

CAL POLY COLLEGE OF LIBERAL ARTS

your *impact*

HOW GIVING SHAPES LEARN BY DOING / FALL 2018

Supporting Creativity

A generous gift from Felicia and Jack Cashin will help fund the future Expressive Technology Studios

Inside 4: The Circle of Giving brings faculty passion projects to life / **8:** Scholarships aid and enrich educational opportunities for College of Liberal Arts students

CAL POLY

/ Welcome

Your Impact 2018

As many of you may know, Doug Epperson retired as dean of the College of Liberal Arts this past August, and I will serve as the interim dean while the university completes a search to hire the next dean of the college.

I came to Cal Poly as an English professor in 1997 and have served as the chair of the English Department since 2008.



I am honored to temporarily step into the role of dean, and I look forward to working with our excellent faculty, staff and students in the coming year to

continue building on Dean Epperson's successes.

I am also thrilled for the opportunity to get to know some of the donors who make the work we do in the college possible. In this publication, you will read about friends of the university who contributed \$2 million to support an exciting new space on campus, the Expressive Technology Studios. You'll also read about three remarkable students who have benefited from scholarships and a group of donors who bring faculty ideas to life by providing additional funding.

As you'll see in our By the Numbers section, we rely on donations of all sizes to sustain the culture of innovation and excellence that makes us so proud of Cal Poly. You can make a difference with any amount, and I hope you will continue to support the college.

Sincerely,
Kathryn Rummell
Interim Dean, College of Liberal Arts

CAL POLY

College of Liberal Arts

your impact Fall 2018

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On the cover:

Felicia and Jack Cashin look
toward the future for
Cal Poly students.



Cal Poly supporters
Felicia and Jack Cashin

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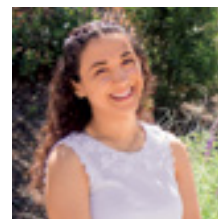
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Special thanks to the Dean's Advisory Council, a group that identifies the areas where your donations can make the biggest impact.

GIVING: BY THE NUMBERS

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

Annual number of donors to the CLA > 1,637

Annual number of gifts > 1,543

Annual gift commitments > \$4,164,604

(Numbers based on three-year averages)

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.

From July 2017 to June 2018, the college received

1,189

Gifts of \$499
or less

95

Gifts of
\$500-\$999

168

Gifts of
\$1,000-\$4,999

43

Gifts of
\$5,000-\$24,999

10

Gifts of
\$25,000-\$99,999

4

Gifts of
\$100,000+

The College of Liberal Arts' endowment

\$8,617,210

Endowment payouts during fiscal year 2017-18

\$267,577

A Circle of Giving

Supporting faculty ideas for student engagement

College of Liberal Arts faculty often have great ideas for student projects, but they sometimes don't have the resources they need to bring their ideas to life. A few years ago, the Circle of Giving formed to fill that need. The Circle of Giving is a group of forward-thinking women who fund faculty projects that enrich students' experiences, and they take a hands-on approach to choosing which projects to support by interviewing the faculty themselves.

"We get to meet the professors and see how passionate they are about their projects in person," said Circle of Giving Chair Lynn Davis (Child Development, '71).

English Professor Catherine Waitinas received a grant from the group in 2014 that allowed her to visit New York City to gather images of important places in poet Walt Whitman's life. Her students used these images alongside their literary expertise and research skills to produce educational videos about Whitman. After presenting the project at the national MLA conference, Waitinas and her students were invited to participate in an international video celebration of the bicentennial of Whitman's birth in 2019. A second Circle of Giving grant in 2017 allowed Waitinas to visit New York City again to be interviewed for the bicentennial videos. The grant will also fund her students' new videos, which will be used as models for other groups that are contributing to the celebration.

History Professor Matthew Hopper's Circle of Giving grant provided him the resources he needed to do preliminary research on the East African slave trade at archives in London, which helped him secure fellowships the following year at the Institute for Advanced Study in Princeton and at the University of Cambridge for his sabbatical year. He was able to photograph documents that his students could later use to write research papers in class. "The photos are the

next best thing to being in the archives themselves," he said. "It's rare that students get the opportunity to write from primary sources like that." A graduate student also cataloged photos and documents to assist Hopper with a new book about liberated Africans in the regions around the Indian Ocean.

Dance Professor Diana Stanton used the funds to create a dance film titled "Breaking Bread." One of her goals was to remind her students that dance is not just for young people, and she had Cal Poly students perform in the film with dancers of all ages. Since dance is usually such an ephemeral experience, Stanton also wanted to create something tangible. "Experimenting with this new dance-for-the-camera medium shows my students that I am attempting growth by challenging myself technically and artistically," she said. "That's something I hope they do throughout their careers, too."

Waitinas, Hopper and Stanton all said that receiving the Circle of Giving grant did more for them than just help with funding.

"The fact that it's a competitive grant that involves an interview is a confidence builder," Hopper said. "The in-person component of the selection process meant that I received immediate feedback about which elements of the project were most compelling to outsiders."

"This grant is a belief in the 'what if' and the creative potential," Stanton said. "Their support gives faculty the opportunity to take risks, which allows for innovation."

Davis said the only downside is that it's hard to choose which projects to fund each year. "We see so many fabulous presentations," she said. "It's amazing to see how much has changed and how much stronger the education has gotten. The opportunities for students just keep expanding."



Top left: Professor Catherine Waitinas at the birthplace of poet Walt Whitman in Huntington Station, New York. **Top right:** A scene from "Breaking Bread," a film created by Professor Diana Stanton. **Bottom:** Professor Matthew Hopper (right) and Master of Arts in history student Paul Michaels examine slave trade records at Kennedy Library.



Widen the Circle

You can help support faculty excellence and faculty-student collaboration in the College of Liberal Arts, too. For more information, please contact:

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BUILDING THE Expressive Technology Studios

Jack and Felicia Cashin donate

When Jack Cashin was in graduate school, he would perform odd jobs to pick up extra cash here and there. One day, he was hired by renowned film director Robert Altman to fix a machine that wasn't working in his office. While Cashin was there, he overheard Altman talking about how frustrated he was with the sound quality of the dialogue in his last film. Altman's trademark was overlapping dialogue, but there was no filmmaking technology on the market that allowed him to capture the different voices clearly.

The 22-year-old Cashin took a chance and politely interrupted the conversation. He mentioned that the record industry had been capturing the sound of different performers on separate channels for years and suggested Altman consider the same approach. He got a blank stare in return. "I thought, oh well, I guess I'm not coming back," he remembers. But a few days later, Altman called to offer Cashin a job.

From that moment, Cashin became immersed in sound recording for the film industry. He worked for Altman for seven years, working on films such as "Nashville," "California Split" and "Buffalo Bill and the Indians." He then started his own company, Ultra-Stereo Labs Inc. (USL), which specialized in sound for lower-budget movies like "Friday the 13th" and "Mystic Pizza."

His wife, Felicia, took over the company's general business operations in 1986. At that time, Jack

Cashin was operating out of his unfinished house in the Malibu Hills. "His desk was just piled with unread mail," she recalled. However, with her organizational skills and customer service expertise, they were able to bring USL to new heights.

USL helped producers make films with stereo sound and also manufactured equipment that allowed movie theaters to play films in stereo. Jack Cashin received two Technical Achievement Awards from the Academy of Motion Picture Arts and Sciences, and he was awarded the Samuel L. Warner Memorial Medal Award from The Society of Motion Picture Television Engineers in 2001.

In 1997, the Cashins moved the company from Malibu to San Luis Obispo, where they would later get to know Cal Poly students and faculty. Around this time, USL also transitioned into building high-end digital audio and video products. It was no longer just a sound company, and USL played a significant role in cinema's transformation to digital imaging.

Jack Cashin had always loved the movies, but his father insisted he study "something useful" like accounting or engineering. So after completing an undergraduate degree in engineering, he set out to study what he really enjoyed and enrolled in USC's graduate program for cinema.

"In those days, the cinema school was housed in the old Navy barracks on the USC campus," he said. "While the rest of the campus had beau-

The space, inside a new interdisciplinary building at the center of campus, will be named the Jack and Felicia Cashin Expressive Technology Studios when it opens in 2021. The College of Liberal Arts needs another \$2 million to reach the goal for the space. To make a gift or to learn more about the project, contact David Cohune, assistant dean for advancement, at 805-756-7056 or dcohune@calpoly.edu.



\$2 million for a new interdisciplinary space



tiful modern classrooms, the cinema department had dilapidated classrooms.”

Jack Cashin’s history informed his sympathy for the Liberal Arts and Engineering Studies (LAES) students who currently work in the old airplane hangars at Cal Poly. To help bring Cal Poly into the modern world, he and Felicia donated \$2 million to the College of Liberal Arts’ planned Expressive Technology Studios.

“Felicia and I have enjoyed much success in the cinema industry, so we thought it would be appropriate to help Cal Poly’s fledgling Expressive Technology program move into better quarters.”

The Expressive Technology Studios at Cal Poly will be a home for LAES majors; students enrolled in the science, technology and society minors; and any

student who is looking for a place to collaborate at the intersection of art, humanities and technology. Filmmaking falls right at the center of this intersection, and the Cashins are excited to help provide a sandbox that allows students to flex their creativity and experiment with professional technology.

Jack and Felicia Cashin are both acutely aware of how fast cinema technology changes, but they know that the importance of storytelling will never go away. “You can’t just do special effects without a good story,” Felicia Cashin said.

However, they also don’t want the students to be limited by their environment.

“I think it will be great for the students to have a modern facility to work in,” Jack Cashin said. “We’re really pleased to be able to help make it happen.”

Above: Felicia and Jack Cashin build on the future of Cal Poly.

Opposite: Renderings of the building that will house the new Jack and Felicia Cashin Expressive Technology Studios.

Supporting Student Opportunities

Scholarships in the College of Liberal Arts have been set up for a variety of reasons — to honor a loved one by supporting a student who shares the same interests, to memorialize a favorite professor, or to assist students who need help paying necessary fees. No matter the reason for establishing a scholarship, the result is the same: A student's college experience is made better. Here, three Cal Poly students share the impact that scholarships have had on their education — and lives.

"This scholarship will definitely help me be able to continue meeting my health and education goals."

— Elizabeth Esparza

George and Janice Clucas Scholarship recipient Elizabeth Esparza.

FOR THE GREATER GOOD

Elizabeth Esparza had just finished her first year in the Master of Public Policy program at Cal Poly when she was surprised with the George and Janice Clucas Scholarship at a Political Science Department awards banquet last spring. Although Esparza's bachelor's degree from Sonoma State University was in English literature, she has always been passionate about community food systems, with particular interests in food waste, food redistribution and education.

She served two terms with FoodCorps, which is a division of AmeriCorps that works to connect kids to healthy food. This past summer, she interned with the Los Angeles County Food Redistribution Initiative in the Public Health Department while also working remotely for the National Farm to School Network.

She was excited about the opportunity to study public policy at Cal Poly, where she could focus specifically on food policy. However, just before completing her undergraduate degree, she was diagnosed with Lyme disease. The progressing



symptoms and the residual effects from the treatments took a toll on her physically, emotionally and financially.

Esparza says the scholarship couldn't have come at a better time. "It really helps relieve some of the strain," she said. "I was able to put that toward my school costs, so I could focus on taking care of my health-related expenses."

Esparza is exactly the kind of student George and Janice Clucas had in mind when they established the scholarship in 2006. They wanted their annual \$1,200 scholarship to go to a student who exhibits high academic potential and an interest in pursuing a career in public policy.

"They were both so dedicated to education and very politically active," said their son, Richard Clucas (History, '78). "It definitely makes sense that they would set up this particular scholarship."

Esparza is grateful for the support. With help from the scholarship, she plans to finish her master's degree this spring. After graduation she hopes to find a position in which she can work with communities to find ways to successfully redistribute wasted food.

"Lyme is a pretty expensive disease to diagnose and treat," she said. "This scholarship will definitely help me be able to continue meeting my health and education goals."

SUPPORTING FUTURE EDUCATORS

Ommer and Claudia King established the Kristin King Morana Scholarship to honor their daughter, who graduated with a degree in history from Cal Poly in 1980.

Brian Yañez Gounod received the \$1,200 award this past year. The Kings specified that the scholarship should go to history students who are interested in teaching at the middle or high school level in the future.

Gounod's passion for teaching is evident. He volunteers as a teacher in Morro Bay and Santa Maria and spends his summers working at a summer sports camp for kids. He says he was lucky enough



"So many history majors are doing great work, so I felt honored to receive this scholarship."

— Brian Yañez Gounod

Brian Yañez Gounod's passion for teaching earned him the Kristin King Morana Scholarship.

to have great history teachers in high school, and he wants to provide the same experience for his future students.

The scholarship will help him cover the cost of traveling from San Luis Obispo to the local schools where he volunteers.

"It means a lot to be recognized," he said. "So many history majors are doing great work, so I felt honored to receive this scholarship."

Gounod is also minoring in Spanish and Latin American studies. He's the treasurer of Cal Poly's chapter of the Phi Alpha Theta National History Honor Society and the director of outreach for MEXA, which is a student-run organization dedicated to promoting higher education among Chicano teenagers and giving back to the community. His goal as a future history teacher is to introduce more diverse perspectives in the history curriculum taught in high schools.

He plans to get his teaching credential after graduation, so he can start teaching full time while also working toward a master's degree. He says he

/ Scholarship

appreciates that the Kings specifically wanted to help future teachers.

“Education work doesn’t always get recognized, but this scholarship makes me feel like I’m on the right path,” Gounod said. “It’s certainly a great opportunity. For that I’m thankful.”

BROADENING HORIZONS

Alan Nguyen came to Cal Poly as a biology major, but something didn’t feel right. After enjoying a couple of packaging classes, he decided to transfer into the Graphic Communication Department. “I’m just so happy to be in this major,” he said. “I sign up for every opportunity I can.”

He was on Cal Poly’s teams for the Technical Association of the Graphic Arts and the Phoenix Challenge and served as the social media coordinator for the university’s More than a Motto campaign. The one opportunity he hadn’t experienced yet was a work-based internship.

“As a first-generation college student, my family doesn’t always understand,” Nguyen said.

However, employees at Catalyst Paper definitely understand the importance of an internship. Each year, the paper company arranges for a graphic communication student who is concentrating in management to intern with one of its clients. The company also provides the selected student with a \$6,000 scholarship, which helps to pay for transportation, housing and any other incidentals that may come with relocating for a summer internship.

This year Nguyen was chosen for the honor, and he was given the opportunity to intern with Colorado-based Publications Printers Corp., the official printer of the Denver Broncos.

“Receiving this scholarship really meant a lot to me,” Nguyen said. “This type of opportunity doesn’t come frequently.”

The scholarship is named for Doc Stapleton, a Catalyst Paper employee who died in 1996. The year after his death, the company held a golf tournament to raise funds for Cal Poly’s Graphic Communication Department. The fundraiser was



“Receiving this scholarship really meant a lot to me. This type of opportunity doesn’t come frequently.”

— Alan Nguyen

Graphic communication student Alan Nguyen enjoys hands-on work experience thanks to a summer internship supported by a scholarship from Catalyst Paper.

so successful, the company decided to have another one, and in 2018 the 22nd annual Doc Stapleton Memorial Golf Tournament was held.

“Doc loved printing,” said Jim Wright, senior sales director at Catalyst Paper and the organizer of the tournament. “Our hope is that the internship broadens students’ horizons about this industry. We also want students to get their hands dirty.”

Nguyen says the internship will help him graduate with the knowledge and skills he needs. “I will be able to get right to work with printing, prepress, marketing or client relationships,” he said. “I don’t take anything for granted. I will make the most of this opportunity.”

If you are interested in setting up a scholarship for a Cal Poly student, please contact:

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Special thanks to members of the 2017-18 Dean's Advisory Council for their contributions to the College of Liberal Arts

James W. apRoberts — Art and Design, '02
CEO/Co-founder, 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
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John Hinton — Speech Communication, '96
National Account Sales Manager, The Hartford

Sarah Carvalho Khan — English, '98
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TOP 5 WAYS TO **GIVE BACK TO CLA**

1



MAIL IN YOUR DONATION

Use the envelope enclosed in this magazine to mail in a donation to the College of Liberal Arts.

2



GIVE ONLINE

Visit www.giving.calpoly.edu to make your contribution to the college or your favorite department or project.

3



MATCH YOUR GIFT

Double your support by leveraging your employer's matching program at www.giving.calpoly.edu/matching.

4



MAKE A PLEDGE

You can pledge to donate an amount of your choosing over a timeline of your choosing. For example, you could pledge to make gifts of \$25 each month until you reach a total donation of \$500 or \$100 each quarter until you reach \$1,000.

5



PLAN YOUR GIFT

Leave a legacy on campus and include the College of Liberal Arts in your estate plans by visiting www.plannedgiving.calpoly.edu.