

2018 Fall Conference
President Soraya M. Coley
State of the University Address

Thank you for that introduction and welcome to Fall Conference!

Please join me in thanking the Cal Poly Pomona Pep Band, our cheer team, the Broncettes, and of course Billy Bronco for sharing their talents with us this morning. What a great way to start the Fall Conference and the semester!

Thank you all for being here. And more importantly, thank you for being a part of this great university. Cal Poly Pomona is great because of its people and the values shared. Each of you—the faculty, the staff, the students, the alumni, the community partners—you make Cal Poly Pomona what it is – you shape the reputation of this university!

Before I begin my prepared remarks, please allow me to recognize just a few individuals.

First, I want to welcome all our newest Broncos. If this is your first Fall Conference, would you please stand? On behalf of the entire Cal Poly Pomona community, I want to welcome you to Fall Conference and to our university. We are so happy that you have joined our community of excellence, and I look forward to your individual contribution towards our collective greatness.

Putting together Fall Conference is a months-long process with a host of moving parts that involves units from all over campus. From the Office of Events & Special Projects to the President's Office to the University Police Department to Athletics ASI, MediaVision, to the Bookstore and many more... today's event is the result of a team effort. Would the members of the organizing committee and all those involved in Fall Conference please stand and be recognized? Thank you for making this event a reality.

You might have noticed the unique center pieces at your tables. Rather than expend resources on flowers, we decided to be more purposeful in our decoration. Thanks to the generosity of the Cal Poly Pomona Foundation, the canned food at your table is being donated to support our student food pantry and help students in need. Please join me in thanking the Foundation.

Thank you also to Tribal Elder Mr. Kim Marcus of the Noli Indian School for your blessing at the start of this event. This blessing has become an annual tradition since my first fall conference at Cal Poly Pomona. I can think of no other activity at this event that connects us as much to our diverse community and to the history of the region as this tradition. Thank you, again Mr. Marcus and also Dr. Sandy Dixon for helping us to understand the significance of this ceremonial part of our program.

Would Juan Garcia please stand. Juan is a Cal Poly Pomona student majoring in Political Science. He has been an active leader on our campus and in the community. Just last week, Governor Jerry Brown announced that Juan will be the

newest student trustee on the California State University Board of Trustees. This is the first time we've had one of our students serve as trustee. Juan— congratulations and thank you for representing your fellow students here at Cal Poly Pomona and across the CSU system. I also want to thank Frances Teves, our Director of Government and Community Relations, for the vigorous assistance provided during this process. Frances will you please stand.

I'd like to take a moment to recognize the work of our campus administrative leadership team. Would all of the vice presidents and the deans please stand. These individuals are critical in turning the vision and potential of our university into action that supports faculty and staff and helps our students succeed. Please join me in thanking them for their contributions to Cal Poly Pomona.

As you know, Gary Hamilton served as my first Chief of Staff and upon his retirement, Anita Jessup served as an interim for one year; she retired this summer after more than 20 years in the CSU, and I'm extremely grateful for her service. Following a national search, I am pleased to introduce my new Chief of Staff, Ms. Nicole Hawkes; Nicole will you please stand.

And finally, I want to recognize my biggest supporter, my wonderful husband, Ron Coley. Ronnie, will you please stand? Ronnie recently retired as Vice Chancellor for Business and Administrative Services at UC Riverside. After 20 years in the U.S. Marine Corps and more than 20 in the University of California system, he's decided to change the pace of his professional life. And he will be occasionally

volunteering at the Veterans Resource Center, where Elke is the “commander in chief.”

A moment of remembrance

As you can see, I brought my happy emoji pillow again this year. You might recall from last year’s conference, I shared that this was a gift given to me by Gloria Concha. Gloria worked at Cal Poly Pomona for 32 years. She reached out to me shortly after I arrived to welcome me, and over the years, we shared personal stories. She was the embodiment of joy, always with a smile on her face. Sadly, Gloria passed away last year. Not long before she died, she gave me this pillow as a reminder that no matter the situation, we must try to find a way to have joy and to have gratitude, for even the smallest things as we go through life’s challenges.

And so, as we gather at Fall Conference, we use this as a time to reflect on our achievements, successes, and future plans, as well as welcome new members to the Bronco family. But this event also gives us an opportunity to reflect on those who are no longer with us.

As you all know, on June 29th of this year, Cal Poly Pomona suffered an unprecedented tragedy when two members of our campus community were killed. That evening, I was with the family of the Public Safety Specialist who had lost his life. Words cannot describe the heart break of a mother who has lost a child. And some time later, I also extended our sympathies to the grieving grandmother of the custodial employee.

Tragedy struck our community again this month, when one of our students and a nationally recognized advocate for the transgender community, lost a battle with mental illness.

We are cognizant of all the members of our community we have lost over the past year, including several other students. Each death is tragic and carries lasting pain. In remembrance of those who have died, I ask that you join me in a moment of silence in their honor.

Thank you.

Our Journey Together

Looking all the way back to January 2015, when I gave my first address to the campus community, I shared a vision of “My Journey to You, and Our Journey Together.” We have been traveling partners for more than three years now. We’ve shared moments when the path was straight, wide, and level. We’ve also shared moments when the incline was steep and rocky. But regardless of the shape of the path, we have traveled this road together.

I want you to know today that I consider it the greatest honor of my career to travel this journey with you.

Each year, I see Fall Conference as a plateau in our journey. It is a moment where we can rest, refresh ourselves, look back at the path we’ve walked, and look up to what lies ahead. We have come a long way. And while every mountain has a

summit, we understand that we never truly reach the end of our journey because our commitment to being a student-centered, faculty- and staff-focused, and community-minded university is only limited by our vision and our willingness to make it a reality.

And so, we begin another year of pushing that summit higher, striving for continuous improvement, achieving teaching and scholarly excellence, and doing more to help our students succeed.

Semester Conversion: A Historic Day at Cal Poly Pomona

This is truly a historic day at Cal Poly Pomona. Not only are we marking our 80th year as a university, but we also stand ready to begin the first-ever semester in Cal Poly Pomona history!

Let me repeat that—we are about to start the first ever semester in Cal Poly Pomona history!

Consider for a moment what we have been able to accomplish together.

Think of it this way. Do you remember Y2K, when every computer on earth had to be adjusted so it wouldn't go haywire when the clock stroke 12 on the year 2000?

Well, semester conversion was like Y2K for our campus, but not just for the computers. Everything had to be adjusted. Virtually every process and program had to be considered and, if necessary, realigned to pave the way for semesters. More than 3,500 courses were redesigned. Financial aid. Admissions. Registration.

Course scheduling, and the Facilities timeline. You name it. It had to be reviewed and readied for the move to semesters.

I know for a fact that during the years-long transition that optimism wasn't always the defining emotion associated with semester conversion. Let me offer you a case in point.

Not long after I arrived here in 2015, I attended a musical revue hosted by our Department of Music in the College of Letters, Arts, and Social Sciences. One of the performers was Prof. Dave Kopplin, a faculty member in the department. He performed a song he had written that was titled, "Semester Conversion Blues," which really appealed to me!

Dave, will you and the band please join us?

Let me tell you why I resonated with the song so much. You see, prior to my arrival here at Cal Poly, I served as Provost at CSU Bakersfield where the President had asked me to oversee the campus' conversion from quarters to semesters. I remember one day saying to the President quite emphatically, "I am never doing this again." So I come to Cal Poly Pomona, and what are you doing – semester conversion!

But anyone who knows the blues, knows that the blues aren't just about complaining about the bad times, but even more so about overcoming obstacles and carrying on, as well.

So I thought it would be great for you to hear the song!

Are you ready?

So now it is my distinct pleasure to introduce Professor Dave Kopplin and the Cal Poly Pomona Semester Conversion Jazz Ensemble as they perform, “Semester Conversion Blues”! Take it Away!

Dave and everyone, thank you so much for that rendition. And I would now like to invite the choir to join the band.

I’m pretty sure that Dave wasn’t the only one to catch a case of the semester conversion blues over the last few years. It has certainly not been easy.

And so it was especially thrilling when I sat in an Academic Senate meeting, where the final vote was cast for the semester conversion curricular and policy changes – it was a momentous occasion, one to be recognized and celebrated. Or when in the early morning hours, our Information Technology Services flipped the switch that moved us from quarters to semesters!

So, I felt we could not let semester conversion blues be the final song, so I asked Dave if he would compose a new song, especially for today. And now we are going to hear for the first time, “Semester Conversion Happy,” which celebrates

how far we've come and how we're ready for this semester, but also for the great achievements and successes for years to come!

Once again, it is my pleasure to introduce the Cal Poly Pomona Semester Conversion Jazz Ensemble and Choir, performing for the first time in public, their new song, "We're Ready Now." Take it away!

Thank you so much Dave, the performers, the Music Department and the College. This was wonderful! Please join me again in thanking Professor Kopplin and the band and choir for not letting the blues be our song!

As the chorus says:

We found our way! We know the future's grand! And we are ready now!

And our being ready in 3 days to welcome students to the new semester is only because of you. And we are increasingly realizing that transitioning to semesters can have a beneficial impact upon our students, such as deeper dives into the course material and more opportunities for community partnerships, study abroad, and summer employment. Likewise, semesters better accommodate our community college transfers, both in terms of the calendar and in maximizing transferable units as all of the state's community colleges operate under a semester system.

All of you, regardless of your role, you helped make semester conversion a reality by advising students, reviewing programs, converting PeopleSoft, realigning

facilities schedules, changing the fee schedule, or communicating updates. This is your success! Thank you for making our transition a reality. Please give yourselves a round of applause.

CPP 2017-18: A Year of Success

And today, we're not just celebrating semester conversion. Over the past year, Cal Poly Pomona has continued to demonstrate why we are a national model for an inclusive and diverse polytechnic institution, an epicenter for creativity, discovery and innovation.

From historic enrollment growth to expanding our research mission through record-high grant submittals, and receiving funding to support our efforts to increase the number underrepresented and low income students to pursue graduate degrees; or funding to alleviate the shortage of special education teachers in Southern California; to recognizing and honoring teaching excellence, innovating how we manage our campus, to improving our four year and two transfer graduation rates, we are making progress across each of our colleges, units, and divisions.

We are reaching milestones in our philanthropic giving efforts with a 45% increase in private philanthropic support over the previous year. And for the first time, the total value of our endowment exceeded \$100 million.

Through our integrated network of care services for students, we will be better able to support them with their basic needs. We are setting new standards for

sustainability, in which our parking structure #2 became the first in the state to earn Parksmart certification. And our men's soccer team made it to the national semifinals for the second time in three years.

We are expanding our focus on faculty and staff, including providing new opportunities for professional growth. Our employee onboarding and assimilation process improvement initiative, which included a multi-divisional campus team, received the 2018 System-wide Human Resources All-Star Award from the CSU system. Would all of the participants on that team please stand and be recognized.

Speaking of employee development and advancement, we have also formed an Employee and Organizational Development Department, which will support the growth and advancement of our workforce through training, internships, and other enrichment activities. The department is located within the Division of Administrative Affairs and is being led by Associate Vice President Kimberly Allain, who started in June and comes to Cal Poly Pomona with more than 20 years of staff development and training experience. Kimberly will you please stand.

Just last week, we were named to Money Magazine's 2018 list of "The 50 Best Colleges in the U.S." for quality and affordability. In one year, we went from being #124 in the nation to #47! And speaking of the best, this year Cal Poly Pomona received the "Social Mobility Innovator" award from College Net which ranks 4-year institutions according to how effectively they enroll students from low-income backgrounds and move them into higher economic standing. Cal Poly

Pomona has ranked in the top 20 in the SMI index every year since the index was created. Only four other schools nation-wide have remained in the top 20 all four years.

This is historic progress and a testament to our commitment to our students, each other, this university and our region.

It is truly an exciting time at Cal Poly Pomona, and the future holds even more in store.

Strategic Plan: A Call to Action – A Commitment to Success

At last year's conference, I introduced the framework and themes of our new strategic plan. With so many ambitious efforts happening across campus, I knew it would be critical to delineate our shared values and goals so that we can better work together as a team. This is exactly what our strategic plan does.

With dozens of open forums and focus groups, and more than 10,000 survey responses, we created a plan that represents our collective vision and provides the goalposts for our continued progress.

We now have a new mission statement that states:

We cultivate success through a diverse culture of experiential learning, discovery, and innovation.

And our new vision statement reads:

Cal Poly Pomona will be the model for an inclusive polytechnic university that inspires creativity and innovation, embraces local and global challenges, and transforms lives.

Also included in our plan are our guiding values and five strategic initiatives. But as important as these components are, they only offer general direction and a broad sense of what we want to become. Over the past year, we have worked assiduously to turn this vision into action.

Under the direction of Heather Brown, our Associate Vice President for Institutional Research, Planning and Analytics, and working across all the divisions, the strategic initiatives have been translated into specific actionable objectives. Heather will you please stand.

Many of these objectives build upon and extend what we are already doing. Moreover, each objective has been associated with the respective divisions and vice presidents, who will work across and within their areas to engage you in action plan development.

So we are moving from strategic planning to strategic doing as we undertake the work that will continually advance this great university.

Additionally, the Strategic Plan complements the Academic Master Plan, which speaks to the academic mission of our university, and the Campus Master Plan,

which describes the future of our physical campus including new buildings and facilities improvements.

And I do have a request regarding the strategic plan. Find yourself in helping to move the university forward. The initiatives and objectives reach across our campus. Discover where you or your division and unit, are essential to our realizing these goals. Even more importantly, be aware of the opportunities for collaboration. Semester conversion has taught us that we are at our best when we eliminate silos and find innovative solutions that cross the boundaries of colleges, departments, offices, and units. If anything, our Strategic Plan is an invitation for collaboration.

New logo and university seal

As you know, Cal Poly Pomona is an amazing place to receive an education and transform your life. We see it every day.

But, we're not the only "university" in town. Surrounding us in this region are at least 30 other major colleges and universities. A key component of our success is determined by how we are perceived by prospective students, parents, media, public officials, alumni, and industry.

The images and messaging we use to portray ourselves play a critical role in how we are viewed as an institution in this state, this nation, and globally. Among the most prominent of these images are our logo and university seal.

It has been more than 20 years since Cal Poly Pomona updated its logo, and the seal dates back much further. It was clear that we needed to consider a change. With that goal in mind, last year we launched a branding initiative. Led by Dan Montplaisir, vice president for University Advancement, we embarked on a campus-wide effort to rethink the images that define us.

Eight committees, including a steering committee, were established that drew on faculty, staff, student and alumni expertise, and consultants in the fields of marketing, branding, and design, as well as others who have a passion for Cal Poly Pomona.

Their charge was clear: be bold.

We reached out to hundreds of stakeholders. We learned what people knew about us and what they did not know. The process indeed had value far beyond logos and seals as it gave us hard data on our reputation in the state. And as it turns out, those who knew of us thought highly of us. Our reputation exceeded our brand. But equally important is that there were those who did not know about us, or were unaware of our tremendous accomplishments.

Why is this important? Because financial support for higher education, more than ever is associated not only with federal and state and legislature support, but also donors, foundations, corporations, and regional and community leaders.

So after a very deliberative process, it was clear that with our branding, we needed to both look forward as well as pay homage to our unique history.

The result is:

1. a new logo that is forward-looking, positions us as a modern, diverse, inclusive polytechnic, and adds a special component to differentiate ourselves, and
2. a new university seal that reflects our heritage, location, and polytechnic identity as the epicenter of creativity, discovery and innovation.
3. And a new motto that represents our institutional culture and what attracts people to Cal Poly Pomona.

I am pleased to share with you the results of the input received. Please direct your attention to the screen to see our new Cal Poly Pomona logo.

What do you think?

Did you recognize the voice of the narrator? It was our very own Dean Iris Levine from the College of Letters, Arts and Social Sciences. Dean Levine will you please stand?

Also, the music was composed by one of our students, Ben Burr, who collaborated with MediaVision. Ben would you please stand?

I am energized about the ways in which this new logo helps us tell the Cal Poly Pomona story. The octagon not only has a strong, bold feeling as a visual component, but it's eight vertices also represent the eight elements of an inclusive polytechnic university, as well as our eight colleges.

The angles and shading represent our dynamism and creativity both in who we are and what we do. Additionally, on the righthand side of the octagon, two of the sides are emphasized, eliciting the point of an arrow. The arrow communicates that we are a campus on the move, constantly achieving great things.

Do you notice something else about the new logo? Perhaps the color of my outfit today and the decorations in the gym give you a hint. We've added a color to our palette of green and yellow. The blue not only adds to the boldness of the design, but it is particularly added to distinguish us from the other polytechnic institution in the CSU. We, of course, revere our shared history with our partners in San Luis Obispo, but we are our own institution, with our own trajectory and our own distinct character.

A new logo is just one piece of the branding initiative. A new university seal is another.

As you know, a university seal is a more formal icon. We use it for more official purposes such as diplomas, official documents, and . . . podiums. It is my pleasure to introduce the new Cal Poly Pomona university seal.

I hope you like it.

As I already mentioned, our branding initiative committees were clear that the new seal should be bold but also have strong connections to our history and our academic philosophy.

- In the foreground is an Arabian horse, pointing to our earliest origins and the generosity of W.K. Kellogg.
- Along the bottom are three words—creativity, discovery, and innovation. These are the essence of an inclusive polytechnic university, and they have been pivotal to our educational model from our earliest days. They embody the goals of our teaching, research, scholarly and creative work.
- In the middle ground area, you find the horse stables that reference our past but are even more prominent now as they reside in the heart of our campus and are home to our student life offices.
- The palm trees, the universal symbol of Southern California, point to the university's natural beauty.
- And in the backdrop, you see the beautiful San Gabriel Mountains, symbolizing our connections to nature and recreation as well as our roots in Southern California.

No other university seal in the country could look like this - it tells our story – and it is uniquely Cal Poly Pomona.

Finally, we've developed a new motto that will be used alongside the new logo and seal.

The current motto, "Instrumentum Disciplinae," is found on what is now the old seal. Translated from Latin, it means "application of knowledge."

For the new motto, we wanted something to match the boldness of the new logo and conveyed the energy and excellence of our campus and the successful outcomes of our academic and co-curricular experience . I'm pleased to present our new motto: "I'm Ready."

While short in words, it unequivocally and boldly states our predisposition and mindset to addressing the opportunities and the challenges: "I'm Ready."

The new motto touches everyone in our campus community, from:

- prospective students, who are ready to challenge themselves by attending Cal Poly Pomona;
- to faculty, who are ready to advance the university through teaching, research and service;
- to staff, who are ready to help transform students' lives in their many capacities on campus;

- to graduates, who are ready to launch their post-graduation plans and careers;
- to alumni, who are ready to have an impact on the world around them.

“I’m ready!” reflects our institutional confidence that individually and collectively we will achieve our aims.

We will bring the logo, seal, and motto to life in many ways with integrated marketing, including an advertising campaign. And to get us started in disseminating our new look, we have some special gifts as you exit that feature the new brand so you can proudly, as university ambassadors, represent our university.

Now, one note. Don’t throw out your current letterhead and business cards. The new logo and seal are here for years to come. Let’s use what we have before we order replacements.

2018-19: Another historic year

The strategic plan and the branding initiative are just two of the important projects and initiatives happening in the upcoming year.

As always, there is so much to look forward to. I’ll mention just a couple others:

- 46 tenure-track faculty searches have been approved for the upcoming academic year, and we have set ambitious goals both to increase tenure

density and ensure that our faculty reflect the rich diversity of our student population, our region and our state.

- With the guidance of faculty and student leadership, and representatives from CSU and the City of Pomona, we have selected a developer for the Lanterman site. We have chosen a firm called FivePoint as the developer to assist us in achieving our vision of the Lanterman property becoming a “live, work, learn, and play” development. FivePoint has completed successful projects across California, such as the Great Park in Orange County, and are currently working on the project at the shipyard in San Francisco. The next step is that FivePoint will broadly engage the campus and local community in exploring interests, opportunities and needs at the site.
- During my listening tour, you expressed a desire to reimagine our travel management. This fall we will begin rolling out a completely automated travel request and approval system called Concur. When it’s fully implemented in January, we expect it to dramatically reduce the burden of travel reimbursements and minimize out-of-pocket costs for travelers.
- We are looking forward to the completion of the Student Services Building; and we will be creating a new philanthropic foundation that is singularly focused on fundraising and development, while our current auxiliary foundation will continue with business operations.

- As a result of significant donor contributions, we will shortly be breaking ground on the construction of a new Rose Float Lab. And speaking of the Rose Float, please be sure to get your special Fall Conference pin, which this year features the design of our 2019 float which will be called “Far Out Frequencies.”

It is, indeed, going to be an exciting year at Cal Poly Pomona, and again, it’s because of your efforts.

Closing

And so our journey continues, and as we strive to reach the next plateau, it is essential that we always find time to consider why we are on this journey. Each year, at fall conference we reaffirm our guiding principle: One Team. One Goal. Student Success. Fortunately, the reminders of our purpose are everywhere we go, and in everything we do.

I will close with one example. This summer we ran a pilot program, the Bronco Scholars, which was overseen by Dr. Teri Gomez, our Associate Vice President for Student Success [Dr. Gomez will you please stand.] The program brought 84 incoming students to campus for a residential summer experience. With wrap-around support, the students enrolled in a GE course, an English activity section, and two units of math. So in addition to getting a head start on their academic requirements, the program also prepared them for the college experience. I want to thank the deans, chairs, faculty, other administrators and staff who assisted with this pilot program.

Two days before the program was to start, Dr. Reginald Blaylock, Special Assistant for Student Success, [Dr. Blaylock, will you please stand] learned that one of our incoming students and her family had become homeless and she may not be able to attend Cal Poly Pomona. Working with Dr. Gomez, the student was able to enroll in the program, where she succeeded.

I had the opportunity to attend the celebration that marked the completion of this program. This same student stood before her classmates and read a powerful poem about persistence and determination that she had written during the program. Afterwards, her father expressed how it was so unlike her to speak in front of a large group. She usually kept to herself and stayed in the back of the class.

It is impossible to measure the impact this program had on this student. The reality is that countless stories like this are happening all the time at Cal Poly Pomona. They are the product of our high expectations for students, our quality academic and co-curricular programs and our commitment.

These are the stories that reinforce our need to continue being a Geiger counter for talent seeking and development. Too often, higher educational institutions are drawn to the easily discernible and what I call, the “low-hanging” easy to identify talent and those with great resources. But we, at Cal Poly Pomona are known for our success with the entire spectrum of students. We use our Geiger Counter programming and strategies, where we uncover the hidden, just below the

surface talent, and as a result, we ultimately contribute towards the advancing social mobility of our students that we have become nationally known for. YOU DO THIS! WE collectively are the holders of the talent-seeking and talent-development Geiger counters!

Thank you for attending Fall Conference today. Unlike prior Fall Conferences, we are inviting you to join us for lunch, which along with your new CPP gear, is outside. I invite you to quickly return in here with your food so we can continue with our service awards program organized by our talented and dedicated Staff Council.

Thank you for joining us this morning and I wish you a great semester and a great year!