Fund raising needs to be campus priority

In just a decade, private and corporate donations to Cal Poly have leaped 156 percent, from $4.28 million annually to just under $11 million during the last fiscal year.

In the first six months of this fiscal year, the university had already received $12.3 million, approaching its 1993-94 annual target of $13 million. The active participation of the colleges, departments, and many individuals helped achieve this success.

As state funds for higher education continue to dwindle, it is becoming clear to everyone that growth in giving by the private sector is essential for Cal Poly to maintain its margin of excellence. The CSU system as a whole has made a new commitment to fund raising to try to shore up quality on campuses while state dollars decline.

The university must move beyond raising private money only for discretionary purposes. Special projects, endowments, and other capital projects must become a priority as well. For Cal Poly to continue to enjoy its marked success and to build upon it, institutional development must be a priority universitywide.

I am optimistic that, with the necessary support, the university's fund-raising goals can be reached. Over the past decade almost every donor category has shown year-to-year improvement. Ten years ago, for example, only 2.2 percent of alumni gave to the university, while in the last fiscal year the percentage stood at 15.1, approximately the national average for alumni support at comprehensive, primarily undergraduate universities similar to Cal Poly. Gifts from parents have increased from $97,300 in 1982-83 to $445,930 in 1992-93, a good improvement.

The breakdown of gifts last year shows nearly $7 million was donated in cash and $4 million in property, materials and equipment. Of these amounts, alumni gave $1.53 million, parents $446,000, other individuals $612,000, corporations $4.56 million, foundations $3.73 million, and other organizations about $94,000.

In 1991-92, the most recent year for which national data are available, Cal Poly was fourth in the nation among 149 similar public, comprehensive universities in total donations, third in securing gifts from alumni, second in corporate and business donations, and first in gifts from parents. Cal Poly's total endowment in that year was third among CSU campuses and 14th in the nation among the 149 similar public, comprehensive universities.

The preliminary development goal for 1994-95 is $14 million. The university also needs to begin planning for the launching of a major fund-raising campaign in 1996, culminating with Cal Poly's centennial in 2001.

Ideally, the university needs to create a $100 million endowment. The current endowment contains approximately $17 million.

I know some people wonder how the development operation is funded. Last fiscal year, 37 percent of the total University Relations and Development budget of $2.25 million came from state money, 28 percent from the Cal Poly Foundation, 20 percent from unrestricted gifts, and 15 percent from alumni program revenues realized in part.

(Continued on page 3)
'Brighton Beach' to play Feb. 24-26

Neil Simon's autobiographical play "Brighton Beach Memoirs" will be staged by the Theatre and Dance Department at 8 pm Thursday through Saturday, Feb. 24-26, in the Theatre.

Faculty member Mike Malkin will direct the Winter Quarter production, which portrays Simon as 15-year-old Eugene Jerome living in 1937 Brooklyn with his extended family in crowded, lower-middle-class circumstances.

Eugene observes his family and himself with humor and compassion, Malkin said.

The play depicts a few days in the lives of the members of a struggling Jewish household. Family members include Eugene's hard-working father, Jack; an older brother, Stanley; his mother, Kate; and his widowed Aunt Blanche and her two daughters, Nora and Laurie.

Other members of the Theatre and Dance Department working on the production include set designer David Thayer and technical director Howard Gee.

Tickets for "Brighton Beach Memoirs" are $6.50 for the public and $5.50 for senior citizens and anyone with a Cal Poly student, staff or faculty ID. For reservations, call the 24-hour ticket line at ext. 1421 or buy tickets at the Theatre Ticket Office from 10 am to 4 pm Monday through Friday.

Information meetings will be held March 2 from 5 to 6 pm and March 3 from 11 to noon in Room 224 of the Student Services Building. Contact Carolyn Jones, Career Services, ext. 5977, for more information and applications.

Polyphonics to play in Morro Bay

Cal Poly's vocal chamber ensemble, Polyphonics, will perform at 3 pm Sunday, Feb. 20, at St. Timothy's Church, 962 Piney Way in Morro Bay.

Thomas Davies of the Music Department will conduct the choir in a program titled "Music of New Spain." Colleagues Clif Swanson, Alyson McLamore, Susan Azaret Davies and Fred Law will be part of a small chamber orchestra to accompany Polyphonics.

Part of a series sponsored by the church, the presentation will include a lecture by music professor Craig Russell on recently discovered works by 18th century composers Manuel de Sumaya and Ignacio Jerusalem.

For ticket information, call St. Timothy's at 772-2840.

Poly Pals wants you!

Faculty and staff members are invited to become a Poly Pal to area youngsters. An informational meeting with Poly Pal directors will be held from 11 am to noon Tuesday, Feb. 22, in UU 219.

Poly Pals act as role models and provide companionship to county children and young adults. There is a long list of children, especially boys, older children, and youngsters living in the North and South counties who could benefit from a "big brother" or "sister."

The organization has helped hundreds of children over the last 20 years. For more information on becoming a Poly Pal, call the Community Services Center at ext. 5834.

Cal Poly Pops Concert set for March 5-6

The Cal Poly Symphonic Band and the University Jazz Band will be joined by two guest soloists in the annual Pops Concert Saturday and Sunday, March 5-6, in Chumash Auditorium.

Saturday's concert will be at 8 pm; Sunday's will be at 3.

The performances are done in the grand style of the Boston Pops Orchestra. Music lovers, seated at decorated tables, are treated to dessert, sparkling cider and coffee while enjoying the sounds of jazz, popular and classical music.

Conducted by music professor William Johnson, the Symphonic Band will welcome trombone soloist Andrew Mallory. The University Jazz Band will share the stage with saxophone soloist Paul Carman. The two soloists are active Southern California musicians.

The Symphonic Band will open the concert with "Fanfare for the Great Hall," a recent work by Jack Stamp. Other selections will include "Phantom of the Opera" by Andrew Lloyd Webber and "Concerto for Trombone" by Deryk Bourgeois.

The University Jazz Band's repertoire includes such Big Band selections as "It's Not Nice to Fool Mother Nature" by John Prince and "Pullin' Punches" and "The Count Is In" by Les Hooper.

The program's finale will be Richard Wagner's overture to the opera "Rienzi."

Tickets are $11 for students and senior citizens and $13.50 for the public. They can be bought at the ASI Ticket Office and Theatre Ticket Office from 10 am to 4 pm, Cal Poly Downtown, and from members of the bands.

To order by phone, call ext. 5806 between 8 am and 5 pm Monday through Friday. Tickets ordered by phone can be mailed or picked up at the ASI Ticket Office just before the performance.

For more information, call the Music Department at ext. 2607.
Campus Forum

...Fund raising needs to be campus priority

(Continued from page 1)

by marketing license plate holders, special credit cards, and other products.

About $392,000 of the state money is allocated to support fund-raising efforts directly. An additional $440,000 is used for public relations, communications, alumni relations, and other activities that indirectly support fund raising. All of these efforts are part of the alumni relations, university relations and news operations that every institution needs in order to keep its different "publics" informed and to maintain close ties with those groups.

Most gifts to the university are designated by donors to go to specific programs.

Cal Poly received about $531,000 in unrestricted gifts last year, and these funds helped pay for our public relations and development efforts as well as other academic, student and administrative programs.

Chuck Allen, Executive Director
University Relations and Development

Student Affairs VP
interviews planned

The following candidates for the position of vice president for student affairs will be on campus for interviews. Interested faculty and staff members are invited to a presentation and a question-and-answer session in the Staff Dining Room on the days noted:

- Tuesday and Wednesday, March 1-2 — Arthur Byrd, vice president of student services, Allan Hancock College. Open forum: March 1, 2:30 pm.
- Thursday and Friday, March 3-4 — Juan Gonzalez, vice president, Student Services Division, Cal State San Bernardino. Open forum: March 3, 1:30 pm.
- Monday and Tuesday, March 7-8 — James G. Pappas, dean of academic services, Central Washington University. Open forum: March 7, 2:30 pm.

CORRECTION
The time for Roger B. Ludeman’s open forum on Feb. 24 will be from 1-2:30 pm, not 2-3:30 pm as previously announced.

Engineers Week
set for Feb. 20-26

The College of Engineering has a full slate of activities planned in recognition of National Engineers Week Feb. 20-26.

Highlights include Thursday's Engineering Program Awards Night, where 42 students will receive more than $40,000 in scholarships; the Evening with Industry Banquet Friday; an Engineering Club Faire Wednesday; a calculator toss, barbecue and raffle Thursday; and the American Society of Mechanical Engineers Design Contest Friday.

For more information and a complete listing of events, call the College of Engineering at ext. 2131.
Women's group to meet Feb. 23

Chrysalis, a women's group that explores the personal and political issues affecting women, will hold their next meeting from 1 to 2 pm, Wednesday, Feb. 23, in the Center for Women and Ethnic Issues conference room.

Chrysalis invites an honest discussion of issues that might not be considered "politically correct." Join the group in an atmosphere of acceptance and confidentiality.

For more information, call the Center for Women and Ethnic Issues at ext. 2600.

Politics in Nigeria: topic of panel

History professor John Oriji and political science professor Isola Kokumo will present a panel, "The Current Situation in Nigeria," from 7 to 9 pm, Thursday, Feb. 24, in the Auditorium in the Business Building.

The professors, both of whom recently returned from visits to Nigeria, will present an historical and a political-economic perspective.

The program is sponsored by Phi Beta Delta, the honor society of international scholars, and Cal Poly's History, Political Science and Social Sciences departments.

For more information about Phi Beta Delta, call social sciences professor Barbara Cook, membership committee chair, ext. 1322.

Networking panel scheduled for Feb. 24

In conjunction with the annual Career Symposium, Cal Poly's Career Services is sponsoring a panel, "Networking — the Key to Job Search Success," from 3 to 4:30 pm, Thursday, Feb. 24, in the Staff Dining Room.

Employers and Cal Poly alumni will discuss their experiences and insights into this much-talked-about but often misunderstood technique for job seekers.

Ann Danko, recruitment and training officer for Caltrans, will moderate the panel, which will include Aida LaChaux, senior employment consultant from Apple; Jerry Bailey, chief environmental engineer at Bechtel; David Kapic, a Cal Poly alumnus who works for General Mills; Catherine Borra, a Cal Poly alumna at People Express; and Eric Merz, a student who has used his networking techniques to obtain Co-op opportunities at Universal Studios and Walt Disney Imagineering.

For more information, call Donna Davis at ext. 5978 or Ellen Polinsky, ext. 5971.

February is time to Snuff Out Tobacco

In observance of Snuff Out Tobacco Month, Cal Poly's Snuff Out Tobacco Project is offering free classes to help tobacco chewers kick the habit.

Classes will be from 6:30 to 8:30 pm on four consecutive Wednesdays beginning Feb. 23.

The Snuff Out office also has a free 20-day quit guide for those who prefer a self-help program.

To sign up for the classes or for more information, call ext. 5251.

Grand re-striping rescheduled

As many of you have probably noticed, the Grand Avenue re-striping that was scheduled to take place last weekend (Feb. 12-13) didn't. Barring unforeseen circumstances, the work will be done this weekend (Feb. 19-20).

Faculty development program on Feb. 23

Interdisciplinary, interactive, team teaching will be the focus of the next Faculty Instructional Development Opportunity program at noon Wednesday, Feb. 23, in the Staff Dining Room.

A panel of faculty members who have been participating in an experimental, innovative, teaching technique for several quarters will discuss experiences arising from the project.

George Hellyer from the Agriculture Department and Steve Kaminaka, Agricultural Engineering, will lead the panel. After the presentation, those attending will be assisted in planning and developing interdisciplinary activities for their own courses.

For more information, call Hellyer at ext. 5008.

Noted author to read Feb. 23

Ishmael Reed, one of the country's most respected African-American writers, will read from his work at 7 pm, Wednesday, Feb. 23, in UU 204.

Reed's more-than-20 books include novels, essays, plays and poetry. His just-published "Airing Dirty Laundry" is his fourth collection of probing, iconoclastic commentary.

In the book, he takes on author Alice Walker, network news executives, leading black intellectuals, the crack dealers in Nikes who have turned some Oakland neighborhoods into what he calls "ground zero," and the men in white collars who launder their ill-gotten gains.

The book illustrates his anti-establishment views on everyone from Anita Hill and Rodney King to Tipper Gore and Mike Tyson.

For more information on the WriterSpeak presentation, call Mary Kay Harrington in the Writing Skills office at ext. 2067.
Who, What, Where, When

William Little, Foreign Languages and Literatures, gave a two-day workshop on Spanish mystics and Spanish mystic poetry at All Saints Episcopal Church in Palo Alto.


An article in the Jan. 15, 1994, California-Arizona Farm Press, "California Co-ops Performing Well," summarizes research findings by Jay Noel and David Schaffner, Agribusiness. The research was funded by the Center for Cooperatives at UC Davis.

A paper co-authored by Russell Cummings, Aeronautical Engineering, "Navier-Stokes Analysis of Lift-Enhancing Tabs on Multi-Element Airfoils," was presented at the AIAA 32nd Aerospace Sciences Meeting, in Reno.

A book of nature poems by Miles Johnson, English emeritus, "Hearts and Flowers," was recently published by Access Laserpress in Phoenix.

Art Chapman, Architecture, gave a talk on the range of computer networking and Cal Poly's involvement in networking at the monthly meeting of Computeroters, a local computer-user group.

Peggy Smith, Center for Teacher Education, was awarded honorary membership in Alpha Tau Alpha, a professional fraternity for Agricultural Education students.


Typesetting service available on campus

Typesetting and pasteup services are available in the Communications Department.

There is a $10 minimum on all orders, i.e., business cards, letterheads, invitations. Additional costs are: $30 per page for 8½" x 11" curriculum/career flyers; $40-$50 for a basic three-fold brochure; and $40 for 11" x 17" posters.

Prices for larger or different typesetting projects will be determined when they are submitted.

The above prices (except for the $10 minimum) are for projects that are submitted on a computer disk. If typesetting is involved, a labor cost of $20 per hour will be added.

For more information, call Darlene Slack, director, Communications, ext. 1511.
Dateline . . .

($) - Admission Charged

FRIDAY, FEBRUARY 18
Baseball: San Francisco State, SLO Stadium, 2 pm. ($) 

SATURDAY, FEBRUARY 19
Baseball: San Francisco State (2 games), SLO Stadium, noon. ($) 
Wrestling: CSU Fullerton, Mott Gym, 4 pm. ($) 
Men's Basketball: Cal State Los Angeles, Mott Gym, 7:30 pm. ($) 

SUNDAY, FEBRUARY 20
Baseball: San Francisco State, SLO Stadium, noon. ($) 
Music: PolyPhonics will perform at St. Timothy's Catholic Church, Morro Bay. 3 pm. ($) 

MONDAY, FEBRUARY 21
Baseball: Cal State Hayward, SLO Stadium, 1 pm. ($) 

WEDNESDAY, FEBRUARY 23
Panel: Faculty members will discuss interdisciplinary, interactive, team teaching. Staff Dining Room, noon. 
Meeting: Chrysalis women's group. Center for Women and Ethnic Issues conference room, 1 pm. 
Reading: African-American writer Ishmael Reed will read from his work. UU 204, 7 pm. 

THURSDAY, FEBRUARY 24
Career Symposium: Ninth annual career symposium. Chumash, 9 am. 
Speaker: Linus Heydon will discuss the “Practical Use of Aquatic Plants for Purification.” Room 123, Ag Engineering Bldg., 11 am. 
Speaker: Alex DeVolpi (Argonne National Laboratory) will discuss a framework for elimination of nuclear weapons. Science B-5, 11 am. 
Softball: UC Santa Barbara (2 games), Softball Field, 1 pm. 
Panel: “Networking — The Key to Job Search Success.” Staff Dining Room, 3 pm. 
Film: “The Ballad of Cable Hogue.” Palm Theatre, SLO, 7 pm. ($) 
Panel: John Oriji (History) and Isola Kokumo (Political Science) will present “The Current Situation in Nigeria.” Business Auditorium, 7 pm. 
Women's Basketball: Cal State Los Angeles, Mott Gym, 7:30 pm. ($) 

SATURDAY, FEBRUARY 26
Wrestling: Pac-10 Championships. Through February 27. Mott Gym, noon. 

Reception: Artist's reception for photographer Joe Schwartz. UU Galerie, 6 pm. 

Position Vacancies
Vacant staff positions at Cal Poly and the Cal Poly Foundation are announced in this column and are posted outside the respective offices. Contact those offices (State: Adm. 110, ext. 2236 — Foundation Administration Building, ext. 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. Cal Poly hires only individuals lawfully authorized to work in the United States. All eligible and interested persons are encouraged to apply. Applications must be received by 4 pm or postmarked by the closing date. Resumes will not be accepted in lieu of application.

STATE
CLOSING DATE: Open Ended
Temporary Emergency Clerical Pool, Human Resources, 30-90 day assignments in any campus department requiring short-term appointments on an as-needed basis. Assignments vary in timebase, classification, and length of assignment. Appointment is at the first step of the salary range of the classification being filled.

Faculty vacancies
The university is seeking candidates for positions on the faculty. Those interested in learning more about the positions are invited to contact the appropriate dean or department head. Salaries for faculty positions are commensurate with qualifications and experience (and time base where applicable), unless otherwise stated. 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. Cal Poly hires only individuals lawfully authorized to work in the United States. All eligible and interested persons are encouraged to apply.

CLOSING DATE: February 28
Lecturers (part-time), City and Regional Planning Department. Possible part-time positions, 1994-95 academic year, degree in city and regional planning or related field (example: planning law) required. Teaching or professional experience required. APA-AICP membership desirable.

CLOSING DATE: March 15
Lecturers (part-time), Home Economics. Possible part-time teaching assignments for Summer, Fall, Winter and/or Spring 1994-95 in the areas of consumer education and management, foods, interior design, teacher education, textiles and clothing/merchandising and undergraduate research supervision. Minimum requirement is a bachelor's degree in home economics or related discipline; master's or Ph.D. preferred.

CLOSING DATE: April 30
Department Head, Ornamental Horticulture. Tenure-track, 12 month position, 65% teaching, 35% administrative. Responsibilities include management of personnel, budgets, facilities, student matters; supervision of 9 teaching faculty plus technical and clerical support staff. Tenure based on teaching portion of position. Position available Sept. 1, 1994. Minimum qualifications: Ph.D. in horticultural science or closely related fields; demonstrated commitment to and involvement with the science and practice of horticulture; demonstrated administrative ability; strong personnel management skills; successful university teaching experience. Expertise in turf management and ornamental horticulture industry experience desirable.

CPR schedule
Cal Poly Report is published by the Communications Department. Typewritten, double-spaced copy must be submitted to Jo Ann Lloyd, Heron Hall, by 1 pm on Friday for the next week's issue. Please send paper copies if time allows. Last-minute submittals can be faxed to ext. 6533. No e-mail, please. If you have questions, call ext. 1511.
Articles submitted will be edited for clarity, brevity and journalistic style.