

CAL POLY PARENT PROGRAM ADVISORY COUNCIL MEETING

Sunday, November 11, 2007

Cal Poly State University

San Luis Obispo, CA

MINUTES

ATTENDING

Council Members – Yvonne Chavez, Ed and Maxine Czisny, Barbara Damerel, Nancy Gragnani, Ron Hunnewell, John and Karen Jernigan, John Jones, Randy Otsuji, Patti Pasetta, Pat Patubo, Pat Saley and Ross and Terri Whitt

Student Representatives – Chris Ho and Amanda Raudsep

Parent Guests – Marcus Cooke, Daniel & Helen Crump, Debbie Hertzog, Theresa Jue and Linda Kuroda

Staff – Cornel N. Morton, Nicky Nickelsen, Jessica Todd and Dr. Jeffery Wong

WELCOME AND INTRODUCTIONS

Nancy Gragnani called the meeting to order at 9:10 a.m. Nancy thanked the Council members and Cal Poly staff for a successful Parents' Weekend and gave everyone a holiday gift of homemade English Toffee.

Nancy introduced newly appointed student members Chris Ho and Amanda Raudsep. Chris is a first year kinesiology student from Walnut Creek. Amanda is a fourth year psychology student, minoring in biology from Fremont, California.

Nancy welcomed parent guests Marcus Cooke, Daniel & Helen Crump, Theresa Jue, Linda Kuroda and Debbie Hertzog. Guests and members were invited to provide news pertaining to their Cal Poly students.

MINUTES OF LAST MEETING

Motions to approve the July meeting minutes were made; they were approved as written.

UNIVERSITY UPDATE

Dr. Cornel Morton thanked the members for their commitment to Cal Poly and their efforts to make the university a better institution. Their feedback provides important leverage when he meets with college deans and other administrators to talk about the needs, interests and concerns of students. He indicated that the efforts of the Parent Council help us, as partners in student success, address barriers to students' retention and graduation.

ALCOHOL WISE COURSE

Dr. Morton reported that the participation rate in an online Alcohol Education course that new students were asked to complete was substantial. As of September 21, 90% of students completed the first part of the two-part program.

The University tested three courses and chose Alcohol Wise on the basis that it seemed to have the widest appeal among students who tested it. The Alcohol Wise course was shorter and spoke to the participants more directly as college students than some of the other courses.

In the future, completion of the course by a prescribed date will be a requirement of all first-year students. The University is working to arrange for a hold on winter term registration that would take effect for students who did not complete the course. About 50 parents opted to take the course as well.

WASC REVIEW

Dr. Morton reported that Cal Poly will undergo an accreditation review by the Western Association of Schools and Colleges (WASC) in 2011. In preparation for that, Cal Poly is developing a new strategic plan for the university. The CSU is also undergoing a strategic planning process. That will guide Cal Poly to some extent in determining its plan.

The CSU's strategic planning initiative is called "Access to Excellence (ATE)." ATE will replace "Cornerstones" the CSU's previous strategic plan which focused on accessibility, affordability, progress to degree, access to excellence and facilities.

The CSU's Access to Excellence Initiative states that the CSU system campuses must double the number of students graduating within the next 15 years to meet the states economic needs for a skilled workforce, especially in the fields of teaching, nursing engineering, mathematics and the sciences. Research efforts will also appear more explicitly in the plan.

The Student Affairs Council retreat held in October focused on ATE, the Student Affairs Strategic Plan (developed in 2005) and how we can go about assessing the work that goes on in Student Affairs to enrich and enhance student life and student success.

FALL 2007 UPDATE

The Cal Poly student population has grown from 18,722 students last fall to 19,777 students this fall. Enrollment is expected to continue to grow. With the growth in enrollment, facilities and services will be impacted. In the Division of Student Affairs, this affects housing, the UU, the Recreation Center and other facilities where students go for counseling, recreation and health services or to participate in campus programming.

This year, 33% of freshman students were housed off campus. Nine hundred of the students who lived on campus were placed in triple rooms. There have been no substantive complaints from students who were assigned to triple rooms. Because the freshman retention rate is higher than 90%, it is difficult to move students around during the year. The University did spend several million dollars to replace all of the furniture in triple rooms.

Poly Canyon Village will provide 2,700 new beds over the next two years, relieving some of the housing pressure. In winter quarter, students will be voting on a referendum to increase student fees to expand the campus Recreation Center.

Helen Crump: Helen asked if, given the increasing college going population and economic demand, a third polytechnic university be established within the CSU. Cornel indicated that he is not aware of any plans for the development of another CSU campus at this time.

Daniel Crump: Daniel mentioned the need for more nursing programs.

John Jones: John asked about the campus' maximum student capacity. Cornel indicated that Cal Poly's current master plan allows for just under 21,000 students.

Patti Pasetta: Patti asked if more G.E. sections would be added in the future, given the current lack of available G.E. courses and the increasing number of students. Cornel indicated the university is adding classroom space; but, funding issues and faculty recruitment are factors. Cal Poly does provide priority registration to freshman students during their first quarter to help them gain greater access to G.E. courses. Many universities give priority registration to seniors.

Maxine Czisny: Maxine said that her son took a course that required a prerequisite and then found that the next course was not offered the following quarter. Some of the students are now petitioning for that class; but, the situation is delaying his graduation by a quarter. Cornel indicated that the university does need to do a better job of making courses available so students can graduate on time. Unfortunately, sometimes the burden falls on the students to petition for classes. He encourages students to make their course needs known as it is helpful to the colleges in planning.

Amanda Raudsep: Amanda said that she and a group of students petitioned a department to offer a course and they did open an additional section.

Daniel Crump: Daniel suggested looking at course sequencing and capacity.

Nicky Nickelsen: Nicky indicated that students have three opportunities to take a priority (register early). In planning their year, students should look at when they have low priority and when they need high demand or prerequisite courses. Students should also see their advisor regularly.

Cornel: Cornel indicated that the university is developing an online advising tool. When completed, it will provide students with convenient access to courses completed and requirements yet to be met, along with other advising information.

SLO NIGHT OUT WITH YOUR NEIGHBORS

The first annual SLO 'Night Out with Your Neighbors' event was held the last weekend in October. The purpose of the event was to forge positive relations between local residents and students. Seventeen parties were held: 10 were hosted by students, 7 were hosted by residents. The University Jazz Band and dignitaries from the community and Cal Poly participated.

Marcus Cooke: Marcus asked, given the recent circumstance involving e-mail threats by a student, what the university offers its students in terms of early alert systems. Cornel indicated that Cal Poly recently purchased a new technology that notifies students through a text message sent to the cell phone number on file with the university if an emergency situation were to arise. He indicated the campus is equipped with loud speakers and a "Big Voice" Public Address System as well as hand held and vehicle-based PA systems. The university has the ability to send out broadcast e-mail messages to *calpoly.edu* e-mail accounts. We have building coordinators who notify individuals and direct them to safety. In the event of an emergency, the Cal Poly home page would turn into an emergency information Web page.

STUDENT AFFAIRS NEWSLETTER

Dr. Morton distributed a copy of the fall Student Affairs Division newsletter which features personnel and programming news and information from the various departments represented in the division.

COLLEGE GUEST SPEAKER - CAFES

Dr. Jeffery Wong, Horticulture and Crop Science professor provided an overview of the College of Agriculture, Food and Environmental Sciences, its student enterprise projects and student competitions. CAFES is the fourth largest College of Agriculture in the United States. It consists of 9 departments and 18 majors which have a current enrollment of 3,934 students.

CAFES has 8,600 acres in two main locations. In Santa Cruz County, the University owns 3,600 acres in Davenport known as Swanton Pacific Ranch. The ranch was donated to Cal Poly by alumni and founder of Orchard Supply Hardware, Al Smith. The land is used for the production of timber, cattle and organic crops. It also has a third scale steam engine that still runs today. The ranch is open to the public twice annually for “Cal Poly Day” (in the fall) and “Al Smith Day” (in the spring).

Cal Poly also has 5,000 acres in San Luis Obispo County. This acreage is known as the campus core and includes: Peterson Ranch, Cheda Ranch, Merrano Ranch, Esquella Ranch, Walters Ranch and Chorro Creek Ranch. 4,107 acres is range land, 266 acres is dry land, and 425 acres is for irrigated crops. The land is used for horticulture, orchards, vineyards, animal production, grain and alfalfa.

CAFES has many opportunities for students to get involved in and experience the “learn by doing” approach for which Cal Poly is known. The best examples of how this approach to student learning is applied in the CAFES are the Student Enterprise Projects and Student Competitions.

Student Enterprise Projects have a long history at Cal Poly and can be traced back to as early as 1926. Back then, students attended classes in the morning and worked on projects for pay in the afternoon, a format that was referred to as a way to “earn while you learn”. Students nowadays, as then, are engaging in experiences outside of the formal classroom environment raising animals; growing plants, ornamentals and produce; and making ice-cream, cheese and wine. Through these projects, students learn everything from the techniques of production to marketing a product. Some projects last one quarter, while others can last up to a year. The team competitions that students can participate in are in the areas of dairy products, flower and plant judging, quarter scale tractor design, and logging.

Enterprise projects are projects where students perform essentially any task that is associated with an agricultural commodity or its management. Students share a portion of the profit. There are currently more than 50 projects and approximately 500 students performing the essential tasks of producing agricultural commodities and managing agricultural facilities. Students can work on projects that pay a straight wage or they can work on projects where they share in the profit. The students who work on projects that offer profit-sharing must work on the project from start to finish. The amount that a student makes varies depending on the number of students remaining at the end and how profitable the project was.

Last year’s earnings totaled approximately \$53,697.00. According to Dr. Wong, the real total is closer to \$90,000.00; but, many of the projects did not close before the end of the fiscal year.

Dr. Wong provided the following examples of the Enterprise Projects offered within various CAFES departments:

Animal Science

- a) The Animal Science department has a Beef Unit, which produces cattle for beef harvest and a bull test breeding program for cattle to be sold at auction. It also operates a Poultry Unit, a Swine and Sheep Unit. The Meats Lab harvests and sells rib-eye, tri-tip, jerky, and sausage.
- b) The Horse Unit provides breeding and training for thoroughbreds. There is also Rodeo Team.
- a) Recently completed a state-of-the-art feed mill and are in the planning phases for a new meats lab.

Dairy Science

- a) The Dairy Science department has two types of cows: Jersey's and Holsteins. Students milk the cows daily at 3:30 am and 3:30 pm. Cal Poly milk, cheese and ice cream are sold in some local grocery stores. Most of the milk is sent to the San Joaquin Valley.

Food, Science and Nutrition

- a) Cal Poly Chocolates makes chocolates from Fair Trade Chocolate. The chocolates can be purchased on campus.
- b) Students make Cal Poly jam, which is available at the Campus Market and El Corral Bookstore.

Horticulture and Crop Science

- b) Thirteen acres are used to produce feed for animals, honey, fruits and vegetables, foliage, cut flowers, and wine. There also is a new fruit sorting line and a new winery facility

Natural Resource Management

- a) There is a Christmas tree farm where students can plant new trees and sell older trees.
- b) Students also sell firewood.

Enterprise Projects are challenging to manage; but, the payoff is worth it. Students will make mistakes and faculty will have to help them learn from their mistakes, even if it means allowing a student take on a project that has no chance for success. Liability issues are also a challenge. Even a student who is skilled at driving a tractor can have an accident. Scale of production issues are also a challenge. Most projects don't produce enough to make a profit.

Despite the challenges, Enterprise Projects are great learning experiences for the students and are unique in that they allow participants to demonstrate that they can make an immediate contribution to their employer having been in the field and dealt with the challenges and problems of producing and marketing a product from start to finish.

There are many loyal alumni who hold prominent leadership positions in the agricultural community that are supportive of CAFES because of our approach to teaching and learning. Phil Bava and Bob Gallo (known as E & J Gallo) loaned Cal Poly 150 acres to plan, plant, and manage vineyards. After an agreed upon number of years, the land will be given to Cal Poly for use by CAFES. Mission Avocado partnered with CAFES to grow 58 acres of avocados.

Terri Whitt: Terri asked if the Enterprise Projects are limited in space. Dr. Wong indicated that there is generally not a limit to the number of students who can participate. In his opinion, the more interested students enrolled in the enterprise, the more that can be accomplished.

PARENT PROGRAM ITEMS - Nicky Nickelsen

Nicky reported that she recently participated in the CAFES Ag Preview Day, speaking to 600 prospective students and their families about programs and services for parents. Ag Preview Day is an annual recruitment event that showcases the college.

Nicky invited the members to offer suggestions about which programs and services they would like us to assess. Departments within the Division of Student Affairs are working on assessing 1-2 programs annually to determine their effectiveness.

Nicky provided a brief overview of PolyLink, Cal Poly's new online community for alumni. PolyLink is expected to benefit alumni by allowing them to build personal Web pages for viewing by other alumni. PolyLink allows alumni to reconnect and network with each other, Cal Poly faculty, staff and coaches, register for alumni events, view University news, search for jobs and

mentor students. Users have control over what fields can be viewed publicly and by invitation only.

One of the features of the system is an e-newsletter module which the Parent Program is using to send HTML formatted messages to parents. The first e-newsletter sent through PolyLink was the November edition. The content will be driven by current topics in Student Affairs. Nicky asked for feedback on the service

CLOSING REMARKS AND ADJOURNMENT

Dr. Morton thanked Nancy Gragnani and the Parent Program staff for their efforts in planning Parents' Weekend and the fall meeting. The meeting was adjourned at 12:20 p.m.

The next meeting is scheduled for Saturday, February 2, 2008.

Please forward additions or corrections to calpolyparent@calpoly.edu.

Respectfully submitted,
Jessica Todd