

Memorandum

To : Chancellor Glenn S. Dumke

Date : September 23, 1977

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Copies : President's Council
Members

From : Robert E. Kennedy
President

Subject: Annual Progress Report



Enclosed is the 1976-77 Annual Progress Report for California Polytechnic State University, San Luis Obispo, for review by your office and subsequent submission to the Board of Trustees.

Enclosure

CALIFORNIA POLYTECHNIC STATE UNIVERSITY
SAN LUIS OBISPO

ANNUAL PROGRESS REPORT
AUGUST 30, 1977

EDUCATIONAL GOALS AND ACCOMPLISHMENTS

Several important steps toward alleviating the critical facilities shortage characterized Cal Poly's progress during 1976-77. Completion of some academic facilities and authorization for the construction of others give promise that the university will catch up after several years of heavy over-utilization during a period in which Cal Poly's educational programs have been among the most popular in the State of California. With current over-utilization running about 20% higher than State standards, the promise of new facilities indicates that over-utilization will be reduced to about 5% by 1981.

While Cal Poly continued to turn away thousands of fully qualified students, steps were taken during the year to provide more equitable selection processes, recognizing the individual student's merit and scholastic achievement. Continued strong student interest in Cal Poly's job-oriented academic programs has been matched by a high level of employer interest in Cal Poly graduates despite state and national trends toward restricted job opportunities.

Enrollment Plateau and Impacted Campus. When actual enrollment for the years 1975-76 and 1976-77 exceeded a previously established enrollment plateau of 13,800 academic year FTE, President Robert E. Kennedy requested a revised enrollment plateau at the level of 14,200 FTE to be continued through 1980-81. The new enrollment plateau of 14,200 FTE is based on the analysis of plant capacity in relationship to current construction and planned construction on campus. It is expected that enrollment increases after 1980 will bring the campus to its approved ceiling of 15,000 FTE (16,000 individual students). This is the master plan enrollment goal for Cal Poly, San Luis Obispo.

Students continue to enroll at Cal Poly from virtually every county in the State of California. This campus has the highest percentage of enrolled undergraduates and the highest percentage of full-time students in the CSUC system. Over one-third of the students enrolled have transferred from California community colleges. Over half of the students attending Cal Poly are enrolled in specialized fields of emphasis such as agriculture, architecture, engineering, graphic communications, dietetics, biochemistry, and computer science--programs not widely available elsewhere in the State. It is the popularity of programs such as these which has resulted in a high rate of applications for admission. In the Fall of 1975, 1,500 qualified applicants were not accommodated; in the Fall of 1976, 2,700 were turned away; and an estimated 4,300 applicants could not be accommodated for Fall, 1977. Cal Poly administrators worked closely with the Chancellor's Office in developing a new procedure for the CSUC which will permit use of supplemental screening criteria for locally impacted programs and campuses for applicants for Fall, 1978 admission. The impacted campus concept applies primarily to Cal Poly, SLO with its high rate of applications for admission; the new procedures make possible merit selection recognizing each student's achievement, in contrast to the previously-required random selection procedure.

Academic Programs. With enrollment quotas in effect, academic curricula development emphasized modifications in existing areas of instruction. Transportation Engineering was replaced by a B.S. degree in Civil Engineering, with Transportation becoming an

option of the Civil Engineering program; the program also includes an option in Public Works. Three new B.S. degree designations added during the year include Applied Art and Design with two options, Crafts Design and Graphic Design; Microbiology, with two options, Medical Technology and Microbiology; and Environmental and Systematic Biology. Three new concentrations were added to the Ornamental Horticulture program: Floriculture and Design, Landscape Industry, and Nursery Management. Three new options in the Physical Education degree program are: Athletic Coaching, Health Education, and Teaching.

Academic Highlights. A major change in instructional organization consisted of the establishment of a School of Business with four departments and a Division of Social Sciences comprised of two departments. The women's and men's physical education departments were combined into a single Physical Education Department under a new department head. Notable among many academic developments reported for the year was the improvement in instructional facilities of the School of Agriculture and Natural Resources through private assistance. The Beef Cattle Evaluation Center, financed with over \$100,000 from private industry, became operational in the spring quarter when it was stocked with cattle to provide additional learning experiences for students. Private assistance to the Ornamental Horticulture Department also contributed to greenhouse construction, establishment of a memorial grove of native California plants, and planting of an arboretum garden. The School of Architecture and Environmental Design occupied a new instructional building during the year and this has somewhat alleviated their pressing space problems. The architecture school completed its third year of supplementary admission evaluations, with preliminary indication that class performance has been improved since the new procedures were adopted. The School of Engineering and Technology was involved with several separately funded programs including continuation of the highly successful Cooperative Education program and sponsored research in Aeronautical Engineering. The engineering school's nuclear reactor became fully licensed and fully operational, and two departments of the school have begun to develop programs in computer-aided manufacturing. The university has been accepted for educational membership in the Computer-Aided Manufacturing International Association.

Continuing Education. Reaching nearly 16,500 enrollments over a seven-year period, Cal Poly's Continuing Education program featured a wide range of over 260 courses covering a multitude of subjects. In the External Degree program, Cal Poly offered the B.A. Degree in Criminal Justice through Sacramento State University and the B.S. Degree in Nursing through California State College, Bakersfield.

Communications Media Productions. Continuing twenty years of providing multi-media instructional materials in agriculture, this campus media program received nearly 4,000 requests for materials, and volume was markedly improved over the preceding year. New teaching aids include filmstrips on farm shop safety, tractor safety, small animal care (series of three), viticulture, tools of the forester's series, and hydroponics. The filmstrip series, "Agriculture and Society," received two national awards.

Computer Capability. The local batch computer was upgraded during the year and an extensive master plan developed. Internal transfers provided more staffing augmentation and work was begun on a communication network to satisfy the computing needs of the campus. To date, use of audiovisual communication cable has made possible the installation of over 30 remote terminals at relatively low cost.

Library. Under a new library director, the Library Advisory Council was expanded, an electronic security system involving 425,000 detection targets was implemented, and library hours were extended to 107 hours per week. While awaiting approval for construction of a new library, it has been necessary to store 80,000 volumes for periodic retrieval upon request. Elimination of some staff areas made it possible to increase the seating by 115 reader stations to 1,051. Interlibrary loan services increased thirty-four percent over the previous year.

ADMINISTRATION

The top administrative team of the university, headed by Dr. Robert E. Kennedy, President, was unchanged during the year, with Dr. Dale W. Andrews as Executive Vice President; Dr. Hazel Jones as Vice President for Academic Affairs; and Dr. Everett M. Chandler as Dean of Students. The announcement of Dr. Chandler's forthcoming retirement initiated consultative search procedures for a successor to be appointed next year. Consultative committees were also established for selection of a new Director of Placement, Dean of the School of Business, and Director of the Health Center. The year marked the tenth consecutive year of service by Dr. Kennedy as Cal Poly President, a decade marked by tremendous enrollment and program development despite facilities limitations. Five new permanent department heads were recruited and appointed during the year: Larry Rathbun (Agricultural Education), Jim H. Railey (Physical Education), Ronald D. Regan (Ornamental Horticulture), William C. Rife (Chemistry), and Bessie R. Swanson (Music).

Classification. Classification authority was delegated to President Kennedy by the Vice Chancellor for Faculty and Staff Affairs. Local classification appeal procedures were developed and implemented. Approximately 150 classification studies completed during the year resulted in 86 changes in the classification for current employees and establishment of 17 new positions. Broad classification studies were conducted to assure position equity in a variety of staff areas.

Affirmative Action. Cal Poly's Affirmative Action Plan was approved for implementation by the Department of Health, Education, and Welfare, establishing a detailed set of goals and timetables for the employment of women and ethnic minorities. The plan is an extension of the university's Affirmative Action Program established officially on February 3, 1972. Based on national data and criteria provided by HEW, Cal Poly's plan establishes a three-year goal of 19 additional male minority members and 31 additional women faculty members over the three-year period ending September, 1979. Staff support goals for six categories of functional and occupational employees call for 12 additional male minorities and 27 additional women support staff members for a two-year period.

Ethnic Composition of Cal Poly for 1977 and Preceding Years Since 1965 is as follows:

	Total Number Employees	Total Minority Employees		Black		Asian		Non-White		Native American	Mexican American	Other Caucasian No. %
		No.	%	No.	%	No.	%	No.	%	Indian & Other	Spanish Surnames	
										Native American	Mexican American	
1977 (June)	1680	210	12.5	33	2.0	36	2.1	40	2.4	101	6.0	1470 87.5
1976 (Sept)	1617	208	12.9	33	2.0	34	2.1	40	2.5	101	6.3	1409 87.1
1976 (Apr)	1600	199	12.5	32	2.0	31	1.9	37	2.3	99	6.2	1401 87.5
1975 (May)	1541	206	13.4	32	2.1	32	2.1	44	2.8	98	6.4	1335 86.6
1974	1487	187	12.6	30	2.0	26	1.7	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	38	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

Distribution of Male and Female Employees by Occupational Group for the 1976-77 Academic Year was also tabulated as follows:

Occupational Group	Female		Male		Total Employment	
	No.	%	No.	%	No.	%
Executive						
Administrative	1	7.70	12	92.30	13	.77
Managerial						
Faculty	92	10.40	793	89.60	885	52.68
Professional	49	37.69	81	62.31	130	7.74
Secretarial	321	94.13	20	5.87	341	20.30
Technician	40	34.19	77	65.81	117	6.96
Crafts	-	-	64	100.00	64	3.81
Service Worker	12	9.23	118	90.77	130	7.74
TOTALS	515	30.65	1165	69.35	1680	100.00

Environmental Health and Occupational Safety. Employment of a temporary Health and Safety Officer during the year (through the CETA program) made possible arrangement of an Accident Prevention Seminar, registration of Cal Poly with the Division of Industrial Safety as a user of chemical carcinogens, establishing a Diving Control Board, participating in the Environmental Air Quality Evaluation Study, providing a series of basic life support courses, arranging seminars, and other programs which pointed out the growing need for a full-time person in this area. During the year, Cal Poly received three citations and two preliminary orders from the Division of Industrial Safety; all were corrected within established guidelines.

Personnel Development. The funding of Specialized Training Programs made possible three on-campus training courses: Affirmative Action, Effective Supervisory Training, and a management program for office employees. An average of 88 employees per quarter also received fee waivers to enroll in job-related or career development courses at Cal Poly during the year.

STUDENTS

Emphasizing student leadership development, 81 major student government councils, boards, and committees involved some 600 students, with another 4,000 students participating in 105 academically-related organizations. Another 50 students are members of campus-wide councils and administrative committees. Other students are involved in 125 special interest organizations. All have opportunities to receive classroom instruction and workshop experience to develop their competencies in decision making, program planning, communication and values clarification. Faculty and staff assisted in a student body survey to determine student priorities, resulting in some major changes in allocation of funds from student fees. The most widely noted student activity continued to be the Rose Float Committee which joined with students of Cal Poly Pomona, to win the coveted Princess Award, in the nationally-televised Tournament of Roses Parade.

Counseling and Testing. Career development and multicultural awareness characterized the Career Center program during the year. The Center sponsored professional growth workshops by visiting consultants in areas of career development, program development, and testing. Testing's role in the admissions process increased as the University received approval for more selective admissions reflecting applicant merit.

Educational Opportunity Program. An increase in state support during the eighth year of the EOP included a full-time counselor, a program evaluator, a learning skills specialist, and additional clerical support. EOP offered a fifth year for those students who did not finish in four years. Overall, grants increased from \$700 to \$1,000 per year. A transition of the tutorial program to the Learning Assistance Center was undertaken as Associated Students support of the tutorial program was curtailed. Close coordination with the Education Department's counseling majors provided valuable experience for interns and materially assisted EOP.

Health Services. During the year, the Student Health Center recorded a total of 50,379 visits (including 747 infirmary bed-days, and concluded 27,791 pharmacy transactions). The highly successful Well Day program was repeated with booth displays and demonstrations to encourage health maintenance. Other Health Center programs included drug and alcohol abuse prevention, human sexuality, and operation of a Health Center speaker's bureau. Clinics offered during the year included dermatology, gynecology, orthopedics, and a new Wart Clinic. The Self-Help Cold Clinic continued and was emulated by other university student health services. Stressing quality medical care, the Nurse Practitioner Course was completed by seven registered nurses who received reclassification. Nurse practitioners function in the La Femme Clinic and the Mental Health Team, as well as in the primary care areas.

Housing. The largest on-campus resident hall program in the CSUC system enjoyed a successful year with an average occupancy rate of 99.5%. The housing program featured a community-oriented activity program, special leadership training for head residents, and establishment of a crisis prevention consultation team. Housing policy was revised to give new students priority over continuing students beginning Fall, 1977; a choice of one of two mandatory meal plans is now required for all campus housing residents. The off-campus housing program offered workshops to prepare students for off-campus living. An off-campus housing brochure was completed, containing a model lease, a cost comparison survey made of other California campuses, and the number of off-campus housing listings increased approximately 80%.

Financial Aid. The number of students served by the Financial Aid Office increased 100% during the past year, primarily as a result of greater activity in the Basic Educational Opportunity Grant Program, which disbursed over \$1,000,000 during the year. In the College Work-Study Program student earnings exceeded the previous year by 25%. Some 4,000 students received funds through the Financial Aid Office.

Placement. The demand for Cal Poly graduates generally continued strong, particularly in fields such as agriculture, architecture, business administration, engineering, computer science, and graphic communications, as shown by a system-wide survey. On-campus recruiting activity increased in practically all areas of recruitment, with student interviews passing the 6,000 mark (6,326) for the first time in seven years, although employer visits decreased by 4%. An Interview Training Workshop and Resume Preparation Workshop were well received, as were 106 classroom presentations made by Placement staff to 2,579 students.

FACULTY AND STAFF

Seventy-five faculty members who were recommended through the consultative evaluation process were promoted. Analysis of the full-time faculty indicated that 67% have now been granted tenure and that 56% have the earned doctorate. Three faculty members served on the Executive Committee of the Grievance/Disciplinary Action Panel for Academic Personnel. The Executive Committee coordinated the selection of nine faculty grievance committees according to new systemwide procedures. Similarly, executive committees for support staff and administrative employees were designated by the President and the Chair of the Staff Senate. Two support staff grievances were filed during the year.

Research. New awards for sponsored activities exceeded \$1,000,000 for the first time during the year. Cal Poly received \$1,130,000 in support of seventeen projects involving research, curriculum development, equipment purchases, training, and service programs. A major contract from the Energy Research and Development Administration provided for construction of a solar collector at an industrial food dehydrating facility in the San Joaquin Valley. Five faculty pilot projects were supported with non-state funds for a total of about \$5,000.

PHYSICAL DEVELOPMENT

Significant progress was made during the year in the provision of instructional facilities. The School of Architecture and Environmental Design moved into a major classroom building and received an addition to an existing facility. These were the first capacity additive projects completed on campus since 1971. Construction proceeded on the Clyde P. Fisher Science Building, scheduled for completion in the Summer of 1978. Cal Poly continued as the most highly utilized campus in the system, with severe needs for faculty office space and library facilities. Promise of alleviation of these needs was assured late in the academic year with the funding of the new faculty office building and of the 11.5 million dollar library. Construction on both these projects will commence during 1977-78.

A number of minor projects, significant because of the involvement of students (particularly from the School of Architecture and Environmental Design) contributed to the further development of the campus. One such project provides walkways and rest areas in the vicinity of the central science building. A number of other projects on campus related to safety improvements and access projects for the physically handicapped.

COMMUNITY DEVELOPMENT

While Cal Poly continued its involvement with the immediate and the statewide community through a number of activities, one of the most significant developments during the year was the further development of an advancement program, including an Annual Giving solicitation of alumni, parents, and friends of the university. This was the first time such a program had been undertaken by the university, and the response both in number of contributors and total contributions was excellent. Leadership for the program came from the highly active Cal Poly Alumni Association, which led in number of donors, and which assisted in fund solicitation. A complete report of the advancement program is scheduled for publication and distribution to all contributors.

Special educational programs such as workshops, conferences, and short courses were arranged during the year with over 100 community and professional groups. These ranged from lecture meetings and short courses for 15 to 30 participants up to workshops for physical education teachers involving 300 to 350 participants. Notable programs included the Society of California Accountants Advanced Study Conference (370 participants), IRS General Tax Institute for Practitioners (200 participants), and the California Association Refrigeration Service Engineers Society Conference (500 participants).

Community services included projects of the Student Community Services program, Volunteer Income Tax Assistance for economically disadvantaged taxpayers, various tutorial and internship arrangements between community organizations and academic departments, and continued enrichment and leadership of community voluntary groups by participating university faculty, staff and students.

The All America Display Garden of the Ornamental Horticulture Department was completed and opened to the public for tours.

The Atascadero Cooperative Preschool received playground structures developed by a School of Architecture and Environmental Design class, one of perhaps a dozen such playground projects completed under the auspices of the school in recent years.

Fourteen San Luis Obispo County businesses were aided through a Small Business Institute sponsored for the fourth year by the School of Business. Responding to the interests of retired and emeriti employees, the university assisted in the formation of a group which will affiliate as a chapter of the Cal Poly Alumni Association, in order to provide social gatherings for these former members of Cal Poly faculty and staff and to work together toward projects in support of the university.

The Cal Poly Alumni Association, which doubled its membership during the past two years, formed several active geographical chapters and continued support of the university's publication Cal Poly Today.

A special fund-raising effort to replace the old wooden bleachers on the west side of Mustang Stadium generated nearly \$250,000 in the first year of activity. An interesting aspect of this project is that most of the funds have been raised from the local community.

SPECIAL PROBLEMS

The special problems of the university continue to be those of critical facility shortages, with a solution promised by the approval of the new faculty office building and library, and current construction of a science building. At the same time, facilities alone will not resolve what faculty members repeatedly identify as unrealistic support levels for polytechnic programs. One of the continuing problems of Cal Poly will be the need to fund technical programs at a level recognizing the realities of equipment needs, professional development, and assigned time for faculty work outside the classroom. While it is hoped that these special needs will be recognized in the budgeting process, the university is proceeding with an advancement program in hopes that additional discretionary funds will be made available to departments to make up for the inadequate budget support experienced by faculty in particular areas.

A special problem which arises from the conversion of the Personnel-Payroll System to the Personnel Information Management System (PIMS) has been recognized, but the solution may not be readily available. The first year of financial operations under PIMS improved efficiency of payroll documentation and input but increased the clerical workload. The personnel data base must be increased to meet local operating and reporting needs. It is hoped that a data base program with remote terminals to serve a variety of university needs will be forthcoming.

While it is evident that many private citizens and organizations throughout California and indeed nationally would provide direct or deferred financial support to university programs, further development of the university's advancement program faces limitations of computer service access, staffing of functions in fund raising and alumni areas, and start-up financing. Proposals at the system level for a former student records unit program and staffing could relieve some of these restrictions. By comparison with the University of California and private universities in the state, Cal Poly does not have the resources or staffing flexibility to fulfill its very great private fund raising potential. Nevertheless, within existing strictures, Cal Poly is attempting to augment its state support from all possible sources in order to address special problems as they arise.