

**CAL POLY POMONA FOUNDATION, INC.
CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA**

**PROGRAM COMMITTEE MEETING
Tuesday, November 09, 2021
10:00 am – 11:30 am**

Join Zoom Meeting
<https://cpp.zoom.us/j/83226997165>

Meeting ID: 832 2699 7165

AGENDA

Committee Chair: Daniel Montplaisir

Directors: Dr. Jocelyn Pacleb, Mayra Brown, Dr. Lea Dopson, Erica Frausto Aguado, April Jimenez, Aliza Ortega, Dr. Homeyra Sadaghiani, Ruby Suchecki, Maryann Tolano-Leveque and John McGuthry

Staff: Claudia Burciaga-Ramos, Jared Ceja, Alex Hernandez, Darren Isomoto, Aaron Neilson

I. ACKNOWLEDGEMENT OF MEMBERS OF THE PUBLIC who may or may not be commenting on a specific item or making a general comment

II. CONSENSUS ACTION ITEMS

Consensus Action Items: Items in this section are considered to be routine and acted on by the committee in one motion. Each item of the Consent agenda approved by the committee shall be deemed to have been considered in full and adopted as recommended. Any committee member may request that a consent item be removed from the consent agenda to be considered as a separate action item. If no additional information is requested, the approval vote will be taken without discussion.

- | | | |
|---|--------------------|-------|
| 1. Approval of minutes | Daniel Montplaisir | |
| – February 4, 2021 Meeting minutes | Chair | 3 – 4 |
| – April 20, 2021 Meeting minutes – Unofficial/no quorum | | 5 – 6 |

III. GENERAL UPDATES

- | | | |
|-------------------------------|------------------------|---|
| 2. Executive Directors Report | Jared Ceja | 7 |
| | Executive Director/CEO | |

IV. ACTION ITEMS

- | | | |
|--|--------------------------------|---|
| 3. Rebranding Cal Poly Pomona Foundation | Jared Ceja | 8 |
| | Darren Isomoto, Marketing Mngr | |

V. INFORMATION & DISCUSSION ITEMS

- | | | |
|---------------------------------|------------------------|--|
| 4. Spring Dining Operating Plan | Aaron Neilson | |
| | Director – Hospitality | |
| 5. Electron-to-go | Jared Ceja | |

VI. OPEN FORUM

VII. ADJOURNMENT

The open proceedings of this meeting are being recorded.

CAL POLY POMONA FOUNDATION, INC.
Program Committee Zoom Meeting Minutes
February 4, 2021 2:00 PM

Notice is hereby given that a regular meeting of the Program Committee was held by video conference/teleconference on Wednesday May 6, 2020 at 10:00 a.m. to discuss matters on the posted agenda. The meeting notice in its entirety was posted on the internet at <https://foundation.cpp.edu/meetingpackets.aspx>.

Present: Dr. Sylvia Alva, Dr. Sadiq Shah, Lucy Yu, Dr. Honeyra Sadaghiani, April Jimenez-Valadez, Cassandra Lopez, and Mark Shin.
Absent: Lowell Overton
Staff: Clint Aase, Jared Ceja, Jenny Dennis, Joanne Matthew, Alex Hernandez, Randy Wallace, Aaron Neilson, and Suzanne Donnelly.

Dr. Alva called the meeting to order at 2:02 p.m. and asked everyone to introduce themselves.

Consensus Action Items

1. Minutes – May 6, 2020
Moved and seconded by Sadiq Shah and Lucy Yu to approve the May 6, 2020; the minutes were approved unanimously.

Foundation Updates

2. Jared Ceja reported all things considered things are going well. We are focused on campus repopulation and are taking a strategic approach. Some of the team is feeling fatigued. Fatigued from frequent zoom meetings, remote schedules, continued furloughs, and covering vacant positions. The marketing team is pulling together fun remote activities to bring us together. We are seeing encouraging numbers financially. The new Holiday Ham Dinner program was a huge success, like the Thanksgiving Dinner program, it gave us positive PR and it brought in much needed revenue with over 125 meals donated to families in need. The University started a partnership for a vaccination center on campus and we built dining and housing partnership that have brought us unexpected revenue. We also just completed the PPP Loan application and received some CARES support. The combination of these efforts will yield a far better result than we estimated in November. The improved performance will be seen in the third quarter report.

Action Items

2. Rebranding
Jared Ceja and Alex Hernandez presented the background behind this agenda item. The name Cal Poly Pomona Foundation has a proud history of service to the CPP Community. What has changed? The Cal Poly Philanthropic Foundation spun off two years ago, causing confusion and leading to questions. Does the name “Foundation” represent us an enterprise, administration, and post-award grant organization? The Foundation contributes to the success of the university, which contributes to the success of students, faculty, staff, alumni and the CPP Community. We strive to offers quality services that enhances the campus environment and generates financial resources through enterprise activities. Foundations traditionally generate financial resources through donations. What would represent us better? There was a robust discussion on potential names.

A motion was made by Sadiq Shah and second by April Jimenez-Valdez to continue the pursuit of a name and brand change and be submitted to the Board for review and approval at its next regularly scheduled meeting. The motion approved unanimously.

Information Items

3. Dining Concepts
Aaron Neilson shared a presentation to support this discussion. Over the past few years we have begun creating in-house brands including Fresh Escape and Saddle Café. Retail dining is approximately 55% of the dining revenue in a normal year. We had 25 retail food outlets pre-COVID. Now we are evaluating all services and trying to identify new opportunities. Are we providing what our students would like to see? Dining is exploring updated burger and chicken concept based on student survey feedback. We are analyzing our retail portfolio financial performance as well. Discussions on alternative are underway with Collins College and ASI. Einstein’s agreement was not renewed and we are exploring lease agreements with socially-conscious Every Table. The current goal with Collins College is to develop a space where students can create, implement, and execute a food service concepts with Foundation’s support. Committee members provided feedback throughout.
4. Update of Faculty Staff Housing
In the interest of time, please plan to present this report at the next Program Committee Meeting.

5. Update on Instant Access

Clint Aase led the conversation on the Bronco Bookstore's Instant Access (IA) program, a low-cost digital delivery method for course materials. IA is not limited to textbooks and often includes interactive instructional features. Some requirements are the materials must be chosen by the faculty/department and pricing must be a discount to students. In 2017, the Mechanical Engineering Department started a pilot program to provide digital course materials to the students. There has been a steady increase within the last four semesters followed by a dramatic jump when COVID hit. There is currently more than 18-thousand unique students enrolled in the IA program, representing roughly two-thirds of student enrollment. The impact of IA has been significant with fewer students repeating courses and overall earning better grades. Based on current trends it is possible that IA will evolve into an all-inclusive course materials option where one price gets each student all of their required course materials. This model, known as Equitable Access, is currently employed at UC Davis. The discussion confirmed that only materials requested by faculty and below market pricing for students will be included in our program. We welcome ideas on how we improve this resource to faculty, students and others.

Meeting adjourned at 3:32 p.m.

Respectfully submitted,

Dr. Sylvia Alva
Program Committee, Chair

CAL POLY POMONA FOUNDATION, INC.
Program Committee Zoom Meeting Minutes (Unofficial)
Tuesday, April 20, 2021, 3:30 pm

Notice is hereby given that a regular meeting of the Program Committee was held by video conference/teleconference on Tuesday April 20, 2021 at 3:30 p.m. to discuss matters on the posted agenda. The meeting notice in its entirety was posted on the internet at <https://foundation.cpp.edu/meetingpackets.aspx>.

Present: Dr. Sylvia Alva, April Jimenez-Valadez and Mark Shin.

Absent: Lowell Overton, Dr. Sadiq Shah, Lucy Yu, Dr. Honeyra Sadaghiani and Cassandra Lopez

Staff: Jared Ceja, Jenny Dennis, Joanne Matthew, David Laxamana, and Aaron Neilson

Dr. Alva called the meeting to order at 3:32 p.m.

CONSENSUS ACTION ITEMS

No actions were taken due to lack of quorum.

1. Minutes February 4, 2021 Meeting

GENERAL UPDATES

2. Foundation Updates
Jared Ceja mentioned the Foundation rebranding is scheduled for a summer retreat (if we have one) or at the first Program Committee meeting next year.

ACTION ITEMS

No action was taken due to lack of quorum.

3. Capital Projects Budget 2021-2022
Jared Ceja gave a brief presentation of the proposed capital improvements for 2021-2022. The requests are focused on health and safety, legal requirements, contractual obligations, needs to support campus repopulation, beneficial work already in progress, and items with a positive return on investment in the next few years. Additionally, there are also capital funds carried forward from prior years of \$364,710. The total proposed Capital Budget with prior year carryover is \$988,934. The proposal assumes funding of \$90,000 from the Residential Board Meal Program Surplus Reserve. The committee members in attendance voiced support for the approach.

INFORMATION & DISCUSSION ITEMS

4. Dining Phased Reopening
Aaron Neilson gave a brief update on the reopening of the Foundations dining services; new executive chef Tonya Tardd overseeing all the culinary services, vendor-partnership with 13 other UC's, working on sustainability by eliminating single-use plastic water bottles by January 2023, use of compostable straws across campus, availability of metal straws for purchase, composting programs including Starbucks and Centerpointe Dining Commons, eliminated use of polystyrene foam, introduced reusable "To GO" containers at Centerpointe, and source local produce from the College of Agriculture. He also spoke about success collaborated with the Basic Needs Committee to support 256 families over the 2020 holiday season and through the Swipe Out Hunger campaign where 250 meals were donated by resident students. Further discussion covered the phased reopening activity, potential partnerships, the return of the Polly Trolley, technology enhancements, expanding internship with Collins College of Hospitality, the "Keep the Change" and "Swipe Out Hunger" programs.
5. Faculty Staff Housing
Jared Ceja and David Laxamana reviewed the Faculty/Staff Affordable Housing Program. Between March and July, the number of homes purchase back directly from homeowners was limited due to the pandemic and its uncertainty; to help preserve cashflow for Foundation operations there were more direct seller to buyer transactions. Prior to COVID-19, the Foundation would typically purchase homes back from sellers and then resale the homes directly to buyers after completing any needed rehab. The Foundation facilitated 3 transactions where the units were sold directly from seller to buyer. The 3rd and 4th quarters of 2020 saw a shortage of housing due to limited supply of listed homes on the market. Subsequently, the Foundation once again began purchasing back homes and reselling them to interested faculty/staff and sold 5 units direct to faculty/staff using this method. All of this was done at a substantial savings to CPP faculty/staff.

The Real Estate department worked with the University Village to offer some of their available units to faculty/staff; currently there are 4 faculty and 2 staff living at the Village with a couple more faculty/staff scheduled to move in. The University Village and Foundation Dining Services also provides meal service should a faculty or staff resident be placed in quarantine or isolation including free delivery for up to three meals a day.

Chair Alva commented on the positive feedback she hears and the value that this program offers to university faculty.

6. Quantifying the Vaccine Hub's Business Impact

Jared Ceja mentioned that in January the university forged a partnership to service a mass COVID-19 Vaccine Hub on campus. Foundation's management team discussed dining services for those working the site and housing for those who live outside the area and are hired to work the Hub. The Vaccine Hub opened On February 1st, 2021, and Dining Services began providing three meals a day, seven days a week. Nearly 50 medical professionals also moved into apartments at the Village. Unexpectedly, traffic has increased at both the Farm Store and Innovation Brew Works which resulted in the conclusion of furloughs for fourteen staff members, rehiring of six staff members previously laid off, and the hiring of a few student workers. The estimated revenue impact to operations through May 7th is a gain of \$1,025,307 between the four operations.

OPEN FORUM

No comments.

ADJOURNMENT

Dr. Sylvia Alva adjourned the meeting at 4:37 p.m.

Respectfully submitted,

No signature needed – unofficial minutes due to a lack of quorum.

Dr. Sylvia Alva
Program Committee, Chair



**Cal Poly Pomona
Foundation**

Executive Director's Report

November 9, 2021

Program Committee

Memorandum



Date: November 9, 2021

To: Program Committee
Cal Poly Pomona Foundation, Inc.

From: Jared Ceja, Executive Director/CEO
Darren Isomoto, Manager – Marketing

Subject: Rebranding

The CPP Foundation has a history of exceptional service to Cal Poly Pomona students, faculty, staff, alumni, and the neighboring community. The Foundation also benefits from a reputation of innovation and achievement within the CSU and throughout the auxiliary services' industry.

In light of the Cal Poly Pomona Philanthropic Foundation's creation in 2019, Management and the Board began to question if our name and brand should be changed. Confusion occurs regularly as individuals on and off campus mix up the two organizations. Some have taken to calling our company the "Business Foundation" to add clarity. We also no longer serve as a defined "foundation" as we operate largely on funds generated from enterprise activities as opposed to donations.

On February 4th, 2021, the Program Committee approved a resolution calling for Management to pursue a name and brand change for future consideration by the Program Committee and/or full Foundation Board. The committee also voiced their support for the name Cal Poly Pomona Enterprises, but stopped short of taking a vote.

WHEREAS, Management has presented the rational and options associated with changing the name, colors, and logo of the Cal Poly Pomona Foundation, and

WHEREAS, the Program Committee has reviewed and discussed various options for said name, color, and logo changes.

NOW, THEREFORE, the Program Committee recommends the adoption of _____ as the public name (DBA), _____ and _____ as the colors, and option _____ as the logo for our organization.

Furthermore, the Program Committee recommends these options be forwarded to the Board of Directors for consideration at the next scheduled meeting.

Passed and adopted this 9th day of November 2021.

By: _____
Daniel Montplaisir, Chair
Program Committee

CAL POLY POMONA FOUNDATION

REBRANDING PROPOSAL

NOV. 2021

FORWARD-THINKING

The Role of the Foundation is to contribute

- Value
- Support the success of CPP which includes students, faculty, staff, alumni, and community members
- Offer quality services that enhance the campus environment and generate financial resources

There are various ways the Foundation accomplishes this

- Provide employment to students where they gain valuable work experience which they can use in their careers
- Offer all the materials and supplies necessary for course success
- Provide affordable student and faculty/staff housing options
- Prepare diverse culinary options to meet various dietary needs/preferences for students and the CPP community
- Fund scholarships and support programs
- Administer grants and other program financials



PHASE I

Spring 2020

Initial research on comparable auxiliary service names

Spring 2021

Program Committee approves rebranding project and provide initial direction on naming

Summer 2021

Proposal Development – Create concepts for naming, logo, branding

Host diverse focus groups and administer surveys for feedback

Work with multiple designers for varied interpretations

PHASE II

Fall 2021

Present proposal and concepts before Program Committee

Update concepts as directed

Consult with CPP StratComm

Confer with Chair and VC during Board agenda review meeting

Present proposal before Board of Directors

PHASE III

TBD

Outline rebranding timeline and execution plan

Develop marketing campaigns for internal and external use.

Transition branding through attrition and strategic rotation to minimize cost

PREFIXES

MASCOT

“UNIVERSITY”

UNIVERSITY NAME

23 SIMILAR AUXILIARIES

CSU BAKERSFIELD FOUNDATION
CHANNEL ISLAND UNIVERSITY AUXILIARY SERVICES, INC.
CHICO STATE ENTERPRISES
CAL STATE DOMINGUEZ HILLS FOUNDATION
CAL STATE EAST BAY FOUNDATION
CAL STATE FRESNO ASSOCIATION, INC.
CAL STATE FULLERTON AUXILIARY SERVICES CORPORATION
HUMBOLDT STATE UNIVERSITY FOUNDATION
FORTY-NINER SHOPS, INC.
CAL STATE LOS ANGELES UNIVERSITY AUXILIARY SERVICES
CALIFORNIA MARITIME ACADEMY FOUNDATION
UNIVERSITY CORPORATION AT MONTEREY BAY
THE UNIVERSITY CORPORATION (CSUN)
CAL POLY POMONA FOUNDATION
UNIVERSITY ENTERPRISES, INC. (CSUS)
UNIVERSITY ENTERPRISES CORPORATION AT CSUSB
AZTEC SHOPS, LTD.
THE UNIVERSITY CORPORATION, SAN FRANCISCO STATE
SPARTAN SHOPS, INC.
CAL POLY CORPORATION
CSUSM CORPORATION
SONOMA STATE ENTERPRISES
CSU STANISLAUS AUXILIARY & BUSINESS SERVICES

23 SIMILAR AUXILIARIES

SUFFIXES

SHOPS

AUXILIARY
SERVICES

FOUNDATION

CORPORATION/
ENTERPRISES

CSU BAKERSFIELD FOUNDATION
CHANNEL ISLAND UNIVERSITY AUXILIARY SERVICES, INC.
CHICO STATE ENTERPRISES
CAL STATE DOMINGUEZ HILLS FOUNDATION
CAL STATE EAST BAY FOUNDATION
CAL STATE FRESNO ASSOCIATION, INC.
CAL STATE FULLERTON AUXILIARY SERVICES CORPORATION
HUMBOLDT STATE UNIVERSITY FOUNDATION
FORTY-NINER SHOPS, INC.
CAL STATE LOS ANGELES UNIVERSITY AUXILIARY SERVICES
CALIFORNIA MARITIME ACADEMY FOUNDATION
UNIVERSITY CORPORATION AT MONTEREY BAY
THE UNIVERSITY CORPORATION (CSUN)
CAL POLY POMONA FOUNDATION
UNIVERSITY ENTERPRISES, INC. (CSUS)
UNIVERSITY ENTERPRISES CORPORATION AT CSUSB
AZTEC SHOPS, LTD.
THE UNIVERSITY CORPORATION, SAN FRANCISCO STATE
SPARTAN SHOPS, INC.
CAL POLY CORPORATION
CSUSM CORPORATION
SONOMA STATE ENTERPRISES
CSU STANISLAUS AUXILIARY & BUSINESS SERVICES

PREFIX PROS & CONS

BRONCO

PROS

- Simple, easy to say/write
- School pride connotation

CONS

- Student-focused term
- Often-used term within university
- Associated with many things outside of university

CAL POLY POMONA

PROS

- Immediate association with university
- Tied to reputation and legacy of the university
- Smoother rebranding transition
- **Most preferred by Program Committee 2020**
- **Most preferred by focus groups and staff**

CONS

- Lengthier name

SUFFIX PROS & CONS

AUXILIARY SERVICES

PROS

- Closely resembles our company's function and role within university

CONS

- Term causes confusion and disconnect
- Lacks impact

CORPORATION

PROS

- Recognizable
- Easy to remember and understand
- Easy to say/write

CONS

- May resonate negatively with students
- Distances from non-profit tone

ENTERPRISES

PROS

- Broader term to cover all services
- Easy to say/write
- Innovative tone
- Most preferred by Program Committee 2020
- Most preferred by focus groups and staff

CONS

- Not everyone knows what "enterprises" is
- Resonates with car rental company

SLOGAN



ICON

**Cal Poly Pomona
Foundation**

WORDMARK

*COLOR
SCHEME*

ADAPTABILITY

MODERNITY



THE PATH FORWARD - SPRING 2022
Foundation Hospitality Services @ CPP

Created By Students For Students



Spring 2022 Phased Reopening



Spring 2022

Current

State $\leq 20\%$

Moderate Activity (additions) (50% - 85%)

“Normal” Activity ($>85\%$)

- Centerpointe/Lollicup/Jones
- Innovation Brew Works
- Vista Market/Fitbites
- Bronco Student Center (BSC):
 - Subway
 - Qdoba
 - Hibachi-San
- Starbucks @ Library
- Pony Express @ College of Business
- Campus Center Marketplace:
 - Pony Express
 - Panda Express
- Poly Trolley 2

- BSC
 - Saddles Cafe
 - Round Table Pizza
 - Poly Fresh Market
- Campus Center Marketplace
 - Fresh Escape
 - Carl’s Jr.
 - Bumble Vi
- Recharge Café

- ENV Café
- “H” Café
- Collins Collaborative Café
- SCE Recharge Café
- SCE Kiosk
- International Grounds

Summary



Spring 2022

Current State
≤20%

Moderate Activity (Additions)
(50% - 85%)



- **Total Operating Hours Per Week 583**
- **Limited AM and PM offering**

- **Total Operating Hours Per Week 969**
- **66% Increase**
- **Expanded AM and PM offering**
 - **7 Open by 8 AM or before**
 - **12 open 6 PM or later**

