



BICENTENNIAL



- » Recognition of Cal Poly as a bicentennial university will be observed in a brief ceremony to be held on Tuesday (Oct 21) at 11:15 am at the flagpole in front of the Administration Building. President Robert E. Kennedy will receive the national bicentennial flag and a certificate of official recognition from the American Revolution Bicentennial Administration.

As an officially designated bicentennial university, Cal Poly is entitled to fly the bicentennial flag in recognition of the special activities and programs with which the campus will observe the 200th anniversary of the Declaration of Independence. Jon M. Ericson (Dean, School of Communicative Arts and Humanities) chairman of the Cal Poly Committee for the U. S. Bicentennial, will make the presentation. In addition to specially invited guests, faculty and staff members, students, and representatives of the community are invited to attend the presentation and flag raising.

Cal Poly's bicentennial activities began early this year with a series of special lectures and events accompanying two photographic displays from the Smithsonian Institution titled "The Hand of Man on America" and Manuscripts of the American

(Continued on page 2)

» DR. KENNEDY URGES CITY TO COMPLETE REVISED GENERAL PLAN

Dr. Robert E. Kennedy told the mayor and members of the City Council of the City of San Luis Obispo that Cal Poly's enrollment target of 15,000 annual average FTE is a firm figure which he has no intention of changing, during a study session of the City Council Monday night, Oct. 13.

Dr. Kennedy presented a letter to the council urging that the city address itself to the completion of its revised General Plan. He pointed out that Cal Poly's enrollment ceiling is well within the city's existing General Plan and even within a proposed revised General Plan which would cut back the city's population goal from 80,000 to 65,000.

President Kennedy told the council that the university is developing modified criteria to maintain the 13,800 annual average FTE for a three-year period pending availability of facilities. He pointed out that Fall Quarter registration of 15,130 individual students (some 380 more than had been projected) was due entirely to a higher return rate for continuing students.

The full text of a letter presented to the City Council by Dr. Kennedy is attached to this issue of Cal Poly Report.

» ENVIRONMENTALIST WILL SPEAK



W. A. (Bill) Harvey, University of California Extension environmentalist, will discuss "Ecology and Agriculture" when he speaks at Cal Poly at 11 am on Thursday (Oct. 16). Harvey's appearance in Chumash Auditorium is sponsored by the student council of the School of Agriculture and Natural Resources. The public is invited to attend, admission free.

Since 1971, Harvey has had the responsibility on behalf of the UC Extension service of improving communications among farmers, resource managers, governmental agencies, and the public regarding environmental problems. He also has had the responsibility for creating an awareness of the interrelation between food supply and concerns with environmental quality.

In addition to the 11 am university hour presentation by Harvey, the student council program for the day includes a panel discussion on nitrogen disappearance to be held in Chumash Auditorium from 3 pm to 4:30 pm. Panel participants include Dr. Roland Meyer, University of California, Davis extension specialist, and Jewell Meyer, a member of the staff of the extension service office serving Stanislaus County.

Cal Poly faculty and students are especially invited to attend the panel discussion. The program is part of a continuing series sponsored by the student council of the School of Agriculture and Natural Resources. Previous programs have included campus appearances by U. S. Secretary of Agriculture Earl Butz and Teamsters Union President Frank Fitzsimmons.

» A I D CAMPAIGN WILL OPEN

In a letter to all faculty and staff, President Robert E. Kennedy has urged participation in the AID-United Givers campaign.

"Cal Poly as an integral part of the San Luis Obispo community will, again this year, have the opportunity of participating in the AID-United Givers campaign to insure assistance for those in need. This is the only authorized campus charitable drive for university personnel.

"Last year 676 Cal Poly faculty and staff members responded generously by donating \$24,541 to the AID-United Givers drive. This year we are continuing to appeal to all university employees, including those who have not previously participated in AID. We need everyone's help in making the AID drive a success."

The dates for the annual drive this year are October 20 through November 7. Robert M. Negranti (Staff Personnel Officer) is the campus coordinator for the AID program.

» BICENTENNIAL OBSERVATION (Continued from page 1)

Revolution." In July a third Smithsonian Institution titled "Indian Images" was displayed on campus. Current activities include several courses being offered during the Fall Quarter and a schedule of seven future exhibits. Bicentennial themes will also be recognized in such on-going campus activities as Homecoming, Poly Royal, University Convocation Series, Arts and Humanities Lecture Series, and Commencement. Cal Poly plans to fly the special bicentennial flag on those days when a special bicentennial activity is to be held. Announcements of bicentennial campus activities are included in a new campus publication, the Bicentennial Gazette, as well as in the Cal Poly Report and Dateline.

» PUPPETS WILL PERFORM



Puppets will be the featured performers for a series of children's theatre performances being presented by the Speech Communications Department. The first of three free theatre productions to be given this fall by the Children's Theatre Laboratory, the initial performances are scheduled for Friday (Oct. 17) at 11 am and Monday and Wednesday (Oct. 20 and 22) at 10 am. They will be given in the Laboratory Theatre of the Davidson Music Center by students enrolled in a course on puppetry, readers theatre, and children's theatre techniques.

Michael R. Malkin (Speech Communications) said the Children's Theatre Laboratory productions are designed for elementary students from kindergarten through sixth grade. Children's groups from Central Coast area schools and community service organizations have been invited to attend. Teachers and supervisors who accompany groups will be asked following each performance to help stimulate a discussion with the children while students of the children's theatre course observe. Tours of the Cal Poly Theatre, the scene shop, and other related areas can be arranged before or after the children's theatre performances for groups that request them.

Dr. Malkin pointed out that limited capacity in the Laboratory Theatre will permit only 30 children at each performance and said that groups wishing to attend should contact him in advance for reservations. Those interested in learning more about the Children's Theatre Laboratory performances or making group reservations can contact Dr. Malkin by calling Ext. 2486.

» FACULTY REMINDER--THIRD WEEK CLASS LIST

Hazel J. Jones, (Vice President for Academic Affairs) reminds all faculty that corrected class lists are due by 5 pm. on Monday (Oct. 20). Class lists are to be submitted directly to department offices rather than individually delivered to the Records Office as in the past. Department heads should see that the corrected class lists are delivered to the Records Office early on Tuesday (Oct. 21).

Accuracy of the class lists is critical in that reconciliation of student fees, correct billing, and maintenance of an accurate master student file are all dependent on these first class lists. All class lists, including those on which no changes are required, should be submitted.

Dr. Jones asked that faculty do the following before turning their lists in:

- Line out names of students who have dropped, but leave the social security numbers in readable form.
- Add the names and social security numbers of students who are attending class but are not listed on the print out.
- Check for accuracy: instructor's name, class location, and time.
- Sign and date each class list.
- Submit the original and one copy of each class list to the department office.

» FACULTY/STAFF MAY BUY A S I MEMBERSHIPS

ASI annual associate membership cards may be purchased by faculty and staff personnel for \$10 at the ASI Business Office in the University Union. This card will allow faculty and staff members to purchase two tickets at student rates. This card must be presented at the time of ticket purchase and at the entrance to the event. Tickets for most ASI sponsored events may be purchased in advance at the University Union Ticket Office between 10 am and 2 pm on weekdays or at the event.

» DISTINGUISHED ALUMNI NAMED

Six former students have been named distinguished alumni and will be honored during 1975 Homecoming activities early next month. Those named by the Distinguished Alumni Selection Committee of the Cal Poly Alumni Association are George W. Strathearn of San Mateo; Roger F. Honberger, Washington, D.C.; Larry E. Rolufs, Reston, VA.; Ben B. Balsley, Boulder, Colo.; John Madden, Pleasanton; and R. James Considine, Arcadia. They will be honored at a special dinner to be held on Friday (Nov. 7) and during the Homecoming Parade and the Cal Poly-Idaho State Football game the following day.

Strathearn, who will represent Cal Poly's School of Agriculture and Natural Resources, is a 1950 graduate of the animal science program. Strathearn has his own agriculture operations, has been the manager of the Cow Palace in San Francisco, and is currently manager of the California Beef Council. Honberger, a 1958 graduate of the university's architectural engineering program, will represent the School of Architecture and Environmental Design. He is deputy administrative officer for the County of San Diego serving as a governmental affairs consultant in Washington, D.C. Rolufs, who will represent the School of Communicative Arts and Humanities, is a 1962 graduate of Cal Poly's printing management program. He is currently serving as chief of the Branch of Printing for the U.S. Geological Survey in Reston, VA. In this position, Rolufs is responsible for a major map and chart printing plant, employing 135 people.

Balsley, a 1957 electronic engineering graduate, will represent the School of Engineering and Technology. A physicist with the National Oceanic and Atmospheric Administration, he was awarded the gold medal by the U.S. Department of Commerce recently "for outstanding achievement as a scientist and research leader in radar studies of field-aligned irregularities in the equatorial and aural ionospheres." Madden, who will represent the university's School of Human Development and Education, is a 1959 physical education graduate. He currently is in his seventh season as head coach of the Oakland Raiders professional football team. Considine, a 1968 business administration graduate, will represent the School of Business and Social Science. A former member of the university's business administration faculty, Considine is presently employed by Ryder, Stilwell, Incorporated, a personalized financial planning and management service.

Selection of former Cal Poly students as distinguished alumni is based on application of their academic studies in their working lives, their contributions to community and professional organizations, and their contributions to the university, as a student and as an alumnus.

» THOMAS MANN WILL BE CELEBRATED

The centennial year of the birthday of German author Thomas Mann will be marked by the showing of the film Tonio Kroger at 7 pm on Thursday (Oct. 16) in the Cal Poly Theatre. Tonio Kroger, a dramatization of Mann's novel of the same name, tells of the problems of an artist who secretly longs for bourgeois life. But in a flashback, Kroger, as a youth, relives the development of his conflict and finally makes a permanent decision for the arts.

Mann died in 1955. Long thought of as one of the major writers of the 20th Century, he has been referred to as a "maker of modern literature." Use of the 94-minute film, which has a German sound track and English subtitles, has been given to Cal Poly's Foreign Language Department by the embassy of the Federal Republic of Germany. Admission to the program will be free, and the public is invited to attend.

» STUDENTS INVITED TO ENTER BICENTENNIAL DEBATES

Cal Poly students are being invited to participate in a nationwide program called the Bicentennial Youth Debates sponsored by the National Endowment for the Humanities. Harry Sharp, Jr., who is coordinating the local youth debates program for the Speech Communication Department, said all undergraduates enrolled at the university are welcome and invited to take part.

Dr. Sharp, a member of the speech communication faculty, said Cal Poly students entering the Bicentennial Youth Debates may compete in any one or more of three events -- Lincoln-Douglas debate, extemporaneous speaking, or persuasive speaking. Contestants placing first and second in each event at Cal Poly will advance to a district tournament, which will qualify winners for later contests leading to a national final to be held next June in Washington, D.C.

Final rounds of the local contests will be held in both wings of the Chumash Auditorium on Monday, Oct. 27, and in Room 202 of the Science North Building on Wednesday, Oct. 29. The competition will be open to the public starting at 8:30 p.m. Admission will be free. Bank of America's University Square Branch in San Luis Obispo has contributed \$150 for the local winners of the debates.

Those interested in learning more about the Bicentennial Youth Debates program are invited to contact either Dr. Sharp or James Conway by telephoning 546-2618.

» BAND FESTIVAL DETAILS TOLD

Eighteen of California's finest high school bands have been chosen to participate in the California Bicentennial Festival of Marching Bands, on Saturday (Nov. 8). Cities and communities represented by the bands include Delano, Hanford, Lindsay, and Visalia, all from the San Joaquin Valley; Alta Loma, Dana Point, Duarte, Fountain Valley, La Habra, and Quartz Hill from Southern California; Sebastopol and Pleasanton from Northern California; and Arroyo Grande, Atascadero, Lompoc, Paso Robles, Santa Barbara, and Santa Ynez from the Central Coast.

William V. Johnson (music) said the festival is being presented as part of the university's observance of the Bicentennial of the American Revolution. It will also be a featured event of the 1975 Homecoming. The festival will begin at 10:30 am with 16 of the bands, along with the Cal Poly band, participating in the Homecoming Parade through downtown San Luis Obispo. Then at 1:30 pm in the university stadium, 11 bands will perform in series of eight to ten minute football field presentations. Cost for the afternoon performance will be \$1 for anyone school age and over.

"Although the festival program will not involve competition, we expect that the opportunity for outstanding musicians from throughout the state to perform on the same program will give considerable prestige to the festival," Johnson said. The festival bands were selected by a panel of college band directors and each has been designated "one of California's finest" by the Cal Poly Bicentennial Committee.

» RETIREMENT DINNER FOR HELEN WARING, LIBRARY

Helen Waring, who is retiring on Nov. 1, will be honored at a dinner on Friday (Oct. 24) at the Madonna Inn, Garden Room. All of Helen's friends are invited to attend. Please call Joan Stadt, Ext. 2345, or Rosemary Cameron, Ext. 2462, for reservations and/or further information.

» HOMECOMING ACTIVITIES ANNOUNCED

Roland Yates of Ft. Bragg, student chairman of Cal Poly's 1975 Homecoming, is inviting San Luis Obispo merchants to join in the Homecoming festivities by participating in a store-front decoration competition. The Homecoming Committee is suggesting that merchants adopt a storefront decoration in keeping with the bicentennial theme of Homecoming, "America, You've Come A Long Way." The Cal Poly Homecoming will be held on Friday and Saturday (Nov. 7 and 8).

Other Homecoming activities will also include selection of a Country Cal and Pretty Poly as host and hostess on Tuesday (Oct. 28); a concert; a barbecue; and special recognition of distinguished alumni from six of the university's instructional schools. The Homecoming Parade, which will feature 16 high school bands from throughout California, will travel along Higuera St. from Toro St. to Chorro St., across Chorro to Monterey St., up Monterey to Osos, and left on Osos to Palm St., where it will disperse.

» SAFE USE OF LADDERS URGED

A recent on-campus accident has resulted in a special order being issued to Cal Poly by the Division of Industrial Safety directing that all personnel be advised of safe procedures in getting to elevated areas. If it becomes necessary in a work area to reach an elevated location, safe procedures should be followed. Unstable objects such as boxes, tables, and chairs should not be used. Proper assistance and equipment should be used, such as ladders constructed of substantial materials, maintained in safe condition, with secure footing and support. All employees are again cautioned to use extreme care in attempting to gain access to elevated areas.

» HORTICULTURE "PARKING LOT SALE"

The Ornamental Horticulture Department has scheduled their annual fall plant sale for Saturday (Oct. 18). A large group of landscape plants will be displayed in the parking lot at very low prices. Other landscape plants will be sold on a "two for the price of one" basis. There will also be a special on potted flowering chrysanthemums. The flower shop has a good display of fall arrangements - both fresh and dried. Now is a good time to buy house plants and bedding plants. All plants are grown by O. H. students as a part of the Agricultural Enterprise Program.

» LAU PUBLISHES MANAGEMENT TEXT

A member of the faculty is the author of a newly published book on organizational behavior. Written by James B. Lau (Business Administration) as a basic text for university level courses, Behavior in Organizations, An Experiential Approach is being published by Richard D. Irwin, Inc., of Homewood, Ill. Dr. Lau describes the new book as one for introductory management courses which are behaviorally oriented, and for courses in other disciplines that use a behavioral approach to leadership and interpersonal communications.

A publisher's statement on the book says it prepares students for involvement by starting with more structured, less personal exercises that are readily recognized as relevant to human effectiveness in the business environment. Dr. Lau, who joined the faculty in 1971, has a wide range of teaching experiences. He formerly was a professor of organizational behavior and dean for the Federal Executive Institute, Charlottesville, Va., and member of the faculty at George Washington University in Washington, D.C., and University of Virginia.

» WHO . . . WHAT . . . WHEN . . . WHERE ? ? ?

John B. Connely (Education) just returned from a year in Europe. Dr. Connely was an associate professor for the University of Southern California in their European M.S. program. He gave lectures in Holland, Spain, and Germany.

Dan Bertozzi, Jr. (Business Administration) attended the 21st Annual Summer Program for California Lawyers in Berkeley on Aug. 18 through 22. The program was jointly presented by the University of California Schools of Law and the California Continuing Education of the Bar. It included a review of recent developments in Antitrust law, and a review of the newly proposed changes in the California general corporation law.

George C. Beatie (Music), continuing President of the Channel Section of the California Music Educators Association, participated as a member of its statewide Board of Directors in the CMEA Board meeting held in Los Angeles, on Saturday (Sep. 27).

Jack R. Lewis (Architecture and Environmental Design) was panel moderator and speaker at the regional meeting of the Construction Specifications Institute held in Oakland, CA., Oct. 2-5. Mr. Lewis is past National President of CSI.

James H. Maul (Architecture and Environmental Design) attended a Solar Energy Seminar held at University of California, Berkeley, on Sep. 27 and 28.

Robert G. Valpey (Dean, School of Engineering and Technology) participated in the 1975 western regional meeting of the National Society of Professional Engineers from Friday through Sunday (Oct. 3-5). He presented a paper on the "Comparison of Engineering Technology Programs of Today with Engineering Technology Programs of 1942."

Robert G. Reynolds (Architecture and Environmental Design) is presenting a one man exhibit at the Village Flair Gallery in Stockton of over 60 paintings and etchings. The exhibit began Friday (Oct. 10) and will continue for three weeks.

Larry R. Voss (Executive Assistant to the President) has been elected Vice President of AID - United Givers, San Luis Obispo County for 1975-76. Mr. Voss has served on AID's Board of Directors for the past three years.

James G. Edwards and Gary A. Bissell (both Industrial Technology) attended the Society of Plastics Engineer, Western States Technical Conference held in Las Vegas Sep. 15-19. Edwards chaired the half-day session on plastics education and presented a 30 minute paper on Cal Poly's B.S. Degree in Industrial Technology and the plastics curriculum.

Rolf E. Rogers (Business Administration) has been selected to appear in the Bicentennial Edition (1975-76) of Community Leaders and Noteworthy Americans. Dr. Roger's current research in "organizational stress" has received recent attention in the news media, television, and radio.

Robert E. Kennedy (President) addressed the National Association of Industrial Technology's annual convention held in Anaheim, Aug. 11-14. He participated with President Stephen Horn of Cal State University, Long Beach and industry management representatives in the opening session panel "The Role of Industrial Technology in the University and Industry." Others participating in the convention were J. M. (Mac) McRobbie (Head, Industrial Technology) and William L. Bruckart, James G. Edwards, and Laurence F. Talbott (all Industrial Technology).

John S. Stuart (Architecture and Environmental Design) attended meetings Sep. 29, 30, Oct. 2, 3, 6, in Los Angeles, Pomona, Fresno, Sacramento, and San Jose at the State Universities. The meetings were for high school and community college counselors. He explained the necessity of supplementary admissions procedures.

Paul R. Neel (Architecture and Environmental Design) attended a meeting of the AIA National Committee on Continuing Education at Mackinac Island, Michigan, in July.

George J. Hasslein (Dean, School of Architecture and Environmental Design) attended the 75th annual meeting of the American Society of Landscape Architects in San Antonio, Texas, in July. He also was a member of a panel who reviewed applications for grants from the National Endowment for the Arts in Washington, D.C., in July.

Jacob Feldman and Kenneth L. Haggard (both Architecture and Environmental Design) attended the International Solar Energy Conference held at UCLA the end of July. Mr. Haggard presented a paper entitled "The Architecture of Passive Systems of Diurnal Heating and Cooling."

George J. Hasslein (Dean, School of Architecture and Environmental Design) attended a meeting of the California Council of the American Institute of Architects Education Committee in San Francisco in August. In September he judged a competition for the Masonry Institute and the Central Valley AIA in Sacramento.

Alice C. Loh (Architecture and Environmental Design) represented Cal Poly by attending the Watershed Fire Council meeting in Los Padres National Forest on Sep. 18.

Satwant S. Rihal (Architecture and Environmental Design) attended a meeting of the Seismology Committee of the Structural Engineers Association of Northern California in San Francisco on Sep. 23.

Maurice L. Wilks (Architecture and Environmental Design), Philip K. Ruggles (Graphic Communications), Kempton L. Huehn (Mathematics), and David E. Nutter (Business Administration) were recently elected officers for the 1975-76 year for the Cal Poly Chapter of the American Association of University Professors. The offices that they were elected to were: Wilks, president; Ruggles, vice president; Huehn, secretary; Nutter, treasurer.

Donald L. McCaleb (Public Information Officer) received a Kiwanis International Distinguished Service Award during the annual installation dinner of the Kiwanis Club of San Luis Obispo on Oct. 1 at the Breakers Restaurant in San Luis Obispo. The award recognized McCaleb's extra service as advisor to the Cal Poly Circle K Club over the past three years.

» LAST CHANCE FOR "PANEL OF EXPERTS"

As a service to the news media in the Central Coast community a program has been established whereby faculty and staff of Cal Poly may indicate their willingness to be used as "background authorities" on current events at the state, national, and world levels, as well as on scientific and technical matters. Those who did not complete the form are invited to do so now before copy for the 1975-76 listing is finalized. Forms should be returned to the Public Affairs Office, Admin. 210 and may be obtained from Donald L. McCaleb (Public Information Officer) at Ext. 2576.

» SUPPORT STAFF VACANCIES LISTED

Vacant support staff positions have been announced by Robert M. Negranti (Staff Personnel Officer). Descriptions of the positions and other vacancies are posted outside the Personnel Office, Adm. 110, ext. 2236. Contact the Personnel Office to obtain an application. This university is subject to the requirements of Executive Order 11246 and is an Affirmative Action Employer. All interested persons are encouraged to apply. The positions are:

Clerical Assistant II-A (\$603-\$734/month), Admissions & Records Office, Student Affairs Division. Duties & responsibilities include working with student records, assisting with registration, preparation of grades, and processing applications for admission of students. Requirements: high school graduate, one year's clerical experience, typing 45 wpm, and must have taken the General Clerical Test. Closing date: October 21, 1975.

Intermediate Account Clerk (\$603-\$734/month), Plant Operations, Business Affairs Division. Duties & responsibilities include receptionist duties, sorting and distributing mail, writing work orders, logging and issuing work orders, maintaining records, preparing and processing monthly billing for Auxiliary Organizations and Dormitory Revenue Fund, and preparing and handling time sheets. Requirements: high school graduate, one year's experience in handling financial records, and must have taken the General Clerical Test. Applicants with typing ability preferred. Closing date: October 21, 1975.

Custodian (\$646-\$786/month), Custodial Department, Business Affairs Division. Duties & responsibilities include sweeping, scrubbing, mopping, waxing & polishing floors; cleaning rooms, labs, shops, lavatories, locker rooms, blackboards, windows, venetian blinds; replacing lamps in light fixtures; safeguards building & equipment from unauthorized use; moving furniture & equipment; and making minor repairs and adjustments in labs, classrooms & auditoriums. Requirements: completion of eighth grade and one year of custodial experience. Hours: 10:30 p.m. to 7:00 a.m. Closing date: November 17, 1975.

Custodian (\$646-\$786/month), Custodial Department, Business Affairs Division. Duties & responsibilities include sweeping, scrubbing, mopping, waxing & polishing floors; cleaning rooms, labs, shops, lavatories, locker rooms, blackboards, windows, venetian blinds; replacing lamps in light fixtures; safeguards building & equipment from unauthorized use; moving furniture & equipment; and making minor repairs and adjustments in labs, classrooms & auditoriums. Requirements: completion of eighth grade and one year of custodial experience. Hours: 10:30 p.m. to 7:00 a.m. Closing date: October 21, 1975.

Clerical Assistant II-B (\$324.50-\$394.50/month), (half-time, temporary), Welding/Manufacturing Department, School of Engineering & Technology. Assignment will terminate June, 1976. Duties & responsibilities include typing, light dictation, duplicating, and assisting the departmental secretary. Requirements: high school graduate, one year's clerical experience, typing 45 wpm, shorthand 90 wpm, and must have taken the General Clerical Test. Closing date: October 21, 1975.

» FLOWER ARRANGEMENT TV SHOW AIRED AGAIN

The Cal Poly-produced "Flower Arrangement" television course was aired this past winter and spring over KTTV (Channel 11) in Los Angeles and KGTV (Channel 10) in San Diego. The Consortium of The California State University and Colleges has scheduled a Fall Quarter series in Fresno and negotiations are being carried on to show the series through the California Community College system.

» OFF-CAMPUS POSITION VACANCY

Information on the administrative position vacancy listed below can be obtained from the Placement Office, Adm. 213, ext. 2501:

California State University, Fresno - Nursing Department Chairperson/Professor (salary range: \$24,012 to \$29,184 dependent on academic preparation and professional performance). Earned doctorate in nursing or related field and minimum of four years of full-time teaching in baccalaureate or graduate nursing program. Deadline: Jan. 31, 1976.

The University of Nebraska, Lincoln - Chancellor (Vice President of the University of Nebraska System). The position requires constant communication internally with students, faculty and staff and externally with the President of UN System and Board of Regents. Deadline: Oct. 20, 1975.

» TECHNICAL PEN/RECORD SALE AT EL CORRAL

El Corral Bookstore has arranged a special display and demonstration of technical pens as well as related equipment and supplies. Representatives from the following companies will display and demonstrate their products on the dates specified: Keuffel & Esser Co.: Tuesday (Oct. 14); Faber-Castell Corp.: Thursday (Oct. 16). The demonstrations will be held between 10 am and 4 pm.

A record sale featuring hundreds of major label L-P's including classical music will be held at El Corral beginning Tuesday (Oct. 14).

» VACANT FOUNDATION STAFF POSITION

The Foundation is accepting applications for the following open position as announced by J. L. Fryer, Personnel Officer. Interested applicants may apply at the Foundation Personnel Office, University Union Bldg., #212; Ext. 1121. Cal Poly Foundation is subject to the requirements of Executive Order 11246 and is an Affirmative Action Employer. All interested persons are encouraged to apply.

Cafeteria Worker "A" (\$2.20 per hr.), Food Service Department. Primary duties: waiting on tables at campus restaurant and table set-up. Requires person with waiter or waitress experience with ability to meet the public. Must be a high school graduate. Closing date: October 21, 1975.

» BICENTENNIAL TIME-LINE

Franklin to Priestley: "Britain, at the expense of 3 million, has killed 150 Yankees . . . during the same time, 60,000 children have been born in America . . . Calculate the time and expense necessary to kill us all." The second expedition of Captain Juan Bautista de Anza sets out from Tubac. The party is composed of two hundred and forty persons, one hundred and fifty-five of them women. The first expedition found the route northward, the second is commissioned to take settlers and troops to establish a presidio at San Francisco. This time the expedition will immediately begin a northward direction toward the present town of Tucson, Arizona.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

SAN LUIS OBISPO, CALIFORNIA 93407



October 13, 1975

The Honorable Mayor and
Members of the City Council
990 Palm Street
San Luis Obispo, California 93401

Gentlemen:

Once again we find ourselves discussing the relationship of the California Polytechnic State University to the City of San Luis Obispo. As each of you know, this same issue was thoroughly aired at a public meeting on December 13, 1974, subsequent to which the City Council took action to encourage continued cooperation between members of the City and University staffs so that each party could plan intelligently for the proposed actions of the other. This spirit of cooperation has been most significant between Robert Strong of the City staff and Executive Dean Douglas Gerard of the University, although the full and complete sharing of concepts and ideas has been undertaken in a variety of ways.

There is no question that the renewed expression of concern is a result of the Fall quarter, 1975, enrollment at which 15,130 individual students registered, some 380 more than had been projected and for which budgeting had been assured. This excess enrollment was due entirely to a higher-than-anticipated number of continuing students electing to return to campus, contrary to what historical trend data suggested we should expect. The numbers of new admittees, over which the University has some degree of control, was exactly at the target figure that we had projected. Our control on admission of new students involved turning away approximately 1600 qualified applicants and ending up with a remarkably accurate figure: 3,859 enrolling as compared with a target of 3,899--40 individuals under the projected figure. We are now developing modified criteria for next Fall to result in not more than the 14,750 fall individuals (13,800 annual average FTE), the figure the University agreed to hold for at least a three-year period, pending the availability of additional instructional and support facilities.

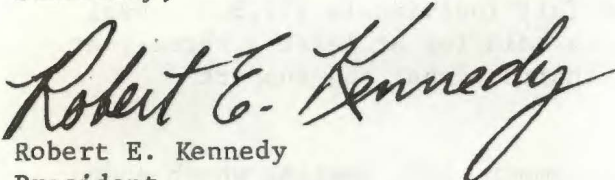
I have been particularly concerned, since the December, 1974 meeting which ended with a mutual pledge of cooperation, to witness the continued actions of one councilman acting as an individual but trying to convey an impression of Council support in his contacts with many state offices. We have been accused of a violation on the part of the University and of the Trustees of the

October 13, 1975

California State University and Colleges in not complying with the California Environmental Quality Act of 1970. The alleged violations to which the councilman refers have to do with the filing of environmental impact reports on master plan revisions and changes of enrollment. Both of these issues have been reviewed by attorneys representing the Trustees of the California State University and Colleges who have advised the councilman that in the opinion of those attorneys the master plan modifications adopted for the San Luis Obispo campus in February, 1975, did not require the filing of an environmental impact report. The enrollment growth of a campus is within the purview of the California Environmental Quality Act only when the enrollment projection proposed exceeds the enrollment ceiling previously approved as the basis for the institution's master plan. Cal Poly's master plan, adopted prior to passage of the Environmental Quality Control Act, was based on an ultimate ceiling enrollment figure of 15,000 annual FTE. All University planning since 1961 has been based on knowledge that the City's General Plan called for resources and services capable of accommodating more than 80,000 population. At the time Cal Poly's enrollment was approximately 5,000 students, the city's population was about 20,000. Each of the subsequent years after 1961 when the City revised its General Plan (1965, 1967, and 1972), the 80,000 population figure has been maintained. Nothing in the City's process of General Plan revision suggested any need for Cal Poly to adjust its enrollment ceiling downward. The master plan minor modifications adopted by the Trustees for the San Luis Obispo campus in February, 1975, did not require the filing of an environmental impact report. There has been no change in the master planned ultimate ceiling of 15,000 FTE.

It is not my intent now, nor has it ever been, to permit this University to grow beyond the 15,000 annual average FTE figure (16,000 Fall quarter individuals). This target figure has been well known to all facets of City government for many years. It is a number well within the City's existing General Plan and even within the proposed revised General Plan currently under consideration which would cut back the population goal from 80,000 to 65,000. I submit that the citizens of San Luis Obispo and the students, faculty and staff of the University would be best served if the City would address itself to the completion of the revised General Plan so that the community as a whole would know what level of resources and services are needed to accommodate the ultimate planned population figure. You have my assurance that the University will do whatever possible to assist in that goal. Moreover, both the University administrative staff and I will continue to cooperate with the city toward the objective of sound planning.

Sincerely,

A handwritten signature in cursive script that reads "Robert E. Kennedy". The signature is written in dark ink and is positioned above the printed name and title.

Robert E. Kennedy
President

THE CHANCELLOR Comments



October, 1975
VOL. VII, No. 2

TO THE PRESIDENTS, FACULTIES, ADMINISTRATIVE AND SUPPORT STAFFS, AND STUDENTS OF THE CALIFORNIA STATE UNIVERSITY AND COLLEGES:

It is appropriate that as we begin the 1975-76 academic year I set forth for the Trustees,* the presidents, faculty, staff, and students those matters which I see as primary concerns.

The first major issue is that of the meaning of the baccalaureate degree. In 1973 we held a systemwide conference and published the proceedings in a booklet entitled "The Meaning of the Baccalaureate." That session helped clarify our thinking, and to establish a climate for change on our campuses, but it is now time to act.

The 1960's saw a general decline in the faculty's belief and confidence in itself and the concomitant destruction of the general education program and the concept of a liberal education. As a result we drifted into a cafeteria style general education program where a student picks and chooses from a "steamtable" of introductory courses. Such course requirements were often little more than peace pacts dividing up the resources of a campus.

I ask that the faculty reassert itself and reassert a belief in the validity of what we know; in the validity of a general education. With universal suffrage now at the age of 18, the general education concept takes on a new importance.

I have my own idea of what the degree means. I think it should mean that a student with a baccalaureate has the perspective of history and social sciences, the appreciation of the humanities and the arts, the problem solving abilities of science and mathematics, the communication skills of English and hopefully a second language.

I think it should mean also that the student is equipped to enter into fair competition in the world of work which this system represents.

Last May the Academic Senate established a special commission to deal with the mission and goals of the state university. That commission is now at work. I am pleased that the significance and meaning of the degree will be one of the matters to which it will give a great deal of attention.

We ought to be able to tell the people of California that when a student has a degree from any campus of this state university, he has certain knowledges and skills, and if he does not have them, he will receive no degree from us.

The second issue is the need to establish a solid curriculum. My approach to the significance and meaning of the degree is closely tied to the issue of a solid curriculum. The faculty, and only the faculty, can decide what is important to know in their various disciplines. Surely, if they cannot, the whole concept of the academy is meaningless.

I am asking that the faculty be sure the curricular offerings of our system consist of those rigorous and solid courses which are essential to the building of knowledge. The student must learn – and in every culture

*Presented to the Board of Trustees on September 24, 1975.

known to man education has been charged with this responsibility — the values and the wisdom of the society in which he lives. He must appreciate what is worth preserving as well as that which requires change and modification. The student must learn how to function in a complex social, political and economic situation, how to unravel and make the bureaucracies of government and industry function, how to understand and use the tools of economics and how to make intelligent decisions at the polls.

This cannot be accomplished if the education dollar is thinned out or wasted in courses and programs which do not address the basic elements of human knowledge and wisdom. There are so many important things to know, that we cannot afford to waste our time on the unimportant or the superficial. I ask that each campus, under the leadership of its president and faculty, examine its curriculum from top to bottom, review every course, and be sure that this "peoples' university" is providing the people that which they need and which will be valuable and useful to them.

The third issue concerns "adult education." I think here we have a tendency to confuse the issues. If one accepts the fact that the legal age of adulthood is now 18, The California State University and Colleges is deeply engaged in "adult" education. The vast majority of our students — 99.4 percent — are 18 years of age or older, legally adults.

The problem we are really addressing is not "adult" education per se. It is rather on-campus vs. off-campus educational programs, which is the subject of the current task force report on off-campus instruction. It is also the question of students who can afford to pay vs. students who cannot afford to pay, whether on or off campus. It also involves courses and programs which are not part of the regular degree curriculum, but which are useful to persons wishing in-service training or upgrading in their jobs — an area customarily defined as "extension" or "continuing education."

The California State University and Colleges has customarily required students to pay for off-campus instruction (with the exception of a few pilot programs currently in operation within the scope of existing campus budgets). It has required students to pay for summer session with the exception of certain campuses which, under recent legislative mandate, established the principle of "year-round operation," and even here certain programs are self-supporting. It has required students to pay for extension courses, extended degree programs, and consortium programs. By and large those programs customarily — and inaccurately — defined as "adult education" have been self-supporting in this state university.

I propose to engage in a thoroughgoing study of all of these areas, which will consider means of delivery, avoidance of wasteful competition, financing, and other fundamental questions, so that The California State University and Colleges will be able to fulfill its mission for the people of California in the best possible manner. The report of the task force on off-campus instruction is an excellent beginning.

My last point: We are justly proud of our record as an efficient academic institution. By the measure of cost per student, we are one of the most efficient, if not the most efficient, academic institutions in the country. We are getting more out of the dollar than most universities and colleges, public or private. Future budgets will continue to be tight. There are increasing demands on limited resources. I ask the presidents to review their administrations once again to be sure we continue to function as efficiently as possible.

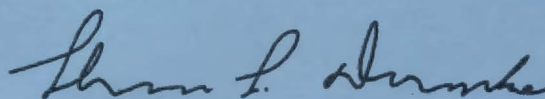
Efficiency without quality control, however, is meaningless. I am not asking that we reduce our present quality in any way. To the contrary, the items I have noted above are designed to improve and enhance quality; but at the same time I ask that attention be paid to questions of budgetary cost.

These matters will occupy our attention through most of this year and beyond.

The Academic Senate's Commission on New Directions in the Educational Process will be focusing on the significance and meaning of the degree, and, hopefully, on the question of a solid curriculum.

I believe that the faculty on the individual campuses, under the leadership of their presidents, need not wait to begin their review of the curriculum and meaning of the degree which I have asked for. I propose to work with the presidents, the Academic Senate, and the student governments to implement this process immediately.

Sincerely,

A handwritten signature in dark ink, appearing to read "Glenn S. Dumke". The signature is fluid and cursive, with the first name "Glenn" being more prominent and the last name "Dumke" following in a similar style.

Glenn S. Dumke, Chancellor

encouraging notes

October 14, 1975

Comprehensive Assistance to Undergraduate Science Education - NSF
Deadlines (Approximate): January 15, February 15, March 15, 1976

The CAUSE program, being initiated in Fiscal Year 1976, encourages the improvement in quality and effectiveness of undergraduate science education in institutions of higher education. CAUSE provides relatively long-term support (up to three years) in response to detailed plans from science departments, groups of such departments (including the entire science effort of an institution), and consortia of institutions. Support may be used in a variety of ways, justified by the plan for improvement, to improve the quality of undergraduate instruction and to strengthen the undergraduate component of institutions of higher education. For further information, draft plans and guidelines, contact: Dr. Harvey Averch, Acting Assistant Director, Science Education Directorate, National Science Foundation, Washington, DC, 20550. (202) 282-7932

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Unsolicited Research Proposals - National Science Foundation

Although unsolicited formal proposals may be submitted at any time, processing usually requires from four to six months. To allow time for adequate planning, the following schedule is offered as a guide:

<u>Proposals Should Arrive</u> <u>in NSF or Before</u>	<u>Advisory Panels or</u> <u>Meeting Held During</u>	<u>For Funds</u> <u>Needed In</u>
December	January - April	June or July
March	April - July	September or October
August	September - November	January or February

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U.S. France Exchange of Scientists - National Science Foundation
Deadline: November 1, 1975

Exchange awards are made for study or work in the mathematical, physical, chemical, engineering, biological and social sciences (including economics) to develop scientific and technical cooperation for the exchange of young scientists. An American Exchange Scientist is jointly funded by NSF and the National Center for Scientific Research in France. Allowable expenses include travel allowances for the scientist and dependents, stipends, and local travel in France. Application materials may be obtained by contacting: Henryk M. Uznanski, Program Manager, U.S.- France Exchange of scientists, Office of International Programs, National Science Foundation, Washington, D.C., 20550. (202) 632-5756

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Office of Manpower Research & Development - Department of Labor
No Deadline

Small grants up to \$25,000 may be awarded for projects in any field of manpower research and development. DOL has a manual which includes guidelines and application forms, plus previous fiscal year awards. Prospects are encouraged. Guidelines and application forms may be requested from: Dr. Howard Rosen, Director of the Office of Manpower Research & Development, Manpower Administration, U.S. Department of Labor, Washington, D.C., 20213. (202) 376-7345

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Rockefeller Environmental Fellowships - Rockefeller Foundation

Deadline: February 1, 1976

Emphasis will be on postdoctoral participation in innovative interdisciplinary efforts to deal effectively with comprehensive environmental problems. Awards will cover periods up to 12 months, and renewal requests will be considered. There are no standardized application forms. For further information, write to: The Fellowship Program in Environmental Affairs, The Rockefeller Foundation, 1133 Avenue of the Americas, New York, NY, 10036.

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Agency for International Development - Bureau of Technical Assistance

No Deadline

Unsolicited proposals which fit into AID programs priorities may be submitted for small contracts. Proposals for exploratory research or to develop new methodologies are welcome. The ceiling on funding is \$25,000. Projects must fit into the overall needs of the agencies. Areas of research can cover rural development, delivery services in less developed countries, agriculture, population, nutrition, food science, economic planning, economic development, and non-formal education. For further information, contact: Miloslav Rechcigl, Office of AID Research, Bureau of Technical Assistance, AID, 320 - 21 Street, NW, Washington, DC, 20523.

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Educational Broadcasting Facilities Program - U. S. Office of Education

December 12, 1975

Information and application forms may be obtained from the Educational Broadcasting Facilities Program, Bureau of School Systems, U. S. Office of Education, 400 Maryland Avenue, SW, Washington, DC, 20202. (202) 245-9225

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FY 1976 Comprehensive Project Grants - Fund for the Improvement of Postsecondary Education - U. S. Office of Education

Deadline for preapplications: January 5, 1976. Deadline for final applications (from those invited to submit): March 15, 1976.

Guidelines and application forms will be sent to the University when they become available.

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CETA Small Grants Program - Department of Labor

Deadlines: December 1, 1975; March 1, June 1, September 1, 1976

This program offers up to \$15,000 for one year research projects under the authority of the Comprehensive Employment Act of 1973. Subjects must relate to manpower fields which: 1) explore new areas of inquiry; 2) explore new methods of approach to existing fields of inquiry; 3) test the effectiveness or feasibility of research projects or programs; or 4) synthesize the current state of knowledge in various research areas to provide guides for future manpower programs. Further information and application forms may be obtained by writing the Director, Office of Manpower Administration, U. S. Department of Labor, Washington, DC, 20213. (202) 376-6132

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