

CAL POLY COLLEGE OF LIBERAL ARTS

# your **impact**

HOW GIVING SHAPES LEARN BY DOING / FALL 2017

## Broadcast News

A generous donation from an alumnus helped outfit the student-run TV station with the latest video technology

**Inside 4:** The Political Science Department gets ongoing support from a former student / **8:** The Phonathon rings true for alumni / **10:** Opportunities for impact

CAL POLY

**Impact 2017**

Your Cal Poly Pride and many achievements in life inspire me, our students and others throughout the college and university on a daily basis. I have never known alumni who are prouder of their university or more accomplished in their personal and professional lives. In this publication, you will read about alumni whose Cal Poly Pride is demonstrated



through their continued and lasting support for the College of Liberal Arts and the departments they once called home. You will also read about an alumnus who was so inspired

by Cal Poly students that he and his wife funded a much-needed broadcast studio upgrade.

When current students see alumni, who once stood where they stand today, investing in the future of Cal Poly, it strengthens their confidence and bolsters their own pride in the university. The impact of your support may not be easily seen from outside of campus, but I hope the handful of stories in this magazine inspires you to make a difference by investing in the College of Liberal Arts and its students, faculty, programs and/or facilities.

As we celebrate the spirit of Cal Poly supporters, we also turn our attention to the future and the steps it will take to sustain and build on our history of excellence. Consider this your invitation to join us and your fellow alumni in creating and sustaining environments that optimize innovation and success for future students — and that continue to fill you with pride in your alma mater.

Best regards,  
Douglas Epperson  
Dean, College of Liberal Arts

**CAL POLY**  
College of Liberal Arts

**your impact**  
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**Stay connected with the CLA story:**  
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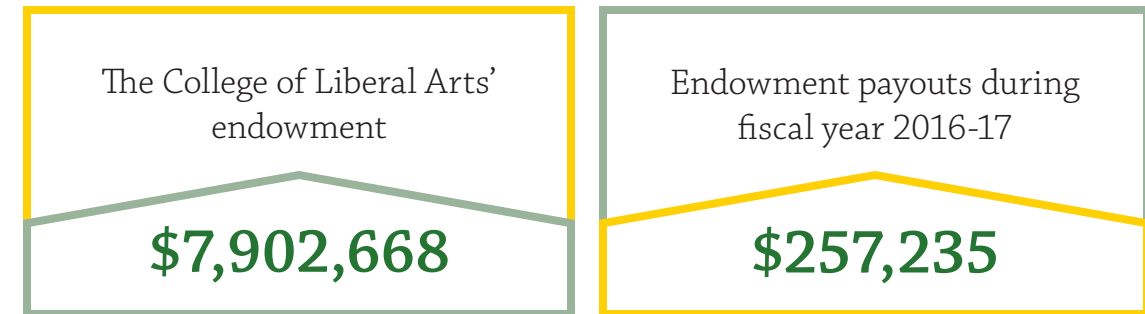
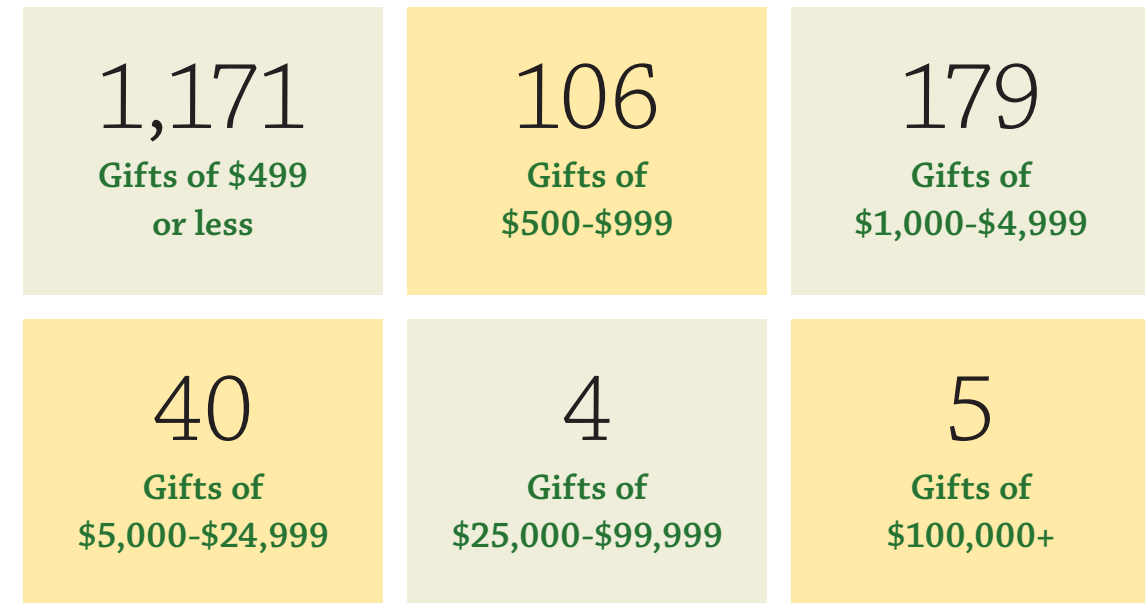
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**GIVING: BY THE NUMBERS**

A numerical look at donations to the College of Liberal Arts (CLA)



**From July 2016 to June 2017, the college received**



**Enabling Excellence**

Annual gifts from donors and alumni enable the College of Liberal Arts and its departments to provide timely support for Learn by Doing projects and extracurricular programs, and the CLA endowment generates lasting income. Together, these funds allow the college to sustain the margin of excellence that Cal Poly students and alumni expect and deserve.

COVER, TOP RIGHT: BRITTANY APP; MIDDLE LEFT: KRISTA SMITH

# A Partner in Learn by Doing

Political science graduate Tim Humphreys gives back

In 1972, right around the time of the Watergate break-in, Tim Humphreys graduated from Cal Poly with a bachelor's degree in political science. He quickly landed a job helping his local state senator win reelection, but after the campaign he wanted time off from politics and took the opportunity to have knee surgery. During his recovery, he shared a hospital room with the manager of systems and programming for Crocker Bank. When the manager learned that Humphreys had taken a Cal Poly course in COBOL, a computer programming language designed for business, he offered him a job as an applications programmer trainee — and Humphreys' career was forever changed.

He had only taken one or two programming classes while at Cal Poly, but Humphreys said the Learn by Doing model gave him confidence in his ability to “figure things out.”

And figure things out he did. By 1978, he had started his own consulting firm, Trident Services. In 1988, the company launched its first software solution, and over the past three decades, Humphreys has turned the business into a nationally recognized operating systems software development and services firm that supports major clients in the government and private sectors. “My background in political science has been invaluable to me in building the client relationships that are so necessary in the business world. It has also helped me understand the complexities involved in the use of information technology to meet the demands of our local, state and federal government clients.”

Humphreys was in the first cohort of students to graduate with a degree in political science from Cal Poly, and the program holds a special place in his heart. He has served as chair of the Political Science Alumni Board and has been a member since its founding in the mid-2000s. He travels to San Luis Obispo from his Santa Cruz home at least twice a year to attend meetings and mentor students.

Humphreys and his wife, Pamela, made their first donation to the department in the early 2000s, and over time their generosity has enabled students to travel to conferences and competitions; supported the publication of a student journal, Paideia; and helped faculty complete and present cutting-edge research.

“Beyond the financial support that Tim has provided over the years, it is his unwavering passion for students, his dedication and his positive outlook that I appreciate most,” said Department Chair Elizabeth Lowham. “Tim's primary focus has always been to help us provide the best possible learning and cocurricular experiences for students by making sure we have the resources to help them excel.”

Humphreys has seen a lot of change in the department. There's now a Master of Public Policy program and successful Mock Trial and Model UN teams. He is most proud of the prestige the university currently experiences. “I wouldn't be able to get into Cal Poly today!” he said jokingly.

And although he has fond memories of campus — when the student union had just been built and there was only one option at mealtime — his most memorable moment was at a department awards ceremony in 2016, when students spoke about how much his support meant to them and presented him with a Partner in Giving Award. “That made me feel great,” he said.

Even though Humphreys got out of politics, he continues to support the Political Science Department because he believes an understanding of politics is universally valuable. “Political science is the art of selling ideas, actions, philosophy, etc.,” he said. “It's useful in a variety of settings — sports, playgrounds, classrooms, business of all sizes, boardrooms, within all levels of government and with the electorate. Politics is in every part of our social experience.”



“Beyond the financial support that Tim has provided over the years, it is his unwavering passion for students, his dedication and his positive outlook that I appreciate most.”

— Elizabeth Lowham

**Above:** Joi Sullivan (Political Science, '14; Master of Public Policy, '16) and Katie Magnus (Political Science, '15) with Tim Humphreys after a political science alumni panel at Cal Poly.



Broadcasting in

# HIGH DEFINITION

An alumnus's donation raises the standard for student journalists



Gone are the days of blurry newscasts and clunky camera equipment — journalism students at Cal Poly are now broadcasting in high definition.

Last March, the university's on-campus, student-run TV studio was outfitted with the latest in video production technology. New cameras; a Chroma Key wall; and prompting, captioning and audio equipment helped Cal Poly transition from standard-definition (SD) to high-definition (HD) broadcasts.

The studio serves as a broadcast lab that gives students the opportunity to work in a traditional TV newsroom setting. Student reporters produce numerous interview and talk shows, a weekly sports update, and a live 30-minute weekly newscast that airs on campus, online and on local channel 2.

"This [upgrade] is monumental for so many students," said Leah Horner (Journalism, '17). "When we shot in standard definition, we were decades behind the industry. But now with HD, students will learn on exactly the same equipment used by TV stations across the country."

The renovation was made possible by a \$100,000 donation to the Journalism Department from Bill Swanson, a Cal Poly industrial engineering alumnus, and his wife, Cheryl. The Swansons learned of the need when they stopped by a booth for student-run media group Mustang News, and Horner explained the benefits an upgrade would bring to students.

"We chose to make this donation because we believe in Learn by Doing, and Cal Poly students deserve the best," said Swanson, who is chairman of Cal Poly's Foundation Board and retired chairman and chief executive officer of Raytheon Co.

HD has a higher resolution than its SD predecessor. This creates a clearer, more detailed and extra vivid picture. Most modern televisions display HD, so SD



looks outdated on many screens. Students who had worked in the studio prior to the renovation experienced the enhancement in quality immediately.

"Standard definition was not as polished, and stories wouldn't transfer well to web," said Peter Gonzalez, a journalism senior with a broadcast concentration. "Now, all our hard work comes across as it should in visual media.

"The old equipment also didn't translate into the workplace," he added. "But the new Cal Poly studio equipment is very similar to what I'm using in my internship at the ABC affiliate in Palm Springs."

Working with state-of-the-art equipment gives Cal Poly students an edge in the competitive and evolving world of journalism, enabling them to submit more impressive reels to prospective employers.

"Sending a reel in standard definition would be like sending a résumé in Times New Roman, single space, versus one created in InDesign," said journalism senior Megan Schellong.

The equipment also solves logistical challenges, making for a simplified broadcasting process and an organized studio. "Now, the director does it all from one station. It allows for multiple angles, and the new board is super simple to use," said Gonzalez.

This streamlined studio experience encourages students to be more innovative. All aspects of media can now be integrated, such as incorporating live-stream interviews with the on-campus radio station, KCPR.

The impact of the updated studio will extend beyond current journalism majors. "It will hopefully attract more students and entice them to study journalism and pursue their passions," said Gonzalez. "The studio makes a statement; it shows the industry that our school is going forward."

"We chose to make this donation because we believe in Learn by Doing, and Cal Poly students deserve the best."

— Bill Swanson

Previous page (top to bottom): Megan Schellong at the anchor desk; Shirin Beroukhim gives the weather forecast. This page: Mary Glick, Leah Horner, President Jeffrey Armstrong, Bill and Cheryl Swanson, and Thomas Morales during the ribbon-cutting ceremony for the new Bill and Cheryl Swanson Broadcast Studio.

TOP: BRITTANY APP; LEFT: KRISTA SMITH

BRADY TEUFEL

# STILL ROOTING FOR CAL POLY STUDENTS

Phonathon donations add up to make a big difference

“That’s the beauty of Cal Poly. They give you a project that seems daunting, but you plug away and you eventually get it.”  
— Joan Hughes

Every fall, Joan Hughes (Art and Design, '85) receives a phone call from a Cal Poly student. These calls give her a chance to stay connected to her alma mater and give back to the program that taught her the poise to handle any art project she encounters.

Hughes made her first donation to the university five years after she graduated while she was working for a packaging design firm in Los Angeles. She has supported the Art and Design Department through the Cal Poly Fund nearly every year since then.

Hughes remembers her first project in the department fondly — it was the first time she had ever built something on her own. “That’s the beauty of Cal Poly,”

she said. “They give you a project that seems daunting, but you plug away and you eventually get it.”

For Hughes, the encouragement of her classmates made any challenge seem surmountable. “I spent a lot of time in a lab with other people, and I hope students today feel the same camaraderie I did,” she said. “We were all working on our own thing, but it felt like we were a team because we would collaborate, and we were all rooting for each other.”

Hughes’ history of giving shows she is still rooting for Cal Poly art and design students. Ongoing contributions like hers are critical to the success of the department. Her gifts over the years have helped to host guest speakers, provide special Learn by



## True Calling

Abigail Fuad comes from a family of Cal Poly Phonathon student callers — with two siblings and two cousins having worked the phones before her. “They always talked about how great the experience was, so I knew I wanted to try when I got to campus,” said Fuad. On each call, she likes to learn about the person on the other end of the line. “It’s fun to hear their stories. I’ve had cool conversations with interesting people, and I’ve learned a lot.” She also enjoys guiding people through areas to give and helping them designate their gifts to departments or funds they are passionate about. Phonathon callers can take payment over the phone or mail donors pledge forms. “It’s a pretty simple process,” said Fuad. “Afterward, we write the individuals we talk to a personal thank-you note.”

**Above:** Graphic communication junior Abigail Fuad has a family tradition of working the phones at the Cal Poly Phonathon.

Doing opportunities for students, and purchase the latest equipment so students are up to date and the department can maintain its accreditation with the National Association of Schools of Art and Design.

“Most recently, the department used funds to send Paige Ruonala, a graduating senior with a graphic design concentration, to the Motion Design Educational Summit, where she presented an informational video she had created using motion graphics,” said Giancarlo Fiorenza, chair of the Art and Design Department. “She was able to discuss her work with experts in the field, and her video was selected for a Judge’s Choice award.”

Hughes is grateful for the reminder call she gets each year. “Gifts of all sizes add up to make a big difference,” she said. “Together, we are helping to create the next generation of creative people who will come up with the next great idea.”

KRISTA SMITH

**At right (from left):** Joan Hughes at her graduation from Cal Poly in 1985; Hughes attends the Cal Poly graduation of her daughter, Catherine (Psychology, '10).



# Opportunities for Impact

With 15 departments, five additional centers and programs, and 35 minors, the College of Liberal Arts offers endless opportunities for you to support something new and exciting. The Dean's Advisory Council has identified the initiatives in which you can have the greatest impact.

## DEAN'S EXCELLENCE FUND

Support for the Dean's Excellence Fund is a great way to make a strong and immediate impact on the college. A healthy fund enables the CLA to take bold new directions and respond to unforeseen needs and circumstances. The fund is used to enhance cross-disciplinary experiences, support student success and empower the faculty to build on the college's national reputation.

## EXPRESSIVE TECHNOLOGY STUDIOS

Grounded in Cal Poly's Learn by Doing mission, the new Expressive Technology Studios — located at the heart of campus — will be an interdisciplinary space dedicated to the intersection of technology, humanity and the arts. The space will include production and sound studios, and the same professional hardware and software found in the entertainment industry.

## ACADEMIC PROGRAMS

Annual gifts to the department or program of your choice provide vital support for new courses, faculty research and development, laboratory and equipment upgrades, student projects, student and faculty travel, and participation in national and international competitions.

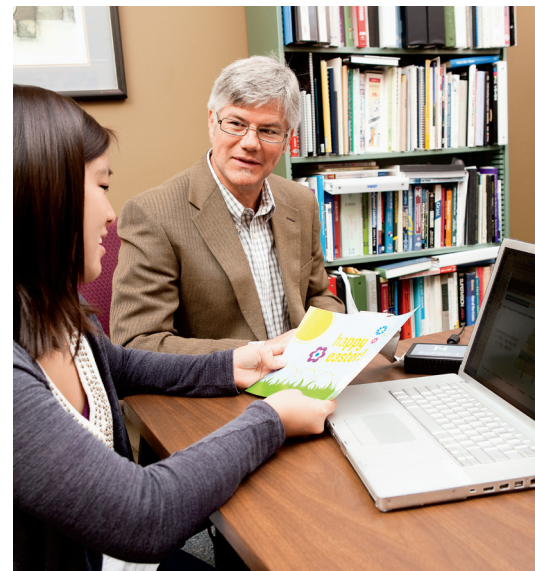
## STUDENT SCHOLARSHIPS

Scholarships can make the difference between a student's ability to pursue higher education or not. While students may receive financial aid through

grants, loans, parental assistance and part-time jobs, many still struggle to meet the costs of higher education. There are many ways to support scholarships, from sustaining existing scholarships to creating new ones that can reflect your values and interests.

## FACULTY EXCELLENCE

The teacher-scholar model, whereby faculty members are engaged with both teaching and research, is central to Cal Poly's identity. Giving faculty the space and tools to pursue scholarly work enables them to bring cutting-edge ideas, meaningful experiences and more Learn by Doing opportunities to students. Recruiting and retaining top faculty helps CLA deliver a premier student experience.



To make a gift or to learn more about these initiatives, contact:

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## Special thanks to members of the 2016-17 Dean's Advisory Council for their contributions to the College of Liberal Arts

James W. apRoberts — Art and Design, '02  
CEO/Cofounder, Subplot Studio

Hiroki Asai — Art and Design, '92  
Retired VP of Global Communication, Apple Inc.

Karyn M. Azzopardi — Child and Family Development, '83  
Vice President, American Cooling Inc.

David B. Camp — Political Science, '79  
CFO, Motion Picture Industry Pension and Health Plans

Ernie Chapa — Graphic Communication, '92  
Senior Business Development Manager, Moebius Solutions Inc.

Mary R. Crebassa — Speech Communication, '79  
Senior Director, Global Enterprise Sales and  
Sales Administration, Bitcentral

Hon. Eugenia A. Eyherabide — Political Science, '81  
Superior Court Judge, San Diego County

John Hinton — Speech Communication, '96  
National Account Sales Manager, The Hartford

Sarah Carvalho Khan — English, '98  
Senior Manager, Global Talent Management, Align Technology

Howard Lim — Art and Design, '89  
President, HOW Creative

Robert A. Mayhew, Chair — Political Science, '82  
Principal, Community Company LLC

Carl F. Meyer, F.A.I.A.  
Principal, Perkins + Will

Anne Marie Mueller — Political Science, '90  
Manager, Dragonfly Creek Farm

Philip W. O'Neil — English, '82  
EVP Sales and Marketing, United Brands Co.

Richard L. Pinckard — Political Science, '80  
Senior Partner, Bobbitt, Pinckard and Fields APC

Sarah L. Storelli — English, '11  
External Relations Lead, Smarter Workforce, IBM Corp.

Clifton E. Swanson  
Music Professor Emeritus, California Polytechnic State University



# Save the Date!

## **Alumni Beer and Wine Garden Saturday, April 14, at Cal Poly**

Plan to reunite with your College of Liberal Arts classmates and faculty. Sip local wine and beer while enjoying delicious appetizers with your fellow Mustangs. You'll also have the chance to explore the campus during Open House festivities. Tickets will be available in early 2018.

## **STAY CONNECTED**

To continue receiving this magazine, CLA's e-newsletter and event invitations, make sure we have your current contact information by visiting **[www.cla.calpoly.edu/update](http://www.cla.calpoly.edu/update)**.