

California State Polytechnic University, Pomona
Fall Conference 2006
Monday, September 18, 2006

FALL CONVOCATION ADDRESS
by
President Michael Ortiz

Thank you Francis! And welcome back to your role as chair of the Senate.

Good morning everyone! It's a great day! Let me start off by thanking Andy Abelman and the Kellogg West staff for a wonderful breakfast. In addition, let me extend my appreciation to Jan Weiner and her Fall Conference logistics team for getting everything ready for today. I would also like to thank Ron Fremont for all of his work in putting together the logistics that will mean so much to all of you as you participate in the event today.

Welcome to Fall Conference 2006 and the start of a new academic year. Today we welcome 42 new faculty and 319 new staff to the Cal Poly Pomona family. Ladies and gentlemen, would you please stand and be recognized. It is my sincere hope that you will enjoy life at this great university as much as Betty and I have over the past three years.

While we are on the subject, I would like to recognize the two newest members of my leadership team - and they are both homegrown talent. Our vice president for Instructional and Information Technology Dr. Debra Brum... and our new vice president for Student Affairs – Dr. Doug Freer.

Building a greater sense of community has been a goal of mine since I arrived. But more importantly, it's your goal too. We take this time to celebrate the achievements of our outstanding faculty and staff. I am honored to single out some of those people who set a standard of excellence, committing themselves to the success of our students.

We all know that student success is impacted by every aspect of campus life. Alumni have often told me about their experiences at Cal Poly, and invariably cite a special person or unique experience. Our academic advisers play that type of role with our students, providing the right counsel at the right time, ensuring that our students stay on track for their degree. Each year we honor **Outstanding Advisers** from each of our colleges and the Division of Student Affairs. Let me reintroduce these important men and women who were recognized last May. When I call your name, would you please rise. Let's also hold our applause until the end:

- **Martin Sancho-Madriz**, College of Agriculture
- **Michele Rash**, College of Agriculture
- **Ashok Natarajan**, College of Business Administration
- **Christina Chavez**, College of Education & Integrative Studies
- **Vilupanur Ravi**, College of Engineering
- **Axel Prichard-Schmitzberger**, College of Environmental Design

- **Margie Jones**, The Collins School of Hospitality Management
- **Jane Ballinger**, College of Letters, Arts & Social Sciences
- **Lisa Alex**, College of Science
- **Won Choi**, Student Affairs
- In addition, the **Student Support & Equity Programs** in the division of Student Affairs was selected as the **Outstanding Advising Program of the Year**.

Thank you for making a difference in the lives of our students....

In 2006, a member of the Cal Poly Pomona faculty received one of the CSU's highest honors. The **Wang Family Excellence Award** celebrates those CSU faculty and administrators who have distinguished themselves by exemplary contributions and achievements in their academic disciplines and areas of assignment.

We could not be more pleased with the selection of education professor **Doreen Nelson** as one of five 2006 recipients of the Wang Award. Recognized by the *New York Times* as one of the 30 most innovative educators in the United States, Professor Nelson pioneered the field of design thinking in education. She developed the nation's first Master of Arts degree program in education with an emphasis on Design and Creativity: Applying Technology where students of any age learn to design and construct a city of the future in their classrooms. The methodology demonstrates how design and creativity enhance and extend the teaching of math, sciences, language arts and social studies. It has been practiced world-wide in public schools, museums and universities.

Doreen, would you please stand and be recognized...

In the spirit of achievement, we have added another group that deserves to be acknowledged. Each year, select university faculty are validated by their colleagues and senior leaders to earn the right of tenure, thus becoming lifetime members of the university family. In 2006, 31 faculty members received this honor, with some also earning promotion to associate professor or professor. I have invited each of them to join us today, so we can celebrate their achievement. Would you rise as I call your name:

Receiving tenure and promotion to professor:

Henry Xue - Mechanical Engineering

Vilupanur Ravi - Chemical & Materials Engineering

Receiving tenure and promotion to associate professor:

Olukemi Sawyerr - Management & Human Resources

Jeffery Guyse - Technology & Operations Management

Cesar Larriva – Education

From economics: **Greg Hunter** and **Carsten Lange**

Terence Young - Geography & Anthropology

David Kopplin - Music

David Horner - Psychology & Sociology

Sarah Meyer - Art

Hollie Lund - Urban & Regional Planning

Wei-Jen Lin - Biological Sciences

Nicole Wickler - CEEMast

Jeffrey Marshall - Geological Sciences

From mathematics and statistics: **Michael Green, Hoon Kim, Ioana Mihaila** and **Jennifer Switkes**

Receiving tenure:

Sowmya Mitra - Horticulture, Plant and Soil Sciences

From education: **Anthony Avina, Nancy Prince-Cohen** and **Janeen Volsey**

Bruce Brown - Economics

Mark Allen – Geography and Anthropology

Janine Riveire - Music

Dale Turner - Philosophy

Jill Nemiro – Psychology and Sociology

Winnie Dong - Chemical & Materials Engineering

From counseling and psychological services: **Dao Nguyen** and **Genevieve Crean**

In addition, I invite you to read the information on your tables that announce those faculty members that were already tenured, but also earned promotion. Please join me in recognizing the accomplishment of these outstanding colleagues and educators.

Cal Poly Pomona could not exist without the efforts of our staff. Without their commitment, we simply would not be able to meet the day-to-day needs of students. Every year, we celebrate the work of four extraordinary staff members. These are individuals, who have been nominated by their peers, are exemplary members of the university family. Join me in recognizing the **2005-06 Outstanding Staff** honorees:

- **Loretta Roth**, Organizational Development & Training
- **Elia Cadengo**, Facilities
- **Francine Ramirez**, University Advancement
- **Sue Moore**, Electrical & Computer Engineering

Thank you!

And finally, Cal Poly Pomona learned some wonderful news last week. Thanks to the efforts of Barbara Hacker, Dean Ed Hohmann, Dean Don Straney, Jill Nemiro and Pam Sperry, the university was able to secure a grant from the National Science Foundation totaling 3.3 million dollars over five years. This **ADVANCE Institutional Transformation Award** will create recruitment, retention and professional development systems to help diverse faculty, including women, in STEM disciplines. Congratulations on this great achievement.

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When I began to craft this speech, it was easy to reflect on all of the terrific things that happened for us last year.

- A better **budget** enabled Cal Poly Pomona to offer educational access to nearly **20,000 students**. Along the way, we conferred nearly **3,800 degrees**. This past June, we exceeded **100,000 alumni of record**.
- Thanks to the leadership of CLASS Dean **Barbara Way** and the support of a great faculty team, the university launched a partnership with the corporate community that provided a futuristic business and social outlook of the Inland Empire. Titled **EMPIRE**, this event brought over 150 regional business leaders to Kellogg West and was extremely well received. Research proposals for EMPIRE 2007 are now in the works with faculty from multiple colleges.
- Here's a newsflash - electronic communication is here to stay. So I am pleased to announce that the class of 2006 will be the first set of graduates to receive a **lifetime e-mail address** from Cal Poly Pomona. This project will enable better communication with new alumni while creating greater affinity for their alma mater. They are Broncos for life!

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During my first Fall Conference address, I told you that any vision for this university had to be co-authored by the entire campus community. Last year, I inaugurated a vision that was the result of conversations and feedback from you. It stated that **Cal Poly Pomona is to be recognized for programs of distinction that will serve our students and the state in a learning-centered environment. A place where the things we already do well, we'll do better, with the goal of making Cal Poly Pomona the standard bearer for the rest of the state in the success of our students.**

Implementing a vision for a university requires campus-wide focus. It requires everyone to **take risks** and **think out-of-the-box**. If we are going to stay current with the educational needs and learning styles of our students, **we must embrace change!** Organizations that stay on top are constantly moving forward.

When I started at Cal Poly Pomona, we had a lot of issues to address. Those included significantly diminished state funding, disjointed technology and enrollment issues, WASC and college-based accreditation challenges as well as huge development needs. But **many of you demonstrated the power of progressive thinking by addressing these issues that impact student learning and success**. Here are but a handful of examples:

- IT Governance launched the Learning-Centered Technology Initiative two years ago. Since then, the Division of Instructional and Information Technology has provided **laptop computers** to EVERY tenured and probationary faculty member.

- As we speak, I&IT is putting the finishing touches on their summer project to equip 30 more learning-centered classrooms, for a total of 52 over two years. Led by vice president Brum, I&IT changed its past practice and worked closely with the leadership in Academic Affairs, faculty members, deans, and college technical staff to design each learning-centered classroom to meet the specific needs of the instructors and their students.
- Last year, the Teaching and Learning Committee of IT Governance designed the **DOLCE e-learning project**. Four DOLCE teams have redesigned their courses to employ innovative and exciting techniques in instructional design and online learning.
- Quite possibly the most important mandate from the legislature is meeting our enrollment target. The bottom line is this – if you don't make your enrollment target, you will be asked to give back state dollars. And while Cal Poly Pomona has consistently done well, our **summer quarter enrollment** had been less than stellar. But last year we listened to our students and identified the core classes that would draw more people to summer session. Thanks to you, our efforts paid off as we **nearly hit 100 percent of our target goal for the summer**. This was a great way to start the year. Equally important was the number of students which we assisted in their effort to complete their degree. I want to thank all of the faculty and staff who made this past summer quarters a great success for our students. Give yourself a round of applause.
- Two years ago, we began to prepare for our next **WASC** accreditation. Under the leadership of Provost Morales and Senate Chair Flores, the committee engaged the entire campus community and in May sent forward an innovative and unique institutional proposal, Titled: ***Cultivating Excellence: Building a Learning-Centered Model of Polytechnic Education***. That proposal received WASC's highest grade. It solidifies our commitment to a learning-centered philosophy and the Prioritization and Recovery process - with the objective of enhancing student success.
- Over the past three years, our **first-year persistence rate has increased to 85%**. We have **increased the number of math and science credential graduates by 30%**. A total of **133 new faculty have been appointed since fall of 2003**. We have expanded our faculty learning communities and increased funding for faculty professional development. We have increased the number of faculty and students participating in the Honors College and we have renewed our national accreditation for the College of Business Administration and the College of Engineering. We have also increased the resources in support of faculty scholarship. Under the leadership and mentorship of senior faculty, I fully expect the level of scholarship and creative activity to expand significantly.
- Together we did this, despite a terrible budget cycle.

Let me validate the significance of all of this with some information that should make you quite proud. The city of **Everett, Washington** is located about 30 minutes north of Seattle. As we speak, that community is working with their legislators and others to bring a **brand new state university** to Everett. After evaluating campuses and curriculums, the model they want to follow is **Cal Poly Pomona**. And you are the reason why!

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- You each have reason to be proud - but must maintain that momentum. The most significant initiative that impacts our campus community is the **Prioritization and Recovery Planning** project. As you know, this process involves every division at the university, each evaluating their own programs. There must be focus on our university's mission, vision and goals, to ensure that programs are receiving appropriate support and can be recognized as or elevated to programs of distinction.

Each division has made great strides. But without a doubt, recognition needs to be given to **Professors Phil Rosenkrantz, Kip Dickson** and the entire **Academic Affairs Prioritization and Recovery Planning Committee**. Their charge was the most daunting and they have worked tirelessly in setting the criteria for program evaluation. Thank you.

The analysis of data for FTE-generating programs is well underway. It is also a completely transparent process. Any member of our campus community can go to the prioritization and recovery web site right now and view all documentation. I heartily encourage you to do just that so you can better understand the work of your colleagues in each of the colleges.

We are also moving forward on non-FTE generating programs. I will also promise to keep you current and informed of the process. Late last spring, I recorded a **video message** to the university community that addressed a number of issues. After much positive feedback, you can expect additional messages this year.

- The **2006-07 budget** has provided stability for planning, but it is still below where we were five years ago. A 3% increase this year will not make up for a 20% base reduction. But we are moving forward. Governor Schwarzenegger has kept his word and fully funded the *Compact for Higher Education*. Most immediately, the new budget has provided some relief in compensation while **suspending an increase in student fees**.
- But state funding is only one part of our budget. As you have heard me say, we must continue to identify **external support from our community** if we are to provide our students with a successful experience and the working environment that you deserve. We are in the midst of a \$60 million upgrade to our University Library and must build new homes for the College of Business Administration and the College of Environmental Design. None of these projects will meet our standards without external funding.

The Division of University Advancement, under the leadership of vice president Scott Warrington, will be focusing towards a **comprehensive capital campaign**. A feasibility study will begin this year and I am expecting to be prepared to actively launch a **nine-figure** campaign two years from now. This will be the most significant development effort in university history, and one that will require the collaboration of faculty, staff and campus leaders. Campaigns of this nature require considerable financial support, but this must be one of our highest funding priorities if we are to acquire the type of resources we need.

Vice President Warrington will be looking to collaborate with each of you in support of this campaign.

- Speaking of funding, I want to encourage each of you to pay close attention to a bond initiative on the November ballot. **Proposition 1-D** is an educational facilities bond to support K-12, community colleges, the University of California and the CSU. Through this bond, the CSU would receive \$690 million over two years to support campus construction. Past bonds have enabled Cal Poly Pomona to receive funding for the Library expansion and the seismic retrofit of building three. Please take the time to learn about this important initiative as you prepare to vote in November.
- Providing training opportunities for staff has long been identified as an area in need of improvement and synergy. So last year we went out and brought an outstanding new member to the university community in Susan Berilla, who directs the **Office of Organizational Development & Training**. She and her team have created a new catalog of training courses, so I invite you to take advantage of these new opportunities.
- We know that an important component of the student experience comes when they can live on campus. To support that, we have begun design on a 600-bed expansion to our award-winning Residential Suites student housing community, located adjacent to our athletic facilities. Our current 3,000 beds are not adequate because more students want to live on campus. We are targeting fall 2009 for completion.
- Speaking of living conditions, this university has a real problem with the cost of regional housing. Affordable **faculty and staff housing** is essential if we are going to attract and retain the best and brightest educators. I can share that we are looking at some exciting opportunities with community and corporate partners to build new homes for our faculty and staff.
- For the masses that still commute, we have more great news. Thanks to the efforts of Student Affairs Vice President Doug Freer, and key partners in facilities planning, we will open the new 750,000-square-foot **parking facility** in November. The \$37.6 million project includes a six-level, 2,378-space parking structure and will eventually house a permanent Police and Parking Services building.
- We have made advances on a number of large-scale construction projects. I hope each of you took the time this morning to view the model of our library expansion. Thanks to the efforts of Dean Harold Schleifer and his team of librarians, we broke ground on the expansion of the **University Library**.
- Working with Dean Wayne Bidlack and Professor Dan Hostetler, we will be building new greenhouses for the **ornamental horticulture** at its new home adjacent to the Farm Store. The old greenhouses near the Rose Garden will be demolished to make way for the future home of the College of Business Administration.

- Staying in the eye of prospective students is essential if we expect to hit future enrollment targets. While we can proud of our academic programs and student success, current and future students have noted that we could certainly improve in what I would call the “hip factor.” But that is changing, thanks to the leadership team in ASI and the support of three university alumni who wanted to give something back to this generation of students. Last year, we hosted a concert featuring the band **Yellowcard**. And no, I had never heard of them. But that did not matter to the capacity crowd that filled Kellogg Gym. So we are taking a chance and stepping up. On **Saturday and Sunday, October 14 and 15**, Cal Poly Pomona will be the site for **Bamboozle Left**, a large-scale outdoor concert that will feature some of the nation’s most popular artists. No – I’ve never heard of any of them either. Located on the athletic field, this will be the largest single concert event in university history. But more important is our ability to raise our profile with prospective students while offering a great entertainment opportunity for our current students.
- And speaking of raising our profile, if you drove on campus via South Campus and Temple, I hope you noticed the **new electronic marquees** that mark that entrance to the university. I heard from many of you that the aged message boards were an embarrassment. I agreed - so we dedicated resources acquired via the Alameda Corridor project which provides rail access over a section of the Spadra Farm. Talk about a win-win! We have now been able to provide a far more reliable resource to promote campus events and information AND we will soon eliminate all rail traffic at the Temple crossing. The third marquee on Kellogg is being installed today, in time for classes on Thursday.

This brings us full circle. These programs and initiatives fuel our vision. They promote and empower student success, programs of distinction and a learning-centered philosophy. And they have all required risk and innovative thinking. But they show what can happen when we think out of the box.

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As part of Fall Conference, I am proud to announce the **2006 George P. Hart Award**. Now in its tenth year, the Hart Award recognizes faculty members who are regarded as role models and leaders, both on campus and in the community. This award was established in 1995 following the death of Professor Hart. He was a 30-year member of the Political Science department and an Associate Dean in the College of Letters, Arts and Social Sciences. He was also an active member of the Academic Senate and was in the process of taking over as chair at the time of his death. He exemplified collegial leadership both on campus and in the community.

It’s now my pleasure to present this year’s recipient of the Hart Award.

This year’s honoree has served as one of the university’s most influential faculty leaders. During her tenure, she has worked tirelessly to increase faculty awareness on issues impacting the academic community, as well as help influence shared governance on campus. And if you know her, you can easily understand why she has been so successful. If I had to use one word to describe our Hart Award winner – it would be

integrity. Cal Poly Pomona is lucky to have her in the family. Talking about taking a chance, she will inaugurate our new Ombuds office this fall.

Please join me in welcoming to the dais, the recipient of the 2006 George P. Hart Award winner, **Professor Glenda Brock**.

- *Message from Glenda Brock*

Thank you, Glenda

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Immediately following this program, please join your colleagues at the Bronco Student Center for the annual Service Awards. And don't forget the afternoon reception. Betty and I will be back at Manor House this year and look forward to seeing each of you.

We have also planned an exciting symposium on this afternoon, beginning at **1:30 p.m.** in the **Bronco Student Center**. Titled *Student Success in a Learning-Centered University*, the event will feature a keynote presentation by noted educator John Tagg, author of The Learning Paradigm. I will be moderating a panel discussion of select Deans, faculty members and staff on best practices and challenges in student learning. I look forward to seeing you this afternoon. The symposium will serve as a kick-off to a month-long focus in October on our learning-centered community.

I want to close my comments with a quote from Mark Twain, which I hope inspires you to step out of the routine and take chances, all in the interest of learning and student success.

"20 years from now you will be more disappointed by the things you didn't do than the ones you did. So throw off the bowlines and sail away from the safe harbor."

Best wishes to all of you and let's go out and make it a great year!