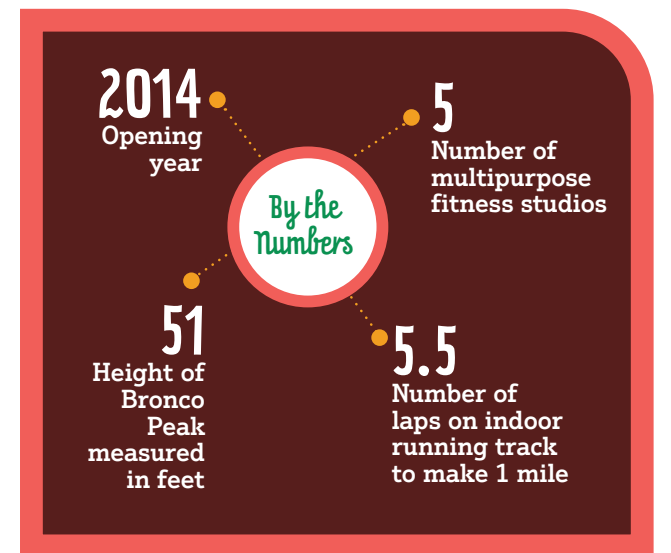




BY THE NUMBERS

The BRIC

The Bronco Recreation and Intramural Complex (BRIC) is a 165,000-square-foot recreational facility next to the Kellogg Arena. Students can come together for a variety of activities in an inclusive and welcoming environment. The facility offers a wide range of no-cost and low-cost intramural sports leagues, workshops and certification courses, including indoor rock climbing and scuba diving.



A BRIEF HISTORY

Kellogg Honors College

The Kellogg Honors College (KHC) celebrates its 20th anniversary in 2023. KHC is dedicated to cultivating an academically enriching environment that fosters career readiness and civic engagement. Over the past two decades, the community has provided more than 2,300 students with honors courses, community engagement events, as well as research, internship and scholarship opportunities.



2003 – Formation

The honors program is established in the spring with 60 students. Professor Amanda Podany serves as its first director.

2006 – A New Name

The program is renamed to the Keith and Jean Kellogg Honors College in recognition of the generous bequest from the W. Kellogg II Trust.

2007 – Residential Life

The Poly Scholars floor is established at Montecito Residence Hall. By living on the same floor, first-year students can navigate the start of their college journey together and form closer friendships.

2013 – Decade Milestone

After 10 years of providing students with an academically inclusive community, the KHC now has 321 students and 256 alumni.

2022 – New Leadership

Succeeding Professors Amanda Podany, Sara Garver and Suketu Bhavsar, Professor Claudia Garcia-Des Lauriers serves as the fourth KHC director. She was KHC's interim director since 2020.

EXPERT Q&A

AI for Social Good

Geography Assistant Professor **Gabriel Granco** is one of five CSU faculty who developed **Artificial Intelligence for Social Good (AI4SG)**, a \$600,000 project funded by the National Science Foundation. It addresses two critical areas: promoting skills for the STEM workforce and developing AI knowledge and literacy. Granco and his colleagues are tackling the shortcomings of AI education — lack of diversity, shortage of broad multidisciplinary participation and an overemphasis on technical concepts.

AI4SG is active at Cal Poly Pomona, San Jose State, CSU San Bernardino and Cal State Long Beach, along with support from the CSU Chancellor's Office.

How is AI education integrated into your geography courses on climate change and environmental modeling?

These classes are designed for all Broncos who are interested in environmental issues and want to help address climate change, sustainability and other environmental (in)justice. AI is integrated as a new tool that students can use to promote sustainable development in their communities.

My courses are taught at the Center for Geographical Information Science Research in the College of Letters, Arts, and Social Sciences, which offers the infrastructure to develop and apply AI to social good. Even though these classes are in geography, students from any major can benefit from learning AI and applying it for social good.

Students who participated in the AI4SG in spring 2023 created chatbots that guided citizens on how to separate and recycle trash in Pomona, increased awareness of environmental pollutants in Fontana, and helped people access resources for food security in Riverside. Students were motivated to develop their project as they envisioned the real-world impact it will have. Their proposals were presented in May at the first CSU AI for Social Good Undergraduate Innovation Symposium.

How are AI technology and geography compatible for addressing social problems?

Geography is the study of spatial patterns of both the Earth and humans and their relationships to understand society, its challenges and possibilities. The spatial dimension of social problems is crucial



to identifying their causes, their connections to other concerns, and proposing effective solutions that incorporate local knowledge and value the community.

Geographers are trained to see a problem from multiple scales considering the physical and human components, and they are also skilled in geographical information science (GIS), which allows the combination of diverse data set. Geographers can use AI technology to crunch big data, analyze spatial information, identify patterns of people, space and time. Moreover, AI improves geographers' ability to focus on and address the most pressing social, environmental, and economic problems with data-driven insights and solutions.

Learn about AI4SG at www.aiforsocialgood.org and the Center for Geographical Information Science Research at www.cpp.edu/class/cgistr



POLYX HOW TO

Develop a Mobile App for Your Business

In Mobile Marketing (IBM 3292), students learn how to profitably connect and serve people through mobile technology. For one major assignment, students work in groups to review a brand brief from a real-world client and design a mobile app. Building, launching and maintaining a mobile app requires empathy, deliberate planning, nurturing and commitment.



1

Understand Your Business

Determine the context of your operations, especially data privacy, security and relevant regulations. Articulate your value proposition, business model, budget, goals and how you will measure success.

2

Get to Know Your Target Audience

Understand your audience's needs and how those align with your value propositions. Consider the types of devices they use, including shapes, sizes and operating systems.

3

Develop Your Phygital Mix

Phygital (physical and digital) media mix modeling consists of connecting and communicating with individuals through online and mobile-enhanced physical media.

4

Design Your Mobile App

Before you generate one line of code, create your mobile app's look, feel and user experience flows. This includes accessibility considerations and safeguards to protect children and other vulnerable populations.

5

Develop, Launch and Maintain

Decide if you are building a native app (one purpose-built to leverage the capabilities of an operating system), a web app (browser launched within an app) or a hybrid app. After development, build your marketing launch plan. Stay vigilant about changes in the mobile ecosystem and regulations. Most importantly, consider feedback from your users.

BRONCOS AT WORK



Christine Lac

'18, business administration

Human Resources Generalist

Tell us about your journey in the management/HR field.

My journey began when I became part of the Tesla team, where I worked in a variety of roles, including senior human resources coordinator, talent management associate and global onboarding coordinator. It became clear that my strengths aligned with people-oriented tasks, particularly in onboarding. This led me into the HR realm, and I've been dedicated to this career for more than four years now.

How did Cal Poly Pomona prepare you for your career in human resources?

My experience laid the foundation through hands-on projects and a proactive approach. I had opportunities to collaborate with diverse groups and personalities. I initially thought I would remain in marketing, but my time at Tesla revealed that my true strength lay in human resources.

What advice would you give to college students who are seeking a career after graduation?

Find a hands-on internship during your junior or senior year, rather than waiting until after graduation. Many companies value experience as evidence of your determination to become a part of their team.

Who were your mentors and how did they support you?

Throughout my time at CPP, I've been fortunate to have several mentors who remain an active part of my life. Alumni mentor DJ Norman ('93, management and human resources) and Adjunct Professor Lydia Chen Shah ('01, marketing) stand out as exceptional role models. Their guidance illuminated my potential and emphasized the importance of seeking assistance and maintaining a strong network. Their influence has boosted my career confidence.

BRONCOS AT WORK



Ari Friedman

'18, hospitality management

Program Manager, Global Early Career

Tell us about your journey in the management/HR field.

My path to HR was untraditional, and I would not change it for the world. Originally, I aspired to be a general manager at a Disney hotel. I thought to myself, to be a great GM, I should understand human resources. My first HR role was as a senior leave associate. This experience inspired me to make my career in human resources.

How did Cal Poly Pomona prepare you for your career in human resources?

Once I got my start in human resources through full-time jobs at Disney, I pursued a minor in HR at Cal Poly Pomona. While I did not have direct work experience, I leveraged my learnings in class to follow my passion in talent acquisition. I grew in the talent acquisition space and then moved to a HR program manager role.

What is program management and what do you enjoy about this field?

Program management is the ability to curate, execute and impact the business through thoughtful and calculated risk. My favorite part about working in this profession is the ability to try something new; expand diversity, inclusion and belonging; and support the people who make up the organization. I am proud of the impact HR can have on organizations.

What career advice would you give to college students?

Leverage the Cal Poly Pomona network via alumni events and LinkedIn. Your network is your net worth for your career. Most importantly, secure an internship to showcase your learnings in the workplace.

Who were your mentors and how did they support you?

My mentors were my career counselor from The Collins College and an alumnus who worked at Disney at the time, DJ Norman ('93, management and human resources). Their impact was instrumental. Both held me accountable and provided me with feedback that I needed.