VIII. PUBLISHED INFORMATION TO THE PUBLIC

A. Selected Material

1. List all program materials prepared for dissemination to the public.

Today the university has a comprehensive and well-developed website that has taken a primary role in public contact (see http://www.calpoly.edu/). The campus website is the hub through which visitors can access the various university webpages including Admissions, Financial Aid, Colleges and Departments, Research, Alumni Outreach, Campus Life (such as housing and health and safety), and Athletics. News, upcoming events, and announcements are all prominently displayed for the user. All Cal Poly webpages are ADA compliant and multi-browser friendly. Applications for admission to Cal Poly are 100% web-based through CSUMentor which is the admissions system for the whole CSU system. All student registration, fee payments, and transcript information are available through a student’s Cal Poly Portal. The university has made e-mail the official avenue of communication, so all students are given e-mail accounts that also are available through their portals.

The Admissions and Recruitment Office disseminates general information about all campus programs taking into consideration the needs of the individual departments. The Construction Management Department has a customized VIP page for prospective students that can only be accessed once a student has registered and expressed an interest in the department. This page consists of a letter from the department head, links to the department website, and the admissions criteria for the department. One new avenue of communication that is distributed to potential students includes podcasts. These short videos focus on one aspect of the construction industry, the construction management major, student activities, alumni activities, or other information related to the department. Once a student has been accepted, the department sends a flash video welcoming the student to the department and to Cal Poly including a departmental letter to each incoming student. This flash video and letter is updated each year and is currently under production for the Fall Quarter 2014 welcome.

In addition to the university website, the college and the department also maintain websites. The College of Architecture and Environmental Design (CAED) website, http://caed.calpoly.edu/, acts as an umbrella site for each of the five departments housed in the college. College news, events, and contact information can be found there as well as links to the individual department websites. The Construction Management Department website, http://www.construction.calpoly.edu/, is where visitors will find information pertaining to the construction management major. This site has been created using the university template and is also ADA compliant. Prominently displayed on the top tabs of the CM website are headings (see Photo 1) for learning more about the department. These headings include a general department welcome, public
information, information for prospective students, announcements for current students, access to the website for the California Center for Construction Education (CCCE) which serves as the outreach arm of the department, contact information for faculty and staff, and opportunities for student recruiting and co-ops. Within these headings, students and other users can find varied information on events and activities, clubs, academics, flowcharts, and employment opportunities.

### Cal Poly CM Public Information

Welcome to the Construction Management Department’s Public Information page. We have tried to locate here – all in one place – all of the information that members of the general public might want to know about the department. Much of this information also appears elsewhere on this and other University websites, but we have tried to put everything here for your convenience. Whether you are a prospective student, parent, employer, or an alum, we hope that you find this information useful.

Explore this page through each of the navigation buttons to the left to review our continuous improvement program, the department’s mission and goals, the results of our outcomes assessment, the action plan to “close the loop”, and detailed information about student employment, student awards, scholarships, and admissions requirements.

If you have any additional questions, please do not hesitate to contact us at 805-756-1323.

Thank you for your interest in Construction Management at Cal Poly.
In response to a request from ACCE in 2011 to more prominently and easily display all information intended for the general public including assessment data, admissions requirements, and student accomplishments as required by CHEA, the CM department revised its website to put all of this information in one location — accessible with a “single click” — under the “Cal Poly CM Public Information” tab. The first screen under this tab is shown in Photo 2.1 above and the navigation bar that appears on the right hand side of this page appears in Photo 2.2. The links on this navigation bar take the user to more than 15 pages of data that can be updated regularly to address the concerns from the general public about verifiable outcomes related to departmental programs. As listed in Photo 2.2, this information includes Academic Quality Improvement Plan, Program Mission and Goals, Assessment Results and Support Data, Action Plan, Student Employment, Student Awards, Student Scholarships, and Admissions Requirements. Because of the importance of this compliance issue both to ACCE and to CHEA, all of the information accessible from this “Public Information” navigation bar has been reprinted and provided for review in Appendix I.

The Construction Management Department also maintains special websites as needed such as the CCCE website and one for the 49th Annual Associated Schools of Construction International Conference when we hosted this conference in April 2013. This site was used to provide detailed information about the event including a registration tab, sponsorship links, a conference app, conference events, and travel arrangements. Unfortunately, due to this being an annual event, the website is no longer live. However, access to the content of this site can be provided to the Visiting Team as needed upon request.

Since electronic media is the official form of university communication, and also serves the needs of a large number of our constituents, the department does not mail as much information as it once did. Announcements, save-the-dates, and other communications are sent out via e-mail to our students, alumni, and friends. The college and the department still feel it is beneficial to send some written material to our current students, alumni, and industry contacts. Thus, a departmental magazine — the Construction Innovator — and, at the college level, a more extensive magazine — the Connections — are each published on an annual basis. The department has used the magazine as a means to provide all students, alumni, and industry contacts with construction industry trends related to the major, news updates from alumni, upcoming events, student accomplishments, and other related information. The college magazine, on the other hand, features articles covering the five departments and events of general interest to the entire college. Electronic copies of these magazines can be found at http://www.construction.calpoly.edu/sites/construction/files/alumni/documents/cm-magazine-f12.pdf and http://caed.wem.calsc.edu/sites/caed/files/alumni/documents/connections-online-2012.pdf. Hard copies of both the current issues of Construction Innovator and Connections magazines will be provided to the members of the Visiting Team for their review.

Other material produced in the past few years include several brochures created to generate interest in department events including the 40th anniversary celebration
of the department, the dedication of the new Construction Innovations Center, the
dedication of the college Simpson Strong-Tie Materials Demonstration Lab, and
postcards announcing our hosting of the international ASC conference. Samples
of printed materials are provided in Appendix J.

B. Method of Material Selection

1. List any institutional requirements governing publication of materials (if
   appropriate).

   The Cal Poly Public Affairs Office is part of the University Advancement
Division, headed by the Vice President for University Advancement, Deborah
Read. The Public Affairs Office reviews all publications intended for off-campus
distribution, provides editing services to insure that all disseminated information
meets university quality and accuracy standards, and is responsible for managing
and maintaining the university brand.

   The Public Affairs Office also handles media inquiries and requests for
information about the university and its colleges and programs. Staff research and
write university news releases and write other publications, including the Cal Poly
News website, Cal Poly Magazine, Cal Poly Events Calendar, and Cal Poly
Update – the monthly e-newsletter for university friends, supporters, alumni, and
the general public. For the university community, the office also produces the Cal
Poly Report – a weekly newsletter for campus faculty and staff – and works with
Information Technology staff to update campus news and campus wide
announcements channels on the MyCalPoly portal. This office also works to
ensure that all printed materials, including web-based publications, are fully ADA
compliant.

2. Describe the process used by the construction educational (degree) program
to select materials for publication.

   Departmental informational brochures are generally produced in direct response
to a perceived need such as a capital campaign or groundbreaking. Web materials
are edited and supplemented as we receive feedback from students, faculty, and
alumni.

   Material for the website and for produced publications is written in the
department office – frequently by the department head and the administrative
staff. News releases for the department and college website are prepared by the
College of Architecture and Environmental Design (CAED) Advancement office.
Flyers for distribution to students on policies, co-operative education, minors, and
departmental events are created by the CM staff. The department currently has a
staff member proficient in In-Design (a publishing software product) who is able
to create and update any small scale print media the department requires. The
department uses an off-site graphic designer and technical writer to work in conjunction with the faculty and staff on large scale projects like the department magazine – the *Construction Innovator*. Materials for distribution off campus must be approved by the Public Affairs Office. In addition, the department has received significant editorial and technical support from the CAED Advancement Office.

C. Methods of Distribution

1. **Provide a list of sources used to publish program information.**

   The college and the department use the services of various university offices to produce the website information including the Admissions and Records Office and the CAED Advancement Office. Printed material is developed and then produced through an off-campus publication and mailing service on a contract basis.

2. **Describe your program’s method of informing the public that this material is available.**

   The Construction Management Department relies upon the Admissions and Recruitment Office and the departmental website as the point(s) of initial contact. Printed material is usually mailed to our alumni, current students, and industry database as the department deems appropriate. The primary means of keeping the public informed about the assessment of successes in the department is the “single click” access to the summary of “Public Information” described in Section VIII.A.1. above and printed out in Appendix I.