

**California State Polytechnic University, Pomona
Fall Conference 2008 - Monday, September 22**

FALL CONVOCATION ADDRESS

Good morning everyone and thank you Martin! It's a beautiful morning and a great day to be on campus. It's customary for us to recognize those people who allowed each of us to enjoy a great breakfast. How about a round of applause to Andy Abelman and the entire Foundation Food Service team. Great job everyone!

One of the things that most impressed me about Cal Poly Pomona when I joined the university was our diverse community. In recognition of the cultural literacy that exists on campus, I would like to begin the morning by saying Ramadan Mubarak to our Muslim community. And one week from today, our Jewish community will celebrate the high holiday of Roshashana.

This year marks the 70th anniversary of Cal Poly Pomona. In my mind, Convocation is a time of celebration, reflecting on what we have become thanks to the strong will and efforts of countless people over the years. In just 70 years, this university has grown from an agricultural school for men to the diverse and dynamic university it is today.

In 1938, 110 young men began taking agriculture courses just over the hill at the former Voorhis School for Boys in San Dimas. It was then called the Voorhis Unit of the California Polytechnic School.

Just six years earlier, W. K. Kellogg transferred his 813-acre ranch, part of the land you are currently sitting on, to the University of California. In 1949, Cal Poly San Luis Obispo took over operation of the land and Kellogg's famed ranch.

In 1956, 550 students and 30 faculty members moved to the Kellogg campus. The student body included women for the first time in 1961 - when 322 women enrolled - so you can imagine how excited Ron Simons was...

By 1966, Cal Poly Pomona separated from the San Luis Obispo campus to become California's 16th state college. University status was granted in 1972.

In these short 70 years, we have evolved independently into one of the most important universities in California. From the original 110 young men, we now have a highly diverse student population approaching 21,000. We have high-tech facilities which are spread over 1,400 acres and offer degrees and options in 198 different programs. We enjoy national and even international acclaim for select academic programs. Several million people every year marvel at the work of our students and alumni during the Tournament of Roses Parade. With the completion of the new residential suites, we will have the fifth largest residential housing program in the CSU. We are no longer a commuter campus. As a result of these and many other efforts, hundreds of corporations compete to hire our graduates.

And all of this started in September of 1938. Our 2008 Fall Conference pin helps celebrate 70 amazing years. Let me introduce you to two men who were there when this all began. Please join me in welcoming Voorhis alums **Kenny Holmes** and **Bill DuBois** who came up to join us from their home in El Centro. They are the true legacies of Cal Poly Pomona.

The pin also celebrates the grand opening of our newly restructured and redesigned University Library. Ladies and gentlemen, Cal Poly Pomona now boasts one of the most advanced and beautiful centers of learning of any university. I want to invite each of you to join us this afternoon at 4 pm in the foyer of the Library for the formal ribbon cutting and reception.

Last year, Cal Poly Pomona made a commitment to **climate neutrality** with the development of the sustainability task force. This is an issue that we cannot ignore or forget so I have a question for each of you. Raise your hands if you brought with you today the special mugs we developed for Convocation in 2007? Come on – let's see them. I ask because this effort is not a flash in the pan. We have made a commitment that all of us must strive to achieve. Thanks to those of you who remembered as we look to reduce our impact on the local landfill and make a difference in the lives of our children and grandchildren.

As long as I am talking about sustainability, I am pleased to announce that today marks the first day of a **new shuttle service between campus and the Pomona North Metrolink station**. The Bronco Link shuttle, which is powered by compressed natural gas, will encourage the campus community to use public transportation and help reduce greenhouse gas emissions. Congratulations to parking and transportation services with the development and implementation of this program.

There are some important new faces that I would like to introduce this morning. First and foremost, let's meet the two duly elected individuals who will lead our student body this academic year. Please join me in welcoming:

ASI President **Jeff Weintraub** and
Vice President **Mercy Daramola**

The role of student government is so important to the culture of any university. I am proud of the many ways our ASI leaders have taken a proactive role on campus, collaborating on initiatives that advance Cal Poly Pomona and empower our students. We are living in dark state budget times and ASI has been a valuable partner in the Alliance as we educate all of California on the importance of the CSU. Thank you both!

It is also a great honor to introduce two new members of the Cal Poly Pomona family and I am truly excited that they have joined the team. In June, **Dr. Marten denBoer** accepted my offer to become the new Provost and Vice President for Academic Affairs. He enjoys impeccable academic credentials and scholarly achievements and should provide our academic community with strong leadership for many years – I hope (*smile*)! Marten will be our guest of honor at the reception today, and he will make some remarks at that time but I would like to formally introduce him. Marten, please stand and be recognized.

For over two years, we have asked **Dr. Barbara Way** to pull double duty by leading two unique colleges. Without question - she has done a marvelous job. But we always knew that we needed to find singular leadership for the College of Education and Integrative Studies. Last month I believe we found the perfect fit when **Dr. Peggy Kelly** agreed to become the newest member of our leadership team. As Dean of CEIS, she will spearhead the college into an exciting era, including the university's first independent doctoral degree program. Peggy, would you please stand.

We also identified new leadership for the College of the Extended University. It is always great when one of our own can progress through the ranks to an important position. Please welcome the new Dean of the CEU, **Dr. U.J. Fan**.

Some of you know that our Vice President for I & IT, **Dr. Debra Brum**, is taking a short leave of absence so she can focus on her health. During this time, **AVP Stephanie Doda** will manage the day to day operations of the division and continue Debra's vision and philosophy. I expect Debra will rejoin our university family in the next month or so.

There are a number of searches currently underway. I want to stress how important your feedback and participation is to these processes. In the coming months, we will have candidates on campus for the Dean positions for the College of Agriculture, the College of Business Administration, the College of Environmental Design and the College of Letters Arts and Social Sciences. Your input will make a lasting impact on the university community.

Last year we created a new resource office for the university. Led by Dr. Glenda Brock, the Ombuds office was designed to provide the campus community with advisement on concerns or issues and independent counsel for conflict resolution. Last spring, Glenda retired and we searched for a new director. In doing so, we were able to talk a longtime colleague into returning home. **Dr. Lavada Austin**, who had previously led our Counseling and Psychological Services department, rejoined the campus after serving Santa Monica Community College. Lavada, stand up and give everyone a wave. Welcome home!

I want us to continue this year with the important process of thinking seriously about the future of the University. This vital dialog began with the Prioritization and Recovery Initiative, which engaged units across the university in discussions about their strengths and resource needs. We continued with the Vision and Identity Initiative, in which I challenged all of us to consider what we are as an institution. And we began the development of the Campus Master Plan, designed to focus on our space and land use.

Like chapters in a book, the aforementioned initiatives are only meaningful when they are tied together. Before we place all of these things under the umbrella of a strategic plan, we need one very important chapter to be written.

The next step is to examine our core academic mission and determine where we want to be in the next decade – what do we want our academic future to be? This discussion is particularly timely with the arrival of our new provost, Marten denBoer, who will bring a fresh perspective. We will immediately

begin developing an **academic planning process**, based on our core values, our learning-centered curriculum, and our academic program development. The future needs of our academic programs will provide guidance for the planning of facilities, information technology, student support, and other university services.

The crucial question, of course, is what academic plans should look like for Cal Poly Pomona. How we do the planning is vital here; the process must ensure that the goals and objectives we articulate reflect the mission of the university and the needs of our constituents and stakeholders. Your input is crucial to the process. What should our academic plans include? What elements should drive them? Our plans must be formed by your insights and perspectives. We will begin this dialog on these vital questions with a university-wide discussion today at 3 p.m. in Ursa Major of the Bronco Student Center, and we will continue on a college level at multiple meetings tomorrow.

And while I am talking about campus initiatives, one of the biggest events is coming next month. On October 8-10, we will be hosting a **WASC Capacity and Preparatory Review** visit. We submitted a report in July to demonstrate that the campus operates with clear purpose, integrity, fiscal stability, and organization sufficient to fulfill our purposes. Many members of the campus community informed the report by contributing material, participating in focus groups, and responding to the draft of the report. This truly was an all-university effort. During the visit in October, the review committee will gather evidence by observing processes, examining documents, but most importantly, by talking to members of the campus. We have set up a series of meetings with students, staff, faculty, and administrators, including open meetings during University Hour on October 9, so that the Visiting Team can hear directly from the campus. The open meetings will be video streamed and comments can be emailed directly to the Visiting Team, so that all members of the campus can be a part of the discussion.

I want to make sure that each of you recognizes the role that you play in our WASC accreditation. This initiative is under the excellent leadership of Dr. Claudia Pinter-Lucke, AVP for Undergraduate Studies. She will be hosting a special forum on WASC and the upcoming visit at 2 p.m. today in the Bronco Student Center - Ursa Major. I hope you can attend.

As a member of a past WASC accreditation team, one thing that stands out for me is the beauty of our campus. This is one of the great selling points when we are recruiting faculty and staff. But we have always been challenged by the high cost of housing and fuel prices as well as the time to commute to campus. To respond to this need, the Cal Poly Pomona Foundation stepped up and created an affordable housing program for university employees. The **Fair Oaks Walk** is a 34-unit townhome development boasting new construction, Claremont schools, high ceilings, huge kitchen and many financial incentives. If you are in the market for a new home that's close to campus, I encourage you to learn more about Fair Oaks Walk. The Foundation has a table set up outside the tent that provides more information on this unique opportunity. Remember, this was a project that began after an outcry by faculty and staff who were looking for a lower cost alternative to home ownership.

I also wanted to mention our progress on a most important issue – your safety. In this electronic age, people expect to be informed, within minutes, of any high-profile news, especially an emergency. Last

spring we made a commitment to a new **SAFETY ALERT** system. This allows us to simultaneously reach out to every faculty, staff and student via their home phone, work phone, cell phone, email and text message in the event of an emergency. We have tested the system a couple of times and even broke it out for real in late July when the Chino Hills Earthquake rattled the region. It can be extremely efficient. But it is only effective if we have current data. If we need to reach you in a crisis, we need every resource available. Please make sure that you go to Bronco Direct and update all of your phone numbers. This is primarily your home and cell phone. I hope we never have to use it - but take this request very seriously.

It's not every day when I get to introduce someone who is the best at what they do... And when I say best, I mean the best in the world. She became the youngest female gold medalist in Olympic shooting history when she won the double trap competition at the 1996 Olympics in Atlanta. She went on to capture a bronze medal in the same event in the 2000 Olympics in Sydney, Australia.... In 2004, she won the gold medal in women's double trap in Athens... And last month in Beijing, this young woman won the silver medal in skeet shooting. Four years ago, I had the privilege of introducing her at Convocation and I am honored to welcome back our most famous animal and veterinary science student. Please join me in recognizing four-time Olympic medalist and Cal Poly Pomona's own – **KIM RHODE**... Kim – will you join me? I have a special resolution I would like to read (*Kim Rhode Day 2008 Resolution*)...

Kim – hang on just a moment and stay up here with me. Perhaps the only thing that got more attention than Kim's performance in Beijing was the fact that someone broke into her father's truck a couple of weeks ago and stole her competition Perazzi shotgun. This was the gun Kim had used in all four Olympic Games. When this hit the news, I heard from a number of our friends asking what we could do to help. Kim has been an extraordinary ambassador to Cal Poly Pomona, including donating her time to our development efforts. SHE IS ONE OF OURS. So we were able to reach out to Perazzi and their local representative – Mr. Lucio Sosta. Lucio – will you join us? Thanks to the support of anonymous donors to the university and Kim's long-time relationship with Perazzi, we have a special surprise. On behalf of the Cal Poly Pomona community and Perazzi, we are proud to present you with a brand new Perazzi 2000S competition shotgun. May you always find gold in your sights.

Convocation allows all of us to celebrate the great work and accomplishments of our faculty and staff. When it comes to making a difference in the lives of our students, few people have the level of impact as our advisors. They are the people that really break down our bureaucracy and help our students reach their educational objectives of completing their degree. Each spring we celebrate outstanding advisors for their work in the colleges and student affairs. Let me introduce our Outstanding Advisors for 2007-08 and please stand when I call your name and please hold your applause until then end.

- **Professor Daniel G. Hostetler** - College of Agriculture
- **Dr. James C. Bassett** - College of Business Administration
- **Dr. Nancy Prince-Cohen** – College of Education and Integrative Studies
- **Dr. William A. Kitch** - College of Engineering
- **Professor Alexander Sasha Ortenberg** - College of Environmental Design

- **Dr. Donald W. St. Hilaire** - Collins College of Hospitality Management
- **Dr. Mary K.Y. Danico** – College of Letters, Arts and Social Sciences
- **Dr. Amber Rosin** - College of Science
- **Ms. Monica Kays** - Division of Student Affairs
- **And the Maximizing Engineering Potential Program in the College of Engineering**

Each year, select university faculty are confirmed by their colleagues to earn the right of tenure, thus becoming lifetime members of the university family. In 2008, 17 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.

A - Receiving tenure and promotion to professor:

- **Dr. James Alderson** – Animal and Veterinary Sciences
- **Dr. Kevin Anderson** – Mechanical Engineering
- **Dr. Ben Dewald** – Hospitality Management
- **Dr. Massoud Moussavi** – Engineering Technology

B - Receiving tenure and promotion to associate professor:

- **Dr. Estela Ballon** – Liberal Studies
- **Dr. Laura Chase** – Kinesiology and Health Promotion
- **Dr. Christina Chavez** – Liberal Studies
- **Dr. Terri Gomez** – Ethnic and Women’s Studies
- **Dr. Dewey Hall** – English and Foreign Languages
- **Dr. Jon Phillips** – Food Marketing and Agribusiness Management
- **Dr. Sandra Posey** – Interdisciplinary General Education
- **Professor Irma Ramirez** - Architecture
- **Professor Bernardo Solano** - Theatre
- **Professor Gerald Taylor** – Landscape Architecture
- **Dr. Peter Yates** - Music

C - Receiving tenure:

- **Dr. Robert Kerbs** – Computer Science
- **Dr. Pablo La Roche** - Architecture

Congratulations to each of you.

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

On the list of things that are written in stone, this is number one. Universities cannot function without the support of staff. Simply put, they make things happen. I have worked at a number of

universities in my life and I think Cal Poly Pomona has the best staff I have ever seen. They play a remarkable role in the student experience. Every year, we celebrate the work of four special staff members who have been nominated by their peers for their exceptional work. Join me in recognizing the **2007-08 Outstanding Staff**. Would you rise as I call your name and, again, please hold your applause.

Outstanding Staff

- **Mark Bailey** - College of Engineering
- **Mike Candelaria** - Distribution Services
- **Sandi Davis** - Office of the President
- **Brett Roth** - Foundation Dining Services

Congratulations to each of you (lead applause)...

I am now proud to announce the **2008 George P. Hart Award**. Now in its 12th year, the Hart Award recognizes faculty members who are regarded as role models and leaders, both on campus and in the community.

Before we introduce this year's recipient, please welcome to the dais a member of our extended family, **Ms. Sandra Baldonado**, who was George's wife. Sandy is an attorney in the local community, and the former Mayor of the City of Claremont. Sandy... *(Sandy Baldonado addresses crowd)*

Our honoree has forged numerous relationships throughout the university community and beyond. As an urban planner, she has been a force of change, advancing progressive thinking in her teaching and research. She is a vigilant proponent of quality of life, reflective of her work as the planning commissioner of the City of Pomona. Professor Hart would be most proud as this year's honoree has spent her personal and professional life making a difference in the lives of others. Please join me in welcoming to the dais, the 2008 George P. Hart award winner – **Dr. Gwen Urey**... *(Gwen Urey addresses crowd)*

Anybody who has been at Cal Poly Pomona or worked in the CSU for more than ten years understands the ups and downs of the California state budget. There have been times where things are looking pretty good – enrollment is up and more resources are available for compensation and operations. And there have been valleys – one like we are currently experiencing.

We are frequently asked to do more with less. And that's a difficult message to hear over and over again. It can build cynicism and apathy. But more importantly, it can impact our core mission – educating and graduating our students.

These are difficult times. The rising cost of gas makes it more expensive to come to work than last year. The prices of groceries, energy and other essentials have also risen.

Taxpayers are showing with their vote very little inclination towards greater public funding. It is no secret that we will never realize the level of state support identified in the 1960 California Master Plan for Higher Education. The top public universities REQUIRE external support to achieve greatness – and we are no different.

We have a choice..... We can continue to struggle with less and less every year and blame our state leadership. Or we can do something about it and reduce our dependence on the California economy and the politics of the legislature.

I am choosing to do something about it. That is why we are preparing for a comprehensive fundraising campaign – one that will literally change the face of Cal Poly Pomona. It will require an investment of resources that will come back many times over. While some may argue that we shouldn't spend money on things that aren't based in instruction – I will argue that we cannot afford not to.

There is no question that it takes money to make money. We need to invest in those things that can pay the highest rate of return.

Our students and faculty should expect exceptional laboratories and instructional spaces. We should have dozens of endowed positions on campus. Endowed scholarships will create more opportunities for top students. Programs like the Kellogg Honors College, the Renaissance Scholars and the Downtown Center will advance. These things just won't happen without the campaign.

So I call on you to RALLY behind this opportunity, realizing that we have to address our financial challenges in a proactive way. This requires that we stay positive, work collegially and look forward. We will enhance collaboration and find partnership opportunities in other colleges and divisions.

As noted philosopher Friedrich Nietzsche said “The future influences the present just as much as the past.” While we honor the great achievements of the past 70 years, we must look forward to the next 70. We have a responsibility to move this institution upward and onward, as our university's founders and stewards have done before us.

When all is said and done, we will have a great year.

THANK YOU EVERYONE!