

These are the same reports--

a long and a short version.

The short version was the one

sent to the Chancellor's

Office.

CALIFORNIA POLYTECHNIC STATE UNIVERSITY

SAN LUIS OBISPO

SUMMARY PROGRESS REPORT

SEPTEMBER 1, 1973



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A. EDUCATIONAL

During the past year in higher education national attention has been focused on career education and educational innovation. In both areas, the pioneering accomplishments of Cal Poly continue to receive recognition.

Cal Poly's reputation is based upon decades of service to society and to individual students by a dedicated faculty carrying out the basic goals of the institution. Since the institution was formed by the Enabling Act of 1901, its leadership role in occupational and professional fields has been notable. Long-time Cal Poly methods such as early choice of career goals, early work in the chosen field, and close work with instructors in practical situations are now reflected in educational trends across the nation.

Of the 12 Cal Poly programs scheduled for implementation in the Academic Master Plan for the period 1974-79, ten are specifically aimed at the development of graduates in the career fields of agriculture, architecture, engineering and the sciences.

1. Accreditation

The School of Engineering and Technology, already the most widely-accredited in the system, had a complete review of its accreditation in all fields, with new accreditations anticipated for Transportation Engineering, for the welding technology option in Engineering Technology, and for Agricultural Engineering. Programs previously accredited include: Electronic Engineering, Environmental Engineering (Air-Conditioning and Refrigeration), Manufacturing Processes, and Mechanical Engineering.

The Home Economics Department has developed a self-evaluation report which has been submitted to the American Home Economics Association, hopefully leading to accreditation by that body.

In preparation for accreditation of the undergraduate curriculum in Business Administration, the University utilized the services of a consultant from the American Assembly of Collegiate Schools of Business. As a result of this visit consultation, important curriculum adjustments have been made. Substantial recruiting efforts have materially raised the proportion of business administration faculty with terminal degrees.

2. New Degree Programs

The 5-year Bachelor of Architecture program was replaced by a four-year bachelor's and a master's degree program. Also new to the curricula of the nation's largest school of architecture is the 4-year degree in landscape architecture.



The School of Engineering and Technology offered for the first time a four-year degree program in Engineering Science.

Approval was obtained for implementation of a new curriculum in Dietetics and Food Administration, offered by the Home Economics Department in the School of Human Development and Education. The Liberal Studies degree was instituted to aid prospective teachers in complying with the provisions of the Ryan Act. Among new programs being prepared for implementation is a curriculum in Recreation Administration.

### 3. Career Education

Appointment of Dr. Robert E. Kennedy as chairman of the Advisory Committee on Career Education in The California State University and Colleges reflected the interest of Cal Poly and its president in career education and educational planning for the future.

Cal Poly reports to the committee have included the University's descriptive flyers and other materials which have led to recognition of the campus as a significant center of career information. Cal Poly's listings in Career Index and its newsletter "Notes for Counselors" are important in communicating awareness of career education programs to young people both throughout California and elsewhere in the nation.

The Committee has been very active on a statewide basis, with many of the activities being developed by involved Cal Poly faculty and staff. A recent activity of the committee which was developed on the Cal Poly campus is a systemwide project entitled, "Development of Faculty and Student Awareness to Career-Curriculum Relationships and Facilitating Institutional Response to Career-Curriculum Changes." Campus activities include:

- a) A \$72,000 EPDA grant which has been used to develop a project to train work experience coordinators in education on a statewide basis. The project has been renewed for a third year.
- b) Another proposal has been written for \$72,835 in Systemwide Innovative Funding, and is designed to integrate academic and work experiences. This project will blend the fields of formal academic teaching-learning and the concepts of career work. It is designed to effectively and efficiently integrate academic and career work experiences.
- c) An additional project under EPDA has been developed in the amount of \$200,000 and is a statewide proposal for an inservice training program for counselors and teachers at the secondary and community college levels in the field of career education.
- d) Two innovative education projects which involve career preparation are described later in this report.



President Kennedy's membership on the Board of Directors of the American Association of Colleges and Universities has encouraged considerable national and campuswide insight into the field of career education. Cal Poly continues to be strongly represented at both the national and state-wide level.

The concept of careers is essential to the whole philosophical base of the University and is one of the main supports of the University's "pragmatic" philosophical base.

#### 4. Workshops and Conferences

The total of workshops, conferences, meetings and other special educational programs in the 1972-73 academic year was 88 (up from 68 in 1971-72). The programs hosted at Cal Poly included many old friends of previous years, such as the California Agriculture Teachers Association, Future Farmers of America, and California Association Refrigeration Service Engineering Society. Newcomers to the campus during the past year included professional meetings of a number of local and regional organizations, as well as visits from a number of student groups from schools and colleges across the nation. The University cooperated with local and state government organizations as well as federal agencies in the organization of several workshops and seminars (e.g., "Ask the IRS" Tax Seminar, meetings of the Regional Water Control Board and the County Comprehensive Health Planning Association).

#### 5. Summer Quarter

Enrollment in the University's state-funded Summer Quarter decreased from 4,225 in 1972 to 4,026 in 1973. One factor in the decrease in Summer Quarter enrollment is the increased ease of admission to the Fall Quarter. A wide variety of summer classes were offered representing all but a few of the departments and disciplines at Cal Poly. The student wishing to accelerate his or her educational program or the transfer student wishing to "catch up" would find a good selection of appropriate courses.

#### 6. Instructional Materials Program

Multi-media instructional materials produced by the University's Instructional Materials Program are continuing to help in the preparation of future agriculture teachers in addition to providing classroom help for teachers already in the field. The program has been assisted for the past several years by grants from the California State Department of Education. Most materials developed are for agricultural instruction.

Typical subjects produced during the past year included a set of sound filmstrips on horse care, overhead transparencies on poultry selection and production, a set of color slides depicting 51 insects which have major impact on California agriculture, and an illustrated textbook to accompany the University's television course on flower arrangement.



IMP facilities and procedures have attracted visitors from several foreign countries, as well as representatives of the Agency for International Development.

IMP materials now are in use in all 50 states and approximately 30 foreign countries. Sales outside the state help to finance the development of new materials through a non-profit distribution system operated by the Cal Poly Foundation.

## 7. Continuing Education

### a) Extension

Since it began with a five-course offering in the Fall of 1970, the Cal Poly Extension program has progressed to an average offering of 30 courses per quarter, of which approximately 50 per cent have met or exceeded the minimum enrollment.

The Extension program emphasizes close relationship to the regular instructional program, utilizing primarily regular faculty members teaching courses normally included in the University catalog. Of over 4,500 enrollments since the program began, some 1,237 have been in the state-wide Work Experience Program, with others in public service courses, contract enrollments, concurrent enrollments and regular extension.

The University offered a popular no-charge course in land navigation and survival, provided by the Military Science Department. It has also participated in the television-lecture program "The Next Billion Years," and co-sponsored, with New York University, two local Sunrise Semester TV courses.

The Extension course in Flower Arrangement, for which the University produced 16 half-hour color television tapes and a color textbook, has been viewed in the San Francisco, Los Angeles, Santa Maria, Salinas and San Luis Obispo television areas with good participation and viewer ratings. It has recently been accepted by the Public Television Library of Indiana State University, assuring distribution to 250 television stations throughout the United States.

### b) Summer Session

The self-supporting summer session provides over 100 courses and a variety of workshops for academic and professional credit. The two four-week summer sessions involve approximately 900 course enrollments; matriculation and transcripts are not required for this program, which is designed to appeal to teachers, professionals and upper division and graduate students who do not wish to enroll in the regular 11-week summer quarter.



## 8. International Education

The University continues with technical development assistance programs where a significant contribution can be made to the people of a developing nation. Through the Institutional Development Agreement with the Ministry of Agriculture Guatemala, technical support is provided for developmental efforts through the Rural Development Plan.

Under a contract with the Agency for International Development of the United States Department of State, Cal Poly initiated during the year, a new program of assistance to the Ministry of Agriculture of the Central American country of Costa Rica. That country was attracted by and asked for technical support similar to the successful mobile school program Cal Poly technicians initiated earlier in neighboring Guatemala.

The technical developmental assistance program to strengthen Vocational Agriculture begun in Thailand during 1967, was completed in 1973. Judged a very successful program, it is anticipated that a continuing relationship will exist between Thailand institutions, Cal Poly, and other involved organizations.

Cal Poly rendered developmental assistance to the regional University of Botswana-Lesotho-Swaziland in improving teacher training and agricultural programs beginning in 1969. Although the overseas project was phased out in 1972, counterparts continue study on campus.

Students from foreign lands continue to study at the institution despite a heavy loss in numbers due to the increase in state tuition. Varied organizations including private companies, government agencies, and international bodies still provide a source of funding.

An increasing number of Cal Poly students are finding a year abroad under the State University and Colleges International Programs, or the American Association of State Colleges and Universities Programs a rewarding experience. The University pursues other programs also, and this year a group of minority students realized their goal of studying in Mexico, while Graduate Interns carried on research and training programs in Guatemala.

## B. ADMINISTRATION

The traditional emphasis of California Polytechnic State University upon career-oriented academic programs received greater emphasis on campus and increased recognition at state and national levels during the year. Particularly, institutions of higher education which had not supported such programs have begun to voice interest and to announce programs which echo Cal Poly's long-term commitment to treat career education as deserving the prestige and support of traditional university disciplines.

The principle of overlapping groups, linking-pin approaches to communication, and involvement of students, faculty and staff in consultative procedures combine to produce an organization capable of accepting new programs and adapting to new conditions.



Growth was evident in the library's collection and its utilization by students and faculty. The holdings now exceed one million items, including 385,813 cataloged and classified volumes, 314,051 government documents, and 412,387 microforms. This last grouping of non-print materials is rapidly expanding, and it now comprises approximately 45 percent of the annual acquisition units.

The Library continued to expand its holdings of audio-visual materials and equipment. Slides, sound filmstrips, tapes, A-V kits, teaching devices and pictures were widely used by students to supplement classroom instruction and to pursue independent study interests. The acquisition of two T.V. video cassette players enabled the Library to explore the use of this newer media of communication.

The Library, designed to serve 6,600 and now serving over 13,000 students, faces continual problems of book storage, study space and service space. The \$9 million new Library is in revised program review stage, in which the additional function of providing faculty office space has been added to the original concept.

The full implementation of planned automated circulation was delayed by the Chancellor's Office to enable the system-wide procurement of circulation transactors. Cal Poly is now scheduled for the system's second installation which should be made prior to the opening of the fall term of 1974.

Procurement of two video cassette playbacks and instructional tape units enabled the Library to explore the use of this newer communication media as a means for supplementing classroom instruction.

#### C. STUDENTS

Student involvement in campus governance and communication between student representatives increased during the past year, due to the establishment of weekly forums. Student body officers also began new programs and services to respond to student needs. Among them were Roundhouse (student information service), and Legal Aid; in conjunction with the campus Health Center health information was provided in the University Union.

After a full year of operation, Student Community Services programs are now well-rooted in campus and community life, and promise to show considerable growth during the coming year.

Participation on student body governing boards has been consistent and the leadership strong. Such activities as new student orientation, publishing, campus programs, music, athletics, Poly Royal, and the Julian A. McPhee University Union Board have maintained high standards of performance.



### 1. Housing

Cal Poly's housing program has traditionally been based on providing accommodations for 25 percent of the single student population. During the year residence hall occupancy increased to 94 percent occupancy. The new residence hall, Sierra Madre, with a capacity of 588 residents, was completed and full occupancy predicted for its opening in Fall, 1973.

### 2. Health Services

The Health Center provided approximately the same level of patient services as in the previous year, with nearly 30,000 physician visits and a total of 52,154 patient visits of all types. Pharmacy transactions rose from 17,470 to 19,065 during the year.

The totally student-financed Augmented Health Program was very active during the year. The program provided treatment, counseling or service for additional areas such as venereal disease education, cancer detection, drug abuse education and family planning.

### 3. Counseling

During the 1972-73 academic year the Counseling Center was active in the planning and development of new programs and concepts. Space was allocated and personnel were assigned to a Career Development Center. The program was carefully planned and coordinated with the Placement Office's career placement program.

The Counseling Center is active in the University's advisory programs. The new centralized advisory program for the School of Business and Social Sciences is now active with a member of the Counseling staff giving counseling assistance in the center. This innovative approach to student advising is well received by students and staff.

The Counseling Center has been active in the planning of a Learning Assistance Center. The learning assistance program will benefit all students who need help in learning regardless of the nature of their learning problems.

The Counseling Center staff continued its outreach approach to counseling. Much of the University's counseling is done outside of the Counseling Center. Counselors have continued to do evening counseling in the University Union and in the residence halls. Counseling programs have been developed for students living in housing adjacent to the campus. At the request of students in these areas counselors go to these off-campus student housing areas and work with the students in their own territory.

### 4. Placement

Employer campus recruitment at Cal Poly during 1972-73 was active even though the numbers show a slight decrease to 235 employers from 246 the previous year. Individual student interviews on campus numbered 4,240 vs. 4,363, a 3% decrease.



An additional 1,148 unfilled interview appointments were available to Cal Poly students on campus; twenty-one additional employers would have visited Cal Poly had student interest been sufficient in the type of employment opportunities they had to offer. It is significant, and understandable in light of the past year's economic conditions, that 100 employers had full schedules and over 753 names were on waiting lists to see the employer representatives in the event of a vacancy or "no show".

Thirty-seven school districts requested 42 recruiting dates on campus during 1972-73. This compares with 49 in the previous year, a 14% decrease. The number of confidential folders mailed for teaching candidates, teachers, and administrators declined due to the recent adoption of policy to send files only at a school district's request.

#### 5. Financial Aid

During 1972-73 there were increased dollar disbursements in almost every area of loans, grants, work-study and scholarships. During 1972-73 a total of \$3,256,088 in financial aid was administered for 4,875 students, compared to \$2,903,564 for the preceding year. Not every application is accepted by a lending institution nor does every student follow the loan cycle through to completion. Close supervision of the loan responsibility of students is maintained. During the year the Financial Aid operation was separated wholly from the Placement function, and a full-time Director of Financial Aid was appointed.

#### D. SOME HIGHLIGHTS OF THE ACADEMIC SCHOOLS

Several significant academic developments are covered elsewhere in this report, but the list of achievements of individual schools includes many events and activities that are worthy of note. Some of the representative items are cited here to provide a spectrum of the endeavors which characterize a polytechnic institution:

##### Agriculture and Natural Resources

- \* The school was deeply involved in the University's overseas programs, in Thailand and Guatemala. In addition the head of the Animal Science Department visited Zaire under Peace Corps auspices.
- \* Coordination with other educational institutes included a one-week summer conference and three quarterly workshops for community colleges, a Soil Science laboratory instrumentation workshop for community college faculty, and updating of articulation agreements with 20 California community colleges offering agricultural instruction.
- \* The school hosted important industry and professional meetings which included the Bank of America Livestock Seminar, California Agricultural Teachers Association, California Association of Nurserymen's Refresher Course, Farm Appraisal Workshop, Farm Management Alumni Seminar, Latin American Agricultural Seminar, Natural Resources Week, and the State Future Farmers of America convention, and others.



### Architecture and Environmental Design

- \* The school is involved in development and evaluation of a solar-heated house constructed by inventor Harold Hay during the year in Atascadero with support by the U.S. Department of Housing and Urban Development.
- \* Interaction with the professional field brought over 60 practicing professionals and educators to the campus for short-term lectureships. Quarter-long assignments by professionals from industry brought field experience to the students, not only from throughout the U.S. but from the following countries during the year: Canada, England, France, Guatemala, India, Israel, Mexico, Peru, Scotland, South Africa, and Switzerland.
- \* The architectural slide library with over 50,000 slides covering the world's major architectural subjects has been assembled, chiefly through contributions of slides by traveling students and faculty, other libraries and visitors. Material includes city planning, structures, landscape and construction. Over 34,000 slides circulated last year.
- \* The pressure for time-sharing terminals for classwork focused attention on the integral function of computer facilities in up-to-date instruction within the school. Computer graphics hardware was also needed. In both instances, circumstances beyond control of the University have prevented instructional utilization and development in a significant area.

### Business Administration and Social Sciences

- \* An innovative program administered within the Business Administration Department was approved for funding by The California State University and Colleges. Involving a consortium of five institutions, the program evaluates test instruments and seeks to establish norms for business students in the system. The program is expected to have application to any external degree programs in business offered by C SCU.
- \* The newly-formed Political Science Department continued a government internship program begun in the Social Sciences Department during the previous year. A substantial expansion of the program placed some 40 interns in nineteen departments of three local governments and stimulated requests for more interns.
- \* Workshop-conferences hosted during the year included the Society of California Accountants, the Internal Revenue Tax Seminar, and the Independent Business Conference.
- \* Economics majors under faculty supervision conducted a feasibility study for a county-wide economic newsletter, which is proposed for periodic publication commencing in 1974.



### Communicative Arts and Humanities

- \* Over 500 students from 30 majors participated in the school's interdisciplinary course "Leonardo and His World," which used lectures, films, displays and the IBM exhibit of mechanical models, drawings and artwork by Leonardo da Vinci toward the mutual enrichment of scientific, technological and humanistic studies.
- \* The school also provided a series of public lectures by faculty members on such topics as: the human potential movement, agrarian reform, Shakespeare's King John, poetry, music of the future, the identity quest, U.S. influence on Israel, science vs. humanism, etchings, the thought of Neitzsche, and craft design.

### Engineering and Technology

- \* An articulation conference which hosted 48 representatives of community colleges was held in October. Other significant conferences included the Measurement Science Conference, Industrial Plastics Seminar, and California Association of Refrigeration Service Engineers Society Conference.
- \* Thirty-three students participated in cooperative education programs with seven employers: Bechtel Corporation, Edwards Air Force Base, Farinon Electronics, Ford Motor Company, General Motors, Industrial Clean Air, and Rockwell International.
- \* Licensing requirements were completed for installation and operation of a nuclear reactor, a surplus property gift from the U.S. Naval Postgraduate School at Monterey. Atomic Energy Commission licensing of this instructional reactor, which generates 1/10 of a watt, will give practical experience to students in nuclear engineering classes.

### Human Development and Education

- \* Two years of successful operation were completed for the High School Equivalency Program, a federally-funded program which qualifies disadvantaged students for high school diplomas and acquaints them with the university atmosphere to motivate them toward higher learning. In its third year the HEP program will operate with a budget of about \$270,000, 11 faculty and staff members, and some 45 students.
- \* A Liberal Studies coordinator was appointed to assist prospective teachers in meeting the provisions of the Ryan Bill. The freshman who begins the Liberal Studies program may now obtain both the Bachelor of Arts degree in Liberal Studies and a Multiple Subjects Credential for elementary teaching.

### Science and Mathematics

- \* Even though funds were appropriated and allocated in July, 1972, the school was unable to obtain equipment necessary to increase computer capability, a factor that caused severe difficulties in support of student and faculty use both for regularly scheduled classes and improvement of instruction.



## E. FACULTY

### 1. Employment Trends

Faculty recruitment for 1972-73 was successful, despite increased competitiveness in some areas. Engineering and Business reported that comparative salaries have begun to affect recruitment of highly-qualified faculty. Cal Poly continues to rely upon additional recruitment factors of climate, ideal location, the practical emphasis of its programs, and its tradition of technological excellence.

A narrowing of the salary gap has been helpful but it has not yet been eliminated by action on salary schedules during the year. New approaches to faculty staffing have caused some uneasiness, with plateauing of enrollments and continuation of the 60-40 promotional ratio which also tended to affect candidates' attitudes toward career potentials.

### 2. Faculty Recognition and Improvement

Cal Poly continued to utilize a consultative selection process in recognition of distinguished members of the faculty. In addition, a number of faculty members were elected to national, state, and regional organizations, several as officers, and served in honorary and academic societies.

Faculty exchange with industry continued, especially in the School of Engineering and Technology, both through summer employment of faculty and leave arrangements for a more extended period of time. The Electric Power Institute fostered a successful exchange program.

The School of Architecture and Environmental Design provided for minority professionals to share their "market-place" experience in the classroom and with other faculty members. These are particularly effective arrangements in providing a model of accomplishment for minority students.

All schools reported use of sabbatical or special leaves by faculty members to improve their teaching ability and update skills and knowledge. These leaves not only involved visiting other institutions in the United States, but included significant assignments in foreign countries, including Australia, Japan, Malaysia, Zaire, and elsewhere.

### 3. Research

The adoption of guidelines for the establishment of Institutes, Centers and Bureaus led the way for formation of the University's first Institute. The Electric Power Institute is supported by funds pledged by General Electric Company, Westinghouse Electric Company, Pacific Gas and Electric Company, San Diego Gas and Electric Company and Southern California Edison Company. During the first six months of operation the Institute offered seven seminars on power systems, a HVDC professional workshop, and published two papers presented at the 1973 IEEE Winter Power Meeting. The Institute fostered summer employment for eight students and supported two student senior projects.



The Research Committee made 14 grants to faculty for nearly \$10,000 to support research, scholarship or creative activity.

Some 20 grants by various agencies accounted for \$687,239 in research and instructional projects during the year.

#### 4. Student Evaluation of Faculty Teaching

During the fall quarter the faculty approved the use of universitywide Guidelines for Student Evaluation of Faculty. These guidelines were developed by a committee composed of students, faculty and administrators and established the boundaries within which each school and/or department would operate its Student Evaluation of Faculty Teaching Program. A trial evaluation was conducted at the end of the fall quarter with the results of this evaluation being made available only to the instructor.

A second evaluation was conducted during the winter or spring quarter depending on the individual school and/or department policy. The results of the second evaluation were used for both the appraisal of the caliber of instruction and in partial substantiation of recommendations on faculty personnel actions.

Subsequent to the completion of the annual student evaluation of faculty cycle, the universitywide committee made a thorough study of the policies and procedures used in each school's evaluation cycle. The committee's findings will be a factor in updating the evaluation procedures for use in the 1973-74 cycle.

#### F. PHYSICAL DEVELOPMENT

The final phase of the on-campus housing and dining program was completed during 1972-73. Sierra Madre residence hall, provides an additional 588 spaces, making the total available for on-campus housing nearly 3,000. Vista Grande, the new dining facility, has a seating capacity of approximately 370 and will, in conjunction with other existing on-campus eating facilities, provide for the total range of dining experiences for both resident and off-campus students.

The campus construction program is continuing to move ahead with the start of construction on two significant projects, the Health Center Addition and a new major access road to the campus from the City of San Luis Obispo. The combined Health Center complex will provide health care facilities for a student body of 15,000 FTE. The new access road, named Highland Drive, provides the third and final master planned major access to the campus by connecting to State Highway 1 and the City of San Luis Obispo.

The University is particularly proud of those projects that have been undertaken by students primarily from the School of Architecture and Environmental Design. Through the cooperation of a fund established by the student body to provide material assistance, various student groups have undertaken small improvement projects on the campus that have increased the quality of life and the appearance of portions of the campus. The most noticeable of these projects involved the



construction of a brick-paved walkway at the entrance to the Walter F. Dexter Library. Associated with the work were a planter box and bench-type seating, coupled with the relocation of two mature Magnolia trees.

The University was given national recognition during this year when the Julian A. McPhee University Union was granted an Honor Award by the American Institute of Architects, one of 12 granted by the Institute in the 1972-73 year.

A local award was granted to the University by a San Luis Obispo community group, Obispo Beautiful. This group complimented the University on the development of a bicycle path network on existing campus streets and the resulting elimination of several hundred curbside parking spaces. The project has been a stimulus to providing bicycle lanes and parking within the community and has been a model studied by other campuses.

#### G. COMMUNITY DEVELOPMENT

The University is engaged in a feasibility study which is expected to result in employment of a sophisticated model for evaluation of its impact upon the community. Important to the validity of such a study will be the establishment of boundaries, selection of economic indicators, and identification of social and political factors which must be recognized along with the economic.

With over 13,000 students in a county of about 114,000 population, adjoining a city of slightly over 30,000 (including students), Cal Poly is a significant population factor. Over 1,700 faculty and staff contribute to the purchasing power of the community. The proposed study will analyze the effects of the combined impact of employees and students upon the surrounding area.

The social and cultural contribution of students, faculty and staff is significant. University employees and students serve on city and county commissions and committees, hold public office, and are active leaders of service clubs, church groups, musical organizations, theatre groups, and many other community organizations.

##### 1. Campus Tours

Several thousand visitors are attracted to the University campus, with an estimated 60,000 attending the annual Poly Royal open house. During the year guided tours are provided for the agricultural units, the Shakespeare Press Museum of antique printing equipment, and specific academic schools. A self-guided tree walk booklet guides visitors to interesting specimen trees on the scenic campus.

##### 2. Convocation Series

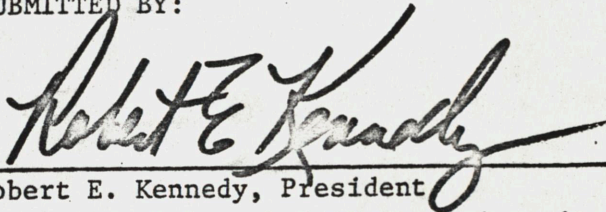
The University Convocation Series began in September, 1970, and has sponsored a series of campus-wide events coordinated by a committee of academic staff, faculty and students to assure appropriate balance, scheduling and promotion. Through invitations extended by President Kennedy, the series has included many world renowned leaders in their fields. Speakers featured for the



1972-73 year were: Robert Ardrey, author of "African Genesis," "The Territorial Imperative," and "The Social Contract;" Myrlie Evers, widow of slain civil rights leader Medgar Evers; and Ansel Adams, considered the nation's outstanding photographer of nature. No admission is charged for events in this series.

In addition, Mr. Raymond Burr, of TV and movie fame, was the University's commencement speaker.

SUBMITTED BY:

A handwritten signature in dark ink, reading "Robert E. Kennedy". The signature is written in a cursive style with a long horizontal line extending from the end of the name.

Robert E. Kennedy, President  
California Polytechnic State University  
San Luis Obispo



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SAN LUIS OBISPO

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EDUCATIONAL

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Cal Poly's reputation is based upon seven decades of service to society and to individual students by a dedicated faculty carrying out the basic goals of the institution. Long time Cal Poly methods such as early choice of career goals, early work in the chosen field, and close work with instructors in practical situations are now reflected in educational trends across the nation.

Appointment of Dr. Robert E. Kennedy as chairman of the Advisory Committee on Career Education in The California State University and Colleges reflected the interest of Cal Poly and its president in career education and educational planning for the future. Also, his membership on the Board of Directors of the American Association of State Colleges and Universities has encouraged considerable national insight into the field of career education. Cal Poly continues to be strongly represented at both the national and state level.

The concept of careers is essential to the whole philosophical base of Cal Poly, SLO and is one of the main supports of its practical approach to education.

Of the twelve Cal Poly programs scheduled for implementation in the Academic Master Plan for the period 1974-79, ten are specifically aimed at the development of graduates in the career fields of agriculture, architecture, engineering, and the sciences.

The School of Engineering and Technology, already the most widely accredited in the system, had a complete review of its accreditation in all fields, with additional program accreditations anticipated. Other accredited programs are in architecture and chemistry; a variety of elementary, secondary, specialized and supervisory credential programs at Cal Poly are accredited by the California State Board of Education. The Home Economics Department and the Business Administration Department are working toward accreditation, hopefully in the near future.

The role of computing in our curricula has expanded more rapidly than computer capacity and instructional pressures are great at a time when equipment acquisition procedures have served to impound even budgeted funds and delay improvements in instructional computing capacity.

New to the curricula of the nation's largest school of architecture is the four-year degree program in landscape architecture. The School of Engineering and



Technology offered for the first time a four-year degree program in Engineering Science. Approval was obtained for implementation of a new curriculum in Dietetics and Food Administration, offered by the Home Economics Department. The Liberal Studies degree was instituted to aid prospective teachers in complying with the provisions of the Ryan Act.

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### ADMINISTRATION

The principle of overlapping group participation in decision making, using linking pin approaches to communication, and the resultant involvement of students, faculty, and staff continues to develop an organization capable of accepting new programs and adapting to new conditions. Operational policy reflects the input of the three constituent groups in working within the systemwide goals established by the Board of Trustees of the CSUC system.

The appointment of minority group members and women to faculty and staff positions has continued at Cal Poly. All vacancies during the past year were widely publicized with special attention given to circularizing institutions or agencies which provide a promising source of minority members or women. As of May, 1973, Cal Poly employed 178 minority employees out of 1,618 full-time positions or approximately 11%. This represents a marked increase over previous year. Although this progress is noteworthy, much remains to be done in order to reach the goal of full and equal employment opportunities for members of the ethnic minority groups and women.

### STUDENTS

Student involvement in campus governance and communication between student groups



increased during the past year due to the establishment of weekly forums. Student body officers also began new programs and services to respond to student needs. Participation on student body governing boards has been consistent and the leadership strong. Such activities as new student orientation, campus programs, music, athletics, publications, Poly Royal, and the Julian A. McPhee University Union Board have maintained high standards of performance.

Students from foreign lands continue to study at Cal Poly despite a decrease in numbers due to the increase in tuition. Varied organizations including private companies, government agencies, and international bodies still provide a source of funding. An increasing number of Cal Poly students are finding a year abroad under the CSUC International Programs or the AASCU programs a rewarding experience. This year a group of minority students realized their goal of studying in Mexico, while graduate interns carried on research and training programs in Guatemala.

In its fifth year of operation, the Equal Opportunity Program at Cal Poly has increased from 23 students to some 500. To date, 27 EOP students have achieved a degree and the persistence of others enrolled is being enhanced by counseling and use of graduate interns.

Enrollment in the Cal Poly, SLO state-funded Summer Quarter decreased from 4,225 in 1972 to 4,026 in 1973. One factor in the decrease in summer quarter enrollment is the increased ease of admission to the fall quarter. A wide variety of summer classes was offered representing all but a few of the departments and disciplines at Cal Poly.

The Health Center provided approximately the same level of patient services as in the previous year, with nearly 30,000 physician visits and a total of 52,154 patient visits of all types. Pharmacy transactions rose from 17,470 to 19,065 during the year. The totally student-financed Augmented Health Program was very active during the year and provided treatment, counseling or service for additional areas such as venereal disease education, cancer detection, drug abuse education, and family planning.

During the 1972-73 academic year the Counseling Center was active in the planning and development of new programs and concepts. Space was allocated and personnel were assigned to a Career Development Center. The program was carefully planned and coordinated with the Placement Office's career placement program. The new centralized advisory program for the School of Business and Social Sciences is now operative with a member of the Counseling staff giving counseling assistance in the center. This innovative approach to student advising is well received by students and staff.

Employer campus recruitment at Cal Poly during 1972-73 was active even though the numbers show a slight decrease. It is significant, and understandable in light of the past year's economic conditions, that 100 employers had full interview schedules and in addition students were on the waiting list to see employer representatives in the event of a last minute opening on an interview schedule.

#### FACULTY

Faculty recruitment for 1972-73 was successful despite increased competitiveness



in some areas. The School of Engineering and Technology and the School of Business and Social Sciences reported that comparative salaries have begun to affect recruitment of highly qualified faculty. Cal Poly continues to rely upon favorable recruitment factors of climate, ideal location, the practical emphasis of its programs, and its tradition of technological excellence.

Cal Poly continued to utilize a consultative selection process in recognition of distinguished members of the faculty. In addition, a number of faculty members were elected to national, state, and regional academic associations; several as officers.

Faculty exchange with industry continued especially in the School of Engineering and Technology, both through summer employment of faculty and leave arrangements for a more extended period of time.

The School of Architecture and Environmental Design provided for ethnic minority professionals to share their "market-place" experience in the classroom and with other faculty members. These are particularly effective arrangements in providing a model of accomplishment for minority students.

All schools reported use of sabbatical or special leaves by faculty members to improve their teaching ability and update skills and knowledge. These leaves not only involved visiting other institutions in the United States, but also included significant assignments in foreign countries, including Australia, Japan, Malaysia, and Zaire.

A total of fourteen grants to faculty for nearly \$10,000 of uncommitted indirect cost reimbursements to support research, scholarship or creative activity were approved at the campus level. Some twenty grants by various agencies accounted for \$687,239 in research and instructional projects during the year.

During the fall quarter the use of university-wide guidelines for student evaluation of faculty were endorsed by the academic senate and approved by the president. These guidelines were developed by a committee composed of students, faculty, and administrators and established the boundaries within which each school and/or department would operate its student evaluation of faculty teaching program. A trial evaluation was conducted at the end of the fall quarter with the results of this evaluation being made available only to the instructor. A second evaluation was conducted during the winter or spring quarter depending on the individual school and/or department policy. The results of the second evaluation were used for both the appraisal of the caliber of instruction and in partial substantiation of recommendations on faculty personnel actions. Subsequent to the completion of the annual student evaluation of faculty cycle, the university-wide committee made a thorough study of the policies and procedures used in each school's evaluation cycle. The committee's findings will be a factor in updating the evaluation procedures for use in the 1973-74 cycle.

#### PHYSICAL DEVELOPMENT

The final phase of the on-campus housing and dining program was completed during 1972-73. Sierra Madre residence hall provides an additional 588 spaces and makes the total available for on-campus housing nearly 3,000. Vista Grande, the new dining facility, has a seating capacity of approximately 370 and in conjunction



with other existing on-campus eating facilities will provide for a wide range of dining experiences for both resident and off-campus students.

The university is particularly proud of those projects that have been undertaken by students primarily from the School of Architecture and Environmental Design. Aided by a fund established by the student body to provide material assistance, various student groups have undertaken small improvement projects on the campus that have increased the quality of life and the appearance of portions of the campus. The most noticeable of these projects involved the construction of a brick-paved walkway at the entrance to the Walter F. Dexter Library. Included in the project was a planter box and bench-type seating, along with the relocation of two mature Magnolia trees.

The university was given national recognition when the Julian A. McPhee University Union was granted an Honor Award by the American Institute of Architects, one of the twelve awards granted by the Institute in 1972-73.

A local award was granted to Cal Poly by a San Luis Obispo community group, Obispo Beautiful. This group complimented the university on the development of a bicycle path network on campus streets. The project has been a stimulus to providing bicycle lanes and parking within the community and has been a model studied by other campuses.

#### COMMUNITY DEVELOPMENT

With over 13,000 students in a county of only 114,000 population, adjoining a city of slightly over 30,000 (including students), Cal Poly is a significant population factor. In addition, over 1,700 faculty and staff contribute to the purchasing power of the community. The social and cultural contributions of students, faculty, and staff are significant. University employees and students serve on city and county commissions and committees, hold public office, and are active leaders of service clubs, church groups, musical organizations, theatre groups, and many other community organizations.

The University Convocation Series sponsored a series of campus-wide events coordinated by a committee of academic staff, faculty, and students to assure appropriate balance, scheduling and promotion. Speakers featured for the 1972-73 year were: Robert Ardrey, author of "African Genesis," "The Territorial Imperative," and "The Social Contract"; Myrlie Evers, widow of slain civil rights leader Medgar Evers; and Ansel Adams, considered the nation's outstanding photographer of nature. No admission was charged for events in this series. In addition, Raymond Burr, of TV and movie fame, was the university's commencement speaker.

#### SPECIAL PROBLEMS

During 1972-73 no special problems except those mentioned elsewhere in this report were encountered.