

FOUNDATION NEWS

JANUARY 2012 ♦ ISSUE NO. 197



2011: A LOOK BACK

It was a good year for the Cal Poly Pomona Foundation. 2011 marked 45 years of serving the campus community. Founded in 1966, the Foundation perpetually invests in areas that advance Cal Poly Pomona with all revenues in excess of operating expenses returned to the university to help pay for scholarships, campus and student programs/services.

Thank you for your loyalty to the Foundation that allows us to make our vision a reality. Here are a few highlights from 2011:



The 7th Annual Bridal Show was held in April and was the most successful show yet. The event was held at Kellogg House Pomona with more than 150 guests in attendance. Brides were able to talk to representatives from a wide variety of wedding vendors and there was a fashion show featuring the latest in bridal fashions and numerous dates booked at the event.



President Ortiz is always on hand to help at Hotdog Caper

April was also the month for the 27th Annual Food Fair held at Los Olivos. Dozens of vendors brought samples for guests to taste. A survey was circulated to the campus community and the data gathered to help build the Fall menu. This year, the Marketing Department tried an innovative approach to increase the number of completed surveys by posting a QR code for diners with smartphones to download the survey immediately.



The Food Fair is always one of the most popular events at Los Olivos

The 28th Annual Hot Dog Caper, that officially launches the new academic year, brought over 10,000 people to the campus for free food and drinks.



Healthy options is always a priority at Los Olivos

Speaking of food, Los Olivos hosted a special luncheon in March with the goal of educating students, faculty and staff about healthy food options available at our dining venues. Healthy eating and a healthy lifestyle are fully supported at Cal Poly Pomona. Along with a wide variety of healthy choices, we provided handouts, nutritional information and answered questions about staying fit. Dining Services personnel were on hand to encourage diners to try unfamiliar foods – explaining ingredients and the nutritional benefits they provide.

The Bronco Bookstore listened to students and responded to their feedback by adding a DVD rental machine on campus. In February, a DVD rental vending machine was placed in the Bookstore Atrium and at Denny's and it quickly proved to be popular with both students and faculty. The vending machine offers more than 200 new and classic titles for only \$1 per day!

The Bronco Bookstore Facebook page sponsored a model search – generating a huge jump in page visits and 'likes.' The three top models graced the cover of the newly redesigned Campus Map. The new map is larger than previous versions and features an expanded building guide and map grid to help guests find their way around campus.



Kellogg West was very busy during the past twelve months! A new and improved Kellogg West website was launched – designed with many features to make the customer experience more enjoyable and easier to navigate. The Marketing Department implemented the new site, creating a more updated look and feel with an improved navigation system. There is also a visual representation of Kellogg West through a photo showcase on the website.

Guests to Kellogg West are greeted with new signage and additional amenities including complimentary coffee service in the lobby, a new and revised room service menu featuring signature dishes by Chef Jose Rodriguez, and a featured wine service from Northern California Bogle Vineyards.

In a continuing effort to market to the community, Kellogg West participated in both the LA County Fair’s “CPP Day at the Fair,” and at this year’s CPP Farm Store’s “Pumpkin Festival.” Booths were set up for both events to showcase the amenities, services and facilities. Both events exposed Kellogg West to thousands of people!



New signage at Kellogg West

Over at Innovation Village, tenants and their employees can now enjoy access to their buildings via the recently completed Innovation Way off of Temple Avenue. This marks the final phase of infrastructure construction at Innovation Village!



Poly Fresh @ CTTi is now open for business

The Foundation welcomed the newest tenants at Innovation Way, SCE. Representatives from Kellogg West, Real Estate, Foundation Marketing, Bronco Bookstore and the Farm Store greeted the newest members of the Cal Poly Pomona family and answered any questions they had. The Foundation also purchased a large flat screen television for the lobby, which was loaded with a photo slide show of the campus, and campus maps, brochures and flyers were distributed to showcase the campus and its services.

November marked the grand opening of the new Peet’s Coffee and Poly Fresh Market at CTTi. There is something for everyone – from healthy fresh baked veggie chips to sweet pastries delivered daily. The Poly Fresh Market

offers an assortment of Farm Store products, as well as sandwiches, salads, yogurts and juices. Peet’s menu provides a variety of brewed coffees, espresso drinks, iced delights, and seasonal beverages.

August was a busy and exciting month for the Village as contractors worked tirelessly to complete the Phase 1 renovations prior to students arriving in September. Another new addition to the Village is the Front Office, which had a massive renovation – the cubicles and desks have been remodeled to better suit the needs of both the residents and staff.



The Foundation raffled off prizes to welcome new tenants at Innovation Village

Kellogg House got everyone’s attention with its giant marketing banner that was installed on a light pole in the Kellogg House Pomona parking. Clearly viewable from Interstate 10 – the signs elicited countless comments from the community and created awareness about the Kellogg House and Kellogg West facilities. Within the first week, a wedding was booked at the Kellogg House Pomona!

In May, the Foundation was a Partner Sponsor of the Southern California Tasting and Auction held in the Cal Poly Pomona Rose Garden. Guest savored samples from notable wineries and local restaurants and had the opportunity to bid on some exciting auction items.

Three deserving students were awarded scholarships from a collaboration between the Foundation, the Collins College of Hospitality and the Pepsi Bottling Group. These recipients were Jack Lee, Stephanie Aparicio and Lillian Hu. This was the third year the scholarships have been awarded.



The Foundation would like to thank the following staff that participated in our monthly Employee Profile. It is your dedication to excellence that continues to make us all proud to be a part of the Cal Poly Pomona Foundation family!

Nathan Whelan, Lily Ly, Jon Olson, Arthur Lee, Rachel Olivas, Debora Chin, Marcia McGovern, Jason DeBellis, Pedro Carrillo, Mario Garcia-Gillespie, Celine "CeeJay" Borbon, and Davinah Simmons.

As we close the books on 2011 and look back on our accomplishments, we are encouraged by the start of a new year and all the possibilities that are ahead.

2012 : A LOOK AHEAD



According to our Directors and Staff, there are some exciting plans for 2012!

Clint Aase, Managing Director of Bookstore Services:

BroncoBookstore.com, the Foundation's number one website in hits and revenue, is getting a redesign! The Marketing Department has done an amazing job with the site, and we are looking forward to an upgrade that will be expand our online retail opportunities.

David Prenovost, Senior Manager Director and Chief Financial Officer

It may not be glamorous, but it is an exciting time for Foundation finance as we are completing the Management Discussion & Analysis for the upcoming Biennial Report.

Ken Fisher, Director, University Village:

I'll be working on improving IT services offered to the Village community. I will also be focusing on developing quiet study space and the level of customer service provided by the Village Office".

Davinah M. Simmons, Community Development Coordinator, University Village.

The Village began work on our January projects such as the building of our University Village Community Garden, Emergency Preparedness Evacuation, and large scale programming for our residents. We will welcome 50-plus students back into our community at the beginning of January and can't wait to start the new quarter! Cheers from the Village.

Cameron Edmonds, Director, Kellogg West Conference Center & Hotel:

We have received our new guestroom artwork and will begin installing the new artwork in all of our guestrooms beginning in January.

Beginning in January we will begin offering evening cocktail/bar service and will be converting our exhibit lounge conference break station area into a small cocktail area complete with wall mounted 55" HDTV. Hours will be Mon – Fri, 5pm – 8pm.

Also, in January we will be installing our new street banners promoting KW Services – Conferences, Banquets and Hotel.

Edwin Santiago, Director of Marketing:

Exciting initiatives are being launched by the Marketing Department this year as we focus on improving our online presence and social media outreach. We are continually implementing new ways to enhance the website and online services of the Foundation. Unique website hits have grown from 40,000 in 2001 to over 500,000+ in 2011, with a goal of reaching 700,000 in 2012!

Dennis J. Miller, Employment Services Director:

Changes will be plentiful in 2012 for Employment Services, and once implemented, expect to see a positive impact on the services delivered and improved efficiencies within the department! (Read more about the upcoming improvements for Employment Services on page 5)

Randy Townsend, MIS Manager:

The Kellogg West Auditorium will be home to the new Smart Room set-up – providing a potential showcase for Foundation Guest Services.

Sandy Vaughan-Acton, Director, Real Estate:

Making additional sidewalk and crosswalk repairs at Innovation Village at South Campus and Kellogg and at Temple and South Campus. I am looking forward to creating a better pedestrian environment to and from Innovation Village.

Brett Roth, Director, Dining Services:

We are proud to be the first university in the country to contract with Sodexo on a purchasing, marketing, POS, nutritional analysis and food production tool. We have been working on this project for over a year and if all goes as scheduled, we should launch the project by Spring 2012.

Congratulations Randy Wallace!



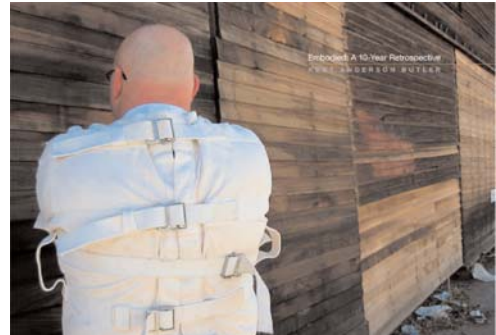
Randy Wallace Jr

It is with great pleasure that the Foundation Real Estate Department recently announced the promotion of Randy Wallace Jr. to Real Estate Manager. Randy has been with the Foundation since 2008 and has been an instrumental member of the team, working hard to make the faculty/staff housing program a success and supporting the development and management of Innovation Village. Randy is always available to assist in any area no matter the task. It is a honor to have him on the team. Randy is a Cal Poly Pomona alumni and holds a CA Real Estate Broker's license. He has done a tremendous job in his 4 years at the Foundation and we look forward to many more.

Resident's Retrospective

The reach of the Foundation extends through many aspects of our community – from education, to housing, to art!

Fair Oaks Walk resident, Kent Anderson Butler, is presenting his art in a new exhibit, “Embodied: A 10 Year Retrospective of Kent Anderson Butler”. This survey exhibition features video, still documentation and photography used by the artist to explore his own body through mental and spiritual phenomena such as pain, pleasure, struggle, redemption, and restoration.



California State Polytechnic University, Pomona, the College of Environmental Design and the W. Keith and Janet Kellogg University Art Gallery are proud to partner for this presentation, which will run from January 10 – February 18.

Free and open to the public at the W. Keith and Janet Kellogg University Art Gallery.

Opening Reception: Friday, January 13, 2012, 7pm – 9pm

Interview with the Artist and Curator, G. James Daichendt: Thursday, February, 2, 2012 at 4 p.m.

Gallery Hours: Tues. - Fri., 11am – 4pm, and Sat., Noon – 4pm

Improving Foundation's Image Through Social Media



Darren Isomoto and Lily Ly

Last November, Social Media Coordinators Darren Isomoto and Lily Ly presented at the California Association of College Stores convention in Anaheim, California. Featuring the Bronco Bookstore as a prime example, they addressed an audience of campus store directors on the best practices and benefits of Social Media Marketing.

Dan Angelo, Assistant Editor of Publications from the National Association of College Stores attended their presentation and decided to further illustrate these social media best practices in their weekly publication, Campus Marketplace. He interviewed Isomoto on their strategy in dealing with negative feedback.

SOURCE: *Campus Marketplace / National Association of College Stores*

Negative Feedback Gives Store A Chance To Sign

Every college store professional has experienced an unhappy student making a scene in the bookstore. That usually calls for a firm, but calming, response addressing the issue head-on and offering a possible remedy.

It's not that much different on social media sites, except negative comments, and your response, can be seen a lot faster and by many more people.

“Not everyone is going to be completely satisfied with your company, your brand, or everything you do,” said Darren Isomoto, social media coordinator, Bronco Bookstore, California State Polytechnic University, Pomona. “That’s why we see negative feedback as an opportunity, as a way to shine. It’s a chance to turn a bad situation

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A FOUNDATION TRADITION

The annual Foundation photo booth returned to the lobby of Building 55, as employees from various departments created Holiday memories and enjoyed an afternoon of festive celebrations. The Marketing Department picked out the costumes, set up the backdrop and took photos of the “supermodels.” At Foundation, we don’t just work, we “work it.”



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Improving Foundation's Image Through Social Media

into a good situation.”

That opportunity presented itself during buyback when the store invited students to use their buyback payment on featured sales items on its Facebook page. That post prompted a student to respond that his book wasn't accepted; starting a conversation that led to the discovery of an error in the way the book was listed in the store system.

The store corrected the problem later in the day and used Facebook to let the student know about the fix. The student then replied with a promise to bring his book in the next day to complete the transaction. The entire series of posts was out there for all to see, showing the store's willingness to listen and resolve an issue when it came to light.

“If there is negative feedback, you can either let it happen and not do anything about it or be part of it and try to fix the situation,” Isomoto said. “We do this with the mindset that this is what we would want to see. What we've noticed from other companies is when they address a situation, it's seen in a much more positive light.”

But the Facebook conversation also had a flip side, as another student joined the fray with a rant about hating the store. Isomoto chose to ignore that post.

“The second guy was just complaining to get attention and if we had engaged him we were just going to put ourselves in a shouting match that would actually make us look bad,” Isomoto said. “There's a thought out there that if you respond to negative feedback from someone just hating on you, the response can go viral and then get more attention than the complaint in the first place.”

The Bronco Bookstore views its social media presence as part of its overall customer-service strategy. Isomoto and his associate, Lily Ly, are responsible for monitoring the sites and also for creating a personality for the store.

“No store is perfect, but we put a lot of emphasis on delivering great customer service and that shines through whether it's in the store, online, or on Facebook,” Isomoto said. “Social media is just customer service and talking to people. A lot of people are afraid of it because it's done on a computer, but it's really just about being social and engaging with people.”

Monitoring social media sites is a commitment. At the same time, students are using social media, which makes it a commitment worth the effort.

“I'm pretty sure all retail outlets value customer service, so it becomes a question of to what extent are you willing to monitor it, control it, and to address the different things that happen, just like with any other part of customer service,” Isomoto said. “It's not necessarily about how much time you have to put out there; it's about how much you want to get back from people in whatever you do.”

“If you understand the importance of customer service, then you understand social media and how to address situations on it like negative feedback.”

SOURCE: Campus Marketplace / National Association of College Stores



NEW CHANGES FOR A NEW YEAR AT EMPLOYMENT SERVICES

By: Dennis Miller

The New Year brings some exciting changes - the Kronos Mobile application will be “tested” and most likely implemented for employees in certain positions. Kronos Mobile allows individual employees the option to conduct normal Kronos related transactions (such as clocking-in/out, requesting time off, etc.) from their personal smart device. Once achieved, that outcome will address a need for employees who are not working in a stationary environment (such as dining services employees who work in the catering function) but still need to record their time in Kronos accurately and timely. Kronos Mobile will have utility in other areas as well, such as several grant programs that have employees operating outside of the campus environment but do not have access to Kronos due to the unavailability of technology at those off-site locations. Kronos Mobile is designed just for that purpose and we are optimistic that employees will adopt it quickly.



We will migrate away from using ETF's for most (possibly all) employment related transactions, and instead those transactions will be handled within Kronos without the need for an ETF and will be recorded at the local level having direct access to Kronos – and not within Employment Services. Moving away from using ETF's and having direct access to Kronos will greatly reduce the time needed to effect typical employment related transactions. This outcome helps everyone involved in the process from employees to managers. Look for more details on this improvement during February and March time frame.

Employment Services will begin to place a greater emphasis on employee wellness programs and those types of programs and related communication campaigns will ultimately benefit employees and families.

2012 will bring planned organizational changes to Employment Services. Sharon Stuewe, who has dedicated the last 22 years to Cal Poly Pomona Foundation and has delivered many contributions to Foundation (such as ensuring employees are paid on time and accurately), has decided it is time to retire and enter a new phase of her life. Sharon has been a “key” employee for her time at Foundation, and was highly instrumental in the evolution of the Employment Services department. In fact, it is a known fact that improvements over the past 5 years in Employment Services simply would not have been possible without her direct participation and dedication. Due to Sharon's retirement, which will happen in mid-February, Employment Services will take the opportunity to review and restructure the processes currently under Sharon's purview. Although a date has not yet been set for her retirement party, we hope all can attend this celebration, which will be during the first part of February. More information to follow.

SB8 brings in a new set of regulations that will require Foundation to disclose much of the information that has been considered “private” to Foundation. Starting in 2012, all Foundation records are subject to consideration for disclosure under SB8. Of course, the implementation of SB8 does not cause much concern for Foundation since we have a long history of being a transparent organization and this fact is supported by our actions to place important and comprehensive business related information on our website.

A new work order system, ManagerPlus, will be put into place for Central Facilities and should be fully operational by late spring. Once fully operational, we anticipate material improvements in the process regarding how work orders are requested, communicated, recorded, and maintained for all maintenance related work orders throughout the Foundation. This new system also uses smart-phone devices to allow for rapid communications to maintenance employees as well as the originator of the work orders via email. As is typical, this new process is expected to be not only efficient and effective, we expect it will reduce and most likely eliminate the need for paper when conducting work order transactions.

Finally, there will be a few things that remain the same, such as the summer schedule where we are planning for another “preferred” 4x10 schedule where we get Fridays off during the summer months (pending appropriate approval) and of course, despite the economic woes of the State of California, our Foundation continues to be a great place to work!

Elaine Mead, You Will be Missed!

The Bronco Bookstore is sad to announce that on that on December 15, 2011, Elaine Lucille Mead passed away after a short illness. Elaine was a long time staff member that continued her service as a valued retiree at Bronco Bookstore. The bookstore staff misses her spirit tremendously and are honored to have had her as a trusted co-worker and friend.

Elaine was an anchor at Bronco Bookstore for 21 years and came to work with a smile, made the customers and the people around her happy.



10 Healthy New Years Resolutions

This year, pick one of the following worthy resolutions, and stick with it. Here's to your health!

Stay in touch

Feel like old friends (or family) have fallen by the way-side? It's good for your health to reconnect with them. Research suggests people with strong social ties live longer than those who don't.

Quit smoking

Fear that you've failed too many times to try again? Talk to any ex-smoker, and you'll see that multiple attempts are often the path to success.

Save money

Save money by making healthy lifestyle changes. Walk or ride your bike to work, or explore carpooling. (That means more money in your pocket and less air pollution.)

Eat healthier/Lose weight

The fact that weight loss is perennially among the most popular resolutions suggests just how difficult it is to stick with. But you can succeed if you don't expect overnight success.

Cut your stress

A little pressure now and again won't kill us; in fact, short bouts of stress give us an energy boost. But if stress is chronic, it can increase your risk of-or worsen- insomnia, depression, obesity, heart disease, and more.

Volunteer

We tend to think that we can make ourselves happy by

doing things for ourselves, but we are happier when we are doing things for others, like through volunteer work.

Go back to school

No matter how old you are, heading back to the classroom can have a range of benefits. Getting a degree or just taking a few courses can help revamp your career, introduce you to new friends, and even boost your brainpower.

Get more sleep

You probably already know that a good night's rest can do wonders for your mood-and appearance. But sleep is more beneficial to your health than you might realize. So take a nap-and don't feel guilty about it.

Cut back on alcohol

Drinking alcohol in excess affects the brain's neurotransmitters and can increase the risk of depression, memory loss, or even seizures.

Travel

Traveling allows us to tap into life as an adventure, and we can make changes in our lives without having to do anything too bold or dramatic. "It makes you feel rejuvenated and replenished; it gets you out of your typical scenery, and the effects are revitalizing. It's another form of new discovery and learning, and great for the body and the soul."

By Alyssa Sparacino for Health.com