planning and corporate relations. He served in

*(Cont. on Page 2)*



## Graduate engineering program begins in Santa Barbara

Cal Poly's first external degree program started this week in Santa Barbara. It is a graduate engineering program designed for employees of five Goleta Valley-based electronics firms.

A joint announcement of the program was made by Chancellor W. Ann Reynolds and President Warren Baker. Courses for the Master of Engineering degree program are being offered in Goleta in the evening.

The new program, the result of more than a year of planning, grew from a request by the Santa Barbara Chamber of Commerce's Business and Higher Education Council for graduate engineering courses.

Reynolds said the Cal Poly program is an excellent example of how the CSU system can move off campus to help working adults fulfill their educational needs.

Baker said, "We are looking forward to working with Santa Barbara's high-tech industry in this important university-industry partnership."

The firms are Applied Magnetics Corp., Delco Systems Operations, EG&G Energy Measurements Inc., Raytheon Co., and the Santa Barbara Research Center. They are guaranteeing the cost of the program's 2½-year initial phase and will take turns providing classrooms for its students. Classes will be at Delco for the Spring Quarter.

Although the initial spaces in the program will be filled by employees of the five companies sponsoring the pilot program, it is hoped that the program will expand to include future engineers from throughout the Santa Barbara area.

About two-thirds of the instruction will be provided by regular Cal Poly faculty. The remainder will be by highly qualified adjunct faculty who live and work in the Santa Barbara area.

## ...New vice president

that position for nine years, and in 1980 he was appointed the university's director of development and executive director of the Clemson University Foundation.

Since 1978 he has taught at both Tri-County Technical College and Clemson. His classes have included "Introduction to Business," "Principles of Management," "Management Motivation" and "Personnel Management."

Strom holds patents on two instruments: a digital transducer and a consistency meter. He has published articles in such diverse publications as Southern Pulp and Paper Manufacturer and the journal for the Society for College and University Planning.

## Civil engineering students to converge at Cal Poly

Four hundred civil engineering students from 15 universities in California, Arizona and Hawaii will participate in a regional meeting on Thursday, Friday and Saturday, April 5-7, at Cal Poly.

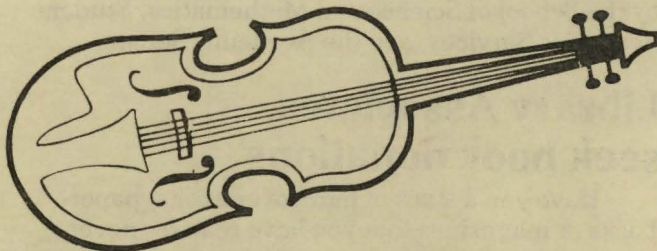
A highlight of the 1984 Pacific Southwest Student Chapter Conference of the American Society of Civil Engineers will be an address by Fathy Morsey Sr., a Bechtel Corp. engineer. He will speak on "A Civil Engineering Challenge: Diablo Canyon" during a closed session April 6.

Another feature of the annual gathering will be concrete canoe races the morning of April 7 at Laguna Lake. Student teams compete in canoes they have designed and built of hydraulic cement.

Other scheduled activities are a land-surveying competition, presentations of both technical and non-technical papers by conference participants, a contest to build the strongest bridge of ice cream sticks, and a tour of Diablo Canyon, hosted by Bechtel and PG&E.

The three-day event is being planned and organized by ASCE's Cal Poly student chapter in cooperation with the university's Civil and Environmental Engineering Department.

Most of the activities on April 5-6 will be in the University Union and Engineering West Building. The surveying and bridge-building contests will be held on lawns next to the Dexter Building and the Cal Poly Theatre.



## Violinist Levin to perform

Acclaimed violinist Ida Levin will perform at 8 pm Friday, April 6, in the Cal Poly Theatre as part of the university's Quintessence Concert Series.

The 21-year-old Santa Monica artist was a child prodigy, taking up the violin at age 3, making her debut with the Los Angeles Philharmonic Orchestra at 10. Her major piece for this concert will be Bartok's Sonata No. 1. Levin will be accompanied on the piano by Margo Garrett, a teacher at the Manhattan School of Music.

Reserved-seat tickets are \$6 general admission, \$4 for students and are available at the University Union ticket office and Boo Boo Records. Reservations may be made by calling the Cal Poly Theatre Box Office at ext. 1421 between 10 am and 3 pm weekdays.



## Swanson named associate dean for Spring Quarter

Bessie R. Swanson, head of the Music Department, has been named interim associate dean of the School of Communicative Arts and Humanities for Spring Quarter. The appointment was made by President Warren Baker, based upon the recommendations of Dean Jon Ericson and Provost Tomlinson Fort.

Swanson will continue as head of the Music Department. She replaces Thom Johnston as associate dean while he is on special assignment in London during Spring Quarter.

## New home for computer lab

The Apple Computer Lab has moved. It's now open and operating in Architecture 224.

The lab had to be moved out of its former quarters in Computer Science 112 to make room for three large new computers.

Hours are 7 am to 10 pm Monday through Friday. A minimum of 60 percent of the open hours will be saved for walk-in use by students and faculty and short-term reserved use. Remaining hours will be available for scheduled classes; preference goes to classes specifically needing the lab's Apple IIs. To schedule the lab call ext. 2339.

## Dateline

(\$) - Admission Charged

(!) - Admission Free

### FRIDAY, MARCH 30

**Craft Classes:** Bike repair, photography, stained glass and more. Sign-ups in Craft Center. (\$)

**Illusionist:** Andre Kole, Christian illusionist and psychic investigator. Chumash Auditorium, 7:30 pm. Sponsored by the Cal Poly chapter of Campus Crusade for Christ. Public invited. (\$)

**Film:** "Never Say Never Again." Chumash Auditorium, 7 and 10 pm. Public invited. (\$)

### SATURDAY, MARCH 31

**Opera:** Mozart's comic opera "Die Entführung aus dem Serail" will be broadcast live from the Metropolitan Opera House over KCPR (91.3 FM), 11 am.

### MONDAY, APRIL 2

Deadline to pay late registration fees and clear holds. (Change from date in Spring Quarter schedule.)

**Speaker:** Architect Eric Elssesser of San Francisco will discuss "Interaction Between Architects and Engineers in Creative Design." Dexter 221, 10 am. Sponsored by the Architectural Engineering Department. Public invited. (!)

**German Table:** All levels of language ability welcome. Staff Dining Room, noon to 1:30 pm. Sponsored by the Foreign Languages Dept. Faculty, staff and students invited. (!)

**Recreational Sports:** Organizational meeting for team sports. Science North 202; soccer, 6 pm; men's, women's and co-ed basketball, 7 pm, volleyball doubles (co-ed, men's, women's) and co-ed volleyball (3-men, 3-women), 8 pm (!).

### TUESDAY, APRIL 3

**Spanish Table:** All levels of language ability welcome. Staff Dining Room, noon to 1 pm. Sponsored by the Foreign

Languages Dept. Faculty, staff and students invited. (!)

**Recreational Sports:** Organizational meetings for team sports. Fremont Lounge; co-ed, men's and women's softball, 6 pm; co-ed innertube water polo, 7:30 pm (!)

**Speaker:** Fulbright professor Jan E. Trost from University of Uppsala, Sweden, will discuss "Comparative Perspectives on Family Life: Scandinavia and the United States." UU 207, 11 am. Sponsored by the Social Sciences Dept., Child Development/Home Economics Dept., School of Communicative Arts and Humanities, School of Human Development and Education, Pi Gamma Mu and Phi Kappa Phi. Public invited. (!)

**Backtalk:** Instruction in back care by local chiropractor Dr. Karen J. Krah. Health Center Conference Room, 7-9 pm. Sponsored by the Public Safety Dept. Public invited. (!)

### WEDNESDAY, APRIL 4

**Recreational Sports:** Meeting for anyone who wants to participate in any sport but doesn't have a team. UU 216, 5 pm. (!)

**Film:** "Strange Brew." Chumash Auditorium, 7 and 9:15 pm. Public invited. (\$)

### THURSDAY, APRIL 5

**Meeting:** Business Leaders' Breakfast with guest speaker Wayne Estelle, warden at the California Men's Colony, discussing "The Men's Colony as Part of the Business Community." Vista Grande Restaurant, 7:30-9 am. Sponsored by the SLO Chamber of Commerce, Cal Poly Extension and the School of Business. Public invited; reservations required (ext. 2053). (\$)

**Speaker:** UC Berkeley Professor Uri Treisman will discuss "The Faculty's Role in Promoting Academic Excellence in Mathematics and Science Courses." UU 207, 11:10 am to noon; reception in UU 204, 12:10-1 pm. Sponsored by the School of Science and Mathematics, Student

Academic Services, and the Academic Senate. Faculty and staff invited. (!)

**University Club:** Jim Merzon will discuss "The Judicial System: Does It Pass or Fail?" Staff Dining Room, noon. Faculty and staff invited. (!)

**Panhahon Na '84:** The ninth annual dinner, show and dance. South County Regional Center, Arroyo Grande, 6 pm. Sponsored by the Filipino Cultural Exchange, Cal Poly's Filipino student club. Public invited; reservations required (ext. 1281). (\$)

### FRIDAY, APRIL 6

**French Table:** All levels of language ability welcome. Staff Dining Room, noon to 2 pm. Sponsored by the Foreign Languages Dept. Faculty, staff and students invited. (!)

**Women's Tennis:** CSU Dominguez Hills. Upper courts, 1:30 pm. Public invited. (!)

**Men's Tennis:** University of Santa Clara. Upper courts, 2 pm. Public invited. (!)

**Film:** "Peter Pan." Chumash Auditorium, 7 and 9 pm. Public invited. (\$)

**Concert:** Violinist Ida Levin, accompanied by Margo Garrett. Cal Poly Theatre, 8 pm. Part of the Quintessence Concert Series. Sponsored by the Music Dept. and the School of Communicative Arts and Humanities. Public invited. (\$)

**Concert:** Rock band "Big Country." Main Gym, 8 pm. Sponsored by the Concerts Committee of the ASI. Public invited. (\$)

### SATURDAY, APRIL 7

**Men's Tennis:** CSC Bakersfield. Upper courts, 10 am. Public invited. (!)

**Women's Tennis:** CSU Los Angeles. Upper courts, noon. Public invited. (!)

**Opera:** Zandonai's "Francesca da Rimini" will be broadcast live from the Metropolitan Opera House over KCPR (91.3 FM), 11 am.



## Position Vacancies

Candidates for positions on the faculty of the university are presently being sought, according to Janet Pieper, 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.

**CLOSING DATE: 5-1-84**

**Lecturers (part-time), \$3,500-4,500/1984-85 academic year, salary commensurate with qualifications and experience and based upon a 15-unit teaching load,** Physical Education. Responsibilities include teaching in the Physical Education activity and/or health recitation programs. Candidates must have the bachelor's degree in physical education or closely related field. Preference will be given to candidates actively enrolled in the advanced degree program in Physical Education.

**Lecturer, 1984-85 academic year, salary commensurate with qualifications and experience,** Physical Education and Recreation Administration. Primary teaching responsibilities include teaching professional preparation and general activity classes in badminton, tennis and racquetball (the possibility of a split appointment between Physical Education and Athletics exists). Candidates must have the master's degree in physical education and evidence of successful teaching experience in racquet sports.

**Lecturer, 1984-85 academic year, salary commensurate with qualifications and experience,** Physical Education and Recreation Administration. Responsibilities include teaching in areas/programs of health education and general areas of Physical Education. Health and physical educators with qualifications for teaching self-defense and martial arts are encouraged to apply. Candidates must have the master's degree in physical education and/or health and at least two years of successful high school or college teaching experience.

**Lecturers, \$6,144-8,072/quarter based on 15-unit teaching load and will be adjusted depending on assignment,** Child Development and Home Economics. Part-time positions anticipated for Fall and/or Winter and/or Spring and/or Summer quarters 1984-85. Duties include directing undergraduate research projects and/or teaching in one of the following areas: Foods; Nutrition; Child Development/Family Relations; Clothing/Textiles, Merchandising; Equipment; Interior Design, Housing; Management, Consumer Education. Pre-

ference will be given to candidates with a doctorate. Only applicants with master's degree in home economics, nutrition, interior design, child development and/or family studies from an accredited university or college will be considered.

**CLOSING DATE: 5-10-84**

**Lecturers, \$6,144-8,072/quarter, based on 15-unit teaching load with adjustment in accordance with actual number of units assigned,** English. Possible part-time positions for Fall, Winter and Spring quarters for the 1984-85 academic year and Summer Quarter 1985. Duties include teaching composition. Master's degree in English required. Experience in teaching composition preferred.

**Lecturers, \$2,766.96-3,008.00/quarter, based on an 8-unit teaching assignment with adjustment in accordance with actual number of units assigned,** English. Possible part-time positions for Fall, Winter and Spring quarters for the 1984-85 academic year and Summer Quarter 1985. Concurrent enrollment in the department's graduate program required. Duties include teaching freshman composition.

**CLOSING DATE: 5-11-84**

**Lecturers (part-time), salary commensurate with qualifications and experience,** Landscape Architecture. Assignment for 1984-85 academic year. Bachelor of landscape architecture and minimum of one year professional experience required; duties and responsibilities include teaching one or more courses in the core curriculum of the department, which may include Landscape Architectural Design, Construction, Graphics, Planting Design/Irrigation, Professional Practice or Site Analysis.

**CLOSING DATE: 5-15-84**

**Lecturers (part-time), salary commensurate with qualifications and experience and is based on a 15-unit teaching load which will be adjusted according to assignment,** Physical Education and Recreation Administration. Assignments for Fall, Winter, Spring and Summer quarters 1984-85. Department is establishing a pool of applicants for possible part-time positions in Recreation Administration and Physical Education activity and theory areas. Advanced degree preferred.

**CLOSING DATE: 5-25-84**

**Lecturers, salary commensurate with qualifications, experience and teaching load,** Social Sciences. Possible part-time assignments for either Fall, Winter, Spring and/or Summer quarters 1984-85. Department is establishing a pool of applicants for possible part-time positions in Sociology/Social Work, Geography and Anthropology. Doctorate preferred.

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.

**STATE**

**CLOSING DATE: 4-20-84**

**Instructional Support Technician I, \$1652-1986/month, Physics.**

## ASI vacancy

Applications for the following position may be sent to Jeff Sanders, Associated Students, Inc.

**Executive Director, Associated Students, Inc.** Responsibilities: financial, legal and administrative management of the ASI (a nonprofit corporation) and the University Union. Qualifications: ability to develop and initiate new methods and procedures; put into practice effective improvements in organization and procedures; develop cooperative and harmonious working relationships among students, faculty and staff. Training and experience in leadership, group dynamics, business administration, public relations, budget and personnel management required. Knowledge of administration, organizational management, data processing, personnel management, budgeting and facilities management within a large organization essential. Experience with the role of student/life activities in the education of students and experience with student government and organizations required. Graduation from a four-year accredited university; degree in some area of business management with a master's degree preferred. Five years full-time general administrative or three years managerial experience in a university union or as an administrator for a large student government required.

**Payday  
is  
March 30**