

Hello, I'm Soraya Coley, president of Cal Poly Pomona. If you have been to our campus this year, you have no doubt seen a whirlwind of construction. A new student services and administration building is taking form, and space has been cleared for the construction of new student housing and a dining commons. Kellogg Drive on the south end of campus has been realigned to accommodate these projects.

Construction is the most visible change on campus, but the rapid pace of activity extends far beyond bricks and mortar. We are a university on the move, starting with a new strategic plan that defines who we are and what we aim to accomplish.

Thirteen words summarize Cal Poly Pomona's broad and important mission: "We cultivate success through a diverse culture of experiential learning, discovery and innovation."

At this year's Fall Conference, we began the academic year by highlighting our new strategic plan – the blueprint for our mission and identity. As a campus, we will move forward on five strategic planning initiatives and goals.

First, we will deliver quality programs that promote integrative learning, discovery and creativity. We will expand opportunities for students to experience the distinguishing hallmarks of a Cal Poly Pomona education, and we will establish centers of excellence that capitalize on our polytechnic identity.

Of course, discovery and creativity already abound on campus. Our Student Innovation Idea Lab promotes an entrepreneurial mindset. In fact, some students who have used the iLab have begun patenting their creations.

Thanks to a \$1.7 million gift from the locally based National College Resources Foundation, students in our College of Engineering and other disciplines are designing and testing a rocket that could make Cal Poly Pomona the first university in space. The launch date is set for May 5.

Our second strategic goal is to enhance student learning, development and success. We must ensure that our students have the resources and opportunities to stay on track and graduate. This is especially important for students who come from historically underserved populations. So many of our students are the first in their family to attend college. When they succeed, their family succeeds, and we all benefit from their accomplishments.

Third, we will prepare students for the future of work and human engagement. This preparation begins before students start their first class at Cal Poly Pomona and will extend one full year past graduation. We will develop a professional and career readiness model that provides students with early and ongoing opportunities to engage with alumni, the community, and industry leaders. I plan to host a blue-ribbon group composed of leaders across a diverse spectrum to examine this important topic and the role that Cal Poly Pomona can play in joining the national discussion about the place of higher education in our nation, especially as it relates to a polytechnic education.

Our fourth strategic initiative involves our neighbors. Cal Poly Pomona will continue to strengthen its economic impact in the region, improving the quality of life and expanding opportunity. We can help improve the economic and social well-being of our communities by connecting our talent, knowledge and educational resources. Our university is an economic engine that can help power this region to new heights. Recently, we partnered with the City of Pomona and Fairplex on a proposal to bring Amazon's second headquarters to the area. More than 200 cities and regions submitted proposals — that's a lot of competition — but we believe our offer is attractive and well worth considering. We have many of the things that Amazon is looking for, including an educated workforce.

We will also expand our economic imprint in the region by developing the former Lanterman site, now known as Campus South. We are in the process of selecting a master developer and have narrowed the list to four who will submit proposals for the 300-acre site. The development of Campus South will play out over many years, but we will *always* be guided by the principle that it will support our academic mission, benefit the surrounding communities, and be self-supporting.

Our fifth strategic planning initiative will be to advance organizational development and employee excellence. It's important that Cal Poly Pomona be an employer of choice and a great place to work. We can do this by acknowledging and rewarding the achievements of our faculty and staff, as well as investing in their professional development.

As we move forward, we will develop a campus strategy to bring these initiatives and goals to life, because a strategic plan is not a list of goals. *It is a commitment.*

The excitement and the pace are building at our Rose Float lab, where a diverse team of students is focused on bringing the 2018 float to life. "Dreams Take Flight" will be the 70th

entry from Cal Poly Pomona and Cal Poly San Luis Obispo in the Rose Parade. The 27-foot float will feature three young animals flying airplanes among sparkling stars and clouds. I encourage you to make the Rose Parade part of your plans on New Year's Day, either in person or on television, so you can cheer on another beautiful example of our students' success.

This coming year, Cal Poly Pomona will break ground on a new, \$3.7 million Rose Float Lab – a project funded largely through private donations, including a \$1 million lead gift from alumnus Butch Lindley and his wife, Vivien. Though the current lab has served generations of Rose Float students well, the new lab will be a dramatic improvement, providing new equipment, better security and shelter from the elements.

In closing, I want to invite you to visit our campus. Perhaps you will want to take in one of our monthly Arabian horse shows. W.K. Kellogg started showing his beautiful Arabian horses in 1926, and we are proud to keep the tradition alive. You might also want to visit our farm store and purchase fresh produce grown on campus. Or make a reservation for lunch or dinner at the Restaurant at Kellogg Ranch, which is a lab for our hospitality management students. There is so much to see and do on campus.

And if you have a desire to get back in the classroom, I encourage you to check out our College of the Extended University, where you will find an array of study options – some for professional development and some that are simply fun and educational.

I want to thank you for your interest in Cal Poly Pomona. Your confidence and investment in our university pays critical dividends to current and future students, as well as the entire region.