

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO

ANNUAL PROGRESS REPORT
AUGUST 1, 1975

EDUCATIONAL GOALS AND ACCOMPLISHMENTS

Continued enrollment pressures and widespread recognition of Cal Poly's success in providing occupationally oriented academic instruction characterized the year 1974-75. The popularity of Cal Poly's emphasis programs, both among students and their prospective employers, resulted in two achievements unmatched in The California State University and Colleges: Of those campuses reporting large enrollment increases, Cal Poly had the greatest number of students enrolling; at the same time, the numbers of employers interviewing Cal Poly graduates for jobs was essentially unaffected by economic trends which saw on-campus recruitment activity severely diminished on campuses across the country.

Dr. Robert E. Kennedy, president of Cal Poly, completed a year as chairman of the Chancellor's Council of Presidents and continued also as a member of the Board of Directors of the American Association of State Colleges and Universities. As chairman of the Chancellor's Advisory Committee on Career Education of The California State University and Colleges, Dr. Kennedy presented to the Chancellor and to the Trustees a report entitled "Career Education: Proposal for the Seventies and Eighties." The report assesses the major issues in the CSUC system as related to development of career-assisting programs and curricula, as well as placement and planning. Policy initiatives for the system and for individual campuses are under consideration systemwide as a consequence of this report, which has received attention nationally among educators.

Steady State. Cal Poly's popularity has accelerated enrollment pressures before resources and facilities can be obtained, with attendant problems of faculty loads, classroom and laboratory crowding, scheduling stresses, and the need to reexamine enrollment patterns and controls. Each school has established enrollment targets reflecting career opportunities for graduates, curriculum balance, capacity and resources, and the special educational goals of a polytechnic institution. Among proposed academic programs already approved for implementation in 1975-76, two have now been delayed: the Masters in City and Regional Planning and Bachelor of Arts in Recreation Administration. Furthermore, enrollment of sponsored foreign students has been curtailed, with students turned away from Latin America, Europe, Asia, and the Middle East. Cal Poly's tradition of experience, knowledge, and interest in helping developing countries has been interrupted to give priority to the California students who otherwise would not be able to gain admission.

Accreditation. The quality of Cal Poly's academic programs was reflected by positive accreditation reports achieved during the year.

The required midterm report of the ten-year accreditation by the Western Association of Schools and Colleges was positive, confirming Cal Poly's overall accreditation for the balance of the decade.

The National Association for Industrial Technology accredited the industrial technology program for four years.

Initial provisional accreditation was granted to the Landscape Architecture program begun only three years ago and received laudatory comments from the visiting team. The same degree program has been recognized by the California State Board of Architectural Examiners as meeting the education requirement for taking the state licensing examination.

The National Architectural Accrediting Board granted accreditation to the five-year Bachelor of Architecture program and the six-year Master of Science in Architecture program. A report from the Engineers Council for Professional Development, following an accreditation team study of the program in Architectural Engineering, is still pending.

A decision by the accrediting body to deny accreditation to Cal Poly's Masters of Business Administration degree (on the grounds that schools, not programs, are accredited) is being appealed on the basis that the degree program functions best within the present structure of the School of Business and Social Sciences, rather than in a separate school.

Continuing Education. With over 10,000 enrollments in the first five years of its operation, Cal Poly's Continuing Education program emphasizes close relationships to the regular instructional program, both in regular courses and in the university developed color television course with accompanying color textbook on flower arranging. This program has now been shown in five key television areas of the state, including Los Angeles, the San Francisco Bay area, and San Diego, with future showings planned for the San Joaquin and Sacramento Valley areas. Television instruction programs from the CSUC Instructional Television Consortium and from New York University are also offered to Central Coast viewers. Continuing Education again provided the well-received statewide work experience education program, with some 1,000 students participating.

Communications/Media Productions. For over 20 years this program has provided effective multimedia instruction in agriculture. During 1974-75, it was broadened to include other materials and subject matter areas of special value in the CSUC system. In addition to continued production of color filmstrips for classroom use, a new type of multimedia report was developed for use in government and industry. The first report combined audiotape cassettes and color microfiche materials documenting a national seminar on Alternate Energy Systems held at Cal Poly. Within a month after the seminar copies of the report were available on a nonprofit basis to all campuses of the system. In other programs, cooperative efforts continued with the U. S. Department of Agriculture and the Library of Congress for the production and/or distribution of educational materials of value to the CSUC system and to colleges and universities throughout the country.

International Education. Although the number of foreign students attending Cal Poly continued to decline, interest in the state-sponsored program of study abroad remained high, with over 40 Cal Poly students participating. In addition to language and area study programs in France, Germany, and Spain, there has been strong interest in technical programs in the United Kingdom and Sweden, architecture in Denmark and Italy, and a new agricultural program in New Zealand.

Cal Poly's School of Agriculture and Natural Resources has also continued a contractual relationship with the United States Agency for International Development and the Ministries of Agriculture of Guatemala and Costa Rica by providing faculty technical advisors in agriculture, communication, and education.

Articulation. Efficiency in the granting of transfer credit to students from The California Community Colleges is enhanced by a system of written articulation agreements concluded to date with 85 of the 100 community colleges in California. Occupationally oriented majors are readily enabled to transfer to Cal Poly with little or no loss of time or credits; during the past year, transfer students at Cal Poly represented 92 of the 100 community colleges. To keep transfer information up-to-date, about one-quarter of the agreements are revised and reconfirmed annually. Regular communications with community college counselors assist them in helping their career-oriented students to prepare for further career development at Cal Poly.

ADMINISTRATION

Continuing the management system of overlapping participating and consultative groups, the Cal Poly administration made no major changes during the year. The key administrative team working directly with President Kennedy consisted of Dr. Dale W. Andrews, executive vice president; Dr. Hazel Jones, vice president for academic affairs; and Dr. Everett M. Chandler, dean of students.

Financial Operations. Reorganization of the Business Affairs Division saw creation of a new Financial Operations Department to administer the budget function, along with a new position of financial manager, providing greater integration of university financial operations.

Cal-OSHA. As a result of four inspections of the university and auxiliary facilities under the provisions of the California Occupational Safety Act, Cal Poly corrected some 48 conditions within established guidelines, compared to 148 the previous year. To effect a continuing awareness of safety conditions, the need for a full-time environmental health and safety officer is evident. A monetary penalty assessed to the Cal Poly Foundation is being appealed on the basis that the Foundation is an integral part of the university and not a separate entity.

Affirmative Action. Cal Poly's Affirmative Action Plan, completed and approved by the Chancellor's Office, will be submitted for final approval by the U. S. Department of Health, Education, and Welfare. The effective implementation of the plan is reflected in the following summary of employment history over the past decade:

	Total Employees	Minority Employees		Black		Asian		Native American Indian & Other Nonwhite		Mexican-American & Other Spanish Surnames		Other Caucasian	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1975	1604	206	12.8	32	2.0	32	2.0	44	2.7	98	6.1	1398	87.2
1974	1487	187	13.0	30	2.0	26	2.0	27	2.0	92	6.0	1300	87.0
1973	1454	177	12.2	28	1.9	33	2.3	36	2.5	80	5.5	1277	87.8
1971	1373	94	6.8	12	.8	17	1.2	27	2.0	28	2.8	1279	93.2
1970	1300	61	4.8	12	.9	17	1.3	7	.6	25	2.0	1201	95.2
1969	1023	36	3.5	6	.5	11	1.0	8	.7	11	1.0	987	96.4
1968	957	21	2.2	2	.2	8	.8	3	.3	8	.8	936	97.8
1967	778	30	3.8	4	.5	11	1.4	7	.9	8	1.0	748	96.1
1966	747	27	3.6	3	.4	11	1.5	7	.9	6	.8	720	96.4
1965	704	21	3.0	0	-	6	.9	9	1.3	6	.9	683	97.0

Foundation and Associated Students, Inc., are not included in above summary. October, 1973; June 3, 1974; and January 9, 1975, are used for census figures in summary.

Cal Poly continued to participate in the Career Opportunities Development (COD) program and the Comprehensive Employment Training Act (CETA), although Federal budget limitations cut to 15 the number of trainees in the former. In the latter program, one of four trainees was placed in a permanent position. Both programs are valuable assets toward achieving Affirmative Action goals.

STUDENTS

The increased enrollment experienced during the past year was also reflected in a growing variety of student activities, especially interest in community related programs and service projects. Student advisory groups were particularly active in development of the Learning Assistance Center, dedication of the Health Center addition, and speaker programs in the residence halls.

Enrollment. Cal Poly enrolled a total of 14,434 students in Fall, 1974, an increase of 10.1 per cent over the previous fall. The enrollment reflected an unexpected sharp increase in the show rate of students offered space reservations. Schools with significant enrollment increases were: School of Agriculture and Natural Resources up 15.9% to 3,339 students, School of Business and Social Sciences up 13.8% to 1,884 students, School of Communicative Arts and Humanities up 12.3% to 1,130 students, and School of Human Development and Education up 16.7% to 2,657 students.

A systemwide opportunity for students to indicate preferences on student fees resulted in a vote of 81 per cent favoring retention of the \$20 student fee level and 19 per cent favoring lowering the fees at Cal Poly. Also during the year, a random survey of 600 students (with a 72 per cent return) indicated impressive support of the Activities Planning Center and willingness to pay a fee of \$2.95 per quarter enabling a 50 per cent increase in the level of support for the center.

Housing. Consolidation of management, personnel, and facility services for housing in a central area has increased overall efficiency but is now threatened by the need to return Tenaya Hall to student housing after three years of use for faculty and staff offices. As a temporary solution, housing staff will probably be assigned use of some student rooms; meanwhile, a housing office building has been approved for the Campus Master Plan and funding will be sought. The system's largest on-campus residence program (with 2,793 students to be housed for Fall, 1975) has also added an off-campus housing coordinator to work with students, parents, and visitors seeking housing or assistance.

Health Services. The 19,000-square foot Health Center addition dedicated in November, 1974, increased health services capacity to serve an expected 16,000 students. In addition to providing greater utilization of existing programs, the center accommodates such new programs as drug and alcohol abuse prevention and peer counseling groups coordinated by a health educator. Health Center staff members and other campus faculty and staff conducted a course in human sexuality. A "Well Day" open house advanced the campus awareness of the role of preventive medicine. The Health Center also sponsored well-attended summer management seminars for health service personnel from throughout the nation.

Counseling and Testing. Programs emphasized during the year included the Career Center, the evening counseling program, consultative services, group counseling, and the support of the newly dedicated Learning Assistance program. Trends toward increased needs for remedial counseling were evident, compared to lighter emphasis on preventive and developmental dimensions.

Placement. Experiencing a continued level of recruitment unlike many other campuses, Cal Poly's placement program emphasized campus communication regarding current job market trends, job finding techniques, and services available. Over 60 classroom presentations were made to seniors and graduate students by placement staff members. Two major procedural changes involved implementing the systemwide alumni placement fee policy and making available nonconfidential placement files for teacher candidates in accordance with the Family Educational Rights and Privacy Act of 1974.

Financial Aid. Although exceeding previous years, financial aid activity increased at a diminished rate. Rising costs meant that about the same number of students were served: Slightly over 1,000 students benefited from institutionally administered aid programs, while another 340 received scholarship awards. From a private trust came the William B. Turner estate which will provide some \$7,000 to \$10,000 annually in scholarships. At the same time, the Federally Insured Student Loan Program disbursements rose by half a million dollars, some 41 per cent.

FACULTY

Recruitment for 166 vacancies resulted in 93 per cent of the positions being filled by the beginning of the Fall Quarter, 1974. Cal Poly continued to utilize a consultative selection process involving participation by members of the faculty. The commitment of the university to the goals of Affirmative Action was emphasized in all recruiting activities.

Research. During the year, the university received some \$500,000 in grants supporting 14 projects involving research, equipment, work experience education, and instructional materials. The university supported six faculty projects with \$2,050 in nonstate funds.

Faculty Personnel Actions. The elimination of the 60/40 ratio and the need to base promotions solely on merit and ability appeared to be related both to the pressures statewide for collective bargaining and to the increases in faculty grievance proceedings. During the year, 17 academic grievances were processed; of these, 12 involved nonpromotion, three nonreappointment, and two tenure. The academic grievance procedures of Executive Order No. 201 proved time consuming and in need of modification.

Elimination of the 60/40 ratio for promotions permitted promotions based on merit and ability, but uncertain budget conditions delayed announcements until late summer.

PHYSICAL DEVELOPMENT

Construction activity for academic facilities resumed after a five-year delay with the beginning of the Architecture Classroom Building, a \$4.3 million structure which will house programs now in temporary and leased facilities. A related project will add two specialized laboratory facilities for architecture.

The Highland Drive entrance road completed during the year provides rapid and safe access to campus from the Foothill area of San Luis Obispo and from Highway 1. The second phase of the conversion of former life science areas to accommodate chemistry and other physical sciences is underway.

With the highest space utilization in the system, Cal Poly is losing flexibility for prime time scheduling of daytime classes and laboratories. Faculty space is also at a premium. Faculty will be housed in a variety of spaces including corners of laboratory preparation rooms, custodial space, storage rooms, temporary trailers, and obsolete structures on campus. Library space needs are similarly acute.

A characteristic aspect of Cal Poly's campus development is the involvement of student groups under staff and faculty guidance in contributing to the improvement of the campus environment. Several such projects during the year involved new seating areas, landscaping, brick walkways, and other improvements.

COMMUNITY DEVELOPMENT

The seventh successive University Convocation Series sponsored free public lectures featuring the American Ethnic Heritage theme, represented by Mr. Dennis Banks, cosponsored by the American Indian Student Organization; Mr. Edison V. Uno, cosponsored by Tomo Dachí Kai; Mr. Frank Chin, cosponsored by the Chinese Students Association; and Dr. Kenneth Washington, cosponsored by the Black Students Union.

Three campus-community conferences during the year brought 230 community representatives to seminar programs for presentations by President Kennedy and administrators dealing with university growth and future plans. Separate sessions were held for the city of San Luis Obispo, the county and other city government and community representatives, and Cuesta College. Presentations included a report on Cal Poly's economic impact on the community.

Student Community Services grew from seven to thirteen projects involving some 2,000 students weekly. The Community Gardens project received \$2,100 to develop city-owned lots as vegetable gardens.

Students continued providing the Volunteer Income Tax Assistance service to nearly 1,000 economically disadvantaged taxpayers.

A multiplicity of activities builds close relationships between town and gown: extensive and successful involvement in the agricultural life of the area, the state, and the nation; participation of students in business, transportation engineering, science and political science, and other majors in community-sponsored projects throughout the Central Coast; involvement of student counselors and teacher candidates in a variety of school districts and juvenile and adult correctional institutions; and many other activities.

University Advancement. Appointment of a Director, University Advancement and Coordinator, Alumni Services formalized Cal Poly's advancement program. Increased communications with alumni and a growth in alumni membership are already evident. The university has also been designated as beneficiary of several trusts which will eventually support scholarships, professional improvement, and other needs identified by the university.

Private donors and community support raised over \$70,000 to enable Cal Poly's Symphonic Band to travel to Vienna as the distinguished band in residence at the International Festival of Music.

SPECIAL PROBLEMS

Reference has already been made to the limitations of classroom and laboratory space and faculty space. There has been some progress in the acquisition of computing equipment, but the lag in matching capacity to real need is so great that computing remains a critical area of concern. Although sufficient justification was provided to the legislature to result in budgetary support of the new science building, Cal Poly's instructional facility needs will remain limited and enrollment controls will be necessary until additional resources can be obtained.