

Innovation
consists of seeing
what everybody
has seen, and
thinking what
nobody has
thought.

Adapted from a quote by Albert Szent-Gyorgyi

Cal Poly Pomona Foundation, Inc.
2009-2010 | 2010-2011
Biennial Report





MESSAGE FROM THE CHAIR



The country's most successful universities have moved forward, despite the massive economic downturn. Relying on greater efficiencies and elevated costs will no longer save the day. Instead, a campus must develop an innovative culture in its auxiliary and business practices.

This has been especially true at Cal Poly Pomona, and I am proud to share the Cal Poly Pomona Foundation Inc. Biennial Report for 2009-2010 and 2010-2011. Celebrating its 45th anniversary in 2011, the Foundation's contributions have propelled the university's mission, advancing learning-centered opportunities for our students.

This report provides an opportunity to review the innovative accomplishments of the Foundation as it has helped meet the needs of the campus, its faculty, staff and students. The details of this report also highlight the critical administrative assistance provided by the Foundation in supporting research, grants, campus activities, development of real property programs and partnerships within the local community.

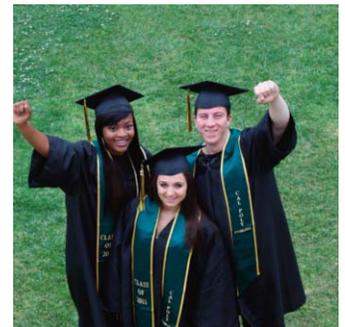
During the past two years, the Foundation has undertaken a number of initiatives that resulted in major facility and programmatic improvements. These advancements include:

- Welcomed 1,000 new Southern California Edison employees into two dedicated buildings.
- Reached the 50 percent occupancy milestone at Innovation Village.
- Improved infrastructure, including opening Innovation Way to Temple Avenue.
- Improved sales and revenue at the Kellogg West Conference Center and Hotel.
- Implemented a new textbook rental program, now with over 700 titles, providing students with another affordable option.
- Opened the new Denny's Diner to provide food service to Residential Suites.
- Continued to provide affordable housing through the Faculty/Staff Housing Program.

On behalf of the university community, I wish to express my gratitude for the strong leadership and direction exhibited by the Foundation staff and its Board of Directors. I want to thank the board members for their valuable contributions to both the university and the multitude of students, faculty and staff that have benefited from their efforts.

A handwritten signature in black ink that reads "J. Michael Ortiz".

J. Michael Ortiz, Ph.D.
President, California State Polytechnic University, Pomona
Chair, Board of Directors, Cal Poly Pomona Foundation, Inc.





ABOUT US

Vision

To be the best

... an organization of employees must be committed to quality and recognized as leaders and award winners.

... an organization must maintain the best business practices.

... an organization must have service quality consistently exceeding customer expectations and financial performance consistently exceeding comparable industry standards.

... an organization must offer a stimulating and gratifying workplace where employees can achieve their full potential.

Mission

The Cal Poly Pomona Foundation, Inc., established in 1966 as an auxiliary supporting California State Polytechnic University, Pomona, is an integral component of the educational mission of the university. In pursuit of this mission, the Foundation is a partner in the university community which includes students, faculty, staff, administrators, alumni and members of the larger community. The Foundation exists to provide the highest level of service and financial support while maintaining corporate fiscal integrity. The role of the Foundation is to provide convenient and appropriate goods and services at a reasonable price and to develop additional assets and resources for the university. The Foundation also promotes and celebrates the cultural diversity of the university, helps foster and maintain an effective learning environment to provide educational opportunities that reflects an institutional image of competence and quality, and encourages cooperative relations within the university community.

Excellence in service to the university is the highest priority of the Foundation. The Foundation accomplishes this by:

- Operating in a professional and conscientious manner.
- Continually updating its planning for the future and emphasizing the importance of quality and excellence.
- Promoting high standards of ethics, honesty, competency, and professionalism in all its employees.
- Developing and motivating employees to express an entrepreneurial spirit by using creativity, innovation, initiative and open communication.
- Maintaining its commitment to affirmative action, equal opportunity, and career development in a safe working environment.

The Cal Poly Pomona Foundation, Inc. is an equal opportunity, affirmative action employer. The Foundation subscribes to all state and federal regulations and prohibits discrimination based on sex, race, sexual orientation, national origin, handicap, marital status, age, religious creed, color, ancestry, medical condition, or veteran status. The Foundation hires only individuals lawfully authorized to work in the United States.

The Foundation operates as a public-benefit charitable educational organization under the provisions of the California Revenue and Taxation Code, Section 23701(d) and the United States Internal Revenue Code, Section 501(c)(3). As a recognized auxiliary of the California State University, the Foundation conforms to the regulations established by the Board of Trustees of the California State University and approved by the California State Director of Finance as required by the California Education Code, Section 89900. The university administrative organization supervises the Foundation, as required by Title 5, California Code of Regulations, Section 42402.

Transparency

In keeping with the principles of its corporate culture, the Foundation aspires to be as transparent as possible in its dealings with customers and clients; this means there are no hidden agendas or conditions, and information is fully disclosed that is needed for collaboration. Transparency allows the Foundation to gain the confidence of associates and patrons, forming strong bonds and creating long-lasting relationships. Being open about processes builds trust by allowing members of the public access to Foundation business transactions. Customers and partners can come straight to the Foundation website for accurate and timely information about business practices. All corporate documents such as Articles of Incorporation, Bylaws, Business Plans and Budgets, Tax Returns, Policies, and the Board of Directors roster are clearly accessible on the home page: www.foundation.csupomona.edu/

The California State University added a section on its website for auxiliary operations with basic information on each (<http://auxiliary.calstate.edu/>). This page outlines what auxiliaries are and how they function to support the California State Universities.



HOW DO WE SUPPORT THE CAMPUS COMMUNITY?



Cal Poly Pomona Foundation, Inc. is a self-supporting, nonprofit auxiliary organization recognized by the California State University System. Its sole purpose is to support the educational mission of the university by providing services, financial support and administrative assistance to the Cal Poly Pomona community. The Foundation is guided by a board of directors that represents all areas of the university and community including the President of the university who, by virtue of his position, is also the chairperson of the Foundation board of directors. The Foundation manages, administers or acts as the fiscal agent for the university on a multitude of projects, commercial enterprises, grants, contracts, initiatives and campus programs and is the largest employer of students on the campus. Figures (opposite page) are for fiscal years 2009 -10 and 2010 -11 unless noted otherwise.



Commercial Enterprise Operations

- Bronco Bookstore generates \$12 million in sales annually by maintaining competitive prices with an aggressive value book program. Affordable used, rental, and digital textbooks made up 49% of all textbook sales. In 2009-11 the bookstore bought back 55,000 books from students paying them more than \$1,500,000.
- Dining Services operates 25 venues on campus and routinely invests in master planning, building improvements, and quality brands for the campus community. Over 2,200 cases of beverage products, as well as other vendor donations, annually support student clubs and organizations for their fundraising and event needs.
- Kellogg West Conference Center and Hotel provides 85 guest rooms and 12,000 sq. ft. of meeting space without any state funding assistance.
- University Village provides 1,300 students on-campus apartment housing at rates that are the lowest in the CSU.

Designated Gifts

- Athletics - \$94,739
- News and Publications - \$308,755
- Office of Development - \$211,711
- Special Foundation Grants - \$540,022
- University Public Relations - \$705,088

Faculty/Staff Housing Program

- 34 Fair Oaks Walk Townhomes were built for faculty/staff. The Foundation's contribution as of June 30, 2011 was \$5,880,073.
- 17 existing single family homes were remodeled and made available for faculty/staff. The Foundation's contribution as of June 30, 2011 was \$4,517,169.

Innovation Village Research Park

- The Foundation contributed \$5 million to fund the infrastructure of this 65 acre project. It administers the ground leases, oversees the development of the infrastructure and marketing of the complex.

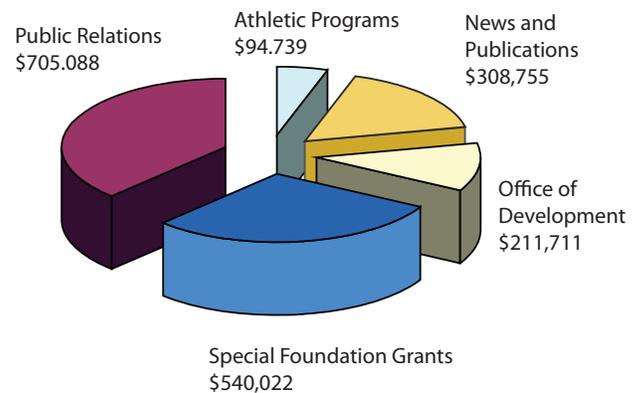
Real Estate Donated

- The Foundation manages properties donated to the University to maximize cash flows available from them and protect the assets. With licensed staff the Foundation is able to advise the University on potential real estate donations as well.

Fiscal Administration of Grants, Contracts and Campus Programs

- Foundation staff provides the post-award fiscal administration of grants and contracts awarded to the university. The Foundation distributed indirect costs of \$972,117 and supported the Office of Research and Sponsored Programs by subsidizing their budgets in the amount of \$632,460. The Foundation provides subsidized administrative staff support of \$1,565,247
- Interest earnings distributed to Campus and Scholarship Programs was paid in the amount of \$221,816.
- The Foundation provided subsidized administrative support for other program activities in the amount of \$232,269

Designated Funds Expended for Years Ended June 30, 2010 and 2011



Commissions

- Bronco Student Center - \$122,675
- University Housing - \$705,663
- Vending Commissions to University Housing - \$4,685

Miscellaneous Foundation Donations and Contributions

- Administrative Donations - \$50,057
- Bookstore Gifts/Support - \$16,250
- Dining Services Gifts/Support - \$35,981
- Hot Dog Caper - \$26,077
- Kellogg West Parking for Collins College - \$381,070
- Faculty/Staff Service Awards - \$6,605
- Principal Investigator Reception - \$5,000
- Athletics Partnership - \$14,500
- Transfer of fixed assets to University - \$2,788,358
- Village Support of CSO/Police Officer - \$216,259
- Support of So. Cal. Tasting & Auction - \$10,000
- Faculty/Staff Café - \$63,381

Student Employment

- The Foundation is the largest employer of students at CPP.
- Approximately 740 students worked 223,000 hours earning \$2.5 million in wages annually.



BOARD OF DIRECTORS 2009-2010

NAME	TITLE	BOARD POSITION	COMMITTEE
Dr. J. Michael Ortiz	President, Cal Poly Pomona	Chair, Board of Directors	Executive
Dr. Edwin A. Barnes III	Vice President for Administrative Affairs & CFO	Ex-Officio Director	Finance & Investment (Chair), Personnel (Chair)
Ms. Stephanie Doda	CIO and AIC for Instructional and Information Technology	Ex-Officio Director	Finance & Investment, Program
Dr. Doug Freer	Vice President, Student Affairs	Ex-Officio Director	Program (Chair), Finance & Investment, Nominating
Dr. Marten denBoer	Provost, Vice President Academic Affairs	Ex-Officio Director	Finance & Investment
Ms. Becky Pepping	President, Staff Council	Ex-Officio Director	Personnel
Dr. Martin Sancho-Madriz	Chair, Academic Senate	Ex-Officio Director	Executive, Finance & Investment, Nominating
Mr. Scott Warrington	Vice President for Advancement	Ex-Officio Director	Finance & Investment, Program
Mr. Richard Liu	President, ASI	Ex-Officio Director	Executive, Finance & Investment
Dr. Edward Hohmann	Dean, College of Engineering	Dean Director	Executive, Finance & Investment, Personnel
Prof. Donald Coduto	Chair, Civil Engineering	Faculty Director	Audit, Personnel
Dr. Edward Merritt	Endowed Chair, Collins College	Faculty Director	Program
Ms. Sharon Roth	Chair, Staff Council	Staff Director	Executive, Finance & Investment, Nominating
Ms. Cassandra Reyes	Administrative Support Coordinator, I&IT	Staff Director	Personnel, Program
Mr. Christopher Chen	Vice President, ASI	Student Director	Program
Ms. Mrecy Daramola	Student	Student Director	Personnel
Mrs. Mei Lien Chang	Vice President, Topline Products & Trade Union International	At Large Director	Personnel
Mr. Lowell Overton	Broker/Owner Coldwell Banker Tri Counties Realty	Community Member	Program
Mr. Oliver Santos	Chief Financial Officer, AC Martin Partners	Community Member	Executive, Finance & Investment
Mr. James Priest	Of Counsel, Best Best & Krieger, LLP	Community Member	Finance & Investment, Program
NON-BOARD COMMITTEE MEMBERS			
Ms. Joice Xiong	Director, Internal Audits		Audit (Chair)
Mr. Darwin Labordo	VP for Finance & Administrative Services/Assoc. CFO		Audit, Finance & Investment
Mr. Scott Deano	Student		Audit
Ms. Sharon Reiter	Assoc. Vice President, Human Resource Services		Personnel

BOARD OF DIRECTORS 2010-2011

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Dr. Marten denBoer	Provost, VP of Academic Affairs	Ex-Officio Director	Finance & Investment
Ms. Becky Pepping	President, Staff Council	Ex-Officio Director	Personnel
Dr. Lisa Alex	Chair, Academic Senate	Ex-Officio Director	Executive, Finance & Investment
Mr. Scott Warrington	Vice President for Advancement	Ex-Officio Director	Finance & Investment, Program
Mr. Ismael Souley	President, ASI	Ex-Officio Director	Executive, Finance & Investment
Dr. Andrew Feinstein	Dean, Collins College of Hospitality	Dean Director	Finance & Investment, Personnel
Dr. Winny Dong	Professor, Chemical and Materials Engineering	Faculty Director	Personnel
Dr. Edward Merritt	Endowed Chair, Collins College	Faculty Director	Audit, Program
Ms. Susie Diaz	Chair, Staff Council	Staff Director	Executive, Finance & Investment
Ms. Cassandra Reyes	Admin Support Coordinator,I&IT	Staff Director	Personnel, Program
Mr. Christopher Chen	Student	Student Director	Program
Mr. Jonathan Jianu	Vice President, ASI	Student Director	Personnel
Mrs. Mei Lien Chang	Vice President, Topline Products & Trade Union International	At Large Director	Personnel
Mr. Lowell Overton	Broker/Owner Coldwell Banker Tri Counties Realty	Community Member	Program
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Ms. Joice Xiong	Director, Internal Audits		Audit (Chair)
Mr. Darwin Labordo	VP for Finance & Administrative Services/Assoc. CFO		Audit, Finance & Investment
Ms. Sarah Dick	Student		Audit
Ms. Sharon Reiter	Assoc. Vice President, Human Resource Services		Personnel
Dr. Martin Sancho-Madriz	Professor, Human Nutrition & Food Science		Nominating

MANAGEMENT PERSPECTIVE

The Cal Poly Pomona Foundation, Inc. is a unique, multi-purpose auxiliary organization designed to provide services and generate support for the university. Led by the Executive Director, a team of departmental directors manage the day-to-day operations by developing and implementing business plans and delivering services that support the university.

Since 1966, the Foundation has been developing, growing and expanding its role. The management team utilizes long-range strategic planning, budgets and business plans in coordination with the university's master plan. To ensure that its plans are consistent with the needs of the university and customer demands, the Foundation engages consultants that specialize in the various business aspects for which the Foundation is responsible. The use of consultants helps confirm that the Foundation has taken the most prudent planning steps, tested itself against industry standards, minimized risks and considered an unbiased third party analysis of its plans. Foundation directors and managers are encouraged to pursue professional activities, be recognized leaders in their professional organizations and to implement the latest technologies and techniques to achieve excellence.

The Foundation Board of Directors provides oversight, policy and guidance to the Executive Director and the management team. The Bylaws of the Foundation have been amended to include use of electronic communication for notification of meetings and actual attendance, via WebEx. A link added to the Board of Directors webpage provides access to a PowerPoint and WebEx presentation which outlines Board member responsibilities, as individuals and as an organization. Also available for Board review are pertinent documents including all standing California Statutes, government codes and the Education Code, standing Board of Trustees Orders, Trustee Resolutions, Executive Orders and Procedural Directives and Foundation Policies.

The Foundation is known for its financial strength as well as its high standards. At the close of fiscal year 2010-11, the Foundation's assets were nearly \$102 million and annual revenues topped \$62 million. Foundation management recognizes the scope and importance of its responsibilities to its stakeholders. It continues to practice transparency and a philosophy of having "no secrets, no surprises, no politics, no distractions, no confusion, no waste and no illusions" in all its business and support activities.



G. Paul Storey, Executive Director

G. Paul Storey, Executive Director



G. Paul Storey
Executive Director



David Prenovost
Chief Financial Officer
and Senior Managing
Director



Dennis Miller
Director,
Employment Services



Edwin Santiago
Director, Marketing



Sandy Vaughan-Acton
Director,
Real Estate Development



Sue Chiazza
Director,
Enterprise Accounting/
Financial Reporting



Anne McLoughlin
Executive Assistant to
Executive Director



Ken Fisher
Director,
Foundation Housing Service



Cameron Edmonds
Director,
Kellogg West
Conference Ctr. & Hotel



Clint Aase
Director,
Bronco Bookstore



Brett Roth
Director,
Dining Services

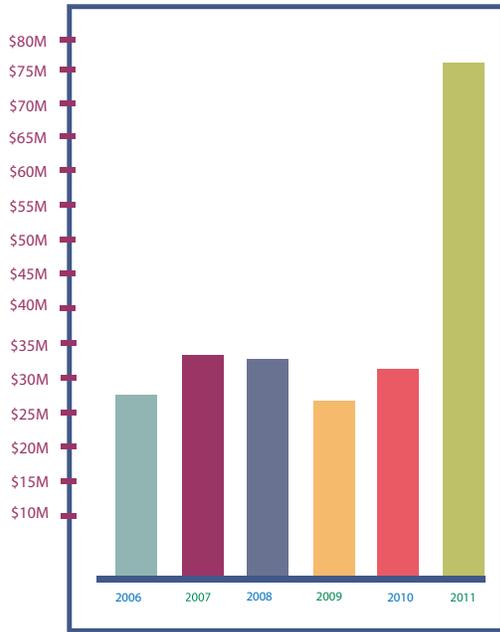
GIFTS AND DONATIONS

The Foundation administers campus programs, scholarships and endowments on behalf of the university and the Cal Poly Pomona University Educational Trust (UET), a recognized auxiliary of the university. These funds are restricted by the donor or designated by the university (unrestricted) to enhance and enrich the educational experience, goals and objectives of a learning centered environment. In general, these funds are used in the areas of instruction, public service, academic support, student services, institutional support, capital projects and student grants and scholarships.

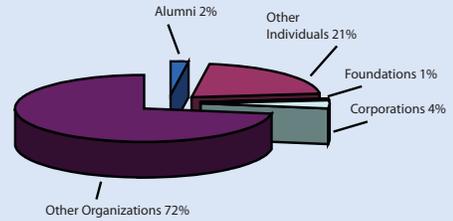
During the past two years, philanthropic giving to Cal Poly Pomona increased with a restructured and focused Advancement Division to support fundraising growth. The Foundation anticipates even greater success in the coming years with the launch of the university's first comprehensive capital campaign in 2010. The capital campaign provides the resources required for college and student success, expected student growth, acquiring outstanding faculty and staff, zero carbon footprint and the cost of excellence. The Foundation will be collaborating with the university on the capital campaign through support and services.



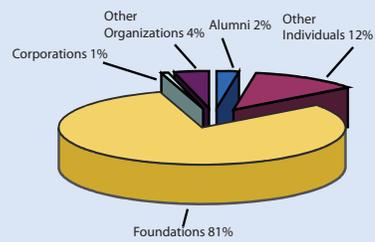
► VALUE OF ENDOWMENTS BY YEAR



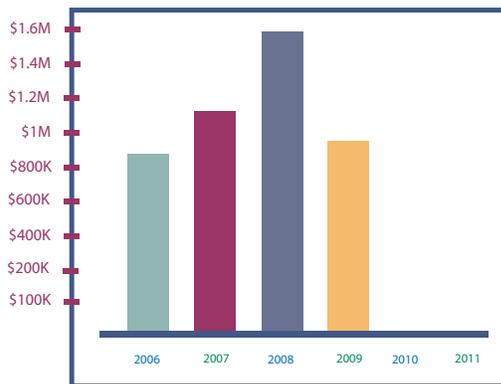
2010 ENDOWMENT DONATIONS OF \$2M RECEIVED FROM:



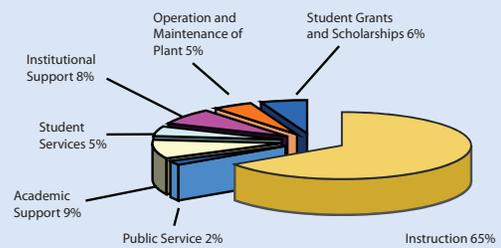
2011 ENDOWMENT DONATIONS OF \$13M RECEIVED FROM:



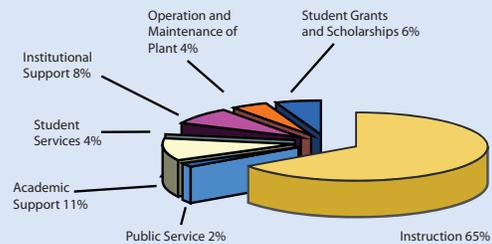
► ENDOWMENT DISTRIBUTION



2010 CAMPUS PROGRAM EXPENSES:



2011 CAMPUS PROGRAM EXPENSES:



ADMINISTRATIVE SERVICES

The Cal Poly Pomona Foundation Administrative Services support a wide range of necessary corporate functions under the leadership of the Executive Director.

As a self-supporting, separate and distinct entity from the university, all internal administrative functions are provided by Foundation staff and management.



EMPLOYMENT SERVICES

During the past 2 years Foundation Employment Services, the function accountable to deliver the typical human resources and payroll services to Foundation employees, has continued its professional evolutionary path which began in 2007. While this department is not quite totally paperless, it is moving toward that eventual outcome in a very methodical and planned manner. While most view a paperless environment as a "green initiative", the main purpose of this outcome in Employment Services is to create and sustain efficient and effective processes in the delivery of its services. This outcome ultimately provides a positive impact to the environment while allowing Foundation employees to conduct routine business using standard technological tools in a fast (often real-time) and efficient manner. Together, these outcomes are highly desirable and beneficial to all Foundation employees as well as to the Foundation overall. Foundation Employment Services has been recognized as an innovator by Kronos and has been a guest presenter at the American Payroll Association and the annual Kronos Conference to deliver its story on "Best-in-Class" payroll and HR services.

Employment Services is also a "cost-conscious" function, and invests a significant amount of time and energy into enhancing employee benefits programs to ensure they meet the needs of the demographics of its employees while ensuring benefits programs remain fiscally viable. In 2010, the Foundation began to contribute funds to the Auxiliary Organizations Association Voluntary Employees Beneficiary Association (AOA VEBA). The AOA VEBA is a Trust designed to allow participating auxiliary organizations, such as the Foundation, a safe and secure place in which

to place funds to pay for healthcare benefits for its retirees long into the future. Additionally, making contributions to the AOA VEBA reduces the annual expense related to accounting for the funds required to be paid into the future for these benefits. The Foundation's Chief Financial Officer, David Prenovost, was the key architect and driving force for the creation of the AOA VEBA. Any of the 93 CSU auxiliaries may choose to participate in this important program.

Employment Services has also modified some of its benefits programs, such as adding a new tier for its defined benefit pension plan offered through CalPERS. This new tier is simply a new benefit formula (2% @ 60) which creates an incentive for employees to retire at a later date in their career. When compared to the benefit formula for existing employees (2% @ 55), this new formula reduces the retirement benefits expense to the Foundation for newly hired employees while still offering a viable pension plan. Another change is related to healthcare benefits. Starting in 2012, the Foundation will combine its PPO and HMO healthcare plans into a single EPO. The EPO is a hybrid plan which takes into account the best features of the PPO and HMO plan and ties them together into one plan.

Looking forward to 2012/2013 and beyond, there will be more automation adopted in Foundation Employment Services, which will continue to enhance the services provided regarding paying employees and handling all employment based transactions, while reducing costs associated with providing those services.



MARKETING

The Foundation engages customers through its Marketing Department by creating innovative, creative and inexpensive marketing and public relations campaigns. All of this is accomplished in-house from initial concept through completion. The Marketing Department is able to target a specific demographic within the campus, Pomona community and business sector using innovative advertising initiatives through a variety of media including ad campaigns, branding and signage, internet promotions, public relations events and social media.

Recognizing the importance of the Internet to its business, the Foundation launched its web presence in 1999 with 5 websites. Today the Marketing Department maintains a total of 21 websites with combined hits totaling over a half million annually. Total hits have grown over 2,000 % since inception.

Using email as an effective tool for information distribution was adopted, with low development costs and faster implementation compared to other more antiquated mediums. HTML email communication reduced the amount of paper used for flyers while reaching over 40,000 students, faculty, staff, clubs, and internet signups. Unlimited specials and announcements as well as specific, targeted campaigns were delivered at an annual cost of just \$2,000. Specific campaigns were created to increase the email database in order to maximize efficiency. To reach a campus population that is constantly on the move and adopting new technology, the Marketing Department has implemented websites, online forms, documents, emails, QR codes, shortened URLs and simplified domain names that makes outreach more effective. Immediate, updated and detailed information may be provided within minutes, and in a very inexpensive way.

With the rise of social media, Foundation Marketing has learned to adapt to the world of social networking by implementing creative, new, and digitally innovative ideas into its overall marketing strategy. In 2010, the Marketing Department hired two recent Cal Poly Pomona graduates to head our social media efforts. Targeting a very specific young college demographic who were born in the "internet age," social media strategies achieve marketing goals that many other media cannot. Utilizing various social media networking sites including: Facebook, Twitter, Foursquare, Flickr, and YouTube, each of the Foundation units has created intuitive ways to engage and interact with the students and extended campus community of Cal Poly Pomona. While each Foundation unit has mapped a slightly different plan and approach to utilizing social media, the core concept remains the same: social media marketing requires us to connect with and engage our audience.

As with other Foundation departments, the Marketing Team is continually looking for ways to work more cost effectively. Paper forms have been replaced by fill-able PDF forms for work order requests. This enables the Marketing staff to focus on creating instead of constantly answering phone calls, resulting in greater productivity and decreased labor costs. The new work order request format also allows customers to monitor the progress of their project online, receive status reports and view past com-

pleted projects. Designing and producing campaigns in-house allows the Marketing Department to not only accommodate client requests immediately but at a lower cost. Printing 98% of projects in-house resulted in cost savings totaling over \$180,000 per year. Additionally, printing large banners instead of brochures or flyers reaches thousands of students with less use of paper while still complementing websites and email campaigns.



The Foundation is very active at Freshman Orientation, with the Marketing Team spearheading its efforts. Connecting with college students at orientation not only garners loyalty during the students first year, but maintains that relationship until through graduation. The Foundation is able to gain their attention - and keep it.

University students are highly receptive to products and promotions when they are presented in new and unique ways. By using a marketing platform that is accessible to students, the marketing needs of the different Foundation units are addressed and met with continual and cohesive messaging.

FOUNDATION FINANCIAL SERVICES

Foundation Financial Services provides support for functions relating to the Foundation's on and off campus commercial activities, sponsored projects, Foundation programs, endowment and scholarship funds and to the university and other auxiliary organizations as needed. In addition to offering accounts payable and accounts receivable processing, cash receipt handling and purchasing services, Foundation Financial Services oversees grant and contract administration, financial reporting, budgeting, investments and risk management for its customers.

To achieve quality financial services, the department has undertaken some behind the scenes database upgrades to its financial system. A major system upgrade on the BiTech system provided a simple user interface to enable the retrieval of pertinent figures quickly and easily, allowing account holders to access information regarding their account as needed. The "drilldown" on the income statement was developed this past year allowing a quick review of the revenue and expense items for the period.



INFORMATION TECHNOLOGY

The Foundation IT group continues to capitalize on opportunities to provide innovative services at the forefront of new technology while reducing costs and improving efficiencies in both Foundation operations and University partnerships.

Strategic improvements were made to core IT services provided through the virtualization of server farms supplying financial, payroll, dining, and administrative information. For the first time cellular technology was used to run registers. Smart phones were incorporated into the arsenal of remote manageability tools, along with Webex and GotoAssist to monitor and repair computers from anywhere technicians happened to be. Biometric time management was improved by the use of state-of-the-art palm vein readers at operations across campus.

In addition, cloud-based services were expanded to process credit card transactions for off campus purchases resulting in improved service, cost reductions and increased security. Redundant IT functions were decentralized to improve efficiencies, while adding technical resources to expanding POS operations at Vista Café, Denny's, SCE Lobby Shop and CTTI Lobby shop. Wireless service expansion and tablet PC purchase, support and maintenance policies were implemented to stay ahead of the innovations being provided through this versatile new platform.

In keeping with the President's Climate Commitment to achieve climate neutrality, the IT Group spearheaded several projects to reduce power consumption and waste. A Foundation-wide upgrade was performed for staff desktop workstations, bringing all employees up to Windows7 and Office 2010 levels of efficiency. A new workstation platform of mini PCs, an ultra-small computer the size of an average textbook that can be mounted to the back of a standard flat screen monitor, was rolled out for 90% of the staff, which reduced desktop power consumption by 75%. Printers, paper usage and record storage were significantly reduced through the creation of an online document library and archive with automated retention rules. In addition, Foundation IT acted as the enterprise coordinator for the recovery and recycling of over 3 tons of electronic waste through a certified green recycler.

Partnerships were continued and deepened with the campus community, as well as with off-campus customers, to provide smart conference rooms, Web accessibility, disaster recovery and business continuity plans for reliable and efficient 24/7 services.



REAL ESTATE

The Foundation Real Estate Department is giving back to the University in very tangible ways; by building homes not just for faculty and staff, but homes for innovative businesses who want to be a part of the University environment. Despite the downturn in the real estate market, many positive things have happened to support the mission of the University.

Innovation Village Research Park

The Foundation continues to foster development at Innovation Village, the 65 acre research park at the east end of the campus. The goal to attract companies that meet the general criteria for the research park and have a common research and development interest in a university setting is achieved by promoting and marketing the research park, both nationally and internationally, while developing relationships with private industry. The Foundation facilitates these relationships by ground leasing parcels designated for development by the University and subleasing them with appropriate terms and conditions. The Foundation also manages all of the fiscal aspects of Innovation Village, such as the common area expenses and ground lease revenue. Anchoring the 65 acre site is the American Red Cross facility, the largest blood processing center in the country.

The project has added a fourth phase with the completion of a second Class-A office building of 123,000 square feet built by the Trammell Crow Company's development team for Southern California Edison. One of the nation's largest developers, Trammell Crow completed its first speculative office building, known as Phase III, in January 2008. Trammell Crow was pleased to close the sale of the building to Southern California Edison Company in April 2009. Southern California Edison now houses its Transmission Distribution Engineering Department within the two facilities, thus making it home to as many as 1,000 engineers, planners and scientists - some of whom received their education here at Cal Poly Pomona. With this second building, the campus expands its long standing relationship with Southern California Edison.

In 2010 and 2011, construction to install the perimeter landscape improvements, monument signage and last section of Innovation Way was completed, thus creating a development ready atmosphere and providing the final street improvements for improved circulation. The installation of Innovation Way to Temple Avenue required a re-design and layout of the parking lot for the Center for Training, Technology and Incubation (CTTi), which prompted the rehabilitation of all landscaping on site. Completed in the summer of 2011, the CTTi facility landscape palette blends with the entire project creating a sense of continuity throughout Innovation Village. After adding patio furnishings, the center courtyard now provides space for the tenants of Innovation Village to gather for casual meetings or to simply enjoy fresh air during a lunch break. Providing space for casual interaction helps foster collaboration across businesses who work within the Innovation Village project in addition to a better work environment for those who work in the CTTi facility.

Two additional wet lab facilities were completed at the Center for Training, Technology and Incubation that have been marketed to small start-up companies. Considered Phase I of Innovation Village, the project is move-in ready, allowing tenants to get right to work. Ranging in size from 400 to 4,000 square feet, the individual units will likely be leased to smaller, incubator sized companies in the first few phases of start up. The wet labs are attractive to the scientific community of research and development companies that have moved beyond the initial study phase and are ready to bring their products closer to delivery. By locating close to the campus, they have the benefit of access to faculty and students to collaborate and innovate.

The Foundation enlisted the services of Stanley R. Hoffman and Associates to conduct an Economic Benefits Analysis report on the Innovation Village project, now that it has reached a milestone of 50% build-out. The study utilizes actual employment data from each of the tenants occupying space at Innovation Village and applying regional salary data to it to determine the fiscal impacts. At 50% build out, the project has 1,601 direct jobs and a total job count of 3,748 when you include induced and indirect jobs. At full build out, the project is expected to generate a total of 3,170 direct jobs and a total job count of 6,820. With a median income of \$79,850 which is 57% higher than that of the county, the project is projected to generate total economic output of \$1,159,741,000 per annum. Additionally, the University will benefit from the lease revenue generated by the ground leases, to reach as much as \$1.9 million annually at full build out.

Faculty/Staff Housing

Assisting new faculty and staff meet their housing needs is a priority to the University. The high cost of housing in the Southern California area historically has been an obstacle in recruiting new faculty and staff. In the past four years, the Foundation continued to enhance its housing assistance program by completing the construction and sale of a 34 unit townhome complex. Fair Oaks Walk, a development by The Olson Company, was originally envisioned solely for the benefit of Cal Poly faculty and staff; however that quickly changed as the residential real estate market began its downward spiral. The project ultimately was sold to faculty and staff not only of Cal Poly Pomona, but also to other CSU system employees from Cal State Fullerton, Cal State Los Angeles, Cal State San Bernardino and Cal State Long Beach. In addition, sales have been opened up to alumni, local government employees such as fire and police, and to employees working within the Innovation Village Research Park. The community is truly a neighborhood of mostly education oriented homeowners and those who have a connection with Cal Poly Pomona.

Homes in the housing program have been sold with 3 year buy-back options and many since 2008 have been sold back, allowing the residents to move into the housing market and allow for new faculty to come in under our program. In 2010-2011, 6 units were purchased back and re-sold or rented to

faculty new hires or visiting professors on campus. Several homeowners, however, have not renewed their buyback options, instead committing to living in the community for years to come, despite the reduction in market value of homes in the area.

In addition to the Fair Oaks Walk community, the Foundation completed the renovation and disposition of 2 re-sale homes in the Kellogg Tract, and re-acquired the second of the first homes placed in the housing program. As it was designed to do, the program allowed our first homebuyer the opportunity to live in a very affordable home near campus while building good credit and enough equity to enter into the move-up market by purchasing a home outside the program. The first two homes in the program have now been re-purchased by the Foundation and sold through the program to faculty who desire housing close to campus.

Real Estate also works with the campus on an as needed basis to assist in planning for future development throughout the campus. One example is the planning and potential lease of a 30 acre parcel of land that is land locked due to rail line installation years ago. Although the University was compensated for the parcel being severed, the land has potential for use as a solar farm. The Real Estate Department has worked with several potential solar farm developers who have made submittals to Southern California Edison to be considered in their solar program for sale of power back to the grid. Unfortunately, none of the bidding companies have been successful in the reverse bid process with SCE, however, the parcel remains a viable site for this use and we continue to seek ways to monetize an otherwise parcel of land with very little value.

In addition to working with several university related associations including Association of University Real Estate Officers and Association of University Research Parks, the Real Estate Development staff has been working with the Institute of Real Estate Management in the area of student outreach. The Director of Real Estate has been a featured speaker on campus here at Cal Poly Pomona and at Cal State Fullerton for their real estate student network. Furthering the mission of advancing the University's diverse fields of study and research as well as promoting the Innovation Village, the Foundation Real Estate Department staff continues to gain exposure through various real estate and research related organizations throughout the United States.



Aerial shot of SCE Phase 1 and Phase 2, during construction

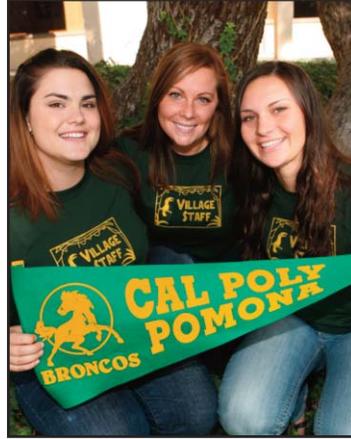


Fair Oaks Walk was awarded the Excellence in Development Award by the City of Pomona



Foundation employees welcomed new SCE tenants and provided information about the many amenities and services available to them as campus affiliates.





ENTERPRISE OPERATIONS

FOUNDATION DINING SERVICES

The mission of Foundation Dining Services is to provide an exceptional dining experience in a clean, friendly, enjoyable and socially accountable environment in which the services and goods exemplify the cutting edge of industry trends. In order to achieve this mission, Foundation Dining Services is always looking to bring to Cal Poly Pomona students, faculty and staff the newest innovations to present a superior dining experience.

With the clear understanding that the campus community requires variety in their food service choices, Foundation Dining Services continues to offer new and innovative options. To meet the needs of the growing population at Innovation Village, the Lobby Shop in the Southern California Edison building was developed. This 100 square foot operation offers a convenient option for staff looking to grab a cup of coffee or a quick snack. The Denny's All Night Diner, which was the first of its type in the Western U.S, opened to much acclaim at the new Residential Suites. The diner concept, which offers a condensed Denny's menu, serves breakfast, lunch and dinner to the 1000+ residents at the Suites and has also been a popular addition for the rest of the campus community. In an effort to offer a convenience option for residents at the Suites, Vista Market was opened adjacent to Denny's. A neighborhood grocery store concept, Vista Market offers a wide variety of food items including fresh meats, produce and canned goods, as well as health and beauty aids, household supplies and even a DVD rental machine. In its opening year, Vista Market was recognized with the National Association of College and University Food Services (NACUFS) Best in Business- Innovation award for its cutting edge technology and interfaces to suppliers, while providing products based on our customers' needs.

The Campus Center Market Place underwent renovations to its operations and to the facility itself. Taco Bell received an updated fresh new look. Carl's Jr. unveiled a new "diner" look with bright red and chrome finishes and introduced popular new menu items including freshly baked biscuits and fresh breaded chicken tenders. A renovation of the building's restroom facilities included the latest in hand drying with the installation of the Dyson energy efficient hand dryer, saving almost three quarters of a ton in paper waste. A new roof was installed on the facility which will reduce maintenance costs over the next five plus years, and a new energy efficient HVAC system will reduce energy consumption and costs.

Los Olivos Dining Commons introduced several innovative specialty lunches including:

- Demonstrations by Korean Iron Chef Myung Sook Lee, Founder and Executive Director of The Culinary Institute of California located in Orange County Ca. This event took four days of preparation and also created exposure to Korean student groups who may not have visited Los Olivos before.

The menu items served were 99% vegan and vegetarian.

- The Dawali Luncheon which celebrated peace and harmony with earth friendly offerings. This event was also 99% vegetarian/vegan
- The Be Healthy Luncheon was a partnership with The Farm Store, Poly Fresh, The Lyle Center, Student Health Services, UHS and The Fitness Center to provide students and staff with information on healthy options available on campus, as well as how to eat healthier, stay fit and stay well.
- The "S" Luncheon in partnership with the Center for Community Service-Learning Department well received by the student community, providing information and assistance as well as the opportunity for students to get involved in community services to help other students excel.

University Housing Services and Los Olivos received a \$440 grant from The Greenovation Fund, sponsored by the California State Student Association (CSSA), to retrofit 32 lighting fixtures in the main dining area. This minor project is projected to save Los Olivos \$1440 annually in energy costs and has earned a 6 out of 6 STARS rating from CSSA. Another energy saving project involved the total renovation of walk-in refrigerators to more energy efficient units with more useable space for safe product storage.

Another innovation to add service through technology occurred in September, 2009 when the Foundation launched the ManageMyID website. The ManageMyID program seamlessly interfaces with the campus card system enabling cardholders to check their Bronco Bucks or Meal Points balance and view transaction history. Deposits may be placed on the card 24 hours a day/365 days a year via credit card and the funds will be immediately accessible. If a card is lost or stolen, there is a reporting feature which places a hold on the card securing the funds. Additionally, if the card is then found, the cardholder can release the hold. Whether depositing funds to use Bronco Bucks for laundry at the University Village or for Meal Points to eat at Los Olivos, ManageMyID will allow students access to their account late at night or on weekends when campus offices are closed. Accessing the website has grown from an initial 171 users in October, 2009 to 860 users in October 2011.

To continue to connect with students and members of the campus community, Foundation Dining Services looked to social media as a way to increase exposure. The CPP Dining Services Facebook page has been extremely successful since

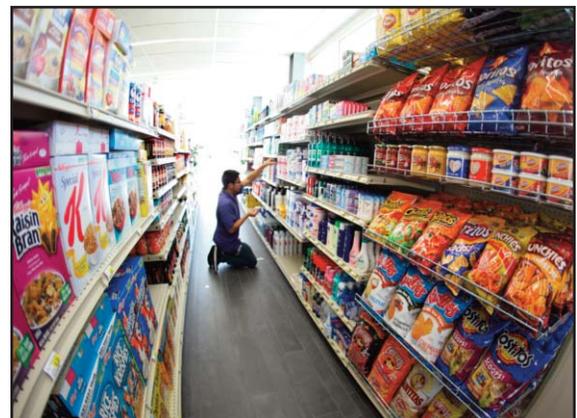
its inception, with over 2,000 followers. Also launched in the 2010-2011 academic year was the campus-wide "Get Punch'd" Program. "Get Punch'd" gives the campus community a paperless way to earn free food at several venues on campus using a smart phone or code application which tracks prior purchases and gives rewards based on the number of selected items bought.

In the past two years, Dining Services jumped on the "green" bandwagon by introducing Cal Poly Pomona students to the Pepsi "Dream Machine," a plastic bottle and aluminum can recycling machine which rewards students with points to use for purchases on campus. These were the first in the country to be placed on a university campus. Three recycling machines were installed in high traffic areas across campus, one in Bronco Student Center, one at Campus Center Marketplace and the third in Vista Market. These machines are very popular and show the conscious effort Dining Services has made to support the campus's Green Initiative.

In an ongoing effort to improve efficiencies across the Foundation's enterprise operations, all catering was consolidated under Foundation Dining Services beginning in July 2010. Foundation Dining Services is now the exclusive food provider for Kellogg West Conference Center and Hotel, Kellogg House and Los Olivos Dining Commons. An Associate Director was brought on staff in January 2011 to better manage the growth of Dining Services programs and locations and to oversee the expansion of the catering program. To reach out to new customers, a marketing plan was developed to increase special events bookings at Kellogg West and Kellogg House. Driving to the campus on East Interstate 10 coming up on the Kellogg Dr. exit, you can now see an eye-catching banner prominently displayed on the light pole in the Kellogg House parking area. The banner hails passers-by to book their next event - wedding, retirement, conference or other celebration - with the experienced catering and lodging staff at Kellogg West.

Foundation Dining Services ended the year with the announcement of a groundbreaking partnership with Sodexo. This alliance, to deliver a more comprehensive and efficient dining experience, is the first of its kind nationally and will become a model for other colleges and universities in the near future. While Foundation Dining Services will remain an independent in-house dining operation, it will have access to Sodexo's broad range of tools and services including menu management tools, professional nutritional graphics for all resident dining materials, on-trend recipe database of over 6,000 recipes, menu analysis tools, and web menu development with nutritional information. Capitalizing on Sodexo's unmatched purchasing leverage, with over 5 billion dollars in purchasing power, the partnership will allow Foundation Dining Services management increased negotiation leverage of pricing on products purchased from existing and new distributors that are part of the Sodexo purchasing portfolio.

Looking to the future, Foundation Dining Services will continue to assess its operations and customer satisfaction to stay ahead of trends while ensuring our level of service continues to address the needs of the campus community.



KELLOGG WEST CONFERENCE CENTER & HOTEL

Since opening the doors in 1971, Kellogg West Conference Center & Hotel has provided meeting, banquet, dining and lodging facilities for hundreds of thousands of guests. In addition to welcoming the parents, faculty, staff and students of Cal Poly Pomona, many educationally related institutions, governmental and corporate entities over the past years have chosen Kellogg West as the ideal venue for seminars, training and business meetings.

The only full service conference center in the 23 campus California State University system, Kellogg West is a member of the prestigious International Association of Conference Centers, and the State of California Green Lodging Program.

The past two years brought many changes to Kellogg West. The challenging economic conditions caused management to take a close look at the property. A consulting company was retained to observe daily operations and procedures, evaluate the accommodations and facilities, as well as recommend marketing and financial strategies. The resulting study and review brought about many changes...even a revised name: Kellogg West Conference Center and Hotel. Old wooden signage was removed and, in keeping with University Sign Standards, replaced with modern new signage consistent with the rest of the campus.

Additional changes began at the front door with the addition of a welcoming morning coffee bar in the lobby. The complimentary guest continental breakfast was reworked to offer a more consistent product and updated presentation. A room service menu for hotel guests was developed and included in the revised and informative Guest Directory. Changes also occurred in the guestrooms with showers and tubs replaced in every room. To ensure guest comfort, each guestroom bed received a new 3" Temperpeadic mattress topper. Updated artwork, lighting and décor completed the new look.

In the Conference Center, two of the most utilized conference rooms were transformed into "smart rooms" with the installation of ceiling mounted video projectors and computers. The main auditorium is in the process of installing a state-of-the-art "smart conference room", with ceiling-mounted equipment and wireless connectivity that can be used for large or small presentations and electronic meetings. The room should be upgraded and ready for use by early March 2012.

Kellogg West is focusing on driving additional and new business through its newly revised website. Launched in 2011, the website has an updated look and revised forms making it easier for customers to request and receive information on services. Kellogg West has also utilized social media to attract an audience far beyond the campus community.



While its social media platforms showcase the various amenities and features of the guest rooms and conference center, its Facebook page ignites conversation by consistently sharing positive guest reviews and tourism tips as a part of the "Travel Fact Tuesday." Additionally, Kellogg West offers exclusive rates and offers through innovative geo-location social networks and mobile device platforms.

In addition to offering conferencing and lodging facilities and services, Kellogg West works closely with the Collins College of Hospitality Management. Over the years Kellogg West has provided on-the-job training and employment for literally thousands of Collins College as well as other Cal Poly Pomona students. Today, over two-thirds of the Kellogg West employees are Cal Poly Pomona students. Kellogg West also works in partnership with the Collins College in advancing the education of its hospitality students through the regular participation of the Kellogg West Director in their marketing classes.

This past fiscal year was a financial milestone for Kellogg West. For the first time the year ended with a financially positive position, A financial position that will become a benchmark, and one that the entire reorganized Kellogg

West Team of professionals has committed to repeat not only in the upcoming 2011-2012 fiscal year but in the years to come. Although the present economic challenges that are affecting everyone, including Kellogg West, will likely remain for some time to come, Kellogg West is committed to continuing to offer hospitality services that provide guests a full-range of conference services and lodging facilities in an educational setting and at an affordable and competitive rate.

While continuing to explore ways to enhance services, upgrade and renovate the facilities and provide educational and employment opportunities for students of Cal Poly Pomona, Kellogg West looks forward to the future and to our continued role and partnerships with the university, The Collins College and the many, many business partners and communities of Southern California. We look forward to another good year and many, many more to come.



FOUNDATION HOUSING SERVICE

The University Village is a unique academic housing community with a tradition of serving the residential needs of the students, faculty and staff of Cal Poly Pomona. The central mission to “accommodate and educate” has remained the focus of this highly respected University icon, which offers qualified individuals an alternative to the traditional residence hall or campus apartment program.

Overall, occupancy during the reporting period (academic year) averaged 97.4% with 35% achieved during summer months. Revenue still outpaced budget projections on average (95% occupancy during the academic year) throughout the reporting period to produce a satisfactory revenue surplus. The annual Quality of Life Surveys reported that the overwhelming majority of students continued to view the Village as a value for the cost of the license fees despite very minor increases in license fees both years.

The Village has become a more cost effective operation with a clearer perspective regarding priorities and the use of revenue and other resources. As discussed, fiscal years 2009-2010 and 2010-2011, the University Village continually exceeded its budgeted surplus targets and this allowed for reinvestments into Village infrastructure, programs and general support. In addition, the amount of outstanding debt has been reduced significantly due to the diligent efforts of the Village Operation Team in partnership with the University. Village student accounts have never been so accurate and average less than a 7% delinquency status throughout the year. This is remarkable progress from just a short time ago. The Village continued to experience significant savings in operational expenses, especially in the areas of energy, utilities, paper, supplies, postage and printing. Energy saving measures enacted during prior fiscal years continued to have a positive effect. The use of computer applications for correspondence, fiscal management, billing and the payment of fees enabled the Village Business Office to progress toward a paperless operation requiring less use of traditional (and often expensive) office products.



More recently, the Village has broadened its mission to provide consortium housing to a more diverse clientele. Occupancy wasn't as well assured during this period due to continued issues with the national economy and the corresponding effects on financial aid, tuition prices, and overall retrenchment within the CSU and the state. Occupancy fluctuated considerably with students recognizing that they simply could not afford to live in college sponsored housing.

Many students left due to family financial issues. To maintain budgeted occupancy levels and without compromising the Village's primary purpose, housing is now open to qualified individuals from Mt. San Antonio College, Western University, Southern California Edison and other local centers for higher education, business, and career development. The Village is truly a unique place, a hybrid of the “best” of traditional college apartment style housing while incorporating the principles of corporate sponsored living communities.

Fiscal years 2009-2010 and 2010-2011 reflected a significant growth period in the refurbishing of existing facilities. The Village Management Team instituted an entirely new structure for the large scale maintenance of the three Phases. Painting, appliance replacement, large scale carpet replacement, deep cleaning, etc., is now conducted on a three year rotation. An outsourced building maintenance company provides the materials and labor and facilitates the entire project. Each summer an entire Phase is closed and refurbished as described above.

During fiscal year 2009-2010, Phase II was refurbished and during fiscal year 2010-2011, Phase I was refurbished and all kitchen cabinets and appliances were replaced in this area as well. In 2010-2011, all Phase I buildings received a copper re-pipe ending the continuing problem of slab leaks. Overall, the new model for the large scale refurbishment and maintenance of the Village's Phase buildings has been significantly cost effective and has also resulted in a 56% reduction in work orders during the subsequent year. Financing for the refurbishing of a Phase a year results from capital funds and is amortized over 3-5 years as fixed asset expenses. This approach allows for full pay-off of most work related expenses prior to the end of the three year cycle, reducing stress on the operating budget and encouraging a greater investment into the care of the aging facilities.

The University Village has made strides in the area of sustainability and resource renewal. In FY 2010-2011, a contract was negotiated with College Loft Company for the refurbishment of all apartment furnishings (upholstered and non-upholstered). College Loft is a local company specializing in student housing furniture sales, reupholstering and rehabilitation. Furniture replacement should become less necessary as options for rehabilitation and renewal have presented themselves. The College Loft agreement is projected to save the University Village thousands of dollars over the next ten years, in addition to a 50% savings on the

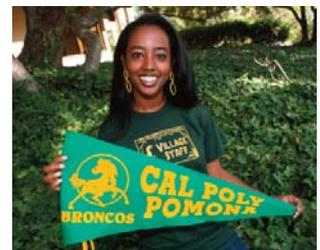


cost of replacement of each furniture item. Lastly, efforts to involve Village residents in recycling have moved ahead with the organization of the (Village) Sustainability Program Action Committee. At this writing, several programs have been developed by the SPAC Committee including a community garden in the center of the Village.

Perhaps the area of greatest growth involves Village administrative and student use of technology. The demand for the integration of new technological applications (tablets, smart phones etc.) and the need to provide internet service without interruption has resulted in the creation of the University Village IT Help Desk with a full-time Technology Coordinator and student tech assistants. The Technology Coordinator and his team have been charged with developing a multi-phase plan for the upgrade of technology within the University Village. This upgrade includes the eventual conversion to wireless on-line access, the development of a student accessible IT help

desk in the Recreation Center, a newly designed computer lab and quiet study space, and a software upgrade to the Star Rez Housing Management System. In a few short months, the new Village IT area has made a significant impact on the progress of technology advancement in the housing community.

During the next few years, the Foundation Housing Services Staff will continue to work diligently to provide a housing community truly responsive to the needs of Cal Poly Pomona students and other students within the consortium. Change brings growth...we welcome both!



BRONCO BOOKSTORE

Bronco Bookstore is proud to serve Cal Poly Pomona and fulfill its mission to support the university community by providing a complete range of products and services that meet the academic and individual needs of students, faculty and staff in a fiscally responsible manner, with a commitment to service excellence. Looking to build on its strong foundation by continuously improving its operational systems, Bronco Bookstore implemented major upgrades to the store's WinPRISM and WinPOS systems, making it possible for the store to improve efficiencies and control costs.

Throughout 2009-2011, Bronco Bookstore continued to focus on textbook affordability, accessibility and transparency. The textbook provisions of the Higher Education Opportunity Act (HEOA) went into effect in July 2010, requiring that the university post textbook information for all courses at the time of registration. Thanks to a prior collaboration with the Cal Poly Pomona Disability Resource Center, Bronco Bookstore began posting complete course material information to its website in 2007. The availability of all textbook information online, including prices and ISBN numbers, ensured that the university was in compliance with the HEOA requirements.

Critical to the mission of Bronco Bookstore is the concept of offering students choices when selecting course materials, both in format and price. In 2009 a pilot rental program involving 7 titles was launched, with the cooperation and partnership of several academic departments. Based on the positive response to the pilot and the savings it generated for students, the Bookstore entered a partnership with Nebraska Book Company which made available hundreds of titles and thousands of books for rent. The rental program

guaranteed students would save 50% off the cost of a new book on every rental. For Fall 2010, the first quarter of the partnership, the Bookstore rented more than 3,500 books saving Cal Poly Pomona students more than \$140,000. The Nebraska Book Company partnership also made the rental process easier for students. An upgrade to the Bookstore's Point of Sale system made renting a book a seamless transaction at the cash register. This innovative textbook rental program expanded the range of choices available to students. In addition to the Bookstore's already strong used book and buyback options, as well as digital and alternate formats, Bronco Bookstore is giving students more control over course material costs. At the end of the 2011 fiscal year, 49% of all textbook sales were either used or rental, with digital less than 1%. (Refer to graph)

Finding their own books can be a daunting task to most incoming students. In summer 2010, Bronco Bookstore was added as a tour stop for all incoming freshman orientations. This allowed an opportunity for bookstore management to explain to incoming students what services the bookstore provides as well as answer frequently asked questions like, What is an ISBN?, or How do I know what books are required for my classes?. Parents also had time allotted to visit the Bookstore during their day on campus. They had the opportunity to talk with Computer Store personnel and discover the academic discounts available and purchase their first Cal Poly Pomona clothing and gift items at a special sale just for them. In collaboration with Orientation Services, the Bookstore donated bags and binders for all incoming students and parents.

The Bronco Bookstore Computer Store continues to grow along with the increasing reliance on technology in both the workplace and the classroom. The Computer Store works with the university to facilitate campus hardware and software purchases, adding value through up to date industry expertise and group negotiating leverage. In recognition of its efficiency, in 2010 the Cal Poly Pomona I&IT Department asked the Computer Store to assume responsibility for administering the Microsoft Work at Home program for the university. During the spring of 2010, the Computer Store was remodeled and moved downstairs to increase accessibility and customer awareness. The increased space for demo machines and additional focus on individual sales has resulted in tremendous sales growth. Campus consumers recognize the additional value resulting from the Computer Store's partnership with Apple Computer and its status as a Certified





Campus Reseller. Academic discounts and free printers are just two of the typical value enhancements that the Cal Poly Pomona community has come to expect.

Embracing social media to connect with customers, the Bronco Bookstore has established itself as a prime example of how college stores can utilize a Facebook page to effectively reach out to the campus community. Leading all other Cal State University bookstores in the greatest ratio of Facebook "Likes" to student body population, Bronco Bookstore is recognized across the country for the innovative content it produces. The Bronco Minute video series has proven to be a successful method to keep students up-to-date with key Bookstore announcements while its annual "My Bronco Moment" Facebook model competition has generated some of the largest numbers in interaction seen across all Foundation social media platforms.

The 2009-2011 periods brought national and state recognition of the quality of Bronco Bookstore management, as well as significant leadership changes. With the respect and appreciation of collegiate retailers across California, Karen Ward completed her term on the board of the California Association of College

Stores, serving as President and Immediate Past-President. Associate Directors Clint Aase and Suzanne Donnelly were recertified as Certified Collegiate Resellers by the National Association of College Stores. In early 2010 Karen announced her intention to retire as Director of Bronco Bookstore, and in October 2010 Clint Aase was selected to fill the position.

Bronco Bookstore looks forward to the future maintaining its focus on serving student learning and the mission of the university. As Cal Poly Pomona faculty and students evolve in how they teach and learn, Bronco Bookstore will continue to stay informed and connected to provide the best options and service possible.







GRANT & CONTRACT ADMINISTRATION

GRANT & CONTRACT ADMINISTRATION

The Cal Poly Pomona Foundation, Inc. is the recipient of all externally-funded sponsored projects awarded on behalf of California State Polytechnic University, Pomona. For the last two years, Cal Poly Pomona faculty and staff have secured nearly \$29 million in external funds representing over 225 new projects from 65 different agencies.

The Foundation and University enjoyed another strong period in contracts and grants. In FY2010-11, the total grant and contract expenditures hit a record high for our campus, exceeding \$15.8 million dollars. This figure is up 7.2 percent from FY2009-10 and includes a 17 percent increase from two years ago. The number of applications submitted during FY2010-11 totaled nearly 140 from 82 different faculty and staff, requesting over \$47 million in total grant/contract funding from external sponsors.

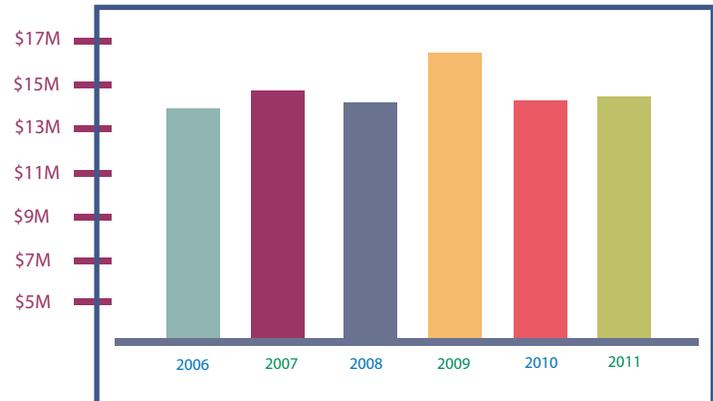
Over the past two years, the Foundation has employed over 600 student assistants to work on externally-funded projects. These students gain valuable experience working directly with faculty members on complex research projects. In addition, the Foundation has supported the research efforts on campus by sponsoring the annual Project Director Reception celebrating the success of faculty members in gaining new funding, subsidizing the operating costs involved in post award administration by over \$1.5 million, and returning all excess indirect cost recovery collected from sponsored programs totaling nearly \$1 million dollars over a two year period.

The Foundation has also provided a designated gift to help fund the Provost's Teacher-Scholar Program. This program provides summer stipends to junior, tenure-track faculty by supporting their professional development through planning which takes a realistic, long-term view of attitudes and behaviors that are required to establish and maintain a scholarly career. Participants receive regular reviews and mentoring by experienced colleagues from the Office of Research and Sponsored Programs and the Faculty Center for Professional Development. The total amounts of the designated gift for the past two years have totaled \$214,500.

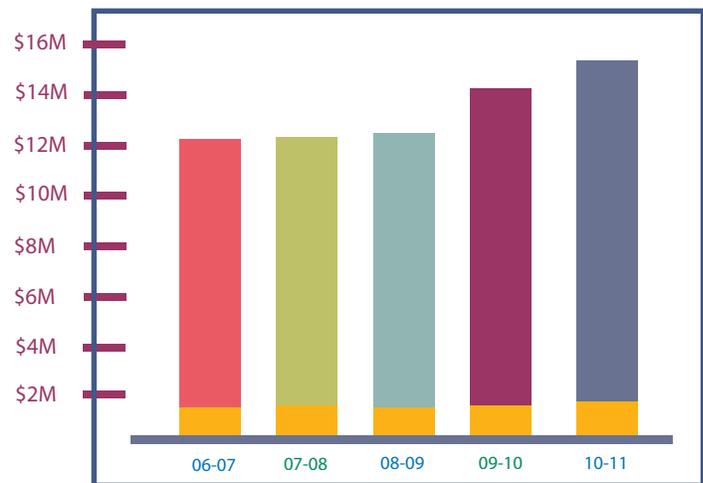
Based on the stewardship of the faculty and staff in administering their projects, the Foundation has received favorable A-133 audits for many years. This annual audit is required by the Federal Office of Management and Budget for colleges and universities that receive federal funding. A favorable audit assures external agencies of our abilities to administer these funds properly.

Sponsored programs are very important to the University by providing practical learning experiences for students and professional growth for faculty. The Foundation is very proud of the many accomplishments of the faculty, staff, and students relating to these externally funded projects and is committed to continuing the support for these very important programs.

NEW AWARDS

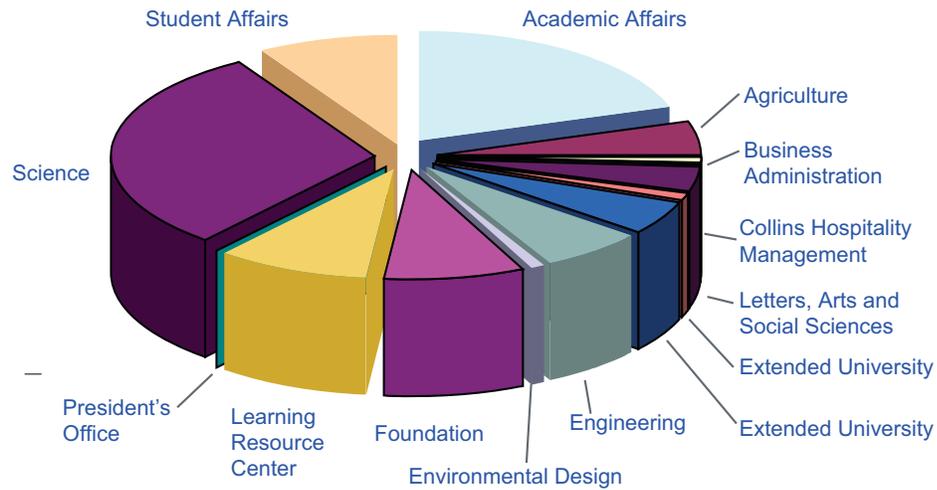


GRANT AND CONTRACT EXPENDITURES AND INDIRECT COST RECOVERED



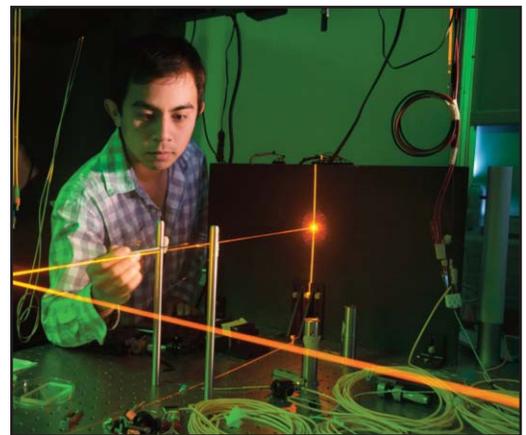
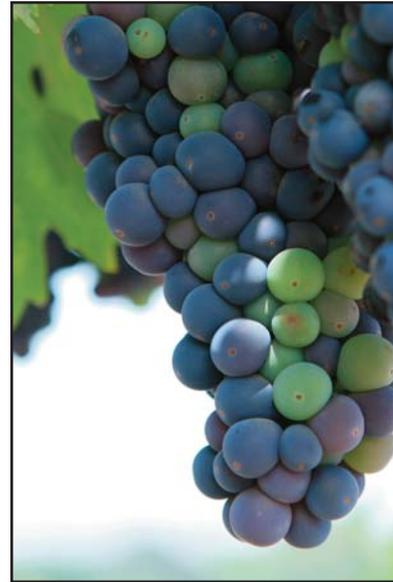
Yellow : Indirect Cost Multi-colored: Direct Cost

ACTIVITY BY UNIVERSITY AND COLLEGES GRAPH



ACTIVITY BY UNIVERSITY AND COLLEGES TOTALS

	2009-2010	2010-2011	TOTALS
Academic Affairs	\$3,566,660.26	\$2,533,500.37	\$6,100,160.63
Agriculture	792,102.92	806,741.63	1,598,844.55
Business Administration	101,519.34	162,889.73	264,409.07
Collins College of Hospitality Management	0.00	16,200.00	16,200.00
Letters, Arts, and Social Sciences	515,319.33	628,359.61	1,143,678.94
Extended University	177,891.24	161,865.00	339,756.24
Education	762,993.68	745,803.97	1,508,797.65
Engineering	1,278,438.37	713,705.50	1,992,143.87
Environmental Design	61,480.76	163,790.31	225,271.07
Foundation	1,415,919.51	1,233,704.67	2,649,624.18
Learning Resource Center	1,348,974.86	1,544,300.96	2,893,275.82
President's Office	0.00	25,000.00	25,000.00
Science	3,670,695.60	5,637,202.02	9,307,897.62
Student Affairs	1,121,263.16	1,507,248.96	2,628,512.12
Grand Totals	\$14,813,259.03	\$15,880,312.73	\$30,693,571.76



AWARDING AGENCIES FOR GRANTS & CONTRACTS

The following agencies support the many projects conducted by Cal Poly Pomona faculty and staff. The Foundation thanks these agencies for their financial resources and their commitment for these important programs.

FEDERAL AGENCIES

Aero Institute
 Alameda County Office of Education
 Bakersfield City School District
 Big Sur Land Trust
 Cal Poly Corporation
 Cal State University Fresno Foundation
 Cal State University San Bernardino Foundation
 California Department of Education
 City of Escondido
 Federal Highway Administration
 Fresno County Superintendent of Schools
 Intelligent Energy
 Lehigh University
 Los Angeles County Office of Education
 Mt. San Antonio College
 Napa County Office of Education
 National Institute of Health
 National Science Foundation
 Regents of the University of California, Los Angeles
 Regents of the University of Colorado
 Riverside Community College District
 Riverside County Superintendent of Schools
 San Jose State University Research Foundation
 Santa Clara County Office of Education
 The Trustees of the Indiana University
 The University of Texas at San Antonio
 Trustees of the California State University
 United States Army
 United States Department of Agriculture
 United States Department of Education
 United States Department of the Interior
 United States Forest Service
 University Enterprises, Inc.
 University of Alabama
 University of California, Office of the President
 University of North Dakota
 University of Southern California

PRIVATE ORGANIZATIONS

Accord Institute of Education Research
 American Council on Education
 Ameron International Corporation
 Asphalt Recycling and Reclaiming Association
 BioMedix Corporation
 Institute for Complex Adaptive Matter
 National Trust for Historic Preservation
 Pall Life Sciences
 Raytheon Company
 School of Arts and Enterprise
 Southern California Institute of Food Technologists
 Strategic Business Partnerships, Inc.
 UT-Battelle, LLC

EXEMPT ORGANIZATIONS

American Chemical Society
 California Community Foundation
 W.K. Kellogg Foundation
 Los Angeles Times Family Fund

STATE AND LOCAL GOVERNMENT

Agricultural Research Initiative
 Air Resources Board
 Cal State University Chico Research Foundation
 Cal State University San Bernardino Foundation
 California Department of Education
 California Department of Transportation
 California Institute for Regenerative Medicine
 City of Fullerton
 Los Angeles Universal Preschool
 South Coast Air Quality Management District
 State Coastal Conservancy
 Tri-City Mental Health Center
 University of California, Office of the President
 Walnut Valley Unified School District

ALLOCATION OF INDIRECT COST FUNDS RECOVERED FROM GRANT AND CONTRACT PROJECTS

	2010-11	2009-10
Research Incentive Funds Returned to Academic Affairs	657,354.00	314,763.00
Foundation Fee for Post-Award Grant Administration	626,345.00	576,975.00
Office of Research and Sponsored Program Expenditures	276,354.00	356,106.00
Funding of Reserve for Disallowed Costs	25,152.00	25,152.00
Funding of Intellectual Property Reserve	20,000.00	20,000.00
Total Indirect Cost Funds Collected	1,605,205.00	1,292,996.00
Effective Indirect Cost Recovery Rate	11.53%	10.08%

GRANT AND CONTRACT AWARDS

Amar Raheja, Agriculture
Automated Germination Recognition and Characterization
Agricultural Research Initiative
\$39,885

Amar Raheja, Agriculture
Characterization of Seeds Post Germination using Image Analysis
of Digital using Robotic Camera
Agricultural Research Initiative
\$70,487

Andrew Wilcox, Environmental Design
Facilitating Green Development
City of Fullerton
\$15,000

Angel Valdes, Science
Breaking Barriers: How Do Sea Slugs Cross the Pacific Ocean
Kellogg Foundation
\$12,000

Angel Valdes, Agriculture
Invasive Sea Slug Species in Marine and Estuary Environments
Agricultural Research Initiative
\$26,314

Ann Marie Craig, Agriculture
Purification and Stability of Anthocyanin-Containing Juice Extract
Agricultural Research Initiative
\$17,600

Ann Marie Craig, Agriculture
Upgrading and Maintaining Food Analysis Instrumentation
Southern California Institute of Food Technologists
\$7,600

Barbara Hacker, Engineering
The Path to Leadership: Collaborative Institutional Change
National Science Foundation
\$1,383,852

Bettina Casad, Letters, Arts, and Social Sciences
Effects of Threatening Environment on Women's Success in Biomed-
ical Majors
National Institute of Health
\$334,320
Bettina Casad, Letters, Arts, and Social Sciences
GSE/RES: Interactive Effects in the Theory of Planned Behavior
National Science Foundation
\$32,760

Bonny Burns-Whitmore, Agriculture
Konica Minolta Colorimeters for Food Science Classes
Southern California Institute of Food Technologists
\$9,500

Bonny Burns-Whitmore, Agriculture
NDS-R Dietary Software and Training
Southern California Institute of Food Technologists
\$6,750

Bonny Burns-Whitmore, Agriculture
The Effects of Feeding Eggs on Serum Choline Status
Agricultural Research Initiative
\$31,144

Boykin Witherspoon, Letters, Arts, and Social Sciences
2010 State Hazard Mitigation Plan
Cal Poly Corporation
\$3,493

Boykin Witherspoon, Letters, Arts, and Social Sciences
Alluvial Fan Task Force Project
Cal State University San Bernardino Foundation
\$10,000

Chad Bowman, Student Affairs
ARCHES-Student Support Services
United States Department of Education
\$595,943

Christine Latulippe, Science
San Gabriel Valley Mathematics Project
University of California, Office of the President
\$174,000

Christos Stathopoulos, Science
Structure-Function Analysis of a Bacterial Virulence Factor
Kellogg Foundation
\$5,000

Claudia Pinter-Lucke, Academic Affairs
Cal Poly Pomona STEM Pipeline Project
United States Department of Education
\$2,066,996.00

Claudia Pinter-Lucke, Academic Affairs
Graduation Initiative
Kellogg Foundation
\$60,000

Craig LaMunyon, Science
Control of Cell Differentiation: Inhibition of Sperm Activation
National Institute of Health
\$342,537

Craig LaMunyon, Agriculture
Vitamin Metabolism and Transport in Nematodes
Agricultural Research Initiative
\$57,332

Dan Manson, Business Administration
DHS Directed Support of the Collegiate Cyber Defense Competi-
tion Program
The University of Texas at San Antonio
\$24,050

Dan Manson, Business Administration
Regional Information Systems Security Center (RISSC)
Mt. San Antonio College
\$19,300

David Still, Agriculture
Acquisition of a High Resolution 2D Proteomics
Agricultural Research Initiative
\$115,094

David Still, Agriculture
Assessment of Leaf Attributes to Facilitate Breeding Baby Lettuce
Agricultural Research Initiative
\$61,374

David Still, Agriculture
Breeding Lettuce for Increased Tolerance to Water Stress
Agricultural Research Initiative
\$135,052

David Still, Agriculture
Comparative Genomics of Phenotypic Variation
The Trustees of the Indiana University
\$86,959

David Still, Agriculture
Introgression of Genes from Prickly Lettuce
Agricultural Research Initiative
\$103,716

David Still, Agriculture
Sequencing the Gene Space of Gerbera Daisies
Agricultural Research Initiative
\$136,680

David Still, Agriculture
Varietal Improvement of Lettuce for increased Nutritional Value
Agricultural Research Initiative
\$252,351

David Walker, Business Administration
Nature of Employee Boredom: A Meta-Analytic and Theoretical
Review
Kellogg Foundation
\$12,000

Dohyung Kim, Environmental Design
The Improvement of Bicyclist and Pedestrian Safety
Cal State University San Bernardino Foundation
\$49,955

Don Hoyt, Academic Affairs
ARB Student Services
Air Resources Board
\$1,013,000

Donald Edberg, Engineering
Experimental Methods in Attitude Control
Jet Propulsion Laboratory
\$5,000

Dragos Andrei, Engineering
Pavement Preservation Project
CSU Chico Research Foundation
\$5,000

Dragos Andrei, Engineering
Pavement Recycling and Reclamation Center
Asphalt Recycling and Reclaiming Association
\$140,000

Dragos Andrei, Engineering
Pavement Recycling and Reclamation Center
California Department of Transportation
\$1,000,000

Dragos Andrei, Engineering
Update of the Basic Asphalt Recycling Manual
Federal Highway Administration
\$42,000

Ed Walton, Science
Three Strategies to Improve STEM Graduation Rates
National Science Foundation
\$671,628

Eric Lara, Engineering
CSU LSAMP Phase IV
University Enterprises, Inc.
\$73,000

Eric Lara, Engineering
NSF: LSAMP Student Scholars Program 2010
University Enterprises, Inc.
\$5,000

Ertan Salik, Science
Effect of Taper Thickness on the Sensitivity of Tapered Fiber Optic
Biosensors
Kellogg Foundation
\$7,000

Ertan Salik, Science
Improving K-12 Science Education
Accord Institute of Education Research
\$18,514

Felipe Perez, Engineering
NEESR-CR: Performance-Based Design For Seismic Hazard Miti-
gation
Lehigh University
\$79,246

Francis X. Flores, Science
AQMD Engineering and Compliance Student Intern
South Coast Air Quality Management District
\$80,000

Francis X. Flores, Science
AQMD Meteorology Student Intern
South Coast Air Quality Management District
\$45,000

Francis X. Flores, Science
AQMD Public Affairs Student Intern
South Coast Air Quality Management District
\$114,000

Francis X. Flores, Science
AQMD Student Intern-Finance Division
South Coast Air Quality Management District
\$92,000

Francis X. Flores, Science
AQMD Student Services--Chemistry
South Coast Air Quality Management District
\$93,000

Francis X. Flores, Science
Pall Life Sciences Student Intern
Pall Life Sciences
\$35,588

GRANTS & CONTRACTS HIGHLIGHTS

The Foundation and University are proud to receive a wide variety of grants that target different disciplines of study, and appreciate the partnering local, regional and national organizations that award them. The following grant highlights illustrate the variety of programs supported.

TRIO Talent Search

The TRIO Talent Search award was received from the U.S. Department of Education for \$1.1 million. This grant is designed to prepare 500 secondary school students in Chino Valley for entry or re-entry to a post-secondary institution – and to ultimately graduate. At least two-thirds will be low-income and first-generation students, and all 500 will be from academically low-performing schools.



Noyce Master Teacher Fellowship

The NSF (National Science Foundation) Noyce Master Teacher Fellowship was awarded to the College of Science in collaboration with College of Education and Integrative Studies for over \$1.4 million. Providing advanced training for middle school Master teachers, the project will focus on methods to improve their science, math, and pedagogical content knowledge and leadership skills. Partnerships with two local high-need school districts (Pomona Unified and Ontario Montclair) and a non-profit organization will contribute to the success of the program.

Technology and Environment: The Post War House in Southern California

In addition, the Getty Foundation has awarded a \$140,000 grant to the College of Environmental Design to plan and prepare for an exhibit on post-war housing in Southern California. A team of faculty and student researchers will study 10 homes and examine the role of technology and environment in their development. The exhibit, "Technology and Environment: The Post War House in Southern California," is scheduled for 2013 and will include drawings, models and digital representations of the homes, as well as commentaries by the researchers.

Gary Kinsey, Education
Win Win Project Internship Consortium
Walnut Valley Unified School District
\$367,412

Gilbert Cadena, Academic Affairs
Laying the Foundation Subgrant
Trustees of the California State University
\$4,000

Graciela Brelles-Marino, Science
Understanding Plasma Assisted Biofilm Inactivation
National Institute of Health
\$318,435

Hector Mireles, Science
Massively Parallel Manipulation of Colloidal Particles
Institute for Complex Adaptive Matter
\$11,476

J. Michael Ortiz, Presidents Office
Parent Institute for Quality Education (PIQE)
Kellogg Foundation
\$25,000

James Rego, Science
Partnership with University of Colorado in Liquid
Crystalline Photovoltaics
Regents of the University of Colorado
\$42,474

James Rego, Science
Synthesis of Photoconductive Liquid Crystals for
Organic Solar Cells
Kellogg Foundation
\$12,000

Jascha Polet, Science
Seismicity of the Southern End of the El Mayor-Cucapah
Earthquake Sequence
University of Southern California
\$15,000

Jascha Polet, Science
US Geologic Survey Intergovernmental Personnel Act
US Department of the Interior
\$41,917

Jeff Marshall, Science
Collaborative Research: REU Seismogenesis of Middle America
National Science Foundation
\$90,156

Jeff Marshall, Science
Paleoseismology and Megathrust Earthquake Hazards of the
Nicoya Peninsula
Kellogg Foundation
\$12,000

Jian Zhang, Collins College of Hospitality Management
Marketing and Sales Plan--Sterra Hotel and Spa
Strategic Business Partnerships, Inc.
\$16,200

Jill Adler-Moore, Science
CIRM Bridges Program
California Institute for Regenerative Medicine
\$1,459,297

Jill Adler-Moore, Science
Combination Liposomal and DNA Vaccine Technologies
CSU Fresno Foundation
\$154,440

Jill Adler-Moore, Science
Genital Herpes Vaccine Discovery
Molecular Express, Inc.
\$184,362

Jill Adler-Moore, Science
RISE Program
National Institute of Health
\$920,675

Jill Nemiro, Letters, Arts, and Social Sciences
School Robotics Initiative
Kellogg Foundation
\$2,700

Joan Leong, Agriculture
Wild Bee and Honey Bee Pollination of Seedless Watermelon in
Southern California
Agricultural Research Initiative
\$15,042

Joan Leong, Agriculture
Wild Bee Pollination of Seedless Watermelon
Agricultural Research Initiative
\$7,122

Jon Phillips, Agriculture
Nevada Guard ADT Training
United States Army
\$23,337

Jonathan Nourse, Science
Late Quaternary Evolution of the East-Central
San Gabriel Mountains
US Department of the Interior
\$61,014

Jonnie Owens, Letters, Arts, and Social Sciences
AmeriCorps Volunteers At Cal Poly Pomona
Napa County Office of Education
\$45,518

Junjun Liu, Science
California Biotechnology Clinical Laboratory Consortium Project
San Jose State University Research Foundation
\$84,920

Junjun Liu, Agriculture
Effects of Widely Used Pesticides/Herbicides in
California on Amphibian Oocyte
Agricultural Research Initiative
\$100,000

Junjun Liu, Science
Investigation of Histone Ubiquitination/Deubiquitination
in Cancer Cells Metastasis
Kellogg Foundation
\$12,000

Junjun Liu, Science
Regulation of a Novel Xenopus Polo-Like Kinase 1 Substrate
National Institute of Health
\$265,822

Katherine Kantardjieff, Science
Collaborative Research: Acquisition of a 400 MHz
NMR at University of Southern California
University of Southern California
\$58,893

Katherine Kantardjieff, Science
MRI: Acquisition of a 400 MHz NMR Spectrometer
National Science Foundation
\$336,896

Kathleen Street, Student Affairs
ACE/Walmart Success for Veterans Award Grant
American Council on Education
\$100,000

Kathleen Street, Student Affairs
Student Success Dashboard
Kellogg Foundation
\$62,000

Kristen Conway-Gamez, Letters, Arts, and Social Sciences
A Decadal View of Turtle Abundance and Consumption
Patterns in Northeastern Bolivia
Kellogg Foundation
\$5,779

Laura Ayon, Learning Resource Center
College Reading Skills Program
United States Department of Education
\$780,907

Lauren Bricker, Environmental Design
National Register Evaluations of Recreational Residence
United States Forest Service
\$10,000

Lisa Kessler, Agriculture
Development, Implementation and Evaluation of a
Spanish Dietetic Curriculum
United States Department of Agriculture
\$248,043

Mandayam Srinivas, Science
CCRAA: Riverside Community College
Riverside Community College District
\$267,922

Marcia Murry-Ewers, Science
CSU LSAMP Phase IV
University Enterprises, Inc.
\$68,000

Marcia Murry-Ewers, Science
CSU LSAMP Student Scholar Project
University Enterprises, Inc.
\$6,000

Marcia Murry-Ewers, Science
Proximate Analysis and Identification of Native
Oil Rich Algal Strains for Biodiesel Production
Kellogg Foundation
\$5,000

Maria B. Omary, Agriculture
Development of Gluten-Free Products
Agricultural Research Initiative
\$5,629

Martin Sancho, Agriculture
Mobile Stations for Sensory Evaluation
Southern California Institute of Food Technologists
\$8,449

Martin Sancho, Agriculture
SCIFTS Education Research Grant Program
Southern California Institute of Food Technologists
\$10,000

Mary Claire Gager, Learning Resource Center
Upward Bound Math and Science Competition
United States Department of Education
\$500,000

Michael Guerrin, Student Affairs
FY 2008 HGSP CSU Subawards
Trustees of the California State University
\$25,000

Michael Reibel, Letters, Arts, and Social Sciences
AQMD Social Analysis Sub-region Redesign
South Coast Air Quality Management District
\$49,530

Michael Reibel, Letters, Arts, and Social Sciences
GIS Tools for Strategic SB375 Planning and Program Participation
Cal State University San Bernardino Foundation
\$49,980

Michael Reibel, Letters, Arts, and Social Sciences
SB375 Toolkit Outreach and Training
Cal State University San Bernardino Foundation
\$49,745

Michele Willingham, Student Affairs
Campus Campaign for Strengthening Student
Mental Health and Resiliency
Tri-City Mental Health Center
\$245,604

Mikhail Gershfeld, Engineering
NEESR-CR: NEESsoft Seismic Risk Reduction for
Soft Story Woodframe Buildings
University of Alabama
\$128,659

Milton Randle, Engineering
MESA CSEMS Scholarship Program
University of California, Office of the President
\$6,250

Milton Randle, Engineering
MESA NSF S-STEM
University of California, Office of the President
\$12,500



Milton Randle, Engineering
MESA Scholarship Program
University of California, Office of the President
\$17,500

Mingheng Li, Engineering
Absorption of CO₂ by MgO Aerogels for Enhanced Steam Re-
forming
American Chemical Society
\$65,000

Mingheng Li, Engineering
Enhancing Reforming by Oxygen Carrier and Absorption
Intelligent Energy
\$120,000

Monica Palomo, Engineering
Removal of Contaminants from Surface Water: A Natural Treat-
ment System to Treat Nuisance Flows in Southern California
Kellogg Foundation
\$12,000

Nancy Buckley, Science
Effects of Cannabinoids and the Peripheral Cannabinoid Receptor
National Institute of Health
\$202,350

Nancy Buckley, Science
Evaluation of Minor Crop Composite Species for Nutritional and
Phytochemical Potential
CSU Fresno Foundation
\$164,424

Nancy Buckley, Agriculture
Garlic and Immune Function
Agricultural Research Initiative
\$135,298

Nancy Merlino, Agriculture
Agribusiness Development Teach 40th Infantry Division
United States Army
\$23,166

Nicole Wickler, Science
FEDCO Classroom Enrichment Grants
California Community Foundation
\$80,000

Nicole Wickler, Science
San Gabriel Valley Science Project
University of California, Office of the President
\$120,299

Norali Pernalet, Engineering
RAPD: Eye-Hand Coordination Assessment
National Science Foundation
\$143,260

Peggy Kelly, Education
Teaching Fellow and Master Teaching Fellow Project
National Science Foundation
\$62,977

Phillip Lukeman, Science
Tools for Biology at the Mesoscale: DNA Claws That Can Bind
Viruses
Kellogg Foundation
\$7,000

Rakesh Mogul, Science
NASA Liftoff
Alameda County Office of Education
\$176,337

Ray Wang, Academic Affairs
Strengthening Library-Based Learning
United States Department of Education
\$397,418

Ricardo Quintero, Learning Resource Center
Summer Food--Upward Bound Programs
California Department of Education
\$27,728

Ricardo Quintero, Learning Resource Center
Upward Bound Math and Science Competition II
United States Department of Education
\$500,000

Ricardo Quintero, Learning Resource Center
Upward Bound North
United States Department of Education
\$678,762

Ricardo Quintero, Learning Resource Center
Upward Bound South
United States Department of Education
\$556,200

Richard Willson, Environmental Design
Travel Behavior of Residents of Transit-Oriented Development
Cal State University San Bernardino Foundation
\$34,783

Robert Talmadge, Agriculture
Molecular Pathway Involved in Beta-Adrenergic
Agricultural Research Initiative
\$43,275

Ronald Heimler, Agriculture
Attitudes of Graduates, Faculty and Employers Regarding Skills
and Competencies
Agricultural Research Initiative
\$9,852

Sarah Lorenzen, Environmental Design
Neutra VDL Studio and Residence
National Trust for Historic Preservation
\$10,000

Sepehr Eskandari, Science
Molecular Physiology of γ -Aminobutyric Acid Transporters
National Institute of Health
\$675,088

Shelton Murinda, Agriculture
Evaluation of Recombinase Amplification of Foodborne Pathogens
Southern California Institute of Food Technologists
\$18,000

Shelton Murinda, Agriculture
Phenotypic and Molecular Characterization of Clostridium Species
Isolated from Horse Farms
Kellogg Foundation
\$12,000

Stacy McGoldrick, Letters, Arts, and Social Sciences
Center of Academic Excellence
Cal State University San Bernardino Foundation
\$56,386

Stacy McGoldrick, Letters, Arts, and Social Sciences
Intelligence Community Center of Excellence
Cal State University San Bernardino Foundation
\$56,386

Stephen Davis, Education
Great Leaders for Great Schools
United States Department of Education
\$1,500,000

Susan Mulley, Environmental Design
Marks Ranch Vision Plan
Big Sur Land Trust
\$59,950

Susan Mulley, Environmental Design
Measuring Acceptability of Urban Agriculture and Local Food Pro-
duction in Hotel Landscapes
Kellogg Foundation
\$5,000

Susan Mulley, Environmental Design
Santa Clara River Parkway Comprehensive Vision Plan
State Coastal Conservancy
\$49,800

Susan Mulley, Environmental Design
The Escondido Creek Greenway Vision Plan
City of Escondido
\$56,825

Thomas Thoen, Agriculture
Development of a High-throughput Phenotyping System for Plant
Science Research
Agricultural Research Initiative
\$8,246

Uei-Jiun Fan, Extended University
Applied Mathematics
Santa Clara County Office of Education
\$72,475

Uei-Jiun Fan, Extended University
Applied Mathematics
Riverside County Superintendent of Schools
\$25,000

Uei-Jiun Fan, Extended University
Applied Mathematics
Bakersfield City School District
\$72,321

Uei-Jiun Fan, Extended University
Applied Mathematics
Los Angeles County Office of Education
\$25,000

Uei-Jiun Fan, Extended University
College Awareness Program-Engineering
Fresno County Superintendent of Schools
\$41,345

Uei-Jiun Fan, Extended University
Hospitality Management Program
Fresno County Superintendent of Schools
\$560

Uei-Jiun Fan, Extended University
PASS Program Math Skills Review
Los Angeles County Office of Education
\$24,500

Uei-Jiun Fan, Extended University
PASS Program Math Skills Review
Riverside County Superintendent of Schools
\$24,500

Vicki Peden, Business Administration
Economics Financial Education Program
School of Arts and Enterprise
\$15,844

Victor Okhuysen, Engineering
SF6 Replacement Evaluation in Magnesium Sand & Investment
Casting
Air Resources Board
\$49,995

Vilupanur Ravi, Engineering
Aluminizing and Chromizing of Steels for Corrosion and Mechani-
cal Testing
UT-Battelle, LLC
\$24,550

Vilupanur Ravi, Engineering
High Temperature Materials and Coatings for Ultrasupercritical
Boilers
University of North Dakota
\$10,000

Vilupanur Ravi, Engineering
Migration of Chemicals in Reinforced Fiberglass Pipe
Ameron International Corporation
\$18,929

Vilupanur Ravi, Engineering
Superhard Boride Coatings
Regents of the University of California, Los Angeles
\$36,500

Wei Bidlack, Agriculture
Choline Flux as a Function of Folate, Choline and MTHFR genotype
Agricultural Research Initiative
\$45,077

Wei-Jen Lin, Science
DNA Microarray Analysis of Clostridium Botulinum
National Institute of Health
\$324,663

Wei-Jen Lin, Science
Validation and Testing of Listeria Monocytogenes, E. Coli 0157H7
BioMedix Corporation
\$35,000

Winy Dong, Engineering
McNair Scholars Program
United States Department of Education
\$462,896

Winy Dong, Engineering
Technology Screen
Aero Institute
\$46,363

Yuanxiang Zhao, Science
Adipogenic Toxicity Test of Obesogenic Drugs
National Institute of Health
\$208,575

Yuanxiang Zhao, Agriculture
Pesticides Toxicity Study with Human Adult Stem Cells
Agricultural Research Initiative
\$75,000

Yvonne Bailey, Student Affairs
CCAMPIS
United States Department of Education
\$205,175

Yvonne Bailey, Student Affairs
Children's Center LA Times Family Fund Grant
LA Times Family Fund Grant
\$20,000

Yvonne Bailey, Student Affairs
General Child Care and Development Program
California Department of Education
\$171,622

Yvonne Bailey, Student Affairs
Instructional Materials and Supplies 09-10 (CIMS)
California Department of Education
\$987

Yvonne Bailey, Student Affairs
Los Angeles Universal Preschool Workforce Initiative
Los Angeles Universal Preschool
\$498,062

Yvonne Bailey, Student Affairs
Prekindergarten and Family Literacy Program
California Department of Education
\$5,000

Yvonne Bailey, Student Affairs
State Preschool Program
California Department of Education
\$887,049

Zekeriya Aliyazicioglu, Engineering
Radar Signal Processing
Raytheon Company
\$50,000

Zuoyue Wang, Letters, Arts, and Social Sciences
Scholar's Award: Chinese/American Scientists--Transnational Sci-
ence During the Cold War and Beyond
National Science Foundation
\$198,050



The College of the Extended University (CEU) is a major outreach tool linking Cal Poly Pomona to members of the community, local businesses and city and government agencies by offering learning opportunities in innovative ways.

Over the years the CEU has established itself as a mechanism for providing the community with a broad base of programs ranging from off-campus degree programs to professional development and personal enrichment opportunities. Programs offered by the College are designed to meet the needs of working professionals (non-traditional students) wanting to enhance their career opportunities as well as the needs of traditional students desiring additional programs not offered through the university. The Cal Poly Pomona Foundation, Inc. sponsors all of the non-credit extension courses, programs and certificates offered by the CEU.

The CEU continues to exceed budget projections each year. Language camps for both Chinese and Korean students (more than 200), international education programs for groups from China (more than 400 executives) and the Cal Poly English Language Institute (CPELI) have contributed the majority of the gains. While the economy is impacting some of the CEU programs, overall projections remain positive. The CEU will be adding to existing programs; the greatest focused growth to online programs and development of international training programs.

Courses for Business and Industry

The College of the Extended University prides itself in offering some of the most in-demand certificate programs available today. These intensive, short-term programs focus on key industry trends and advancements, which enable individuals to upgrade their skills in a particular subject area in a relatively short time. Course topics cover such areas as business and management, specialty trade and industrial programs, clean energy programs, event and meeting management courses and many others. The CEU also offers a variety of test preparation courses, which allow individuals to pursue a professional license or gain new certifications for career advancement.

Online Learning

As a result of increased demand for online courses, the CEU has collaborated with several colleges on campus to develop industry-specific online courses. Current online courses cover such areas as Clean Energy, Supply Chain Management, Global Logistics, Project Management, Six Sigma, Equal Employment Opportunity Compliance and Autism Spectrum Disorders, with additional online courses under development. In conjunction with developing online courses, the CEU has partnered with several online training leaders including Gatlin Education Services, ed2go, and 360training to offer an even broader range of self-paced and instructor-led courses.

Corporate Training

As a key training provider for the university the CEU works closely with the business community to provide training that focuses on the latest industry trends and is customized for each client. Customized training programs of

varying lengths are offered in a variety of subject areas. In addition, most on-campus certificates and courses are also available for customization and delivery on-site at corporations and businesses—helping employers stay abreast of advancing technologies, trends and skills essential in today's workplace. Courses may be selected from a list of key program areas or may be chosen from the online course catalog where the content and time-frames can be combined, expanded, or streamlined to meet the specific needs.

Cal Poly English Language Institute

The primary focus of the Cal Poly English Language Institute (CPELI) is to prepare international students for academic study at an American college or university. By participating in a variety of activities in addition to classroom sessions, students not only gain the language skills they need to succeed, but they also learn to adapt socially and academically. This acculturation is what sets CPELI apart from many other English language programs. CPELI has increased enrollment by 20% in the last year.

International Center

The International Center is the focal point for international activities at Cal Poly Pomona. The goal of the International Center is to enhance campus-wide internationalization through international student and scholar services, study abroad, and training and outreach programs for international scholars. The International Center provides an inviting location for domestic and international students and scholars to meet, obtain information about overseas study, read about current events in the U.S. and the world, and share experiences. While the majority of international students come from Asia, the campus hosts students from 53 different countries including Mexico, Albania, Egypt, Nigeria, Portugal and Venezuela.

International Education Programs

The College of the Extended University proudly hosts International Education Programs (IEP) providing an opportunity for businesses and universities from abroad to visit the United States and partake in customized educational training programs. Faculty from Cal Poly Pomona as well as expert working professionals from related fields provide instruction specifically designed for each program. Curriculum is customized to meet specific needs and interests of the group. The CEU's International Education Programs also incorporate hands-on experiences such as tours to related businesses and facilities that will further enhance the knowledge and experience obtained during each training program. The goal is to provide international professionals with practical and up-to-date information that will strengthen their skills and abilities and provide them with the knowledge necessary to improve their own businesses and institutions. Programs can be delivered in the United States or abroad and may vary in length from one week to several months.



AGRICULTURE AID-TO-INSTRUCTION PROGRAMS

AGRIscapes Farm Store @ Kellogg Ranch

AGRIscapes is located on 40 acres at Cal Poly Pomona and showcases both agriculture and landscapes that are sustainable, environmentally beneficial, economically viable, and technologically sound. AGRIscapes promotes agriculture and environmental literacy through research, education, and demonstration of alternative methods to grow food, conserve water, reduce energy needs and recycle agricultural and urban water for resource efficiency and community enhancement. Annually, over 300 groups visit the facility for educational programs, meetings and receptions.

Since opening in 2001, the Farm Store @ Kellogg Ranch has provided an outlet for fruits, vegetables, meats, nursery and apparel products produced as part of the educational program in the College of Agriculture, as well as featuring a full line of private label specialty grocery, deli, dairy and gift items. Open 7 days a week, it has become a popular destination for students and the general public. The Farm Store is the center of many festivals and holiday celebrations, including the Rod and Tractor Show, A Taste of the Farm Store, Christmas Fruit Packs, and the popular Pumpkin Festival held annually in October. The Farm Store crew has taken its show on the road, showcasing Cal Poly Pomona products at weekly farmers markets in Downey, Baldwin Park, Pasadena, Irvine and San Dimas, and has worked closely with Kaiser Permanente on their "thrive" campaign.



The Farm Store provides employment to 25 students who gain experience in marketing, merchandising, and retail sales. In 2010, annual gross revenue surpassed \$1 million and this figure continues to grow at a rapid pace.

Agronomy Farm/Fruit Industries

The Agronomy Farm is the primary provider of most vegetable crops and related products to the Farm Store. A large group of students is actively involved in the culture, care and management of over 80 acres of sweet corn, melons, lettuce, onions, and a wide variety of other crops.

In addition to vegetable crops, the agronomy farm also manages an additional 1500 acres of forage and field crops to support livestock operations on campus and local dairies. Crops of blackeyes, corn, alfalfa, wheat and oats provide numerous educational opportunities for students.

Fruit Industries continues to supply the famous Valencia and Navel oranges, mandarins, grapefruit and avocados from our Cal Poly orchards. Vineyard operations will expand in 2012, with a generous donation from an alumnus of the program. This will include plantings of red varieties to expand wine offerings from Horsehill Vineyards in the Farm

Store. New plantings of avocados and mandarins are scheduled for 2013 to replace aging trees.

Ornamental Horticulture

The Horticulture Unit markets an extensive selection of plants, flowers, and trees which are sold at the retail nursery at the Farm Store and also operates new greenhouses located south of the store. Staff and students have taken the lead in the hydroponic production of lettuce, tomatoes, peppers and strawberries, which fill a niche market when outdoor production is not feasible.

Offering educational laboratories for student learning, the Horticulture Unit is the starting point for many student projects, producing seedlings for nursery and farm products. The nursery provides experiential learning opportunities and employment to students in both retail and wholesale nursery operations, landscape installation and maintenance at AGRIscapes.

Pine Tree Ranch

Located in Ventura County, this 53 acre citrus and avocado ranch was donated in 1975 to the educational program. The ranch provides lemons, avocados and Valencia oranges to the program in a very unique coastal microclimate. This provides students with a very different setting to observe crops, while providing the Farm Store with citrus and avocados 365 days per year. In the near future, over 15 acres of this ranch will see a revitalization of trees, replacing some that are over 50 years old.

W.K. Kellogg Arabian Horse Center

The Arabian Horse Center maintains the proud tradition instituted by W.K. Kellogg in 1925. The longest established breeding facility of Arabian horses in the United States, only four breeders in the U.S. have produced more Arabian horses than the W. K. Kellogg Arabian Horse Center. Through the use of modern reproductive techniques, the Center's mares are bred to the best Arabian stallions in the United States. The Kellogg Arabians continue to produce championship bloodlines and their influence is in the pedigrees of many champion Arabians around the world.



Student employees and volunteers play an important role in Center activities, including the Arabian Horse Show which is held on the first Sunday of every month during the academic year, weather permitting. The horses, ridden and handled by Cal Poly Pomona students and staff, perform for

more than 11,000 guests of all ages each year and also compete in Arabian horse shows across the country.

During the past two years the Arabian Horse Center has undergone a beautification program, renovating the Kellogg Room, improving the pastures, and planting new foliage to emulate the beauty that Mr. Kellogg envisioned. The addition of the WK Kellogg Arabian Horse Library in the fall of 2011 further establishes Cal Poly Pomona and the Arabian Horse Center as one of the nation's preeminent Arabian Horse Programs and as an important repository for information regarding the history, heritage, and development of the Arabian horse in the United States.

In late 2011 the W.K. Kellogg Arabian Horse Center received a \$150,000 grant from CalRecycle to give a new home to recycled tires. About 34,000 old tires will be diverted from landfills and take on two new forms: a bark-like material to be used as pavement (reducing water usage to keep down the dust) and rubber mats for the horse stalls. The rubber bark and mats provide better traction and footing for the horses and the cushioned material also is kinder to the horses' joints

Beef, Swine and Sheep Units

These units offer experiential learning for Cal Poly Pomona students. Students are involved in numerous hands-on laboratory assignments involving all facets of production animal agriculture. During the past 3 years all of the animal units have reduced herd sizes to be more environmentally sustainable. A Beef Unit pilot project is a huge success: seven head of cattle were fed an exclusively grass diet, and plans are underway to expand this program over the next few years as consumers become more interested in purchasing all-natural meat from local sources. The Sheep and Swine units produce animals for the local community to purchase. The Livestock Show Team also shows beasts from each animal unit at numerous fairs and shows in California and Arizona each year.

Meat Lab

The Meat Science and Processing Laboratory supports classroom study, research and contract projects. The program includes a laboratory course where students develop new products, such as the unique Broncowurst sausage. Broncowurst was developed by agriculture students in the Meat Science & Industry Lab two years ago, and was perfected by subsequent classes. The Meat Lab also produces beef jerky and beef sticks to be sold at food venues on campus and supplies the Farm Store with custom cuts of meat and specialty sausage products.

The Meat Lab manager received recognition as a Certified Livestock Meat Inspector, and also received HACCP (Hazard

Analysis and Critical Control Points) certification. HACCP is used in the food industry to identify potential food safety hazards, so that key actions can be taken to reduce or eliminate the risk of the hazards being realized.

Danny's Farm

After losing its home in Altadena, Danny's Farm has found a new residence at Cal Poly Pomona. The nonprofit petting zoo has established its home base at the Cal Poly Pomona Foundation-supported animal science farm lab, and its mobile unit will travel around Los Angeles, the Inland Empire and Orange County.

Cathy Gott and her husband, former Dodger pitcher Jim Gott, started the petting zoo in 2007 for their son Danny, now 18, who has autism and has loved farm animals since he was a child. Their mission is to serve and support autistic children, as well as to provide jobs for adults with developmental disabilities. Cal Poly Pomona Professor Broc Sandelin suggested a partnership: the University would supply animals and a location, and Danny's Farm would provide staff members. With the campus' agricultural legacy and open fields for farming and animal pastures, the collaboration seemed natural. The petting zoo moved to campus in October 2011 under the primary sponsorship of a student club, the Animal Health Science & Technology Association. Student

volunteers help care for the animals. With the mobile unit, the petting farm can visit inner-city schools and special-needs classrooms, giving more children the opportunity to be with animals and learn about agriculture.





FOUNDATION FINANCIAL STATEMENT HIGHLIGHTS

This section of the Cal Poly Pomona Foundation biennial report includes management's discussion and analysis of the financial performance of the Foundation for the fiscal years ended June 30, 2010 and 2011. This discussion should be read in conjunction with the audited financial statements and notes.

Financial Overview

The following discussion highlights management's understanding of the key financial aspects of the Foundation's financial position and activities as of and for the years ended June 30, 2010 and 2011. Included are comparative analysis of current year and prior year activities and balances; a presentation of the unrestricted and temporarily restricted activities and a discussion of assets, liabilities and net assets.



SUMMARY OF FINANCIAL POSITION

Assets

Cash and cash equivalents
Investments
Receivables
Property, plant and equipment, net
Other Assets

Total assets

Liabilities and Net Assets

Current liabilities
Other post-employment benefit obligations
Lease, bond and unitrust liabilities
Unrestricted, net assets
Temporarily restricted, net assets

Total liabilities and net assets

2011

2010

\$6,743,919	\$10,476,240
24,944,853	20,000,453
17,286,378	8,376,371
59,393,567	58,538,103
3,944,615	4,279,284

\$ 112,313,332

\$101,670,451

\$ 11,205,351	\$10,425,086
12,624,937	12,171,588
30,488,012	31,432,026
27,497,885	25,231,010
30,497,147	22,410,741

\$112,313,332

\$ 101,670,451

The Foundation's financial statements were audited by Vicenti, Lloyd & Stutzman LLP. The full set of audited financial statements and footnote disclosures are available on the Foundation's website at www.Foundation.CSUPomona.edu

ASSETS, LIABILITIES AND NET ASSETS

Cash and cash equivalents decrease is mainly due to the increase of investments in the general investment portfolio. Receivables increase is mainly due to pledge receivables which resulted in the change in temporarily restricted, net assets. There were no other significant changes in assets and or liabilities.

Summary Statement of Activities

This statement presents all revenues and expenses incurred during the year on the accrual basis and the resulting changes in net assets.

SUMMARY STATEMENT OF ACTIVITIES	2011	2010
Revenues and support:		
Enterprise activities	\$39,982,025	\$37,959,460
Sponsored program activities	15,880,313	14,813,259
Foundation program activities	15,160,547	7,129,950
General activities	3,165,002	2,342,460
Total revenues and support	74,187,887	62,245,129
Expenses and other changes:		
Enterprise activities	37,142,138	35,736,292
Sponsored programs activities	15,301,317	14,105,300
Foundation program activities	6,884,394	6,562,370
General expenses	3,592,949	3,215,073
Designated expenses	1,036,533	823,782
Total expenses	63,957,331	60,442,817
Other changes - transactions with affiliates	650,811	2,137,547
Other changes - Postretirement-related changes other than net periodic benefit cost	(773,536)	501,966
Total expenses and other changes	63,834,606	63,082,330
Total change in net assets	10,353,281	(837,201)
Net assets at beginning of year	47,641,751	48,478,952
Net assets at end of year	\$57,995,032	\$ 47,641,751

The Foundation's financial statements were audited by Vicenti, Lloyd & Stutzman LLP. The full set of audited financial statements and footnote disclosures are available on the Foundation's website at www.Foundation.CSUPomona.edu



Revenues, expenses and other changes

Foundation program activities increased due to pledge receivables as a result of capital campaign activities. There were no other significant changes in revenues, expenses and other changes.

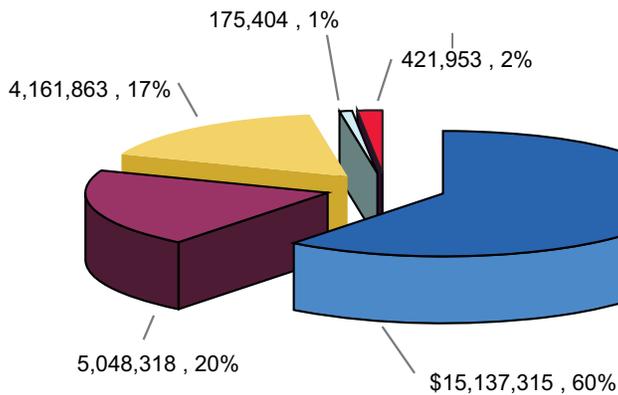
Significant events – year ended June 2011

Subsequent to year end the Cal Poly Pomona University Educational Trust (Trust) took action to dissolve and distribute the assets and liabilities of the Trust to the Foundation. The nets assets of the Trust are \$78,903,044 as of June 30, 2011.

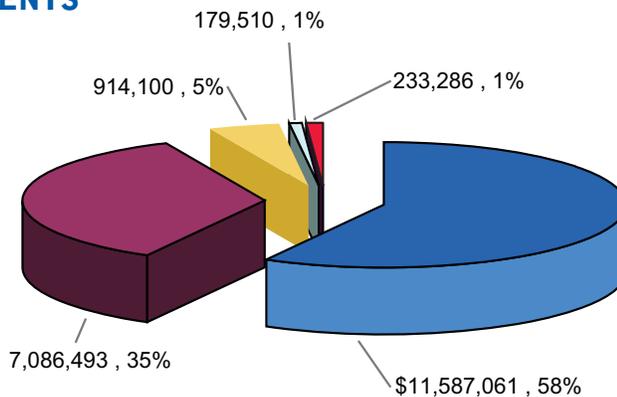
Investments

Foundation investments are generally publicly traded debt and equity securities except for private capital and are recorded at fair value. The Foundation increased its asset allocation in equity securities and decreased its asset allocation in agency securities in fiscal year 2010-11.

2011 INVESTMENTS



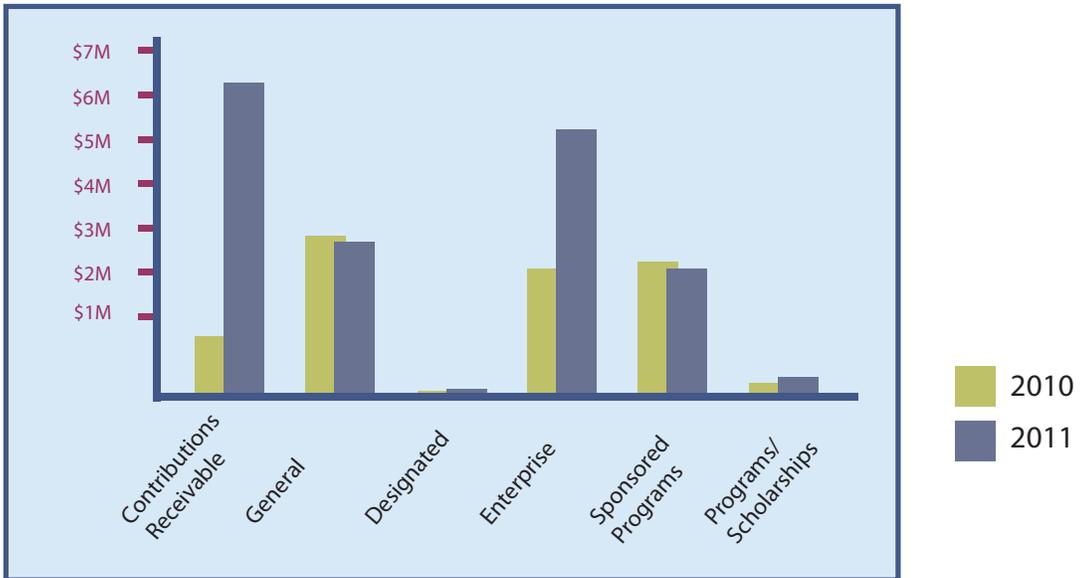
2010 INVESTMENTS



Receivables

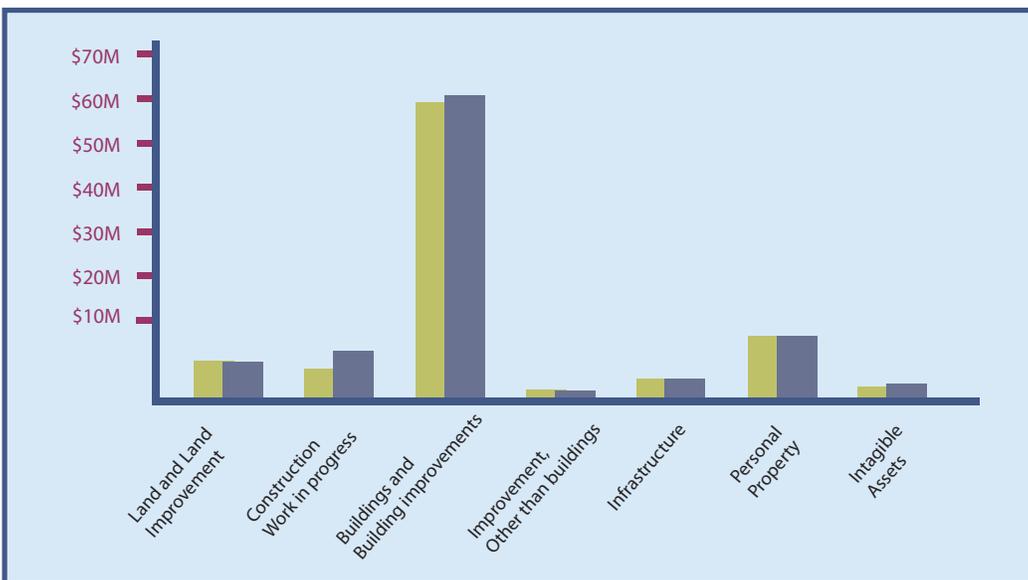
The Foundation's receivables increased significantly over the prior year due to the pledge receivables as a result of capital campaign activities and University receivables.

▶ ACCOUNTS RECEIVABLE



Property, Plant and Equipment are reported in the following chart before accumulated depreciation

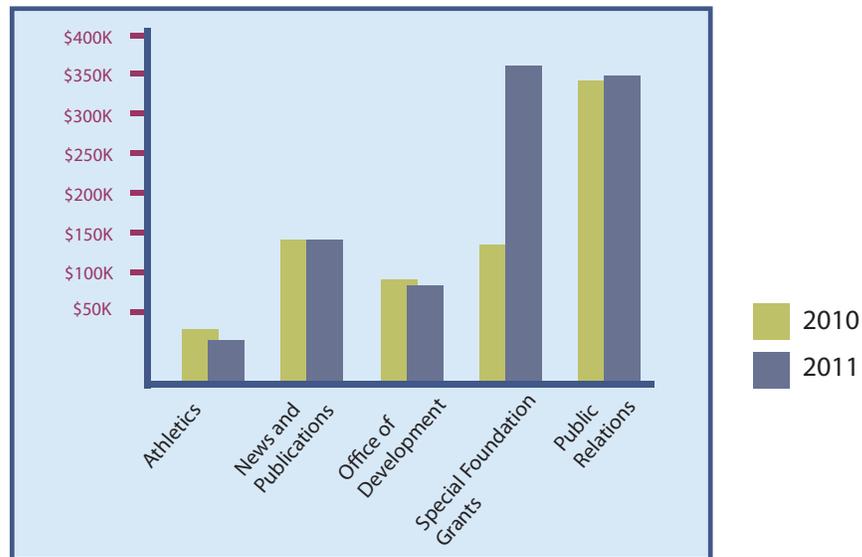
▶ PROPERTY, PLANT & EQUIPMENT



Designated Expenses

The Foundation's Board of Directors designates funds to program activities. Special Foundation grants increased due to the Board's designation to transfer prior year's interest to Foundation programs, there were no other significant changes.

► DESIGNATED EXPENSES



Significant Events

Significant Events

During fiscal year ended June 2011 the Foundation participated in the Auxiliaries Multiple Employer VEBA (Voluntary Employees' Beneficiary Association) and contributed \$1,000,000 million. The Auxiliaries Multiple Employer VEBA is a separate 501(c)(9) organization established in August 2010 to assist in funding post-retirement healthcare benefits for recognized auxiliaries of the California State University System.

Subsequent to fiscal year ended June 2011, the Cal Poly Pomona University Educational Trust (Trust), in concert with the Chancellor's Office, the University and the Foundation, took action to dissolve the Trust and distribute the assets and liabilities to the Foundation per the advice of Trust's legal counsel. This action has been determined to be the best option for the Trust as a result of its failure to meet the public support test as a result of a disproportionately large grant received by the Trust as compared to other grants received. The Trust serves as the recipient for gifts and grants to permanent endowments on behalf of the University. The assets and liabilities of the Trust are \$78,933,897 and \$30,853 as of June 30, 2011.

The Foundation's financial statements were audited by Vicenti, Lloyd & Stutzman LLP. The full set of audited financial statements and footnote disclosures are available on the Foundation's website at www.Foundation.CSUPomona.edu



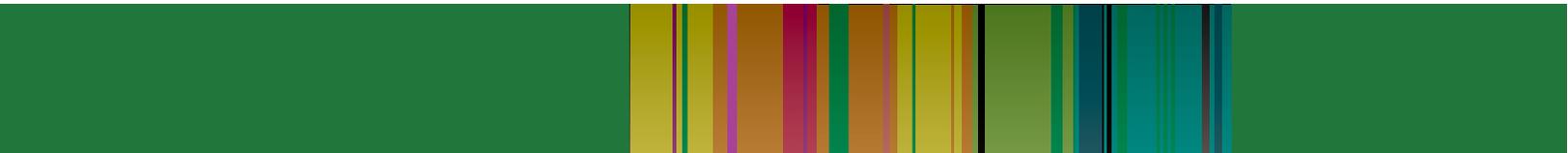
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