

Cal Poly Report

Vol. 37, No. 6

CAL POLY

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO, CA 93407

PUBLIC AFFAIRS
(805) 546-1511

September 19, 1985

To the University Community:

Cal Poly has a new logo, an official university mark that will be put into use during Fall Quarter. It's shown at the top of this letter.

The logo is simply the words "Cal Poly" in a distinctive style with a rule below and a thinner rule above. It will become the university's chief identifying mark, giving us for the first time in a long time a symbol through which we can present an attractive, contemporary and consistent image in all our visual materials.

This letter is printed on a likeness of the new university letterhead stationery, which incorporates the new mark.

Except for the Mustang, which will still be the namesake for athletic and alumni programs, and the university's official seal, the logo will replace all other Cal Poly graphic identifications. It will be used wherever the university's "signature" or symbol is appropriate -- on stationery, publications, forms, name tags, signs, vehicles and more. The seal, now often used merely for decoration, will be confined to uses such as diplomas, where its connotation of formal approval is important.

The logo is being introduced with the full endorsement of President Baker.

(continued inside)

Film historian to speak at Library Associates Banquet

Motion picture historian Linda Mehr will be the guest speaker at the annual fall banquet of The Library Associates.

The banquet will be held Friday, Sept. 27, at The Inn at Morro Bay. Dr. Mehr, the director of the Margaret Herrick Library of the Academy of Motion Picture Arts and Sciences, will present "Through Oscar's Eyes: A Library's Perspective on Hollywood and Its History." The 7:15 pm dinner will be preceded by a social hour beginning at 6:15 pm.

A Phi Beta Kappa graduate of UCLA, Mehr has spent more than 20 years in history and film-related study and work. For three years she was the principal investigator, bibliographer and editor in charge of cataloging film, television and radio manuscripts and special collections in the Western United States. She visited and did onsite cataloging of over 800 collections in 72 institutions.

From 1963 to 1982 Mehr taught various history and film courses at UCLA, USC and UC San Diego, lectured at the University of Missouri, and participated in numerous professional workshops on history, film, and archival topics.

In 1980 she cataloged the holdings of the RKO Archive for the UCLA Fine Arts Department, and for the following two years she worked as archival consultant for the Margaret Herrick Library, where she prepared inventories on three major collections: George Stevens, John Huston, and George Cukor.

Established in 1979, The Library Associates provide a means for Cal Poly Library supporters to share their enthusiasm for books and related materials.

Information about the banquet or membership in The Library Associates can be obtained by calling the university library at ext. 2305.

Swimming offered

Faculty and staff are invited to take part in swimming lessons offered by the San Luis Obispo YMCA in Crandall Pool this fall. The program gets underway on Saturday, Sept. 28.

Lessons are set for Monday and Wednesday evenings from 7:15 pm to 8 pm, and Saturday mornings at 9, 10 or 11 am. A special discount is being offered to the Cal Poly family. Children from 6 months and up are encouraged to participate. For information on the program please call Janice at the Y, 543-8235.

Audition dates scheduled for 'Guys and Dolls'

The campus production of Frank Loesser's musical "Guys and Dolls" will open its run of six performances on Thursday, Nov. 7, in the Cal Poly Theatre.

Directing will be department head Roger Kenvin, with Thomas Davies as musical director, Peter Kentes as choreographer, Russell Whaley as costume and lighting director, Robert A. Coltron Jr. as set designer, and Howard Gee as technical director. The large cast will feature versatile singer-actor-dancers from both the university and the community.

Kenvin has announced that auditions for the production will take place on Tuesday and Wednesday, Sept. 24 and 25, in Room 212 of the H.P. Davidson Music Building on campus. Attendance both nights is required.

Those auditioning should come prepared to sing (preferably a number from the show), to work with the choreographer, and to read from the script.

Two copies of the "Guys and Dolls" script are available in the Reserve Room of the Kennedy Library for those who are planning to audition. Other information about the audition can be obtained by calling ext. 1465.

Theatre and Dance Department announces 1985-86 season

A full schedule of drama and dance events will be offered in the Cal Poly Theatre during the 1985-86 season by the Theatre and Dance Department.

On Nov. 7, 8, 9, 14, 15, and 16, "Guys and Dolls," the smash hit musical based on Damon Runyon's characters will be presented.

In January the Orchesis Dance Club will present: "Dance: The Ultimate Expression," featuring a scintillating blend of student and faculty choreography under the artistic direction of Orchesis founder, Moon Ja Minn Suhr. Performance dates will be Jan. 30 and 31, and Feb. 1.

On Feb. 20, 21, and 22, "The Secret Affairs of Mildred Wild," a wonderfully daffy new comedy by Paul Zindel will be presented. Directing will be guest faculty member Dr. William Parker, with sets and costumes by Russell G. Whaley, lighting by David Beals, and technical direction by Howard Gee.

In May, "Ain't Misbehavin'" will be presented. Performance dates will be May 8, 9, and 10. Kenvin will direct with sets by Whaley, costumes by Aaron Elmore, and lighting and technical direction by Gee.

Information on tickets for any of the Theatre and Dance Department events can be obtained by telephoning the Cal Poly Theatre Box Office, ext. 1421, between 10 am and 4 pm on weekdays.

Bertozzi to head Business Administration Department

Dr. Dan Bertozzi Jr., interim head of the Business Administration Department for the past year, has been named permanently to the position.

The announcement was made by Dr. Kenneth Walters, dean of the university's School of Business. Bertozzi succeeds Dr. Walter W. Perlick, who has returned to full-time teaching after serving five years as department head.

He earned three degrees at UC Berkeley and was admitted to the State Bar of California in 1972. He worked for a Fresno law firm before joining the Cal Poly faculty. He teaches Business Law and advises students interested in pursuing a legal career.

A former president of the Northern California/Nevada region of the American Business Law Association, the Cal Poly professor recently completed a three-year term as a member of the group's executive committee.

On three separate occasions Bertozzi was selected by the American Assembly of Collegiate Schools of Business to take part in summer conferences on Business Environment and Public Policy.

Departments to be billed for local calls as of Oct. 1

Beginning Oct. 1, Pacific Bell will begin charging Cal Poly for local calls, and the charges will be billed to departments in the same way as long distance and ATSS.

Each local call placed Monday through Friday, 8 am to 5 pm, will cost 4 cents for the first minute or less and 1 cent for each additional minute.

Calls made Monday through Friday between 5 pm and 11 pm receive a 30 percent discount. Calls made at night (11 pm to 8 am) or anytime on weekends and certain holidays receive a 60 percent discount.

Additional funds will be allocated to state General Fund departments for the new charges. Departments will be responsible for costs exceeding the new allocations. Charges for local calls will *not* be identified as to number called, but only listed in a summary.

Telephone calls involving long distance, ATSS and the new local-call measured service should be used only for official university business.

Local calls included in the measured business service area are calls placed from campus telephones to prefixes 438, 481, 489, 528, 541, 543, 544, 546 (other than on-campus calls), 549, 595, 772 and 773. All other locations are considered to be long distance and should be dialed via long distance (dial 9-1) or ATSS (dial 8), whichever is appropriate.

The phone company is instituting the "individual line measured service" for all business customers.

President appoints task force; Walch named to interim post

President Baker, with the assistance of the chairman of the Academic Senate, has established a special task force to develop recommendations on the management of information resources.

The 10-member committee will review and assess the previous plans and actions related to the development of an administrative organization which groups various Information Systems areas/functions under the direction of one person.

In addition, the group will reassess the administrative personnel requirements needed to administer the recommended Information Systems organizational model.

Jim Landreth (Business Affairs) will be the task force chairman. The other members are Ed Carnegie (Ag Engineering), Bob Coe (Management), Harold Miller (Accounting), Jens Pohl (Architecture), Ilene Rockman (Learning Resources), Frank Lebens (Office of the Provost), Norm Johnson (Audiovisual Services), David Walch (Instructional Resources), and Les Bowker (Biological Sciences).

President Baker has asked the task force to make recommendations by Nov. 15.

In a related development Dr. David B. Walch has been appointed interim associate provost for information systems. He came to campus five years ago as director of the Cal Poly library, and was named director of instructional resources in the spring of 1984.

In addition to his responsibilities for the library and audiovisual services, he will be concerned with overall campus policy and planning for the development, implementation and evaluation of the university's computer systems, information systems, telecommunication networks, and the Computer-Aided Productivity Center. He will continue to report to Provost Fort.

NSF presentation Sept. 20

A presentation by Dr. Duncan McBride, program director for the National Science Foundation's College Science Instrumentation Program, will be held on Friday, Sept. 20, in Fisher Science 287. He will discuss guidelines for submitting proposals for matching grants of up to \$50,000 for the improvement of instructional scientific equipment. Call Research Development (ext. 2982) for more information.

Bus subsidy correction

In the Sept. 16 *Cal Poly Report* there was an error in the story on the partial bus subsidy story. The North Coastal Transit bus from Los Osos and Morro Bay usually costs \$30 per month, but will be offered to students, faculty and staff for \$18.

CSU signs contract with PSA for air travel

The California State University (CSU) has recently finalized a contract with Pacific Southwest Airlines (PSA) to obtain discounted air fares for CSU employees flying on official business between certain cities. The designated city pairs and the discounted fares are listed below:

Burbank-Las Vegas	\$59
Burbank-Oakland	54
Burbank-Phoenix	39
Burbank-Reno	79
Burbank-Sacramento	51
Burbank-San Francisco	54
Burbank-San Jose	54
Fresno-Los Angeles	65
Fresno-San Diego	70
Las Vegas-Los Angeles	59
Las Vegas-Oakland	75
Las Vegas-Ontario	59
Las Vegas-Sacramento	110
Las Vegas-San Diego	59
Las Vegas-San Francisco	100
Las Vegas-San Jose	75
Las Vegas-Orange County	65
Long Beach-San Francisco	69
Los Angeles-Oakland	54
Los Angeles-Phoenix	39
Los Angeles-Reno	79
Los Angeles-Sacramento	46
Los Angeles-San Diego	39
Los Angeles-San Francisco	54
Los Angeles-San Jose	54
Los Angeles-Stockton	69
Los Angeles-Tucson	85
Oakland-Phoenix	75
Oakland-San Diego	66
Oakland-Orange County	69
Oakland-Tucson	85
Ontario-San Francisco	54
Phoenix-Sacramento	115
Phoenix-San Diego	39
Phoenix-San Francisco	75
Phoenix-San Jose	75
Reno-San Diego	94
Reno-San Francisco	69
Sacramento-San Diego	57
Sacramento-Orange County	47
Sacramento-Tucson	120
San Diego-San Francisco	66
San Diego-San Jose	66
San Francisco-Orange County	54
San Francisco-Tucson	105

CSU employees are now required to fly on PSA between the listed city pairs, except for the following circumstances:

- ✓ There is a requirement to fly on short notice and space is not available on a PSA flight.
- ✓ The PSA flight schedule would require the use of overnight lodging.
- ✓ Flying PSA would not meet mission requirements or would result in a substantial loss of time.

Aside from the listed exceptions, Cal Poly employees are required to fly PSA between the indicated city pairs.

The contract became effective Aug. 26. In order to obtain the contract fare, reservations should be identified with the code word "YUNIV". Employees are encouraged to take advantage of any PSA promotional fares which are lower than the contract fares. In such a case the code word "YUNIV" should not be used on the reservation request.

Questions concerning the new contract and related procedures may be directed to the University Accounting Office, 129 Admin., ext. 2291.



Health insurance reps to visit campus Sept. 25

An open enrollment period is currently in force through Oct. 10 for eligible employees interested in enrolling or changing their health/dental insurance plans. The available health insurance plans include Blue Shield, Cal-Western Transamerica/Occidental, First Farwest, Healthgroup International, Health Net, Blue Shield Preferred Plan, and ACSUP-Union Labor Life.

To assist employees with any questions regarding these health insurance plans or any claim problems, representatives from the individual health insurance companies will be on campus Wednesday, Sept. 25, from 9 am to 3 pm in the Staff Dining Room B. It will be an informal questions and answer session, and no appointments are necessary. There will also be a representative from the Personnel Office to answer questions regarding health/dental insurance.

Employees planning to make changes in health and/or dental plans during the open enrollment period can process the necessary documentation at the above location or can come to the Personnel Office, 110 Admin. The effective dates of open enrollment transactions received by the Personnel Office will be as follows:

- ✓ If received by Sept. 30, the effective date will be Nov. 1.
- ✓ If received by Oct. 10, the effective date will be Dec. 1.

New university logo

(continued from front page)

"This new symbol will help bring to our university's public image the same unity and clarity of purpose that have served its programs so well," said Vice President for University Relations James L. Strom, whose Public Affairs Department coordinated the logo's development.

"By using the logo consistently and often," Strom said, "we hope to build awareness and recognition of Cal Poly as a unique institution and to further enhance the university's reputation for consistently high-quality education. Our ultimate goal is to aid in the continuing effort to improve the quality of the education we provide our students."

The search for a new logo began because Cal Poly had several symbols, none that adequately represented the major university Cal Poly has grown to be. We had several designs for the Mustang, several versions of "Cal Poly" and "CP," and of course the drawing of the peaks on our letterhead, which was used with the university's full name. President Baker directed the staff to develop a single symbol that would bring continuity and an appropriate, contemporary feel to the university's image.

During the long development process, many different designs were considered by university administrators and a committee that included representatives of the faculty, staff and student body. No artist was able to propose a graphic symbol that the reviewers agreed truly captured the full spirit of Cal Poly.

Simultaneously, a consensus grew that our image is in our name, in the words "Cal Poly," and that that's what we should use as a symbol.

The design that was finally recommended to President Baker is the creation of Cal Poly alumnus Pat O'Connell, a 1975 graphic communication graduate working in Palo Alto. He was one of about 20 graduates from whom the university requested logo ideas in the last phase of the development process.

The color in which the logo itself will be used — when the color is available — is a strong dark green, as used above. (It's PMS 343, for you graphic artists out there.) An advantage of the new design is that it lends itself well to reproduction in any one color. On the letterhead the green logo is used with gray type for the university's full name and address.

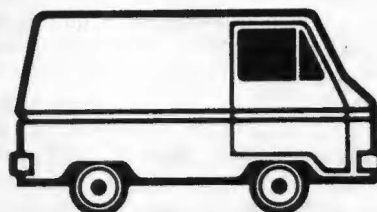
Where two-color representation of the logo is desirable, "Cal Poly" will be printed in the green while the bars above and below it will be rendered in a vibrant yellow-gold (PMS 130C, 123C or 116U).

The new letterhead stationery, which will include individual department names and telephone numbers, is now being prepared. Present plans are to distribute it when an initial supply for every of-

fice has been printed. No. 10 envelopes bearing the new logo will also be distributed at that time.

Interim guidelines for use of the logo in various other applications will be ready soon. For now, if you are preparing or planning any type of visual material on which it would be appropriate to use the logo, call Public Affairs at ext. 1511 to discuss it. Any material that you plan to reprint should be redesigned to incorporate the new logo. Existing stocks should be used up first.

The *Cal Poly Report* will be one of the first publications redesigned. The next issue will have the new look.



Library shuttle schedule listed for UC Santa Barbara

Shuttle service between Cal Poly and the University of California at Santa Barbara Library will begin Friday, Oct. 4. The Fall Quarter schedule is every Friday from Oct. 4 through Dec. 13 (excluding Nov. 29).

Reservations for the shuttle may be made by calling the Library Administration Office (ext. 2344) no later than 5 pm, Wednesday, for the following Friday. Advance reservations will be taken, however, for any date.

The eight-passenger van will normally leave Cal Poly at 8:15 am and return by 5 pm. One van passenger must drive and should have defensive driver forms on file in Transportation Services (ext. 2451).

Cal Poly faculty will receive free community borrower's cards at the UCSB Library by presenting their Cal Poly identification card at the Circulation Desk. Materials checked out in Santa Barbara may be returned through Inter-Library Loan at the Cal Poly Library.

Questions regarding this program should be directed to the Library Administration Office.

Future studies meeting

The Center for Future Studies will hold its first meeting of the Fall Quarter on Friday, Sept. 20, at 3 pm in Fisher Science 292. Anyone interested in taking part in the Center, or in knowing more about it, is welcome to attend. More information is available from Michael Orth, English Department, at ext. 2143.

Position Vacancies

Vacant staff positions at Cal Poly State 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: mobile unit near the Fire Department (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: 10-4-85

Clerical Assistant II-A, \$1269-\$1496/month; temporary through 6-27-86, School of Architecture & Environmental Design.

Clerical Assistant II-A/B, \$1269-\$1579/month, Mathematics Department.

Clerical Assistant II-A, \$1269-\$1496/month; full-time through 12-31-85; half-time effective 1-1-86, Library (Learning Resources and Curriculum).

Graphic Artist I, \$955-\$1148/month; half-time, temporary through 8-29-86, Audiovisual Services.

Candidates for positions on the faculty of the university are presently being sought, according to Jan 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: 10-15-85

Cooperative Education Coordinator (possibly two); full-time 12-month lecturer positions (non-tenure track); \$19,332-\$27,780/year depending on qualifications (plus applicable 1985-86 general salary adjustments). Development of new Cooperative Education positions; student selection, advising, orientation, and follow-up; development of brochures and other materials. Bachelor's degree required, Master's preferred. Job development/industry experience; excellent communication skills; ability to develop and maintain effective working relationships. Letter, application, detailed resume and three references must be submitted to Dr. Fred Abitia, Director of Cooperative Education.

CLOSING DATE: 11-30-85

Tenure-Track (full time), rank and salary commensurate with qualifications and experience, Aeronautical Engineering. Position available in fall 1986. Duties include undergraduate responsibilities as well as graduate teaching at Master's degree level. Candidates should have experience in computational and experimental aerodynamics. Ph.D. in Aeronautical or Aerospace Engineering by fall of 1986 required.

CLOSING DATE: 12-1-85

Department Head, rank and salary depending on qualifications and experience (\$35,004-\$53,472), English. Ph.D. required in appropriate discipline; distinguished record in teaching; scholarly or professional achievements; and extensive experience in faculty relations, program development (grant experience helpful), academic governance, and long-range planning.

CLOSING DATE: 12-2-85

Lecturer (full-time), appointment level and salary commensurate with qualifications and experience, Agricultural Engineering. Position available January 1986, for Winter and Spring Quarters. Duties include teaching courses in tractor and equipment operation and agricultural and engineering surveying. M.S. in Agricultural Engineering required; Ph.D. preferred. Industrial experience in agricultural equipment and machinery highly desirable.

CLOSING DATE: 12-6-85

Assistant or Associate Professor, rank and salary commensurate with experience and qualifications, Engineering Technology. Position available September 1986. Teach undergraduate courses in manufacturing of electronic hardware, machining, and NC and CAM. Other possible areas are drafting (CAD), electronics, and quality assurance. MS in engineering or engineering technology and pertinent technical-level American industrial experience required.

Who, What, Where, When

Court Warren, El Corral Bookstore, served on the faculty of the NACS (National Assn. of College Stores) educational seminar. It was held at Stanford in July. Fourteen faculty members and 121 students participated in the annual week-long program.

Jack Robison, Accounting, has received a grant from the RGK Foundation to do research on an empirical study of taxpayer choice of court and the subsequent success of the tax case.

Bill Michaud, Ag Management, presented four workshops at the national FFA seminar on Computers in Agriculture in Washington, D.C.

Michael Blum, Graphic Communication, had an article, "Generic Coding Speeds Typesetting," published in the August issue of *Printing Journal*.

Charles Slem, Psychology & Human Development, presented a paper, "Effects of an Educational Intervention on Answer Changing," at the 93rd annual convention of the American Psychological Assn. in Los Angeles.

Dateline

(S) - Admission Charged

(!) - Admission Free

TUESDAY, SEPTEMBER 24

Auditions: Try out for a part in "Guys and Dolls." Auditions will continue on Wednesday, Sept. 25. H.P. Davidson Music Bldg., Room 212, 7 pm. For more information, call ext. 1465. (!)

WEDNESDAY, SEPTEMBER 25

Soccer: UC Irvine, Mustang Stadium, 7:30 pm. (S)

FRIDAY, SEPTEMBER 27

Soccer: Stanford, Mustang Stadium, 7:30 pm. (S)

SATURDAY, OCTOBER 28

Film: "Beverly Hills Cop," Chumash, 7 pm. Second showing follows. (S)

THURSDAY, OCTOBER 3

Speaker: Kevin Starr (author, historian, lecturer and communications consultant) will discuss "Key Premises of the California Vision" as part of the Arts and Humanities Series. UU 220, 11 am. (!)

University Club: Ice Cream Social. Staff Dining Room, noon. Faculty and staff invited.

FRIDAY, OCTOBER 4

Film: "Lady Hawke," Chumash, 7 pm. Second showing follows. Continues on Saturday, Oct. 5. (S)

Volleyball: San Diego State, Main Gym, 7:30 pm. (S)

Concert: The Los Angeles Piano Quartet, Theatre, 8 pm. (S)

CPR

Cal Poly Report is published weekly during the academic year by the Public Affairs Office.

Stan Bernstein (Editor).....ext. 1511

Betty Holland (Graphic Tech)...ext. 1511

Jo Ann Lloyd (Dateline).....ext. 1511

Typewritten, double-spaced copy may be submitted for *Cal Poly Report* by close of business the Thursday prior to the next publication.