

# Coordinated Enrollment + Awareness Efforts

- **David Estudiante**, Director, New Student Programs and Family Engagement
- **Karen Lindell**, Director of Marketing and Brand Strategy
- **Amon Rappaport**, Senior AVP & Chief Communications Officer
- **Brandon Tuck**, Presidential Associate for Community Partnerships and Expanding Access
- **Ben Quillian**, Senior AVP & Deputy Chief Information Officer
- **Jessica Wagoner**, Senior AVP, Enrollment Management and Services



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We are so Proud of you

FUTURE BRONCO

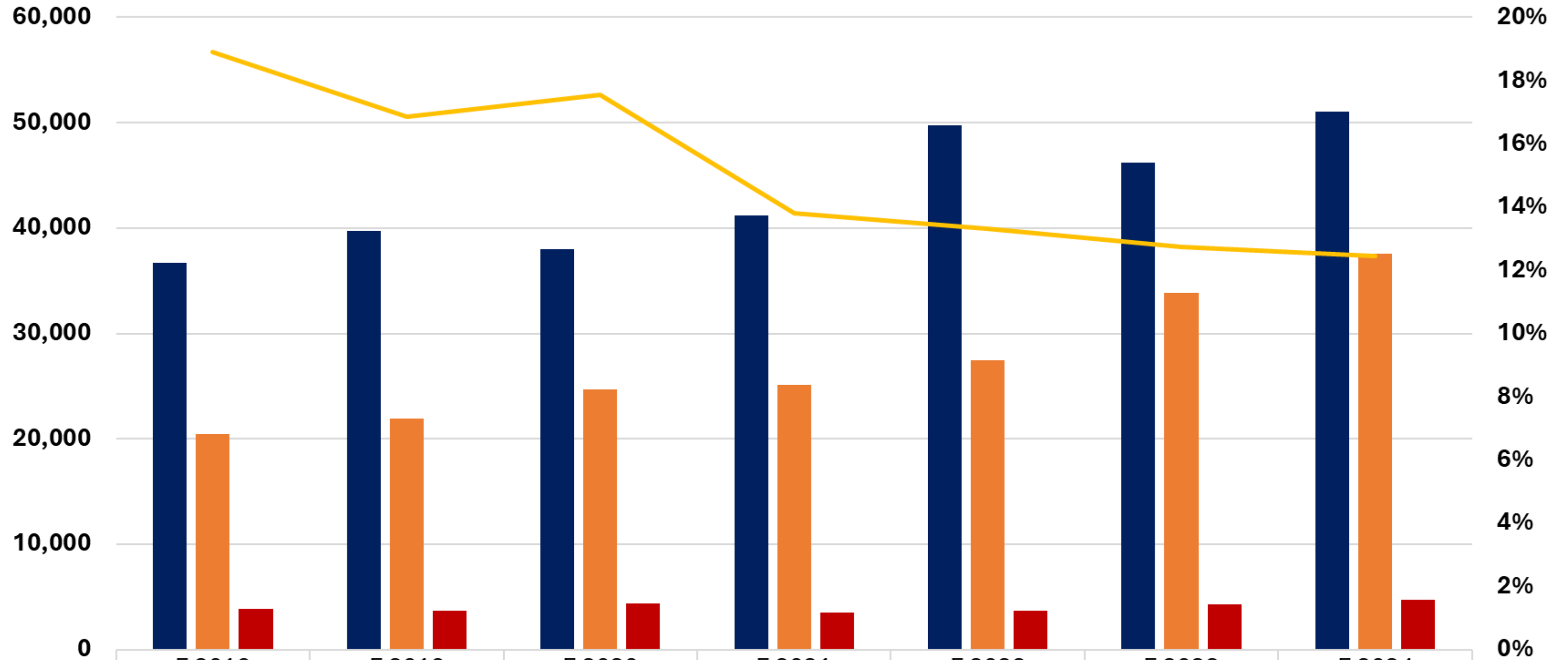
THE Adventure BEGINS

# Agenda

- Yield Challenge & Opportunity
- We've Got an Awareness Problem
- Why We Need More Awareness—Now
- Our Impact and Identity
- College Enrollment & University Awareness Campaign
- 2024 – 2025 Projects
- Logo Updates
- Timeline
- Campaign Budget & ROI
- Discussion and Action
- Handout: Campaign Project and Budget Details

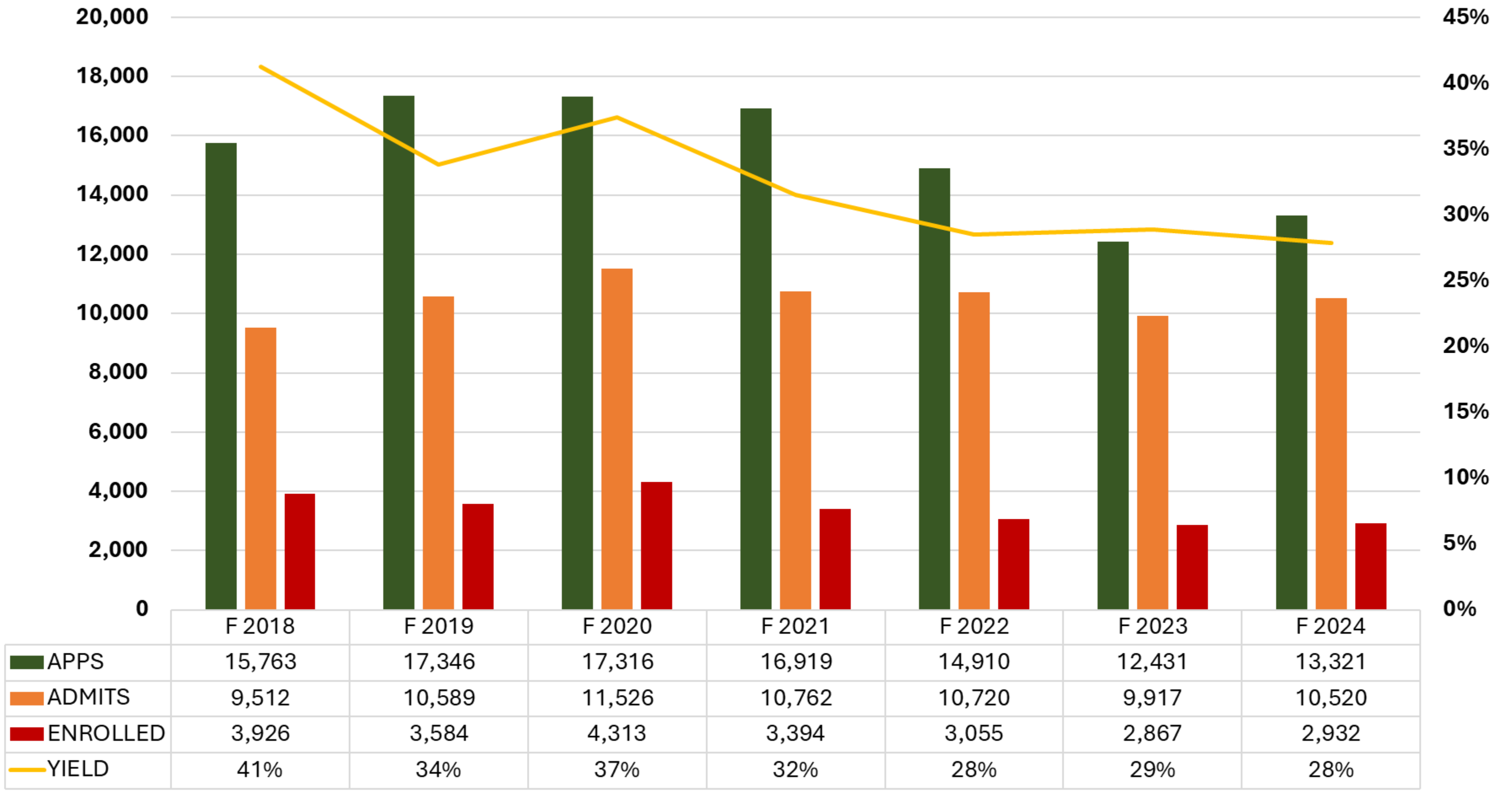
# Yield Challenge & Opportunity

# First-Time Freshmen: Admit to Intent Yield Rate



	F 2018	F 2019	F 2020	F 2021	F 2022	F 2023	F 2024
APPS	36,658	39,725	38,026	41,224	49,720	46,241	51,024
ADMITS	20,434	21,874	24,696	25,110	27,439	33,809	37,607
ENROLLED	3,862	3,689	4,331	3,467	3,654	4,310	4,681
YIELD	19%	17%	18%	14%	13%	13%	12%

# Transfers: Admit to Intent Yield Rate



# We've Got an Awareness Problem

# Name a greater LA-area higher ed institution

All  
Surveyed

Prospective  
Students



75%

78%



58%

57%



19%

24%

**CAL STATE LA**

18%

24%



13%

12%

**Most don't  
think of us!**

~ 4/5 of all surveyed

~ 3/4 of prospective  
students



# What's your impression of CPP vs. competitors?

Community, Current Students,  
& Prospective Students

CalPolyPomona



CAL POLY



CALIFORNIA STATE UNIVERSITY  
FULLERTON



CALIFORNIA STATE UNIVERSITY  
LONG BEACH

UCI

Current  
CPP Families



CAL POLY

CalPolyPomona



CALIFORNIA STATE UNIVERSITY  
FULLERTON



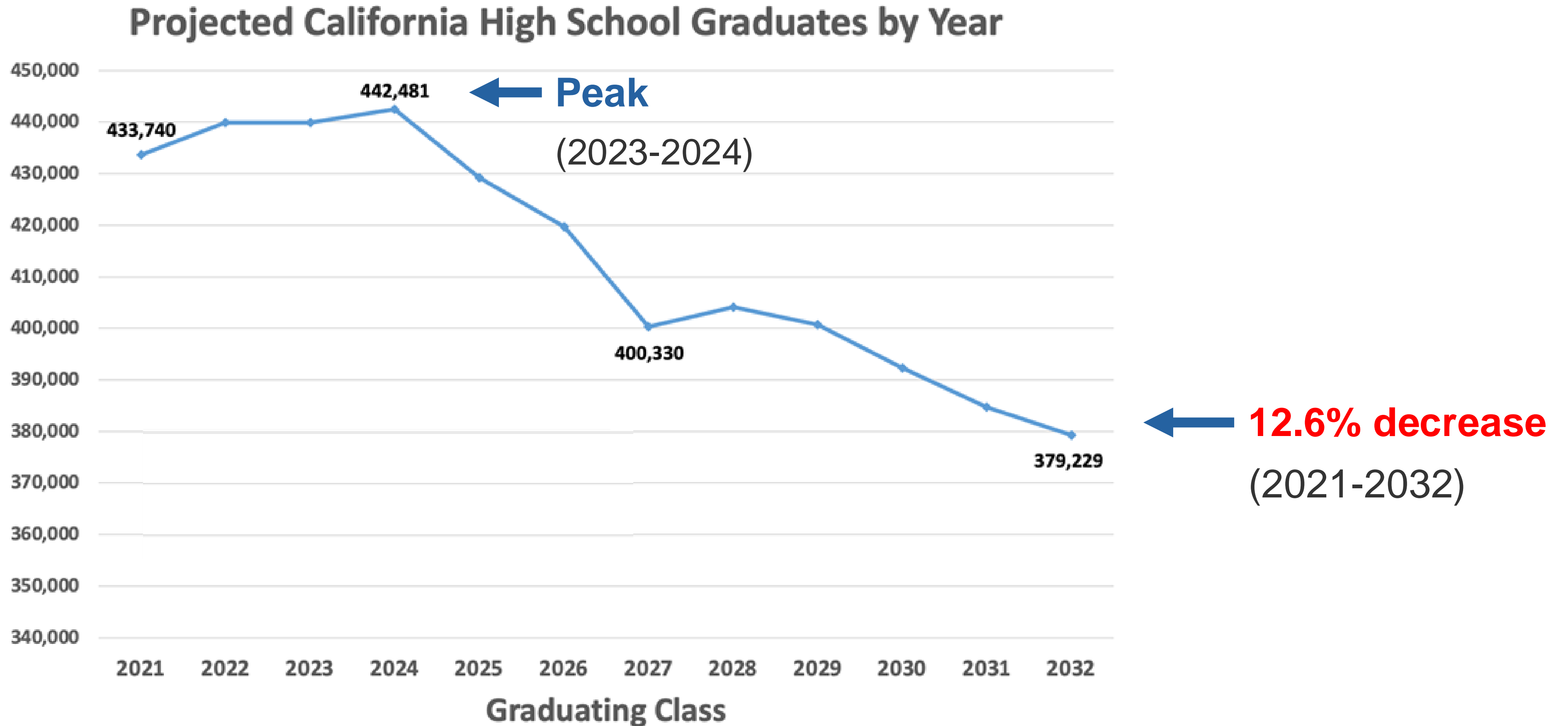
CALIFORNIA STATE UNIVERSITY  
LONG BEACH

UCI

Those who  
know us,  
love us!

# Why We Need More Awareness — Now

# CA High School Graduates Projected to Decline



Source: California Department of Finance

<https://dof.ca.gov/forecasting/demographics/public-k-12-graded-enrollment/>

**Wish you  
were here**



**OUTFRONT / PRIME**



# ASU in California



[Our CA Portfolio](#) ▾

[Education Opportunities](#) ▾

[Attend ASU](#) ▾

[Events](#) ▾

[About](#) ▾

## ASU in California

Inclusive access to lifelong learning



# I CAN CREATE MY FUTURE

California community colleges can help you achieve your goals and become the hero of your story. You can do great things with a college education.

Enroll Now [↗](#)



THE POLY POST

# BRONCO GUIDE

## CPP FASHION

How Broncos use the campus as their runway

## MAKING CENTS

4 ways to cash in on financial aid

## RISE AND SHINE

The best breakfasts in town



## Gain Units for Less!

Transferable GE Classes  
Are Just \$46 a Unit  
At Mt. SAC



[www.mtsac.edu/schedule](http://www.mtsac.edu/schedule)



CAL POLY

M.S. Business Analytics  
ORFALEA COLLEGE OF BUSINESS

## MS BUSINESS ANALYTICS

This comprehensive **10-month program** encompasses statistics, AI, machine learning, econometrics, data management, and business knowledge. Students also work collaboratively on real-world industry projects, providing them valuable experience working for a client in a team.

Website and Info  
Session Schedule



**APPLY NOW**

CONTACT INFORMATION  
[gradbusiness.calpoly.edu](http://gradbusiness.calpoly.edu)  
[gradbusiness@calpoly.edu](mailto:gradbusiness@calpoly.edu)

# Why now?

## **New reality**

- Declining enrollment trends
- CPP's state funding now tied to meeting enrollment goals
- Increased competition: students, employees, funding
- More options for students
- Questioning value of higher ed

## **Potential consequences of inaction**

- Decreased tuition income and state funding
- Decreased resources for programs
- Fewer classes and lecturer appointments
- Decreased faculty/staff recruitment, increased workload

**Universities need high awareness to succeed!**



# Why We're Building Awareness of Our Reputation & Impact

To continue to serve students, impact society and remain financially viable, we need to **invest in greater awareness of Cal Poly Pomona** so it leads to more resources for students, faculty and staff.

# Our Impact & Identity

# Purpose

WHY WE EXIST – OUR REASON FOR BEING

To help anyone who  
dreams of success  
achieve it



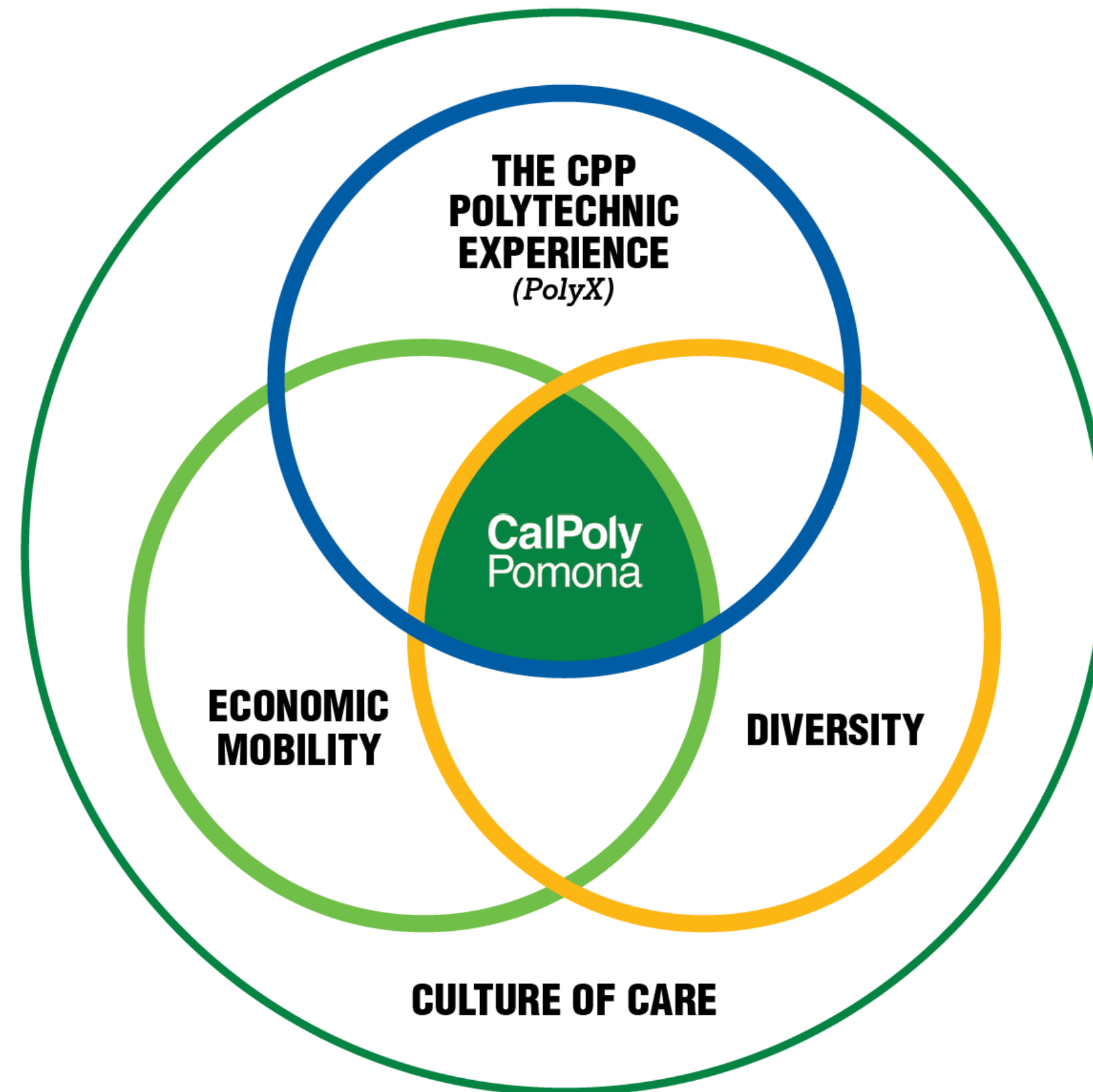
# Our Uniqueness

Cal Poly Pomona  
is the  
**#1 POLYTECHNIC  
UNIVERSITY**  
for  
**DIVERSITY**  
and  
**ECONOMIC MOBILITY.**

Diverse Issues in Higher Education, 2021;  
Wall Street Journal, 2023

## WHAT MAKES US UNIQUE

Other universities have some of these attributes, but  
**ONLY CPP BRINGS TOGETHER THE CAL POLY POMONA POLYTECHNIC EXPERIENCE,  
DIVERSITY AND ECONOMIC MOBILITY IN A CULTURE OF CARE.**





**Lauren Ruiz '24**  
College of Agriculture



**Zane Landin '22**  
C.L.A.S.S.



**Eliana Scott '23**  
College of Science

# Dreams of Success



# Dreams of Success = CPP Success!

**CalPoly Pomona Annual Fund**

November XX, 2023

Dear <First and Last Name>,

As a young girl, I dreamed that I would come to CPP as a student and work with animals in hopes of working at the San Diego Zoo. I am happy to say that I just finished an internship at the zoo for wildlife care — and it was literally a dream come true.

My name is Lauren Ruiz and in May I'll graduate with a degree in agricultural science. I'm excited to see where I'll go within my field, bringing my passion for working with animals along with my hands-on experience from my internship and classes everywhere I go.

At CPP, I have had amazing mentorship from my professors. My parents, Maria ('98, liberal studies) and Carlos ('96, mechanical engineering), have also been incredibly encouraging. They met as students on campus, which means I literally would not be here today if it wasn't for them and Cal Poly Pomona!

While there are some students like me who have big aspirations and are reaching them, some need a hand to dream bigger than what they think is possible and to achieve those dreams. That's where your support comes in.

Your generosity with a gift of \$XXX will help them realize their potential, even if they don't yet see it. By supporting students from all backgrounds, you empower them to learn in hands-on situations, solve real-world problems, and forge their own unique paths to success.

Thank you for helping to transform lives at Cal Poly Pomona. Learn more about my story by watching a short video at [bit.ly/cpp-laurenruiz](https://bit.ly/cpp-laurenruiz).

Sincerely,  
*Lauren Ruiz*

P.S. Give the gift of opportunity to support student success. Your gift will be tax-deductible if you give it before Dec. 31 for tax purposes through our website or by scanning the QR code with your smartphone.

**Zane Landin** · 2nd  
Communications Explorer | Authentic Storytell...  
2mo · 🌐

As a previous first-generation college student, I often felt unworthy and found it difficult to picture myself in a corporate career. Through the support of mentors and the community I found at **California State Polytechnic University-Pomona**, I was able to embrace my queer identity, get involved across campus, and even make it to the White House.

I'm honored Cal Poly Pomona gave me the platform to share my story on the Strategic Communication Team's "Dreams of Success" campaign.

While there are many systemic barriers I cannot control, I've learned that no matter who you are or where you come from, you can be an example for others to follow and find your dreams of success.

Check out my story below or here: <https://lnkd.in/ggiHzFcH>

#alumni #firstgeneration #firstgenerationcollegestudent #queer #queercommunity #barriers #comingout #campaign #videocampaign



"I'm so blessed to have had professors who really cared about me and my success. Getting my bachelor's degree was the hardest thing I've ever done, and it gave me so much more confidence in my abilities."

-Eliana, Applied Mathematics, Class of '23

Learn more about Eliana's story by watching a short video at [bit.ly/cpp-elianscott](https://bit.ly/cpp-elianscott)



**Become a Bronco**  
[www.cpp.edu/outreach](http://www.cpp.edu/outreach)

**CalPoly Pomona**  
www.cpp.edu  
2024-25

CalPoly Pomona Outreach, Recruitment & Educational Partnerships

Welcome to Cal Poly Pomona

- #1 Polytechnic University for Social Mobility (Social Mobility Index, 2022)
- #2 Top Public School in the West (U.S. News & World Report, 2022)

Thinking About Becoming a Bronco?  
Our team is here to help. We can walk you through the admissions process, answer your questions and show you how Cal Poly Pomona can help you achieve your dreams of success.

Watch on YouTube

**85 YEARS** Celebrating Our Legacy

**Hear Eliana's Incredible Story in Newest 'Dreams of Success' Video**  
Ahead of the Veterans Day holiday, the university shared the latest video in the "Dreams of Success" series. Follow the story of [Eliana Scott](#) ('23, applied mathematics) as she overcomes countless obstacles on her journey to become a Marine Corps pilot and, one day, an astronaut. Share the video teaser on [Instagram](#), [X](#), [LinkedIn](#) and [Facebook](#). To learn how you can use the "Dreams of Success" series for your storytelling needs, contact [Allison Cook](#).

Cal Poly Pomona

{{Person-First}},

Cal Poly Pomona is the **#1 polytechnic university for diversity and economic mobility**, which means you'll be able to meet — and learn from — a wide variety of people who recognize your potential and want you to succeed. And you'll build knowledge and confidence to help you discover who you are and what you're capable of.

Watch the video below to see how CPP's culture of care helped applied mathematics major Eliana achieve her dreams!

**bronco**  
CAL POLY POMONA DIGITAL MAGAZINE

# College Enrollment & University Awareness Campaign





**ONE  
SIXTY  
=  
NINETY**

PRINCETON  
UNIVERSITY

 THE UNIVERSITY  
OF ARIZONA

 UNIVERSITY OF  
South Carolina

Yale

 Tulane  
University

Vassar

GEORGETOWN  
UNIVERSITY

 WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON

Stanford  
University

 UNIVERSITY  
of VIRGINIA

 Penn  
UNIVERSITY of PENNSYLVANIA

 EMORY  
UNIVERSITY

UCLA

 TEXAS  
McCombs

 NYU

EDUCATED  
GROW  
LEARN

BECOME  
BY DOING



FROM **A** TO **B** TO

**CULINARY EMPIRE**

CLAUDIA COLO  
Assistant Professor of Hospitality Management

RODRIQUEZ DIRECTOR

What does it take to succeed in a global economy? Hospitality management is a profession that is constantly evolving. Management is a leadership role that is essential to the success of any organization. In the food and beverage industry, the stakes are high. The industry is constantly evolving, and it is essential to stay on top of the latest trends and technologies. Hospitality management is a profession that is constantly evolving. Management is a leadership role that is essential to the success of any organization. In the food and beverage industry, the stakes are high. The industry is constantly evolving, and it is essential to stay on top of the latest trends and technologies.

Learn. Do. **BECOME.**

Cal Poly Pomona

**GROW** with your foot on the gas.

ANODONATA CALPOLYPOMONA

*Sleeves Up. Hands On.*

From the ground level of construction, design and safety to a high-tech, high-tech world of engineering, Cal Poly Pomona offers a wide range of programs to help you succeed in the workforce.

**BUILD GROW BECOME BY DOING**

WHAT'S **Learned Designed Grown Engineered** AT CAL POLY POMONA

Runs the Golden State.

Whether you're a serious student or just looking to explore, Cal Poly Pomona offers a wide range of programs to help you succeed in the workforce. With a reputation for excellence and a culture of learning-by-doing, Cal Poly Pomona is the place to go for a high-quality education that will prepare you for the future.

**FOOT IN THE DOOR OF THE FUTURE.**

**ROOTED IN** Rose Floats, Hot Dog Capers and Caring for Something Bigger Than Ourselves

With a reputation for excellence and a culture of learning-by-doing, Cal Poly Pomona is the place to go for a high-quality education that will prepare you for the future.

Let Your Open Mind **EXPAND**

You can read about biology **AND DIVE RIGHT IN**

Cal Poly Pomona

**“If I had seen this campaign as a prospective student, I would have been even more excited to come to CPP.”**



**Niki Luhar**

*Business Administration*

*Class of 2024*

# 2024 - 2025 Projects

# August-December 2024 Projects

For Term	Date	Project	Units Involved
F24	Aug	<b>New student convocation: mailer and communications</b>	DSA
F24	Aug	<b>Weeks of Welcome</b>	DSA
S25	Aug	Spring 2025 transfer campaign	StratComm, OREP
S25, F25	Aug	<b>Academic program search site</b>	EMS, IT, Academic Programs
S25, F25	Sept	Updated tour experience	OREP
S25, F25	Nov	Welcome Center face lift	OREP, StratComm, Facilities
S25, F25	Nov 2	<b>Explore CPP</b> spring 2025 admits and prospective fall 2025 applicants	OREP, StratComm, EMS, DSA, Colleges+
S25, F25	Dec	Virtual tour launch	OREP
F25	Aug	Research: why chose/didn't choose CPP	StratComm, OREP, EMS
F25	Sept	Counselor communications	StratComm, OREP
F25	Sept 11	<b>Comm-Chella</b>	StratComm, Communicators, Designers, Webmasters
F25	Oct	<b>Bronco Applicant Portal launches</b>	IT, EMS, OREP, StratComm, DSA+
F25	Oct	Parent communications	StratComm, OREP
F25	Oct	<b>Centralized communications (ongoing)</b>	OREP, StratComm, EMS, Colleges, DSA+
F25	Oct	Open forums	StratComm
F26	Oct	Research: brand tracker baseline	StratComm, OREP, EMS







# Academic Programs

### Show Me: (Program Type)

- Bachelor
- Certificate
- Credential
- Doctorate
- Master
- Minor

### From: (College)

- Agriculture
- Business Administration
- Education and Integrative Studies
- Engineering
- Environmental Design
- Letters, Arts, and Social Sciences

Search:

keywords...

Sort by:

Alphabetical

Results Found: 260

A B C D E F G H I K L M N O P R S T U V W Z

A ( back to top )

- Accountancy, M.S.
- Accountancy, M.S. (Accelerated)
- Accounting Minor
- Adapted Physical Education Added Authorization Credential
- Administrative Service Credential
- Aerospace Engineering, B.S.
- Aerospace Engineering, M.S.



# #ExploreCPP

CalPolyPomona



# New Bronco Applicant Portal & Digital Admit Letter

CalPolyPomona

BRONCO APPLICANT PORTAL

ARPAN MECWAN



Home



Explore



Events



Welcome,  
**ARPAN**

Application Submitted



Application Under Review



Review Your Decision Letter



QUESTIONS? ASK



**Ashton**

**Welcome to the  
Bronco Family!**

# Enhancing Centralized Communications

This new communication strategy allows for advanced planning, automation, and personalization at the program level.

1. Advance Campaign Planning
2. Automated Recurring Communications
3. Highly Personalized Messaging
4. Initial Call for Input
5. Introducing a Communication Template

# January-May 2025 Projects

For Term	Date	Project	Units Involved
S25, F25	Feb 1	Green & Gold Block Party to welcome spring 2025 admits and soft launch new brand	Athletics, Enterprises, DSA, StratComm+
F25	Jan 26	<b>Website Refresh Phase I launch</b>	IT, StratComm
F25	Feb	<b>Brand launch</b>	StratComm
F25	Feb	<b>Rebranded student applicant portal experience with animated digital admit letter and New Student Orientation Registration</b> for fall 2025 admits plus admit next steps	IT, EMS, OREP, StratComm
F25	Feb	<b>Nearpeer and College-led comms for yield</b>	Colleges, OREP, StratComm, EMS
F25	Feb	Parent and counselor comms for yield	OREP, StratComm
F25	Feb	Print poster mailer	OREP, StratComm, EMS
F25	Mar	College-customized postcard invite to BroncoBound	StratComm, OREP, Colleges, EMS
F25	Apr	BroncoBound	OREP, StratComm, EMS, IT, DSA, Colleges+
F25	May 1	Decision Day	EMS, OREP
F25	May	Orientation leader meet and greets	DSA
F25	May	Next step workshops	DSA

# Website Refresh



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BECOME BY DOING

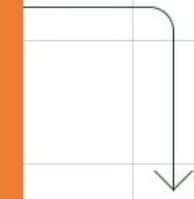


WHY CAL POLY POMONA

# A Place to Learn by Doing

## The Polytechnic Experience

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## Learn Through Discovery

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## Get Career Ready

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## Explore Multiple Majors with CPP Choice

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# Explore our Programs and Unlock Your Potential

UNDERGRADUATE PROGRAMS ▾

- Arts
- Athletics
- Business
- Communication
- Education
- Exploratory
- Health
- Honors
- Language
- Math
- Performance

EXPLORE ALL

## STUDENT OUTCOMES

# A Future of Possibilities



**JAMES FU - RESTAURATEUR**

Opening Restaurants & Ensuring Food Quality for Din Tai Fung



**ALEXANDRA DOROUGH - BIOLOGIST**

Opening Restaurants & Ensuring Food Quality for Din Tai Fung



**COLE BRIGGS - PRODUCT MARKETING MANAGER**

Opening Restaurants & Ensuring Food Quality for Din Tai Fung





# College of Business Administration

Cultivating success through diversity, experiential learning, discovery, and innovation.



**ANNOUNCEMENT 1**  
The College of Business Administration and Singelyn Graduate School of Business celebrate the Class of 2024 on May 19

[READ MORE](#)

## A True Polytechnic Experience

College of Business Administration (CBA) combines a cutting-edge business education with meaningful, real-world experiences, helping students apply what they learn in the classroom as well as develop a set of essential skills: creativity, leadership, and team-building. CBA is home to the Singelyn Graduate School of Business, a regional leader in graduate education.

← 1/4 →



**Learning in Professional Environments**  
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**Creating Real-World Opportunities**  
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**Showcasing Talent**  
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## ACADEMIC PROGRAMS

[VIEW ALL](#) ← 1/8 →

**BACHELOR'S**  
**Mechanical Engineer**  
Excel in a career in lorem ipsum dolor sit amet, conser adipiscing elit, sed do eiusmod tempor.

**MASTER'S**  
**Psychology**  
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**MASTER'S**  
**Early Childhood Studies**  
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## OUR BRONCOS IN ACTION

[SUCCESS STORIES](#)



**FEATURED STORY**  
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### WHERE OUR GRADS WORK

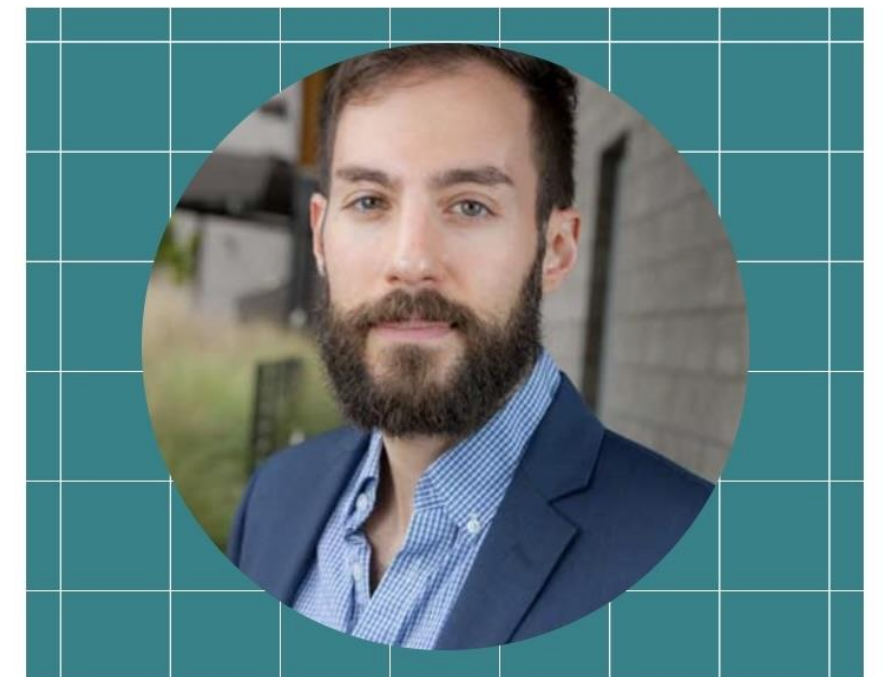


### FEATURED FACULTY

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TITLE LOREM IPSUM

[LEARN MORE](#)



**#11**  
Best Colleges for Social Mobility  
Wall Street Journal, 2024

**#3**  
Top Producers of Hispanic Graduates in Business Administration  
Diverse Issues in Higher Education

**#4**  
Best MBA Programs in Southern California  
Best Value Schools, 2022



< UNDERGRADUATE PROGRAMS

# Business Administration – Marketing Management

Bachelors of Science – BSBA | Undergraduate



QUICKLINKS Department Page How to Apply Request Info Financial Aid and Scholarships

## ABOUT THE PROGRAM

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**#1**  
Polytechnic University for Diversity & Economic Mobility  
Diverse issues in Higher Education, 2021; Third Way, 2022

## The Polytechnic Approach

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- BECOME BY DOING
- POLYX
- SUCCESS STORIES

## CAREER OUTCOMES

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### Brand Manager

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### Digital Marketing Strategist

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### Social Media Manager

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### Brand

Lorem sed d

## PROGRAM EMPHASIS

< 1/5 >

### Promotion

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### Professional Selling

Excel in a career in lorem ipsum dolor sit amet, conser adipiscing elit, sed do eiusmod tempor.

### Honors College

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## COURSES

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COURSE CATALOG

Required Major Courses	51 CREDITS	▼
Required Marketing Focus Courses	17 CREDITS	▼
Emphasis Electives	13 CREDITS	▼
Emphasis Electives	48 CREDITS	▼



## FINANCIAL AID & SCHOLARSHIPS

### Scholarships and Aid Lorem Ipsum Dolor Sit

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LEARN MORE

## FEATURED FACULTY

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Firstname Lorem ipsum  
TITLE LOREM IPSUM



Harvesting  
Investing  
Racing  
Flambéing  
Modeling  
Harmonizing  
Canoeing  
Planning  
Planting  
Ideating  
Calibrating  
Masterpiecing  
Forecasting



BE  
CO  
ME  
BY



# CAMPUS EVENT

**Campus Event One Name Goes Here**

JULY 7  
BRONCO STUDENT CENTER  
7 P.M. TO 9:30 P.M.

Use this as a placeholder for an event name and date. The event name should be in all caps and the date should be in all caps. The event name should be in all caps and the date should be in all caps.

**Campus Event Three Name Here**

JULY 7  
BRONCO STUDENT CENTER  
7 P.M. TO 9:30 P.M.

Use this as a placeholder for an event name and date. The event name should be in all caps and the date should be in all caps. The event name should be in all caps and the date should be in all caps.

**Campus Event Three Name Here**

JULY 7  
BRONCO STUDENT CENTER  
7 P.M. TO 9:30 P.M.

Use this as a placeholder for an event name and date. The event name should be in all caps and the date should be in all caps. The event name should be in all caps and the date should be in all caps.

**Campus Event Three Name Here**

JULY 7  
BRONCO STUDENT CENTER  
7 P.M. TO 9:30 P.M.

Use this as a placeholder for an event name and date. The event name should be in all caps and the date should be in all caps. The event name should be in all caps and the date should be in all caps.

**Campus Event Three Name Here**

JULY 7  
BRONCO STUDENT CENTER  
7 P.M. TO 9:30 P.M.

Use this as a placeholder for an event name and date. The event name should be in all caps and the date should be in all caps. The event name should be in all caps and the date should be in all caps.

Cal Poly Pomona  
Division of Student Affairs  
STUDENT LIFE AND INVOLVEMENT

FOR MORE INFORMATION, VISIT [www.calpoly.edu/student-life](http://www.calpoly.edu/student-life) OR CONTACT US AT [studentaffairs@calpoly.edu](mailto:studentaffairs@calpoly.edu)

FROM THE OFFICE OF  
**President Coley**

Dear Students,

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**BECOME**

Cal Poly Pomona

collaborating - Brainstorming - Mentoring - Collaborating - Prototyping - Sampling - Event-planning - Theorizing - Implementing - Hypothesizing - Irrigating - Analyzing - Forecasting - Facilitating - Programming - Excavating - Planting - Interpreting - Researching - BECOME EV - Constructing - Harvesting - Networking - Valuing - Designing - Hands-on - Experimenting - Screen Printing - Exploring - Simulating - Launching - Irrigating - Hoisting - Racing - Farming - Chaperoning - Planning - Meeting - Calligraphy - Invoicing - Modeling

**EXPLORE NEW DIRECTIONS IN EVERY DIRECTION**

Learn why we focus on work, recreation, exploring life, and the overall campus experience at Cal Poly Pomona. We offer a variety of options, from academic to extracurricular, that will help you find your path. We are committed to your success.

**#2**  
Smart Fact: We're in the Top 2% of Schools

Go to [calpoly.edu](http://calpoly.edu) to learn more.

**EXPLORE NEW DIRECTIONS IN EVERY DIRECTION**

"This can be a silver or a trap, it's up to you. It's not the direction you're in, it's the direction you're looking in. It can be a trap, or it can be a silver. It doesn't matter what you're in, it's the direction you're looking in."

**FIRST NAME LAST NAME**  
of [calpoly.edu](http://calpoly.edu)

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**ANNOUNCEMENT TITLE**

Learn why we focus on work, recreation, exploring life, and the overall campus experience at Cal Poly Pomona. We offer a variety of options, from academic to extracurricular, that will help you find your path. We are committed to your success.

Cal Poly Pomona

**Rachel Sanchez**  
JULY 7, 2023  
RACHEL'S STORY

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**THIS IS THE SPACE FOR THE EVENT NAME**

November 23rd, 2023 @ 10:30 a.m.  
Bronco Student Center, Ursula Major AB

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**THIS IS A SHORT OR LONG HEADLINE**

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**BRONCOBytes**

Cal Poly Pomona  
MAY EDITION

**FRESHMAN ACADEMIC YEAR**

Learn why we focus on work, recreation, exploring life, and the overall campus experience at Cal Poly Pomona. We offer a variety of options, from academic to extracurricular, that will help you find your path. We are committed to your success.

**MAJORS & PROGRAMS**

Learn why we focus on work, recreation, exploring life, and the overall campus experience at Cal Poly Pomona. We offer a variety of options, from academic to extracurricular, that will help you find your path. We are committed to your success.



# #BroncoBound

CalPolyPomona | College of Letters, Arts,  
and Social Sciences



Dear Allen,

Congratulations on your admission to Cal Poly Pomona! We are pleased and proud to welcome you to the College of Letters, Arts, and Social Sciences (CLASS) and to the Department of Theatre.

When you join CLASS, you are becoming part of a large and active college community with many opportunities to learn in and beyond the classroom. Here in CLASS, you will practice hands-on humanities and arts and conduct research that impacts the world and creates solutions. Outside the classroom, you can be active in one of our great clubs, participate in community-based learning, or travel the world through study abroad. Our students are supported by an excellent Student Success Center, staffed with experienced and caring professional advisors who will help you chart a path to success and navigate any obstacles you encounter. We understand that college can sometimes be confusing, and we are here to help you figure it out.

We look forward to seeing you on campus this spring at [BroncoBound](#) on April 13, 2024 and you can join us for other [college events](#) all spring! Visit our [CLASS page for admitted students](#) and connect with us on socials (@classcpp). Be sure to let us know when you're ready to #chooseCLASSCPP.



Camille Johnson, Dean  
College of Letters, Arts, and Social Sciences

P.S. If you've already decided that you're #BroncoBound, submit your [Intent to Enroll](#) today!



Dear Broncos,

We have an exciting update to share about our free and unlimited Foothill Transit Class Pass pilot program. Beginning Monday, January 23, 2023 students can catch the Foothill Transit Silver Streak bus right on campus – and it's still free with the Class Pass!

The Silver Streak is a premium rapid bus line that serves downtown Los Angeles, El Monte, West Covina, Pomona, and Montclair. From this new stop in front of CPP's Student Services Building, you'll be in downtown LA within an hour. The Silver Streak runs 24/7, with trips between 7 a.m. and 7 p.m. on weekdays stopping at Cal Poly Pomona as part of the pilot.

Should ridership demand warrant, the service may be expanded in the future. The full bus schedule and map is available on the CPP Silver Streak website.

# June-December 2025 Projects

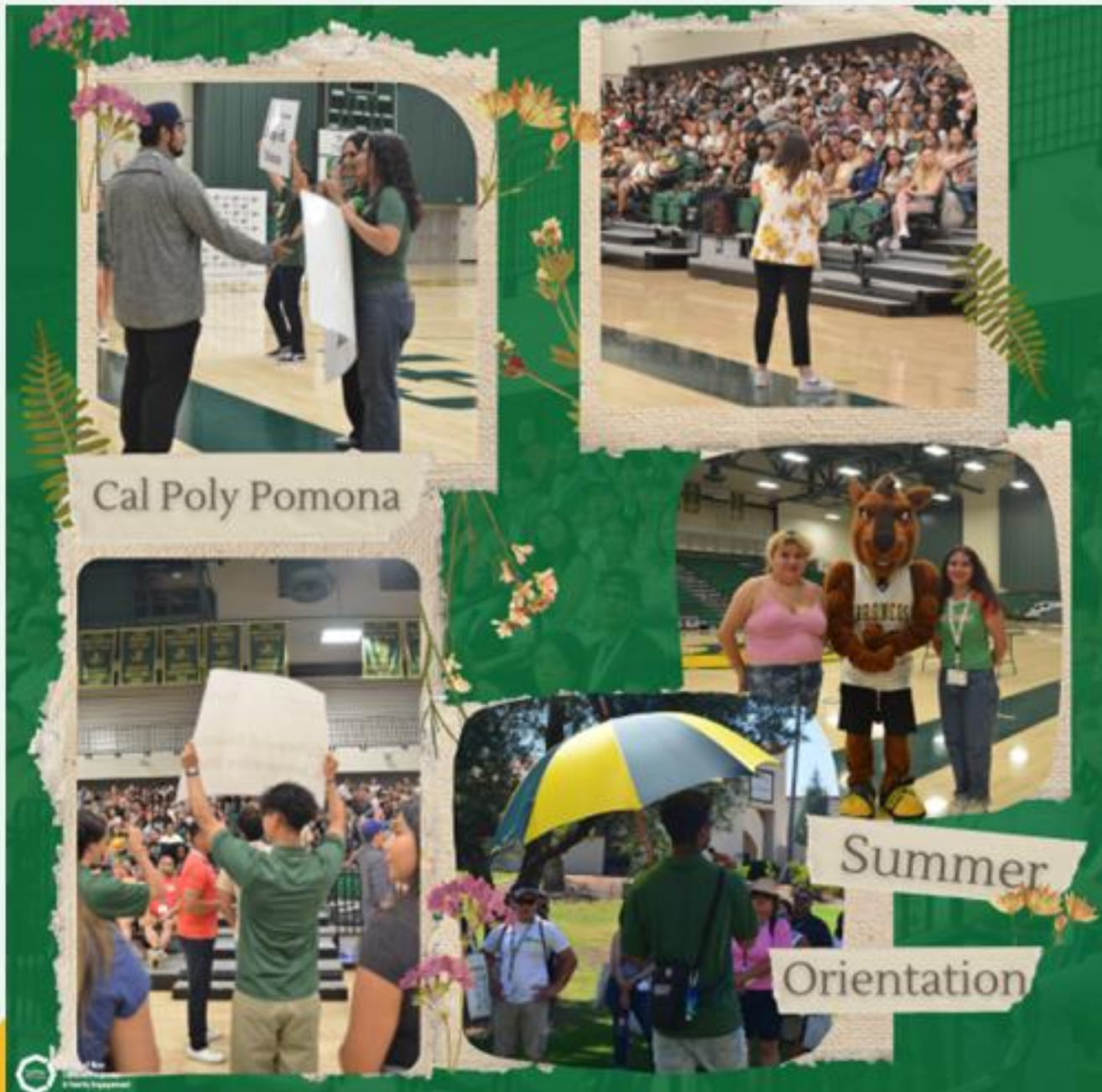
Term for	Date	Projects	Units Involved
F25	Jun - Aug	<b>Orientation</b>	DSA
F25	Jun - Aug	Welcome kit for Orientation attendees	StratComm, DSA
F25	Jun - Aug	Orientation “high touch” outreach and custom portal alert	DSA
F25	Jun - Aug	Melt strategies	DSA
F25	Aug	Reports (e.g., funnel reports)	OREP
Pipeline	Aug	Outreach to middle school	OREP, StratComm
S26, F26+	Aug	Branding: positioning and customized materials for each college	StratComm, Colleges
S26, F26+	Aug	Reputation campaign (advertising)	StratComm
S26, F26+	Dec	Completion of Website Refresh Phase II	StratComm, Post-bacc programs, UA, Admin Affairs, President’s Office+

# ORIENTATION EXPERIENCE



## BRONCO BRACKET

## PARENT & FAMILY



## PATHWAYS & ICE CREAM SOCIAL

Learn. Do. **BECOME.**





A CPP grad  
designed  
this building.

**LEARN  
HOW TO  
MAKE  
YOUR  
OWN.**



# Logo Updates



**CalPoly**Pomona



**CAL POLY POMONA**  
BRONCOS





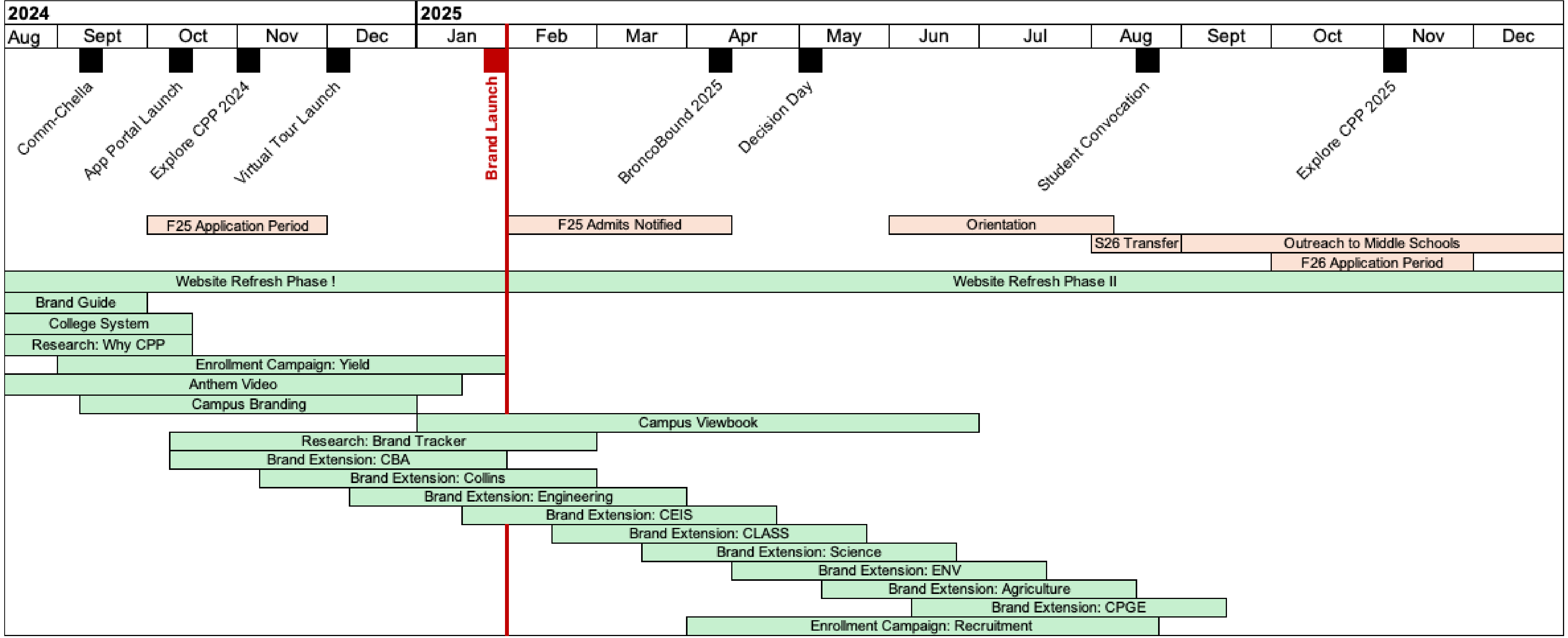
Cal Poly  
Pomona



**CAL POLY POMONA**  
B R O N C O S

# Timeline

# All Enrollment & Branding Projects



# Campaign Budget & ROI



# Context

## **Enrollment & Awareness Campaign**

- \$4.1M over 3 fiscal years from philanthropic funds – no state, tuition sources
- Investing wisely, using mix of internal/external resources
  - Large universities (12K+ students) spend 20% more annually on marketing comms (SimsponScarborough Higher Education CMO Study 2024)
  - Other CSUs (e.g., Chico, Fresno, Humboldt, Fullerton) spending comparable or more on increasing enrollment and awareness
    - One CSU campus budgeted \$2M for advertising (CPP has budgeted \$750K)
    - Cal Poly Humboldt spent \$3M over 2 years (they are 1/4 our size)

# Campaign Includes 10 Projects

1. University Awareness

2. College Enrollment

3. College Distinction

4. Identity System

5. University Promotion

6. Audience Research

7. Brand Guidelines & Training

8. Website Refresh

9. Campus Engagement

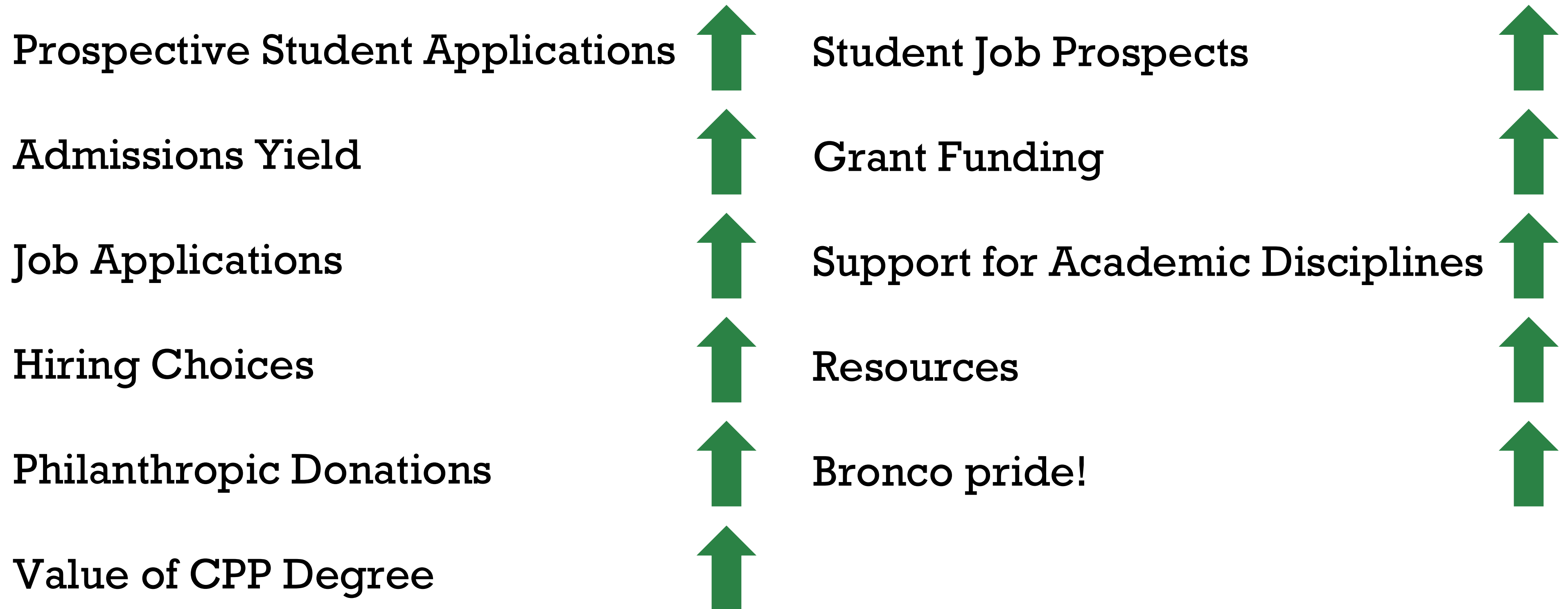
10. Project Management

# Investment: Budgeted and Spent (Philanthropic Sources / Over 3 Years)

#	Project	Budgeted	% Budget	Spent (as of 10/24)
1	University Awareness	\$860,000	21%	\$0
2	College Enrollment	\$675,620	17%	\$40,000
3	College Distinction	\$730,000	18%	\$0
4	Identity System	\$302,000	7%	\$302,000
5	University Promotion	\$640,313	16%	\$140,000
6	Audience Research	\$30,000	1%	\$30,000
7	Brand Guidelines/Training	\$107,000	3%	\$107,000
8	Website Refresh	\$296,800	7%	\$234,000
9	Campus Engagement	\$100,000	2%	
10	Project Management	\$342,922	8%	\$32,300
<b>Total</b>		<b>\$4,084,655</b>		<b>\$885,300</b>

# Return on Investment

Increased awareness of Cal Poly Pomona's strong reputation, leading to increased resources to achieve our mission.



# Discussion and Action

# Discussion and Action

1. How do we help everyone understand the imperative of this investment?
2. Join us at the New Branding Community Forum (Oct. 29 at 12pm or 6:30pm)
  - Visit [cpp.edu/brand](http://cpp.edu/brand) to register and see FAQs





**CalPoly**  
Pomona



Handout: Campaign  
Project and Budget Details

**Coordinated Enrollment +  
Awareness Efforts**

Academic Senate Presentation  
October 16, 2024

# Context

## **Enrollment & Awareness Campaign**

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7. Brand Guidelines & Training

8. Website Refresh

9. Campus Engagement

10. Project Management

# University Awareness & College Enrollment

#	Project	Purpose(s)	Deliverables	Work/Input from
1	University Awareness	Enhance CPP Visibility <ul style="list-style-type: none"> <li>• Raise awareness of CPP's excellence and impact</li> <li>• Attract students, faculty, staff, and dollars to CPP</li> </ul>	Advertising (billboards, metro/bus wraps, web and social media ads) <ul style="list-style-type: none"> <li>• Statewide</li> <li>• Key out-of-state cities</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• Communicators</li> <li>• Students</li> <li>• Professional services</li> </ul>
2	College Enrollment	Enroll students <ul style="list-style-type: none"> <li>• Achieve mission</li> <li>• Impact society</li> <li>• Remain financially viable and retain               <ul style="list-style-type: none"> <li>○ Disciplines</li> <li>○ Jobs</li> <li>○ Services</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Materials to recruit, yield, reduce melt for prospective students (viewbooks, mailings, emails, flyers, swag)</li> <li>• Materials to attract, assure, encourage influencers (parents, counselors)</li> <li>• Welcome Center upgrade</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• OREP</li> <li>• EMS</li> <li>• Orientation &amp; Family Engagement</li> <li>• Students</li> <li>• Facilities</li> <li>• Faculty</li> <li>• Professional services</li> </ul>

# College Distinction & Identity System

#	Project	Purpose(s)	Deliverables	Work/Input from
3	College Distinction	Empower colleges to communicate distinctive strengths of their academic programs, career outcomes, and return on investment for students, parents, employers, donors.	In-depth work (~3.5 months) with all 9 colleges <ul style="list-style-type: none"> <li>• Value proposition</li> <li>• Positioning</li> <li>• Messaging</li> <li>• Customized materials</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• Deans</li> <li>• College communicators</li> <li>• Development officers</li> <li>• Students</li> <li>• Professional services</li> </ul>
4	Identity System	<ul style="list-style-type: none"> <li>• Create coordinated family of institutional marks that fully represent CPP.</li> <li>• Provide identity system to foster consistency, greater recognition of CPP.</li> </ul>	<ul style="list-style-type: none"> <li>• CPP logo</li> <li>• Presidential seal</li> <li>• Identity system for colleges, divisions, programs, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• Advisory groups (students, faculty, staff, campus leaders, alumni, Philanthropic Board)</li> <li>• Professional services</li> </ul>

# University Promotion & Audience Research

#	Project	Purpose(s)	Deliverables	Work/Input from
5	University Promotion	Provide internal CPP communicators with promotional tools, comms materials and easy-to-use system to create and support effective comms.	<ul style="list-style-type: none"> <li>• CPP “commercials”               <ul style="list-style-type: none"> <li>○ 6+ videos</li> <li>○ Student success stories (feat. faculty/staff mentors)</li> </ul> </li> <li>• Canva Template Library               <ul style="list-style-type: none"> <li>○ Flyers/posters/ads</li> <li>○ Newsletters</li> <li>○ PowerPoints</li> <li>○ Business cards</li> <li>○ Letterhead</li> </ul> </li> <li>• Campus signage</li> <li>• Commencement items</li> <li>• Swag</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• MediaVision</li> <li>• Communicator Advisory Committee</li> <li>• Campus communicators</li> <li>• Students</li> <li>• Professional services</li> </ul>
6	Audience Research	Understand why admits choose us/don't to inform enrollment strategy, offerings, messaging.	Results report	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• EMS</li> <li>• OREP</li> <li>• Professional services</li> </ul>

# Brand Guidelines/Training & Website Refresh

#	Project	Purpose(s)	Deliverables	Work/Input from
7	Brand Guidelines & Training	Provide clear, comprehensive direction on use of CPP marks to foster consistency and recognition.	<ul style="list-style-type: none"> <li>• Guideline document (100+ pages) and updated brand resources website</li> <li>• Ongoing training, guidance for campus communicators, designers, webmasters</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• Campus designers, communicators</li> <li>• Communicator Advisory Committee</li> <li>• Professional services</li> </ul>
8	Website Refresh	<ul style="list-style-type: none"> <li>• Communicate CPP's value proposition to prospective students &amp; families</li> <li>• Showcase &amp; improve access to academic areas of excellence</li> </ul>	<p>Website with:</p> <ul style="list-style-type: none"> <li>• Updated, consistent look</li> <li>• Answers to prospective student needs/questions</li> <li>• Focus on academic disciplines</li> <li>• Better user experience</li> </ul> <p><b>Phase I:</b> Pages for prospectives (college home, academic discipline pages, etc.)</p> <p><b>Phase II:</b> All other pages</p>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• IT Web Team</li> <li>• ATI Team</li> <li>• Website Advisory Group</li> <li>• Communicator Advisory Group</li> <li>• Prospective students &amp; parents</li> <li>• Students</li> <li>• Professional services</li> </ul>

# Campus Engagement & Project Management

#	Project	Purpose(s)	Deliverables	Work/Input from
9	Campus Engagement	<ul style="list-style-type: none"> <li>• Introduce campaigns to campus</li> <li>• Celebrate Bronco pride</li> </ul>	<ul style="list-style-type: none"> <li>• Events and Engagement</li> <li>• Promotional items</li> </ul>	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• CPP Enterprises</li> <li>• Athletics</li> <li>• Student Affairs</li> <li>• Student Success</li> <li>• ASI</li> <li>• Alumni</li> <li>• Facilities</li> </ul>
10	Project Management	<ul style="list-style-type: none"> <li>• Administration and coordination</li> <li>• Student stipends, incentives for time</li> </ul>	Supports all projects, sequencing and interdependencies	<ul style="list-style-type: none"> <li>• StratComm</li> <li>• Professional services</li> </ul>

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