

Adopted: June 2, 2020

ACADEMIC SENATE
of
CALIFORNIA POLYTECHNIC STATE UNIVERSITY
San Luis Obispo, CA
AS-900-20
RESOLUTION ON THE MARKETING OF CAL POLY'S
EDUCATIONAL IDENTITY AND GOALS

- 1 WHEREAS, The voice of the faculty is integral to framing Cal Poly's educational identity and goals;
2 and
3
- 4 WHEREAS, The WASC *Commission Action Letter* from 2010 asked that Cal Poly "identify more
5 clearly the aspirational goals of the institution, and the role of faculty in helping to shape
6 possible changes in the institution's identity"; and
7
- 8 WHEREAS, *The Report of the WASC Visiting Team: Capacity and Preparatory Review* from the last
9 full accreditation review by WASC in 2010 cited the "need for a measurable definition of
10 the signature pedagogy of Cal Poly, that of Learn-by-Doing"; and
11
- 12 WHEREAS, *The Report of the WASC Visiting Team* in 2012, "recommended that additional attention
13 be given to clearly: a) defining what is meant by the term "comprehensive polytechnic
14 university"" ; and
15
- 16 WHEREAS, Cal Poly's faculty have spoken through Academic Senate resolutions on the definition of
17 Learn by Doing (AS-727-11) and the adoption and definition of Cal Poly's identity as a
18 comprehensive polytechnic (AS-650-06); and
19
- 20 WHEREAS, In our *WASC Capacity and Preparatory Review Report* (December 2009), Cal Poly
21 recognized the combination of our Learn by Doing pedagogy, our adoption of the
22 teacher-scholar model, our intention to provide "a meaningful reply to the fractured
23 nature of higher education," and our commitment to the "development of vigorous
24 programs in the arts, science, and humanities" in reaffirming our identity as a
25 "comprehensive polytechnic university"; and
26
- 27 WHEREAS, One foundation of President Armstrong's *Vision 2022* affirms Cal Poly as a
28 "comprehensive polytechnic university"; and
29
- 30 WHEREAS, Recently developed Cal Poly marketing/branding policies and documents, though since
31 corrected after feedback from the Academic Senate, originally contained a description of
32 Cal Poly as a "holistic polytechnic" and a definition of Learn by Doing that differed from
33 and ignored previously adopted definitions of these concepts; therefore, be it
34
- 35 RESOLVED: That Cal Poly's marketing/branding policies and materials include references to and
36 definitions of Cal Poly's educational identity and goals based only on those documents
37 which have received both faculty endorsement via the Academic Senate and approval by
38 the President; and be it further
39

40 RESOLVED: That Cal Poly's Academic Senate be consulted through all stages of future efforts to
41 modify marketing/branding policies and materials intended to promote Cal Poly's
42 educational identity.

Proposed by: Academic Senate Executive Committee
Date: April 28, 2020



OFFICE OF THE PRESIDENT

MEMORANDUM

To: Dustin Stegner

Date: June 29, 2020

From: Jeffery D. Armstrong

Copies: Mary Pedersen
Bruno Giberti
Chris Murphy
Royaa Silver

Subject: Response to AS-900-20 Resolution on the Marketing of Cal Poly's Educational Identity and Goals

This memo serves to acknowledge receipt of the above-entitled Academic Senate Resolution.

Please express my appreciation to the Academic Senate members for their attention to this important matter.