

## **Monday Video** – February 22, 2010

Good Afternoon and Happy Monday!

I want to start this week with some good news! On Saturday night, the Rose Float Alumni Association held its annual banquet and got a chance to show off the hardware the students picked up at the 2010 Tournament of Roses Parade. Our team brought home two major honors this year, the Bob Hope Award for best use of humor and the KTLA Viewers' Choice award. The Rose Float has long been a great source of pride for us and the San Luis Obispo campus, and this year was a magnificent effort. It was the first time in the history of the parade that one entry received two major awards. Congratulations to everyone involved with the float.

Today I want to spend some time talking about our enrollment strategy for Fall 2010.

Several things are coming together that are driving a revised approach to admissions and residence life. In our master plan exercise during fall conference three years ago, the campus community expressed support for increasing the number of on-campus housing opportunities – creating a more residential campus. The Campus Climate Task Force has recommended a broad-based plan to reduce our regional carbon footprint. And most recently, we have been charged with increasing the six-year graduation rate of our students. In light of this and with an abundance of literature highlighting the positive relationship between on-campus residency and student success, we will be changing our admission policy.

Our state funding is based on a strict enrollment target provided by the Chancellor's Office. Cal Poly Pomona is currently projected to be funded for 16,123 full-time equivalent students next year, which is almost 1,700 less than Fall 2009. Remember - FTE is the total number of units delivered divided by 15 and is different than head count. To meet that target, we will admit a total of 3,060 first-time freshman and transfers for Fall 2010. This is fewer than the number of freshmen we admitted two years ago.

Like all CSU campuses, we pull students from two groups - a unique local service area and a group that represents all other California residents. 40 percent of our incoming freshmen come from our local service area, with the remaining 60 percent from the balance of the state. This has been the same percentage for the past few years. But the demand for admission to Cal Poly Pomona is at an all-time high, with more than 25,000 applications. While we only have room for just over 3,000 full-time students, the demand could more than double that number.

Our non-local students have historically faced stricter admission requirements, but the extraordinary demand we are facing now requires a similar evaluation for local students. The tightening of admission requirements will certainly cause disappointment for some regional students who may have been admitted to Cal Poly Pomona in years past.

I do want to make something perfectly clear. We are a campus that prides itself on having a diverse student body. It is one of our core values. So on my watch, this university will always reflect the multicultural and socio-economic fabric of Southern California.

We are also changing residence life. Beginning this fall - freshmen from out of our local service area will be required to live on campus. Numerous studies show that students who live on campus persist to graduation at higher rates than commuter students. We also reduce our carbon footprint by requiring fewer students to drive to and from campus. There will be greater financial aid support for those students who may be unprepared for a housing expense. Our on-campus residential population will exceed 3,500 next year. Cal Poly Pomona will become the third CSU to make this housing requirement – joining Long Beach and San Diego State.

The transition in our admission and enrollment philosophy did not happen overnight. It is the outcome of years of planning and preparation, with campus-wide participation.

We are just a few weeks away from the start of the NCAA basketball tournaments. The Bronco men and women are positioning themselves for another run in the postseason. Our men's team, which finished as the national runner-up last year, is currently ranked 3<sup>rd</sup> in the west. The women's team stands at 6<sup>th</sup>. The top eight teams advance to the NCAA Tournament.

If you want to catch the Broncos in their final two home games of the regular season, join Betty and me at Kellogg Gym this Thursday and Friday night, when we host CSU Monterey Bay and San Francisco State. Thursday is faculty and staff appreciation night, so come out and support your colleagues at the halftime ceremonies. The doubleheaders on both nights begin at 5:30 p.m. I hope to see you then.

In closing, I want to share an unprecedented story. While Cal Poly Pomona and other CSUs have annually recognized distinguished citizens with honorary doctorates, we have never done anything quite like this. This June, I will confer on Sarah L. Ludwick the title of Doctor of Humane Letters at the College of Agriculture's commencement AND to Arthur J. Ludwick, Doctor of Science at the College of Science ceremonies. These two great philanthropists and business leaders were independently reviewed by a campus faculty group as well as representatives of the CSU Board of Trustees. I cannot imagine two people more worthy of this recognition, so please join me in congratulating Art and Sarah – two great friends of Cal Poly Pomona.

That's all for today. Here's hoping you have a great week!