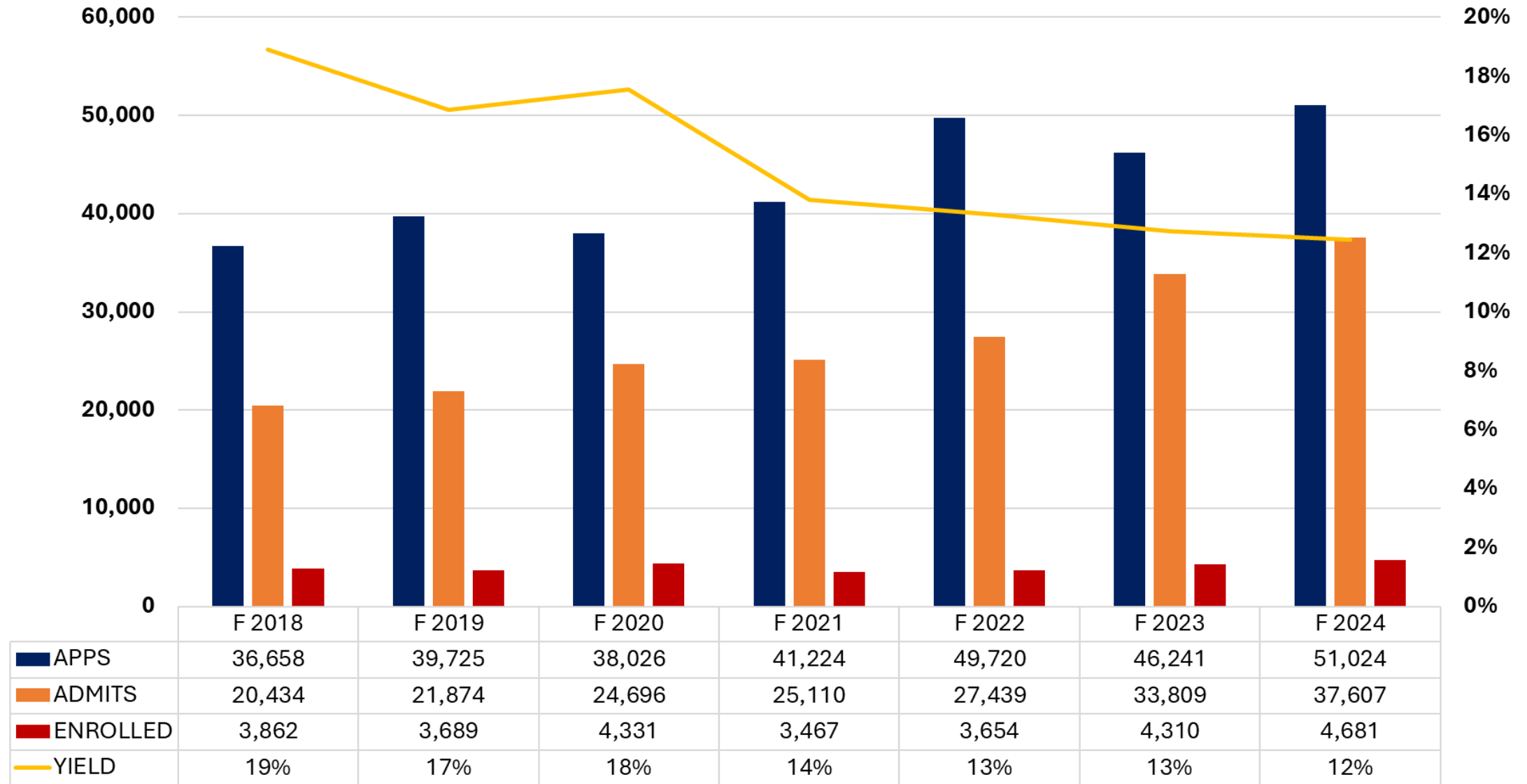
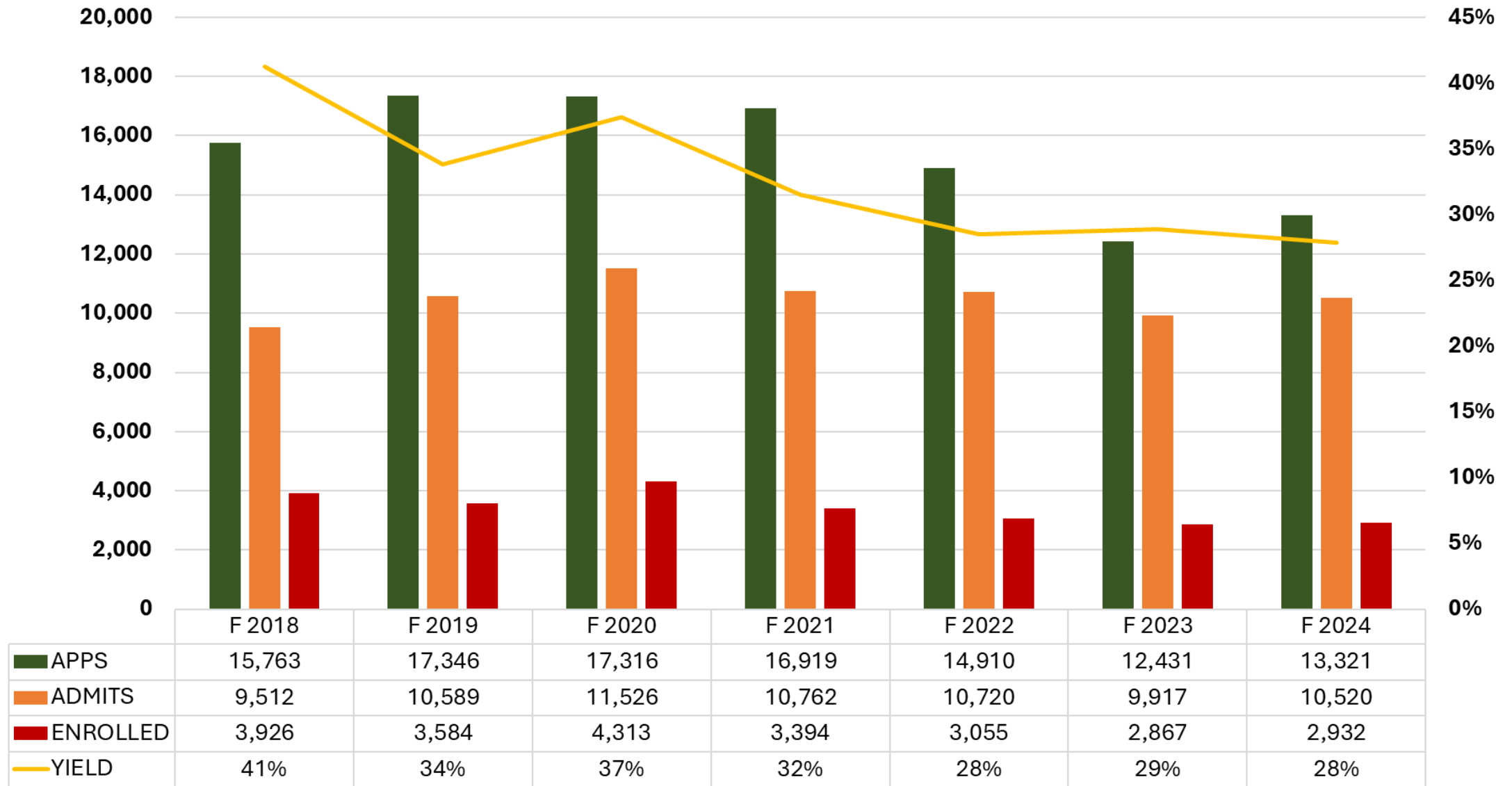


**We've Got a
Yield Problem**

First-Time Freshmen: Admit to Intent Yield Rate



Transfers: Admit to Intent Yield Rate



Investment & Impact

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

University Awareness & College Enrollment

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

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"> • Value proposition • Positioning • Messaging • Customized materials | <ul style="list-style-type: none"> • StratComm • Deans • College communicators • Development officers • Students • Professional services |
| 4 | Identity System | <ul style="list-style-type: none"> • Create coordinated family of institutional marks that fully represent CPP. • Provide identity system to foster consistency, greater recognition of CPP. | <ul style="list-style-type: none"> • CPP logo • Presidential seal • Identity system for colleges, divisions, programs, etc. | <ul style="list-style-type: none"> • StratComm • Advisory groups (students, faculty, staff, campus leaders, alumni, Philanthropic Board) • Professional services |

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"> • CPP “commercials” <ul style="list-style-type: none"> ○ 6+ videos ○ Student success stories (feat. faculty/staff mentors) • Canva Template Library <ul style="list-style-type: none"> ○ Flyers/posters/ads ○ Newsletters ○ PowerPoints ○ Business cards ○ Letterhead • Campus signage • Commencement items • Swag | <ul style="list-style-type: none"> • StratComm • MediaVision • Communicator Advisory Committee • Campus communicators • Students • Professional services |
| 6 | Audience Research | Understand why admits choose us/don't to inform enrollment strategy, offerings, messaging. | Results report | <ul style="list-style-type: none"> • StratComm • EMS • OREP • Professional services |

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"> Guideline document (100+ pages) and updated brand resources website Ongoing training, guidance for campus communicators, designers, webmasters | <ul style="list-style-type: none"> StratComm Campus designers, communicators Communicator Advisory Committee Professional services |
| 8 | Website Refresh | <ul style="list-style-type: none"> Communicate CPP's value proposition to prospective students & families Showcase & improve access to academic areas of excellence | <p>Website with:</p> <ul style="list-style-type: none"> Updated, consistent look Answers to prospective student needs/questions Focus on academic disciplines Better user experience <p>Phase I: Pages for prospectives (college home, academic discipline pages, etc.)</p> <p>Phase II: All other pages</p> | <ul style="list-style-type: none"> StratComm IT Web Team ATI Team Website Advisory Group Communicator Advisory Group Prospective students & parents Students Professional services |

Campus Engagement & Project Management

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

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

| # | Project | Budgeted | % Budget | Spent <small>(as of 10/24)</small> |
|-------|---|-------------|----------|------------------------------------|
| 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 <small>(Logo \$40K)</small> | \$302,000 | 7% | \$302,000 |
| 5 | University Promotion | \$640,313 | 16% | \$140,000 |
| 6 | Audience Research | \$30,000 | 1% | \$30,000 |
| 7 | Brand Guidelines and 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 |
| Total | | \$4,084,655 | | \$885,300 |

Campaign Investment Context

- **\$4.1M budgeted over 3 fiscal years from philanthropic funds** – not state or tuition sources
- **Investing wisely, using mix of internal/external resources**
- **CPP's spending is below average vs. large universities and other CSUs**
 - 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 budgeted \$2M for advertising (CPP has budgeted \$750K)
 - Cal Poly Humboldt spent \$3M over 2 years (they are 1/4 our size)

Return on Investment

Increased awareness of Cal Poly Pomona's strong reputation
leads to increased resources to achieve our mission and more...

