

Admissions - Recruitment and Outreach

- SSF funds were used to:
 - Increase influence to anticipated target audiences (prospective students, supporters, counselors & school personnel) to place Cal Poly amongst their top choices in a college education.
 - Increase participation in targeted recruitment and yield specific activities and events.
 - Increase the number of targeted contacts seen through use of the CRM.
 - Increase the number of applicants and enrolled students from targeted areas.
 - Provide opportunities for staff to meet and create strategies that address the challenges of college for students from low-income families who were also often first-generation college students.
 - Broaden the Partners Program to achieve greater student diversity and provide additional campus visit opportunities for prospective students and their supporters.
 - Expand efforts of our student and alumni volunteers in support of our recruitment endeavors at targeted college fairs, school site visits and campus-based events.
 - Collaborate with on campus representatives to support recruitment programs/events in target markets.
 - Participate in National, CA partner and local school visits, college fair programs, student panel/college informational workshops that primarily serve target markets, first generation and historically low-income populations in collaboration with admission volunteer programs and networks.
 - Coordinate visit experiences utilizing both in person and virtual modalities.

Financial Aid

- Financial Aid and Scholarships built an integrated scholarship software system that allows students to apply for Cal Poly Scholarships through a portal link and allows scholarship committees in all colleges to use that information in making scholarship selections. This ultimately streamlined the selection process, ensured that all students can be considered (for scholarships with more detailed criteria) and that appropriate students were selected.

Admissions \$271,217.54

Financial Aid \$147,444.02