



Admissions – Recruitment and Outreach

FY 24-25 Allocation - \$290,572.66

- Pay 2 full-time staff positions in Recruitment
- Increase influence to anticipated target audiences (prospective students, supporters, counselors & school personnel) to place Cal Poly amongst their top choices in a college education.
- Expand marketing efforts utilizing digital redirection campaigns
- Increase participation in targeted recruitment and yield specific activities and events.
- Expand direct mail marketing campaigns to targeted populations
- 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 Priority Partners Program and expand school site visit opportunities.
- 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 (United by Excellence Programs)
- 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 workshop that primarily serve target markets, first generation and historically low-income populations in collaboration with admission volunteer programs and networks.

Financial Aid

FY 24-25 Allocation - \$156,383.16

- Pay 1 fulltime staff position who provides technical and administrative support to over 60 scholarship selection committees and who maintains and updates the scholarship system providing Improvements and enhancements annually.
- Supports the cost of an integrated scholarship software system that allows students to apply for Cal Poly Scholarships through a portal link and enables scholarship committees in all colleges to use that information in making scholarship selections. When students log into the scholarship app the software identifies specialty scholarships on a student-by-student basis and provides committees with more detailed applications. With this software the Financial Aid Office has expanded the number of Cal Poly Scholarships student can apply to directly.
- Total funding In Financial Aid Office : \$156,383.16
- Cost of 1 fulltime staff position: \$133,088.88
- Cost of Software, Next Gen Web Solutions: \$ 13,500.00
- Net \$9,794.28 to be used for SSP Salary study