CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA
ACADEMIC SENATE

DATE: 12/1/10
TO: Academic Affairs Committee
FROM: Academic Senate Executive Committee
SUBJECT: Academic Senate Referral

1. CLASSIFICATION: AA-003-011

2. TITLE: Naming Building 1 for Former President Julian A. McPhee

3. BACKGROUND: From AVP Ron Simons: “Since there is no public mention of McPhee’s existence on this campus, I believe the renaming of the Building One will at least offer some type of memorial in recognition of his legacy as one of the most dynamic educational leaders in this state during his 25 years while presiding as the president of both Cal Poly's (Pomona and San Luis Obispo). I have also included a copy of the justifications I originally presented to the Senate, dated October 24, 2008. “

[ Additional background provided by the EC: none ]

4. RECOMMENDED RESOURCES: AVP Ron Simons, Professor David Lord, Professor Peggy Perry
   Also, apposite sections of:
   A Legacy and a Mission by Donald H. Pflueger
   Chapters I – X

   Advocate for vocational educational education in California: the professional career of Julian A. McPhee by Richard Dale Moody, 1968

   Audio Tape Recording (On Line, Special Collections of University Library)
   “Voices from Our Past – Julian A. McPhee, President 1933-66”
   By Sharon Sforzini – 49 minutes. This is an excellent recount of McPhee's history leading up and through his presidency for both Cal Polys. McPhee retired just two months following this recorded interview and passed away the following year on November 10, 1967.
[Additional resources recommended by the EC: ]

**Information from the Senate Archives**

- AS-2070-023/AA, Naming Policy for Physical Facilities and Academic Programs/President’s Response
- Link to EO 713 [http://www.calstate.edu/EO/EO-713.pdf](http://www.calstate.edu/EO/EO-713.pdf)
- Other link in the response for AS-2070-023/AA – [www.calstate.edu/UA/software_facilities.shtml](http://www.calstate.edu/UA/software_facilities.shtml)
- Memo sent to Senators – Naming Justification for Building No. 1 – Attachment A
- Academic Senate minutes – 10-25-2006
- Academic Senate Minutes – 11-15-06
- EP-001-089 – Referral
- Academic Senate Minutes – January 21, 2009
- AS-2297-089/EP, Renaming Building 1
- AS-2297-089, President’s Response

For the Committee’s Report on this referral, please list in separate sections, the resources recommended and resources actually consulted. If a resource was not consulted, briefly state why.

5. REVIEW AND RECOMMEND: Review and recommend as appropriate.

6. DATE REQUIRED FOR PRESENTING COMMITTEE REPORT TO EXECUTIVE COMMITTEE: May 3, 2011
CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA
ACADEMIC SENATE
REFERRAL REQUEST FORM

Please provide all information requested in this form. Incomplete referrals will be returned. Referrals must be submitted in electronic form to: senate@csupomona.edu

Date: November 17, 2010

Names and titles of proponents: Ronald R. Simons, Assoc. Vice President for Special Projects, University Advancement

KEYWORDS: (list at least 3 keywords to facilitate referral access through database)
Renaming Building One, Julian McPhee,

TITLE OF REFERRAL: Naming Building 1 for Former President Julian A. McPhee

BACKGROUND: (Provide background on the need for this referral and how it will benefit the University. Clearly state the expected outcome(s) or action(s) requested)

Cal Poly Pomona as we know it today would not exist if it had not been for the relentless years of leadership and struggle from former President Julian A. McPhee. McPhee took over the reigns of Cal Poly at San Luis Obispo in 1933 as a request from the California State Legislature. McPhee served for several years without additional pay for this position. He was instrumental in “saving” Cal Poly for extension on numerous occasions and had the extraordinary vision to initiate the search for a southern campus that eventually became Cal Poly Pomona.

While McPhee was know as a individual who “led with great conviction” it was this conviction that was responsible for the gifts of property from both the Voorhis family as well as W.K. Kellogg (Foundation) that are still today some of the most significant contributions to this university’s existence. As one of the three recognized “founders” of this university (McPhee, Voorhis and Kellogg) there should be some physical recognition on this campus that signifies McPhee’s many years of sacrifice and dedication.

There could be no better recognition of McPhee’s years of service than to dedicate the original Administration Building (No. 1) in his honor. While McPhee was responsible for obtaining the state funding for this building, he also resided in the Office of the President which was located in Building 1 during his visits to the Pomona campus.
Providing Building 1 with an identifiable name such as “McPhee Hall” will clearly distinguish it from the current administrative function that has taken place in the CLA, Building 98 for the past 20 years.

A summation of McPhee’s accomplishments related to the Cal Poly legacy is best stated in a quote taken from the Donald Pflueger history, *A Legacy and a Mission 1938-1989*:

> Julian A. McPhee, in 1933 found a Cal Poly with 117 students and a faculty/staff of fewer than 20. The rundown campus was threatened with destruction. At the time of his retirement there were 12,000 students housed in more than 50 new buildings on three beautiful campuses worth more than a hundred million dollars. The faculty/staff numbered about 2,000.

> His legion of friends as well as his respectful adversaries could agree that his legacy was one that will endure. His overall impact on education in California was beyond measure.

**RECOMMENDED RESOURCES:** (Provide a list of persons and documents that could be consulted for additional information on this topic)

While the Cal Poly Pomona Library is full of historical accounts and writings on Julian A. McPhee, I would particularly call out the chapters of his 25 year tenure that are covered in the following:

- *A Legacy and a Mission* by Donald H. Pflueger
  - Chapters I – X


- Audio Tape Recording (On Line, Special Collections of University Library) “Voices from Our Past – Julian A. McPhee, President 1933-66” By Sharon Sforzini – 49 minutes. This is an excellent recount of McPhee’s history leading up and through his presidency for both Cal Polys. McPhee retired just two months following this recorded interview and passed away the following year on November 10, 1967.

The Executive Committee (EC) forwards the referrals to a standing committee that researches the proposal, contacts resources, and submits a report. The EC reviews the report, forwards it to the Senate or returns it to the standing committee for additional information, clarification, or review. After the EC accepts the report it is placed on the agenda of the next Academic Senate meeting for a first reading and a month later for a second reading where voting takes place. The referral is then sent to the President for approval. Depending on the topic the process may take from 1 to 3 quarters. A motion to waive the first reading, if approved by the Senate, would reduce the wait time by one month.
Is there a deadline by when this referral needs to be considered by the Academic Senate?  X No  ___Yes, by __________________ (date). Justification for deadline:

**Justification for the Renaming of Administration Building One**

**In honor of University Founding President, Julian A. McPhee**

By: Ron Simons, AVP, Special Projects
University Advancement

October 24, 2008

The evolution of Cal Poly Pomona’s history all begins in the summer of 1938 with the gifting of the Voorhis School for Boys in San Dimas to become the southern branch of Cal Poly, SLO. The primary force behind that event was President Julian A. McPhee. Without going into every detail of that evolution, the following bullets of information offer a brief overview of those critical developments that lead to the university’s existence as we know it today.

- It was midway into the decade of the 1930’s and a couple of years into his presidency at SLO, that McPhee began to realized he would be far more successful in garnering state support for the school if Cal Poly had a larger service area outside of San Luis Obispo – hence his quest to expand into Southern California.

- McPhee learning of Charles Voorhis interest to offer his School for Boys to a deserving education entity, arranged for a meeting with Voorhis in the late spring of ’38. He convinced Voorhis that Cal Poly would be the most appropriate recipient of his school located on the secluded 157 acre Oak Knoll Ranch on the outskirts of San Dimas, California; complete with administration buildings, class rooms and individual residence cottages for students.

- Students and faculty moved into the campus in the fall of 1938 and began instruction; all agriculture, all male. With the advent of WWII most of the able young men attending the Voorhis campus had departed for the armed services. The Voorhis campus closed in the spring of ’43. At the conclusion of the war, the State Legislature recommended the permanent closing of the Voorhis operation as a budget savings move. Once again McPhee prevailed with his contacts in the Legislature and was allowed to reopen with full funding in the fall of ’47.

- With the advent of the G.I. Bill supporting service men and women’s pursuit to higher education, the demand for student space at the Voorhis campus was overwhelming. Once again McPhee began to look for a way to expand Cal Poly’s Southern California operation – either by adding to the existing Voorhis campus, or finding another location to accommodate a larger facility.
Quite by chance McPhee’s learned that W.K. Kellogg was again looking for an educational institution to take over his beloved Arabian Horse Ranch on the western edge of the Pomona Valley; provided they were able to meet a number of strict conditions.

McPhee and Kellogg met in the fall of 1948, hit it off and based on the success McPhee orchestrated with the Voorhis operation, Kellogg agreed to have his foundation transfer the ranch to the State of California (October 1949) for the use of Cal Poly’s expanded Southern California campus.

McPhee continued to hold the position as the “singular president” of both Cal Polys until his retirement at the close of the academic year in 1966. At that time the newly formed Cal State Board of Trustees agreed to finally separate the two Cal Polys and seek individual presidents for the two campuses. (Dr. Robert C. Kramer became the first president for the Pomona campus in the fall of 1966, and Dr. Robert E. Kennedy took over as president of SLO)

McPhee died just one year following his retirement, having served unprecedented 25 year tenure as president of the two Cal Polys. A remarkable achievement by anyone’s standards.

As we recognize those individuals considered to be the “founding fathers” of Cal Poly Pomona, only three names come forward: Charles B. Voorhis for his gift of the Voorhis School for Boys in 1938 that started the southern campus of Cal Poly; W.K. Kellogg for his exceptionally generous gift of the 825 acre Arabian Horse Ranch in the fall of 1949 to expand the southern Cal Poly campus; and of course Dr. Julian A. McPhee for having the vision and tenacity to pull it all together as president for 25 years over the two Cal Poly’s during some of the most challenging operational and budget times ever faced by the university as well as taking the lead in the negotiations and receipt of the two most significant gifts in the campus’ operational history.

McPhee was clearly one of the most significant forces in the development of this university’s existence. Since there are no existing memorials or structures recognizing McPhee’s exceptional level of contributions, the naming the original Administration Building 1 after Dr. Julian McPhee is most appropriate. Furthermore, Building No. 1 was McPhee’s administration building. He secured the state funding, got it built, was there for the dedication, and until his retirement, he maintained his office in Building 1,

In case one was wondering about putting a name on a structure that could be “sold” to the highest bidder, it is this author’s opinion that no one will ever be stepping forward to plunk down the 1/3 replacement cost value of that building to have his/her name affixed to the exterior.

Whether or not one would support McPhee’s administrative style, it was this “style” of leadership during those very challenging times in history that carried Cal Poly through a number of potentially devastating roadblocks, which eventually brought us to where the university is today. Now it is time to “do the right thing” and set this event into history – and not allow
McPhee’s accomplishments to be forgotten but rather to have his legacy remembered, appreciated and celebrated for the good fortune now enjoyed by the students, faculty and staff.
ATTACHMENT 1 – (President’s Response is listed as a separate document on the website)

California State Polytechnic University, Pomona

Academic Senate Report

AS-2070-023/AA

NAMING POLICY FOR PHYSICAL FACILITIES AND ACADEMIC PROGRAMS

Academic Senate Action:

Adopted: 3/12/03

Final Disposition:

Transmitted to President: 3/19/03
Recommendation:

The Academic Senate recommends that:

1. Proposals for conferring permanent names to major campus facilities need to be submitted to the campus academic senate three months not counting December and the summer months before the date when the Board of Trustees is expected to confer the name in order to provide time for appropriate consideration of the proposal.

2. Prior to final approval of the naming of any facility or program by the president, the proposed name shall be submitted to the Chair of the Academic Senate, who shall forward the proposal to the steering committee of the Senate. The steering committee shall determine whether the proposed name falls within their jurisdiction or whether it needs either to be referred to a standing committee of the Senate or placed on the Agenda for a full Senate discussion. Since large gifts are seldom delivered all at once the steering committee shall further determine that adequate provision has been made to assure that full value of the gift will be received in a timely manner.

3. To assist the Senate Chair and/or Steering Committee in determining their jurisdiction, it is recommended that if the amount in question is under $100,000 for gifts/donations, that the Senate Chair and/or Steering Committee is authorized to accept or reject the proposal. If there is no gift/donation involved, or a gift/donation in excess of $100,000 and/or a naming of a building/program after a distinguished person the proposal shall be referred to either a Standing Committee of the Senate or to the Full Senate for action.
ATTACHMENT 2

- Link to EO 713  http://www.calstate.edu/EO/EO-713.pdf

Date: July 27, 2006

To: Francis Flores  
Chair, Academic Senate

cc: Scott Warrington  
Dr. Ron Fremont

From: Ron Simons  
AVP, University Advancement
Special Projects

Subject: Naming Justification for Building No.1

Francis,

Dr. Ron Fremont, AVP for University Relations, informed me there were some questions and concerns during his meeting yesterday with the Academic Senate Executive Committee regarding our interest in renaming the old administration building (No.1) after our former and founding president, Dr. Julian A. McPhee. Since I was the culprit that initiated this effort to name Building 1 after McPhee, let me try to dispel those concerns doubting the validity of this process.

As you know, the evolution of our university’s history is not all that unusual in that we were spawned from another CSU campus, Cal Poly SLO. Without going into the agonizing details of that evolution, let me offer a few bullets of information and benchmarks that should help to put our present position in perspective.

- Cal Poly SLO was initially founded at the turn of the 20th century (1901) as a trade school open to both boys and girls.

- With the advent of the depression, the State Legislature was concerned that this school may have run its course and was a drain on the scarce public resources. Therefore in 1933 the Legislature commissioned Julian McPhee, then the State Director of the Vo-Ag programs to go to SLO, assess the situation and return to the Legislature with a plan to close it down.

- Well, after a few weeks of knocking around the campus and learning about the schools potential, McPhee returned to the Legislature and did a “180” by recommending the Legislature not only retain the program, but also elevate its academic status to a college level. McPhee was so persuasive in his appeal that the Legislature finally agreed, but with one stipulation; that McPhee take over as the school’s president. He agreed, and furthermore did so at no additional pay.
A couple of years into his presidency at SLO, McPhee was quick to realize that he would be far more successful in garnering state support for the school if Cal Poly (SLO) had a larger service area of responsibility – hence his quest to expand into Southern California.

In the spring of 1938, McPhee learned from a neighbor to the Voorhis Campus (just outside of San Dimas, California) that a local philanthropist, Mr. Charles B. Voorhis, was searching for an appropriate educational organization where he could donate his “School for Boys”. Voorhis and his wife, Nell, now well into their retirement years, were not up to operating the school on their own.

McPhee met with Voorhis in the late spring of ’38, convinced him that Cal Poly would be the most appropriate recipient of his 157 acre school; complete with administration buildings, class rooms and individual residences for students; and the deal was cut – just like that.

McPhee, by presidential edit, notified faculty and students later that summer that they were to now report to the Voorhis campus as opposed to SLO at the campus opening in September. The programs of study being offered were limited to two agricultural areas; Ag inspection and tropical fruits, and open only to an all male enrollment.

WWII comes along, and most of the able young men attending the Voorhis program leave for the armed services. The Voorhis campus closes in the spring of ’43. The State Legislature suggested the total closing of the Voorhis operation but once again McPhee prevailed and was allowed to reopen in the fall of ’47 following the close of the war. With the advent of the G.I. Bill, the demand for space was overwhelming. So McPhee begins to look for a way to expand Cal Poly’s Southern California operation – either by adding to the existing acreage next to the Voorhis campus, or even considering a complete move to a larger facility.

McPhee learns that W.K. Kellogg was looking for some educational institution to take over his beloved Arabian Horse Ranch, providing they were able to meet a number of strict conditions. McPhee and Kellogg met in late 1948, hit it off and agreed to have his foundation transfer the ranch to the State of California (October 1949) for the use of Cal Poly’s expanded campus in the south.

Keep in mind that the two Cal Poly campuses (SLO and Kellogg/Voorhis) were still being administered by a singular president – Dr. Julian A. McPhee. In fact, McPhee made every effort to keep the focus of the Cal Poly tradition going to the mother-lode (SLO) which meant those students attending the Voorhis campus from ’38 – ’56 had to do their final year at SLO (some students loved it and some hated having to make the move). However, once the Kellogg campus opened for classes in the fall of ’56, the southern campus was finally granted permission by McPhee to offer the full four-year program, including graduation. In fact the first Commencement ceremony for the southern campus was held that next spring (June of ’57) in the Rose Garden.
McPhee continued as the “singular president” of both campuses until his retirement at the close of the academic year in 1966. At that time, the newly formed Cal State Board of Trustees agreed to finally separate the two Cal Polys and seek individual presidents for the two campuses. (Dr. Robert C. Kramer became the first president for the Pomona campus in the fall of 1966)

As they say, “the rest is history.” McPhee died just one year following his retirement after serving an unheard of 33 year term as president of the two Cal Polys. A remarkable achievement by anyone’s standards.

Francis, I apologize for the “history lesson” but I did want the members of the Academic Senate to have some idea for what McPhee had to endure to keep the two Cal Poly’s going through some exceptionally very difficult times. Without question McPhee was a task master and you could say a bit of a control freak. However he also was probably singly responsible for keeping the two Cal Poly’s alive, which eventually lead to our enormous success as we know it today. No one would argue that McPhee was not a “collaborative leader”, but then again he also had an exceptional talent and a perfected level of “street sense” to accomplish insurmountable tasks where others would have been easily been defeated. I dare say if the Cal Polys had been left to any other style of leadership during those difficult times, neither Cal Poly would probably exist today.

As we recognize those that we consider to be our “founding fathers”, only three names are considered for this distinction: Charles B. Voorhis for his initial gift of the Voorhis School for Boys in 1938 that started the campus to the south; W.K. Kellogg for his exceptionally generous gift of the 825 acre Arabian Horse Ranch in the fall of 1949 to expand the southern Cal Poly campus; and of course Dr. Julian A. McPhee for having the vision and tenacity to pull it all together as president for 33 years of the two campuses during some of the most challenging times ever faced by the university including being the responsible individual for taking the lead in the negotiations and receipt of the two most significant gifts in our operational history.

I began my Cal Poly Pomona experience in the fall of 1959; living on the Voorhis campus, and attending Cal Poly Pomona during the period the campus was still an all-male student body. This was also at a time Julian McPhee was still the president. I became very active in various student activities, especially in Rose Float, my academic department, my residence hall program, the campus annual open house (Poly Vue), and eventually as an elected officer in the ASI government during the year we initiated and signed the ASI incorporations papers – 1963-64. I share this information with you to let you know that because of my high visibility as a student during these times, I got to know President McPhee. As I look back and in my opinion, he was clearly the singular most influential person in the entire history of this university (as well as for the SLO campus).
For that reason alone, I believe we owe McPhee the respect and a designated place in our campus history that will carry his name forward for all the years to follow. This is my sole reason for asking that **we consider naming the old Administration Building after Dr. Julian McPhee.**

In case you were wondering about putting a name on a structure that could be “sold” to the highest bidder, it is my belief, based on my past experience, that no individual will ever be stepping forward to plunk down the 1/3 replacement cost value of that building to have his/her name affixed to the exterior. **Building No. 1 was McPhee’s administration building.** He secured the state funding, got it built, was there for the dedication (I was even present as one of the on-looking student), he maintained his office in Building 1, and held all important meetings related to the campus in that structure until his retirement in the spring of 1966.

Naming the old administration building after the founding president of our university is certainly most appropriate and probably long overdue. We have adequately recognized and memorialized both the Voorhis and Kellogg founding fathers with “naming opportunities” on this campus, but have somehow omitted even one visual reorganization of McPhee’s existence and his contribution to our heritage.

Whether or not you agreed with McPhee’s administrative style, it was this administrative style in that time in history that carried Cal Poly through a number of potentially devastating roadblocks, which eventually brought us to where we are today. Now it is time for us to do the right thing and set this event into history – not to allow McPhee to be forgotten but rather to have his legacy remembered, appreciated and celebrated for the good fortune we now enjoy.

To the Executive Committee: Thank you for reading my appeal.

I would be happy to meet with you and any members of the Academic Senate to answer questions in an effort to dispel any objections as to the justification of this event. You can call me at the office extension, x-4996, my cell (909) 437-7471 or by return email.

Thanks for your consideration.
6. Discussion

a. Naming of Building 1

Additional information was sent to the senators via campus mail.

Ron Simons was open to questions.

Chair Flores stated that this is a discussion item and it will be an action item at a future meeting.

Discussion ensued.

The item is a discussion item.

Dean Emeritus Henry House addressed the body. He stated that he worked with Julian McPhee and he is well acquainted with the circumstances that established Cal Poly as a four-year institution. Dean House stated that Past President McPhee was instrumental in acquiring the land and convincing the legislature to fund the institution. This was the life work for Julian McPhee.

This item will be a business item at the next meeting.
3. **New Business**
   
a. **Naming of Building 1**

Chair Flores reminded the Academic Senators that there was a presentation at the last meeting to consider the renaming of Building 1 to the Julian A. McPhee Hall.

Dr. Flores asked if there was any discussion.

M/s that we support the naming of Building 1 to the Julian A. McPhee Hall or McPhee Hall.

A secret ballot was requested.

The motion failed. 12-18-1.
DATE: October 3, 2008
TO: Elections & Procedures Committee
FROM: Academic Senate Executive Committee
SUBJECT: Academic Senate Referral

4. CLASSIFICATION: EP-001-089

5. TITLE OF REFERRAL: Renaming Building 1

6. BACKGROUND: See attached referral request form and accompanying document with additional justification. Additional background provided by the EC: None

7. RECOMMENDED RESOURCES: See attached referral request form. Additional resources recommended by the EC:

For the Committee’s Report on this referral, please list only the resources that were actually consulted.

8. REVIEW AND RECOMMEND: Review and recommend as appropriate.

9. DATE REQUIRED FOR PRESENTING COMMITTEE REPORT TO EXECUTIVE COMMITTEE: April 1, 2009
Date: September 10, 2008

Names and titles of proponents: Ron Simons, Assoc VP, Special Projects, University Advancement

KEYWORDS: (list at least 3 keywords to facilitate referral access through database)
Renaming Building 1, Julian McPhee, Naming buildings

TITLE OF REFERRAL: Renaming of Building One

BACKGROUND: In my opinion we have one gaping void in our Campus’ rich heritage, and that omission is we have no viable, on-campus recognition of our founding president, Dr. Julian A. McPhee. For more than half a dozen years I have been spearheading an effort to rename the old Administration Building One in honor of our university’s founding president. I had the opportunity to bring this request before the Academic Senate a couple of years ago, but it failed to receive a passing vote. I understand there were a number of Senators that were concerned with former President McPhee’s management style and therefore did not believe him worthy of this honor. I also understand a number of these Senators also did not have the opportunity to read the accompany justification attached to this referral. While I completely respect their opinion, I also wish to point out that none of us would be here today if it had not been for McPhee’s relentless style that saved the two Cal Poly’s from receiving the state’s budget ax on more than one occasion. While his management style over his 33 years of tenure of the two Cal Poly’s may not appear suitable for a president residing over today’s university, I can assure you it was probably the most significant characteristic of his leadership style that led to guarantee the eventual future of both Cal Poly’s. This request has already received approval from both the University Naming Facilities as well as the President’s Cabinet (a couple of years ago).

(Sending additional justification under separate email cover)

RECOMMENDED RESOURCES: (Provide a list of persons and documents that could be consulted for additional information on this topic)
Probably the two most vocal (and living) supporters of this recommendation can be
found by contacting our former Dean of Student, Henry House and the former president
of Cal Poly SLO, Dr. Robert E. Kennedy. House served under McPhee right after we
took over the Voorhis campus following WWII and Kennedy was the assigned VP over
the Pomona campus (before he was appointed to the presidency at SLO) just before the
two Cal Poly's were separated in the mid 1960's. Each of these individuals has
experienced many years working for and with McPhee. There is also a wealth of data
on McPhee in both the Cal Poly Pomona and SLO Libraries.

The Executive Committee (EC) forwards the referrals to a standing committee that researches the
proposal, contacts resources, and submits a report. The EC reviews the report, forwards it to the Senate
or returns it to the standing committee for additional information, clarification, or review. After the EC
accepts the report it is placed on the agenda of the next Academic Senate meeting for a first reading and
a month later for a second reading where voting takes place. The referral is then sent to the President for
approval. Depending on the topic the process may take from 1 to 3 quarters. A motion to waive the
first reading, if approved by the Senate, would reduce the wait time by one month.

Is there a deadline by when this referral needs to be considered by the Academic
Senate? ____No  ____X Yes, by  ____October 6, 2009_____ (date). Justification for
deadline: In time to submit to CSU Board of Trustees November 18-19 meeting.

Referrals will be placed on the agenda of the next meeting of the Executive
Committee if submitted no less than 5 work days (a week) before the date of the
meeting. Under special circumstances and whenever possible, requests to waive
the deadline may be granted with an appropriate justification.
Justification for the Renaming of Administration Building One
In honor of University Founding President Julian A. McPhee

September 10, 2008
By: Ron Simons
AVP, Special Projects
University Advancement

The evolution of our university’s history is not all that unusual in that we too were spawned from another CSU campus, Cal Poly, SLO. Without going into every detail of that evolution, let me offer a few bullets of information that justify the immensely pivotal role played by Cal Poly Pomona’s founding president, Dr. Julian A. McPhee.

- Cal Poly SLO was initially founded at the turn of the 20th century (1901) as a trade school open to both boys and girls.

- With the advent of the depression, the State Legislature was concerned that this school may have run its course and was a drain on the scarce public resources. Therefore in 1933 the Legislature commissioned Julian McPhee, then the State Director of the Vo-Ag programs to go to SLO, assess the situation and return to the Legislature with a plan to close it down.

- After a few weeks of knocking around the campus and learning about the school’s potential, McPhee returned to the Legislature and did a “180” by recommending the Legislature not only retain the program, but to provide additional funding and to elevate the school’s academic status to “college level”. McPhee was so persuasive in his appeal that the Legislature finally greed, but with one stipulation; that McPhee take over as the school’s presidency. He agreed, and furthermore did so at no additional pay over what he was already receiving as the State’s director for Vocational Education.

- A couple of years into his presidency at SLO and McPhee was quick to realized he would be far more successful in garnering state support for the school if Cal Poly (SLO) had a larger service area of responsibility – hence his quest to expand into Southern California.

- As if by some Divine guidance it was the spring of 1938 when McPhee learned from a neighbor to the Voorhis Campus (just outside of San Dimas, California) that a local philanthropist, Mr. Charles B. Voorhis was searching for an appropriate educational organization where he could donate his “School for Boys” since his son, the former Headmaster of the School, Jerry Voorhis had successfully been elected to Congress in 1936. Charles Voorhis and his wife, Nell now well into their retirement years, and living in Pasadena were not up to operating the school on their own.

- McPhee met with Charles Voorhis in the late spring of ’38, convinced him that Cal Poly would be the most appropriate recipient of his school located on the 157 acre Oak Knoll
Ranch; complete with administration buildings, class rooms and individual residences for students; and the deal was cut – just like that.

- McPhee, by presidential edit, notified faculty and students later that summer that they were to report to the Voorhis campus as opposed to SLO at the campus opening in September. The programs of study being offered were limited to two agricultural areas; Ag inspection and tropical fruits, and open only to an all male enrollment.

- With the advent of WWII most of the able young men attending the Voorhis campus had departed for the armed services. The Voorhis campus closed in the spring of ’43. However the State Legislature went one step further and recommended the total closing of the Voorhis operation. Once again McPhee prevailed and was allowed to reopen with full funding in the fall of ’47. With the creation of the G.I. Bill which supported these returning servicemen and women with educational assistance, the demand for space at the Voorhis campus was overwhelming. So McPhee began to look for a way to expand Cal Poly’s Southern California operation – either by adding to the existing acreage next to the Voorhis campus, or even considering a complete move to a larger facility.

- During McPhee’s quest for additional campus space he receives word that W.K. Kellogg was looking for an educational institution to take over his beloved Arabian Horse Ranch; provided they were able to meet a number of strict conditions.

- McPhee and Kellogg met in the fall of 1948, hit it off and based on the success of the Voorhis operation, Kellogg agreed to have his foundation transfer the ranch to the State of California (October 1949) for the use of Cal Poly’s expanded campus in the south.

- Keep in mind the two Cal Poly campuses (SLO and Kellogg/Voorhis) were still being administered by a singular president – Dr. Julian A. McPhee. In fact, McPhee made every effort to keep the focus of the Cal Poly tradition going to the mother-lode (SLO) which meant those students attending the Voorhis campus from ’38 – ’56 had to do their final year at SLO (some students loved it and some hated having to make the move). However once the Kellogg campus opened for classes in the fall of ’56, the southern campus was finally granted permission by McPhee to offer the full four-year program, including graduation. The first Commencement ceremony for the southern campus was held that next spring (June of ’57) in the Rose Garden.

- At the times of their joint administration, both Cal Poly’s had an “all-male” enrollment. The reason for this was generated by legislative action in the depression years to cut back on expenses. McPhee eventually opened up enrollment to females on the SLO campus in the early 50’s which was followed by the first admission of coeds to the Kellogg campus in the fall of 1961.

- McPhee continued to hold the position as the “singular president” of both Cal Polys until his retirement at the close of the academic year in 1966. At that time the newly formed Cal State Board of Trustees agreed to finally separate the two Cal Polys and seek
individual presidents for the two campuses. (Dr. Robert C. Kramer became the first
president for the Pomona campus in the fall of 1966, and Dr. Robert E. Kennedy took
over as president of SLO)

- McPhee died just one year following his retirement having served an unheard of 33
  year term as president of the two Cal Polys. A remarkable achievement by anyone’s
  standards.

President McPhee had to endure some fairly demanding challenges to keep the two Cal Poly’s
going through some exceptionally difficult times. Without question McPhee was a task master
and you could say a bit of a control freak. Undoubtedly he was singularly the most responsible
individual for keeping the two Cal Poly’s going. No one would disagree that McPhee may not
have been the most “collaborative” leadership style of management, but then again he also
exhibited an exceptional level of “street since” in working with the state legislators that saved the
two Cal Poly’s for certain demise.

As we recognize those individuals considered to be “founding fathers”, only three names come
forward: Charles B. Voorhis for his initial gift of the Voorhis School for Boys in 1938 that
started the campus to the south known today as Cal Poly Pomona; W.K. Kellogg for his
exceptionally generous gift of the 825 acre Arabian Horse Ranch in the fall of 1949 to expand
the southern Cal Poly campus; and of course Dr. Julian A. McPhee for having the vision and
tenacity to pull it all together as president for 33 years over the two Cal Poly’s during some of
the most challenging operational and budget times ever faced by the university as well as taking
the lead in the negotiations and receipt of the two most significant gifts in the campus’
operational history.

We owe McPhee the respect and a designated place in our campus history that will carry his
name forward for all the years to follow. Therefore the renaming of the old Administration
Building 1 after Dr. Julian McPhee is most appropriate.

In case one was wondering about putting a name on a structure that could be “sold” to the
highest bidder, it is not likely and individual will ever be stepping forward to plunk down the 1/3
replacement cost value of that building to have his/her name affixed to the exterior. Building
No. 1 was McPhee’s administration building. He secured the state funding, got it built, was there
for the dedication, he maintained his office in Building 1, and held all important meetings related
to the campus in that structure until his retirement in the spring of 1966.

Naming the old administration building after the founding president of our university is certainly
most appropriate and probably long over-due. We have adequately recognized and
memorialized both the Voorhis and Kellogg founding fathers with “naming opportunities” on
this campus, but have somehow omitted even one visual reorganization of McPhee’s existence
and his contribution to our heritage.

Whether or not you agreed with McPhee’s administrative style, it was this administrative style in
that time in history that carried Cal Poly through a number of potentially devastating roadblocks,
which eventually brought us to where we are today. Now it is time for us to do the right thing and set this event into history – not to allow McPhee to be forgotten but rather to have his legacy remembered, appreciated and celebrated for the good fortune we now enjoy.
ELECTIONS & PROCEDURES COMMITTEE

REPORT TO

THE ACADEMIC SENATE

EP-001-089

Renaming Building 1

Academic Affairs Committee  Date: 12/3/08

Executive Committee
Received and Forwarded  Date: 1/14/09

Academic Senate  Date: 1/21/09
First Reading
Waiver Requested


**Background**

Ron Simons, AVP, Special Projects [University Advancement] is requesting University support for renaming Building 1 after Cal Poly Pomona’s first president, Julian A. McPhee. This matter was first presented to the Academic Senate on September 27, 2006. After reading Mr. Simons’ written proposal and hearing his supporting remarks, the Senate voted against the proposal on October 25, 2006. Thereafter, Mr. Simons renewed his proposal by filing it with the Academic Senate on October 3, 2008. The Academic Senate referred the matter to the Elections & Procedures Committee (EPC) for further consideration. After reviewing his written proposal, the EPC invited Mr. Simons to state his case before the committee. At the meeting of October 22, 2008, Mr. Simons spoke with the EPC. The EPC informed Mr. Simons that he should prioritize and streamline his key points for the EPC’s review. Mr. Simons submitted a statement, dated October 24, 2008, in response.

**Resources Consulted**

Reviewing the material presented at the September 27 and October 25, 2006 meetings of the Academic Senate. A Presentation by Ron Simons to the Election and Procedures Committee on October 24, 2008. Consultation with senior faculty who were on campus in the McPhee era.

**Discussion**

The committee has reviewed the history of the referral as well as the written statements and oral presentation given by Mr. Simons. The EPC finds that although Mr. Simons has been urged to succinctly restate the most compelling case to support the referral, he has not presented any new evidence supporting or different arguments favoring renaming Building 1 after President McPhee. Since the proposal has already been rejected by the Academic Senate, the EPC finds that there are no grounds for resubmission of the referral to the Academic Senate.

The Committee appreciates Mr. Simons’ efforts in this matter.

**Recommendations**

The EPC recommends that the referral be rejected and that no further action concerning it be undertaken by the committee or the Academic Senate.
c. **EP-001-089, Renaming of Building 1 – FIRST READING, WAIVER REQUESTED**

M/s/p to receive and file the report.

M/s to waive the First Reading

The motion passed.

M/s to adopt the report.

Committee Chair Morehouse presented the report.

**RECOMMENDATIONS**

The EPC recommends that the referral be rejected and that no further action concerning it be undertaken by the committee or the Academic Senate.

Discussion -- Committee Chair Morehouse stated that the proposal came before the Senate two years ago. The Senate voted against it. The issue was sent as a referral to the Academic Affairs Committee and the Committee reviewed the issue.

A senator questioned why the Academic Affairs Committee rejected the referral. Senator Morehouse stated that the Committee concluded that there was no new information.

**Chair Sancho-Madriz clarified that the issue was sent to the Senate but not via** a referral to a Committee. This time it was sent as a referral.

Ron Simons presented a handout for the justification for the renaming of the building. He asked that it be distributed. He encouraged the Senate to read the justification.

Opponents to the naming of building 1 stated the opinion that Dr. McPhee should not be honored in this way. Several reasons were voiced.

Another senator stated that there should be some monetary gift before a building is named after anyone.

M/s to reconsider the first reading waiver motion.
The motion was out of order.

M/s to postpone this report to the next meeting.

The vote failed 13-15.

The point was made that there should be steps to establish a process for naming a building. Clarification was provided that there is a policy for naming buildings.

Clarification was requested regarding the vote – the outcome will be the same if it is a Yes or No vote.

Ron Simons pointed out that the campus has tried to get donations and funds to support Building 1. None were forthcoming. This building will probably never get a large donor to put their name on it.

M/s the questions.

The motion passed – 4 opposed.

The motion to adopt passed 20-11-2
ATTACHMENT 9

California State Polytechnic University, Pomona

Academic Senate Report

AS-2297-089/EP

RENAMING BUILDING 1

Academic Senate Action:

Adopted: 1/19/09

Final Disposition:

Transmitted to President: 1/27/09
Recommendation:

The Academic Senate recommends that the referral be rejected and that no further action concerning it be undertaken by the committee or the Academic Senate.
ATTACHMENT 10 – Listed as a separate document on the website.