

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

ANNUAL PROGRESS REPORT

TO THE CHANCELLOR

JULY 1, 1974

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EDUCATIONAL GOALS AND ACCOMPLISHMENTS

During 1973-74, Cal Poly continued its significant role in providing the occupationally-oriented academic instruction which is desired by today's students and their prospective employers. Cal Poly's emphasis programs continued to attract students from throughout the state who respond to the challenge to learn useful occupations at the university level. Employers hiring Cal Poly graduates repeatedly emphasized their preference for new employees with positive work attitudes and practical skills. As other campuses in the state and the nation experience declining applications for enrollment, mounting difficulties in graduate placement, and continuing threats of faculty layoffs, Cal Poly gave evidence of continuing enrollment strength and both public and private support.

Cal Poly leadership in career education continued to attract state and national attention. Dr. Robert E. Kennedy served during the year as the chairman of the Chancellor's Council of Presidents and as chairman of the Chancellor's Advisory Committee on Career Education of The California State University and Colleges. His membership on the Board of Directors of the American Association of State Colleges and Universities continued the sharing of Cal Poly experiences in career education and other aspects of education.

New Programs. New academic programs implemented during the year included three bachelors degrees: the B.S. in Dietetics and Food Administration, the B.S. in Engineering Science, and the B.A. in Liberal Studies, the latter to meet the needs of prospective elementary teachers under the provisions of the Ryan Act. In the Child Development degree program a concentration was added for Child and Family Services, and in Journalism a News-Editorial concentration was added.

At the graduate level, two programs were initiated, the M.S. in Chemistry and the M.S. in Computer Science. In addition, a specialization in Mechanized Agriculture was added to the M.S. in Agriculture. Required units for the Master of Business Administration program, being considered for accreditation, were increased from 48 to 64.

Accreditation. The University achieved re-accreditation by the Engineers' Council for Professional Development of seven engineering programs: Aeronautical, Electrical, Electronic, Environmental, Industrial, Mechanical and Metallurgical Engineering; and of the following options in Engineering Technology: Air Conditioning/Refrigeration, Electronics, Manufacturing Processes, and Mechanical Technology.

Initial accreditation was also received by programs leading to degrees in Agricultural Engineering and Transportation Engineering and to the Welding option of Engineering Technology.

The National Association of Industrial Technology, newly recognized by the National Commission on Accrediting, commenced evaluation of the program in Industrial Technology, with an affirmative announcement expected shortly.

In the School of Architecture and Environmental Design the undergraduate program in City and Regional Planning was recognized by the American Institute of Planners, and the California State Board of Landscape Architects issued an approval of the Landscape Architecture degree program which was initiated in 1972, producing its first 30 graduates in June, 1974. The program in Architectural Engineering has also been prepared for accreditation consideration by the ECPD.

The quantitative measures for accreditation having been met by the Business Administration Department, an application to the American Assembly of Collegiate Schools of Business was submitted July 1, 1974.

Extension. The Cal Poly Extension program has offered course work to over 9,000 students since the program's inception in 1970. For the third year the University sponsored a statewide work experience education program through its continuing education office. The University's 16 half-hour videotaped television series extension course in flower arrangement has been used by Cal State University, Fullerton, during the past year with good participation and viewer ratings.

Instructional Materials Program. Initiated in 1954 to provide effective multimedia instruction in the field of agriculture, both on campus and off, this program was broadened during the year to include educational services to a wider range of areas. Arrangements were made for cooperative multimedia educational-materials programs with the Library of Congress, the Environmental Protection Agency, and the U. S. Department of Agriculture. The University will serve as the adaptor and national distributor of public-domain educational materials developed by the national agencies.

ADMINISTRATION

Administrative reorganization undertaken during the year has provided the chief executive of the University with greater opportunities to work toward additional career resources and the advancement of the University's long-range plans. The management system employing overlapping participating and consultative groups to increase communications and mutual understanding has continued, but the number of individuals reporting directly to the president has been reduced. The reorganization coincided with the appointment of Harold O. Wilson, administrative vice president, to be educational advisor to Governor Ronald Reagan. Subsequently, Dr. Dale W. Andrews, academic vice president, was named executive vice president, and Dr. Hazel Jones of California State University, Fullerton, was selected as vice president for academic affairs from a large group of applicants recruited nationally. The key administrative team working directly with President Kennedy will consist of Drs. Andrews and Jones along with Dean of Students Dr. Everett M. Chandler.

OSHA. In October, 1973, public agencies became subject to provisions of California Occupational Safety and Health Act. During 1973-74 five inspections of campus facilities were made and a number of corrective measures were

required, many of which have been accomplished, primarily in agricultural areas. Action is pending on corrections with future abatement dates for which additional funding must be sought. Although no administrative positions have been authorized for the safety and health program, it has placed increasingly large demands on the University for administration as well as costs of compliance.

Affirmative Action. As an Affirmative Action/Equal Opportunity Employer, the University was noted in a systemwide report for its remarkable efforts to attract and retain minority employees. Of the full-time work force totaling 1,649 employees, including 1,467 State employees, minorities constituted 13 per cent as of January 1, 1974, a significant increase over the 2.2% of ethnic minority employees in 1968. Since appointment of a new full-time Affirmative Action coordinator in February, 1974, goals and timetables have been developed for each instructional school and administrative division reflecting targeted levels of employment through 1980.

STUDENTS

Weekly forums continue to improve campus communications by bringing together University officials and students who are involved in campus governance through membership on University committees. Student government leaders turned their energy and attention toward increased campus-community interaction and understanding. Students promoted and helped to bring into being a San Luis Obispo City Bus System which also serves the campus. Students also actively supported establishing the position of off-campus housing coordinator to provide liaison between student tenants and landlords. On campus, new student government developments included developing a highly successful pre-paid dental hygiene preventive education program, working toward computer-assisted registration, and proposing campus improvements which have included recent construction of more student parking lots.

Enrollment. Cal Poly enrolled 13,115 students in Fall, 1973, an 8 per cent increase of 979 students over Fall, 1972. At this time of widespread concern over future enrollments in colleges and universities, some Cal Poly programs which experienced increases ought to be noted:

Enrollment in the School of Agriculture and Natural Resources increased from 2,533 in Fall, 1972, to 2,880 in Fall, 1973, or almost 14 per cent. Programs within the school which showed the largest increases included Animal Science, Natural Resources Management, and Ornamental Horticulture. Data for Fall, 1973, for the National Association of State Universities and Land-Grant Colleges indicates that Cal Poly ranks fifth in the U. S. in undergraduate enrollment in agricultural curricula.

Among the most popular of continuing programs showing enrollment increases were, Biological Science, up 33 per cent to 675 students; Business Administration up 21 per cent to 1,017; Graphic Communications up 12 per cent to 261; and Journalism up 46 per cent to 224 students. Women in Physical Education increased to 181 students, up 32 per cent. A new major in Dietetics and Food Administration enrolled 56 students during this first year of offering.

Growth within the School of Architecture and Environmental Design is severely constrained due to limitation of facilities, but student demand remains high even though less than half the applicants can be accommodated. Cal Poly continues to have the largest architectural enrollment in the U. S.

Many of the above programs with strong enrollment growth are specialized programs not widely available at other institutions of higher education. The programs listed above also have strong occupational or career education objectives. New programs of special relevance to career-oriented women also influenced the growing ratio of women students, reaching 32 per cent in Fall, 1973.

Although enrollment in the School of Engineering and Technology was down four per cent from Fall, 1972, to 2,270 students, the trend should turn up within a year or two. The supply of engineering graduates is projected to decline from 1974 to 1976, according to estimates from the U. S. Office of Education and the Engineering Manpower Commission, but should then increase in response to substantial long-range levels of demand.

Cal Poly anticipates an enrollment increase to 13,800 students for Fall, 1974.

EOP. The Educational Opportunity Program during 1973-74 increased student enrollment to 300 students, a growth of 35 additional students. The program was fortunate to obtain one additional full-time staff member.

New developments of the EOP included: a peer counseling program, computer selection system and greater use of the computer, participation in the Career Opportunity Development and Mainstream Programs, publication of an EOP newsletter, development of the "Man in Mexico Summer Study Project," and proposed creation of a campus-wide EOP Advisory Council.

The Educational Opportunity Program has been recognized by all aspects of the Cal Poly community. An EOP student was elected as vice president of the Associated Students, Inc. for 1974-75, several EOP students serve on the Student Affairs Council, and EOP students have achieved recognition as participants in athletics, clubs, departmental organizations, etc. However, the true measure of the program is reflected in some 50 EOP students graduating by the end of the Summer Quarter, 1974, more than double the number who graduated last year. Graduating EOP students are moving into excellent graduate schools or into satisfactory job opportunities.

Housing. Occupancy problems encountered during the two previous years were not experienced in 1973-74, as all housing was completely filled. Changed student attitudes toward campus living and greater promotional efforts resulted in average occupancy of 100.9 per cent with study rooms accommodating the overflow. The opening of Sierra Madre residence hall brought total campus student residence to 2,733 individuals. An increased activity program was instituted with addition of a new full-time position to the Housing Office. A formal university-related off-campus housing program requested by students has been submitted for 1975-76 budget consideration.

Health Services. With the construction of the Health Center addition expected to meet increasing needs during 1974-75, student participation in

campus health programs increased generally. Specific new programs which were well-received include a student-financed augmented clinic aimed at the prevention of drug and alcohol abuse, venereal disease education and care, family planning and cancer detection. A graduate student was available as health educator in areas of alcohol abuse, biometrics (headache clinic), coping groups and first aid courses. During its second year of operation, the mental health program received wide support from students, the local mental health department, and the campus counseling center. A new program in oral health was endorsed and supported by the local dental society, providing a dentist on campus ten hours per week for preventive education and referrals.

Health Services also originated and conducted instruction for the campus and the community on topics for which the staff is well qualified. A two-unit pilot program offered last winter will become a regular credit course in Health Science, to be offered next Fall in concert with the School of Science and Mathematics. At the suggestion of the Coordinating Council of Registered Nurses, the Health Services also presented a clinical gynecology Extension course, which has subsequently been proposed for all RN's in The California State University and Colleges system.

Two summer workshops will be hosted on campus by Health Services. They are a management seminar for health services administrators from throughout the country and a similar seminar directed toward community college personnel.

Counseling. During the 1973-74 academic year, the Counseling Center proposed and developed a campus Learning Assistance Center and designed and implemented a learning assistance program. A new staff member was hired, hardware and software have been ordered, and space assigned for the purpose of implementing the student-oriented program.

The Counseling Center remained open until 10 p.m. Mondays through Fridays on a new schedule recognizing that Cal Poly is basically a "live-in" campus and that many student problems come to the surface in the evening when few adults or qualified confidants are available for counsel. The evening student traffic is increasing monthly and it is already evident that the availability of counseling at such hours is important to students.

Placement. During an active recruitment season, 1972-73 totals were surpassed as the Placement Office increased efforts to inform the campus community regarding the current job market, recruitment activity, and services available. Although on-campus recruitment of teachers has shown a decline in activity (which may be attributed to the nation-wide surplus of teachers in certain disciplines), the office mailed over 4,600 confidential folders to employing school officials for Cal Poly candidates--a new record high in campus teacher placement services.

Financial Aid. Activity during the past year far exceeded any previous year. Over 1,000 individual students participated in University-administered federal, state, and student-government-supported financial aid programs, while another 1,300 students received financial support through the federally insured student loan program. Student payrolls in the work-study program exceeded the prior year by some 21 per cent; the volume of student participation in the University's own short-term/emergency loan program almost doubled over the last year. Two new computer-assisted programs made possible better monitoring of

the unit load and campus earnings of all financial aid recipients. These time-consuming functions were previously done manually. Some 250 institutionally awarded scholarships during the year provided \$117,025 in student aid. In addition, some 290 outside scholarships provided \$93,000 in aid, for a total of over \$210,000.

FACULTY

Recruitment for 183 vacancies resulted in 93 per cent of the positions being filled by the beginning of the Fall Quarter, 1973. Problems of attracting qualified minority employees continued to receive recruitment emphasis. Cal Poly's favorable recruitment factors include climate, ideal location, the practical emphasis of instructional programs, and a tradition of technological excellence.

Faculty exchange with industry continued, especially in the School of Engineering and Technology, both through summer employment of faculty and leave arrangements. The program of recognizing faculty members for distinguished teaching awards based on recommendations from colleagues, students, and University organizations, begun in 1963, continued, bringing to 31 the number of faculty so far honored. In addition, a number of faculty members were elected to national, state, and regional academic associations, several as officers.

Research. Nine research grants totalling \$5,400 to faculty members with funds available from the National Science Foundation Institutional Grant plus a small amount from uncommitted indirect cost reimbursements, in support of research, scholarship, or creative activities. During the year, the University received from federal agencies ten grants for research and instructional projects totalling about \$666,000.

J. L. Meriam (Mechanical Engineering) was granted about \$12,000 for a pilot project in student-centered activity sessions, and G. D. Venerable (Chemistry) received over \$27,000 to individualize freshman instruction in inorganic chemistry. Both projects were funded by the system's pilot innovations program.

Faculty members working with audio-visual services have also completed four audio-tutorial projects for individualized laboratory learning, and others are in progress.

Promotions. The passage of ACR 70 eliminated the 60/40 ratio which restricted the number of faculty in the upper two ranks to 60%. Promotion decisions to be effective during the 1974-75 academic year were based on merit and limited by available funds budgeted for faculty promotions. Accordingly, 21 promotions to Principal rank and 56 promotions to Senior rank were received by faculty.

PHYSICAL DEVELOPMENT

The last major project to be constructed on campus with state funding was the Computer Science building completed in 1969 at a cost of \$1.8 million. The failure of subsequent state bond issues which would have made possible

development of the campus as planned, did not, however, bring a halt to construction activity. Several buildings completed in recent years have been made possible through federal loans and interest subsidy grants which are now being repaid by revenues. These facilities have included student housing, Yosemite Hall (\$3.2 million) and Sierra Madre (\$3.4 million); a new dining complex, Vista Grande (\$1.3 million); the Julian A. McPhee University Union (\$4.2 million); and an addition to the University Health Center (\$1 million, scheduled for completion before the Fall Quarter of 1974). Both Yosemite Hall and the University Union have received national awards as outstanding buildings in higher education.

During the current year, a new major entry way to the campus has been under construction extending Highland Drive across State Highway 1 to provide ready access to parking lots on the north side of the campus core. An important aspect of the entry design provides a separate bicycle path which facilitates safe access into the bicycle path network on campus, an award-winning project which is being used as a model at other campuses and communities. While state capital outlay funds were appropriated for several remodeling projects at existing facilities, major capital projects necessary for completion of the campus master plan have been delayed. These projects include the architecture building, which had reached the bidding stage, and the new library, which has been deferred for three successive years.

The senior class gift for 1974 consisted of funds to initiate a trust for the purpose of constructing a new stadium, the 1974 contributions specifically to provide for goal posts. The first individual to pledge a contribution toward the new stadium, which is included in the University's physical development master plan, was Governor Ronald Reagan, who announced his intention to support the stadium at the opening of the 68th Commencement address on June 15. The Governor addressed a graduating class of some 3,000 students and an audience of over 8,000 in the largest assemblage in Cal Poly history.

COMMUNITY DEVELOPMENT

For the sixth successive year, Cal Poly presented the highly successful University Convocation Series of free public lectures coordinated by a committee of academic staff, faculty, and students to assure appropriate balance, scheduling, and promotion. Speakers presented on campus were Dr. Wilson C. Riles, State Superintendent of Education, on "Priorities in Education"; William P. Lear, inventor and designer, on "How to be a Positive and Creative Thinker"; William Randolph Hearst, Jr., publisher and editor, "The Far East Today"; Secretary of Agriculture Earl Butz, "Our Future in the Incentive Society"; industrialist and health services advocate Patrick J. Frawley, Jr., "Inventions are Based on Research"; and San Francisco Mayor Joseph Alioto, "The Energy Crisis." A series of lectures jointly sponsored by student ethnic minority groups and the University administration has been developed to highlight the theme of American ethnic heritage during 1974-75.

Community Relations. The interest of the University administration in developing improved community relations and in providing leadership and knowledge toward the solution of community problems was reflected during the year by increased faculty and student activity and by a number of specific new programs. Students in architecture formed a Community Design Center under the sponsorship of the Associated Students, to provide planning design services

for persons who could not otherwise afford them, especially for projects of community interest; the first project was a special playground for a school at Avila Beach, utilizing donated telephone poles and concrete pipe and involving not only architecture students but students in child development, graphic communications, and physical education.

The Volunteer Income Tax Assistance program of the Business Administration department served approximately 925 economically disadvantaged taxpayers in the central coast area. A plan to collect and distribute economic education information was undertaken by the Economics Department with the goal of increasing the understanding of economic principles among high school teachers and the general public.

Several classes in women's physical education conducted camping, recreational, and swimming activities for handicapped children. Working closely with county education staff members and Cal Poly faculty, students conducted several three-day and one-week camps for mentally retarded and physically handicapped children, including swimming classes on a one-to-one basis.

An economic impact committee was named to coordinate the many proposed studies of the community which originate with students and faculty members, and to insure that collected data is assembled and made available in an orderly fashion. The committee has already begun to produce significant data on University-related expenditures, campus visitors to such events as Poly Royal, and other economic impacts.

University Advancement. An increased program of communication with former students and friends of the University was undertaken during the year, including the recruitment of Coordinator of Alumni Services and the appointment of the Associate Dean, Continuing Education as the president's representative to the Cal Poly Alumni Association to help relate extension programs to the needs of former students, both locally and throughout the state. Preliminary steps were also taken to provide more information about the campus and its needs to prospective donors. Support from government, private industries, and individuals included several significant grants among which were grants of over \$95,000 from the Hearst Foundation and representatives of the beef industry toward the development of a beef cattle evaluation center on the campus.

The Electric Power Institute, founded in 1973, has continued to receive industry support and its operation enhances our educational program.

A project demonstrating the effectiveness of sewer gas as an inexpensive low-emission fuel for vehicles was supported by a private donor of a limousine which successfully completed a 350-mile reduced emissions devices rallye using waste gas from the sewage treatment plant from the City of Morro Bay, which also partially funded the project.

Interdisciplinary assessment of a solar-heated home designed by two faculty members is being carried out by the School of Architecture and Environmental Design through a \$40,000 grant from Housing and Urban Development. A \$253,975 grant from the National Science Foundation will provide a solar energy collector to be constructed on campus for studies and experiments in food dehydration by the School of Agriculture and Natural Resources. The

California Association of Nurserymen Education and Research Fund provided \$10,000 in matching funds for the construction of additional facilities for the Ornamental Horticulture Department. During the year, the California Polytechnic State University Foundation, which administers grants and gifts-in-kind to support instruction, student welfare, and campus improvement, received \$154,269 from donors.

SPECIAL PROBLEMS

A problem of great need and minimal progress is represented by limitations on the computing capacity of the University's Computer Center. Major acquisitions formally approved by the Chancellor's office June, 1972, and May 3, 1973, have not yet been acquired, although funding was available for both prior to approval. Acquisition of even such small items as key punches and terminals has been similarly frustrated. Continuing delays at the control agency level have resulted in retrogression of modernization for many curricular areas. Faculty members find it necessary to remove relevant computing problems from existing course content and to return to antiquated problem-solving procedures. Some 25 per cent of Cal Poly students and faculty depend on instructional computing support and account for 90 per cent of the campus Computer Center's usage. In addition, a systemwide report showed that Cal Poly originated 43 per cent of instructional jobs processed at the State University Data Center in October, 1973. At a third resource, the timesharing network at California State University, Northridge, only the host campus exceeded Cal Poly in computer usage.

The situation is frustrating to a large number of students and faculty members whose computer usage in 1973-74 was twice that of any other campus in the system. Actual computer experience in several majors has proved valuable in insuring satisfactory placement of graduates.

The need for physical facilities continues to be a pressing one, especially with regard to insufficient architectural facilities; the limitations of the Dexter Library, which was designed to accommodate less than half as many students as are currently enrolled; and the lack of sufficient faculty offices. Rising costs caused deferment of the architecture building at the bidding stage; a consequence will be that a redesigned building will be scaled down while costs continue to rise, and the University will ultimately obtain lesser facilities for greater costs. The University is exploring the lease of off-campus space for architectural instruction. To provide faculty offices the University is leasing a campus student residence hall for office space and has been forced to consider obtaining temporary mobile home/office units for location on campus. The earliest date at which additional permanent faculty offices may be available is 1977-78, when it is hoped the proposed five-story library-faculty office building will be completed.

Both problem areas reflect continued enrollment strength of the University's occupational-oriented programs and consequent pressure upon limited resources.

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Research. During the year, the University received from federal agencies ten grants for research and instructional projects totaling about \$666,000. Two projects amounting to some \$39,000 were funded by the system's pilot innovations program. Nine research grants totaling \$5,400 to faculty members with funds available from the National Science Foundation Institutional Grant plus a small amount from uncommitted indirect cost reimbursements, in support of research, scholarship, or creative activities. Faculty members working with audio-visual services have also completed four audio-tutorial projects for individualized laboratory learning, and others are in progress.

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COMMUNITY DEVELOPMENT

For the sixth successive year, the highly-successful University Convocations Series presented free public lectures coordinated by a campus-wide committee to assure appropriate balance, scheduling, and promotion. Speakers presented were: Dr. Wilson C. Riles, William P. Lear, William Randolph Hearst, Jr., Patrick J. Frawley, Jr., and Mayor Joseph Alioto. The interest of the University administration in providing leadership and knowledge toward the solution of community problems was reflected by increased faculty and student activity and by specific new programs. Students in architecture formed a Community Design Center especially for projects of community interest. The Volunteer Income Tax Assistance program of the Business Administration department served approximately 925 economically disadvantaged taxpayers. Several classes in the Women's Physical Education provided camping, recreational, and swimming activities for handicapped children. A committee on economic impact studies was named to coordinate the many proposed community studies which originate with students and faculty.

University Advancement. An increased program of communication with former students and friends of the university was undertaken during the year, including the recruitment of a Coordinator of Alumni Services. Preliminary steps were also taken to provide more information about the campus and its needs to prospective donors. Support from government, private industries, and individuals included several significant grants including over \$95,000 from the Hearst Foundation and industry representatives toward development of a beef cattle evaluation center. Support from major utilities continued the work of Cal Poly's first institute, the Electrical Power Institute, founded in 1973. A project demonstrating the effectiveness of sewer gas as an inexpensive low-emission vehicle fuel was supported by a private donor and the City of Morro Bay. Interdisciplinary assessment of a solar-heated home designed by two faculty members is being carried out through a \$40,000 grant from Housing and Urban Development. A \$253,975 grant from the National Science Foundation will provide a solar energy collector on campus for experiments in food dehydration. The California Association of Nurserymen Education and Research Fund provided \$10,000 in matching funds for additional Ornamental Horticulture facilities. The California Polytechnic State University Foundation, which administers grants and gifts-in-kind accepted support totaling \$154,269.

SPECIAL PROBLEMS

Cal Poly is confronted by limitations on computer capability, delays in obtaining architectural, library, and faculty office facilities, and the continued effect of reduced faculty-student ratios.