PROJECTS

FOR THE MONTH OF

February 2018

Foundation Marketing

2018 Foundation Websites - Web Usage Report

(Jan - Feb 2018)

	Jan	Feb *	Mar	Apr **	May **	Jun **	Jul	Aug	Sep	Oct	Nov	Dec	Total Monthly Hits Jan-Feb 2018 (current year)		Total Monthly Hits Jan-Feb 2017 (previous year)		Change in Hits Jan-Feb 17 vs. Jan-Feb 2018
																	Column R
Foundation	8,119	7,131											15,250	-	14,102	=	1,148
Annual Report Page	32	56											88	-	22	=	66
Employment Services	7,105	5,403											12,508	-	9,527	=	2,981
Financial Services	838	834											1,672	-	1,605	=	67
Bronco Bucks	5,284	4,279											9,563	-	9,862	=	-299
Gift Card	104	58											162	-	148	=	14
BroncoChannel.com	73	109											182	-	144	=	38
HotDogCaper.com	33	33											66	-	149	=	-83
Bronco Bookstore	16,317	4,960											21,277	-	30,098	=	-8,821
Book Rental	84	59											143	-	1,060	=	-917
Bookstore Phones	90	33											123	-	187	=	-64
Dining Services	1,223	1,408											2,631	-	3,082	=	-451
Food Courts	849	770											1,619	-	1,117	=	502
Restaurants	1110	955											2,065	-	1,847	=	218
Los Olivos	1,229	1,194											2,423	-	2,798	=	-375
Catering	623	654											1,277	-	1,086	=	191
Dining Calendar	127	239											366	-	284	=	82
Dining Hours	8128	6392											14,520	-	14,642	=	-122
Poly Trolley	415	475											890	-	867	=	23
IBrewWorks	2121	2025											4,146	-	3,256	=	890
Housing Assistance	200	164											364	-	298	=	66
Innovation Village	414	349											763	-	500	=	263
Fair Oaks	199	244											443	-	234	=	209
Kellogg West	2,749	2,683											5,432	-	5,364	=	68
Kellogg House	3,193	2,777											5,970	-	4,179	=	1,791
University Village	3,677	3,537											7,214	-	7,427	=	-213
MeetAtTheVillage	69	78											147	-	95	=	52
Total Hits (Monthly)	64,405	46,899	0	0	0	0	0	0	0	0	0	0	111,304	-	113,980	=	-2,676
2016 Total Hits(Monthly)	67,430	46,550															

Upcoming Projects

- Eat Well Campaign/Video
- IBW 3rd Anniversary Party
- Grad Fair
- Bronco Spirit/Bronco Channel Campaign
- Conference Room Television
- University Village Summer/Fall Campaign

Bronco Bookstore

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FOUNDATION MARKETING

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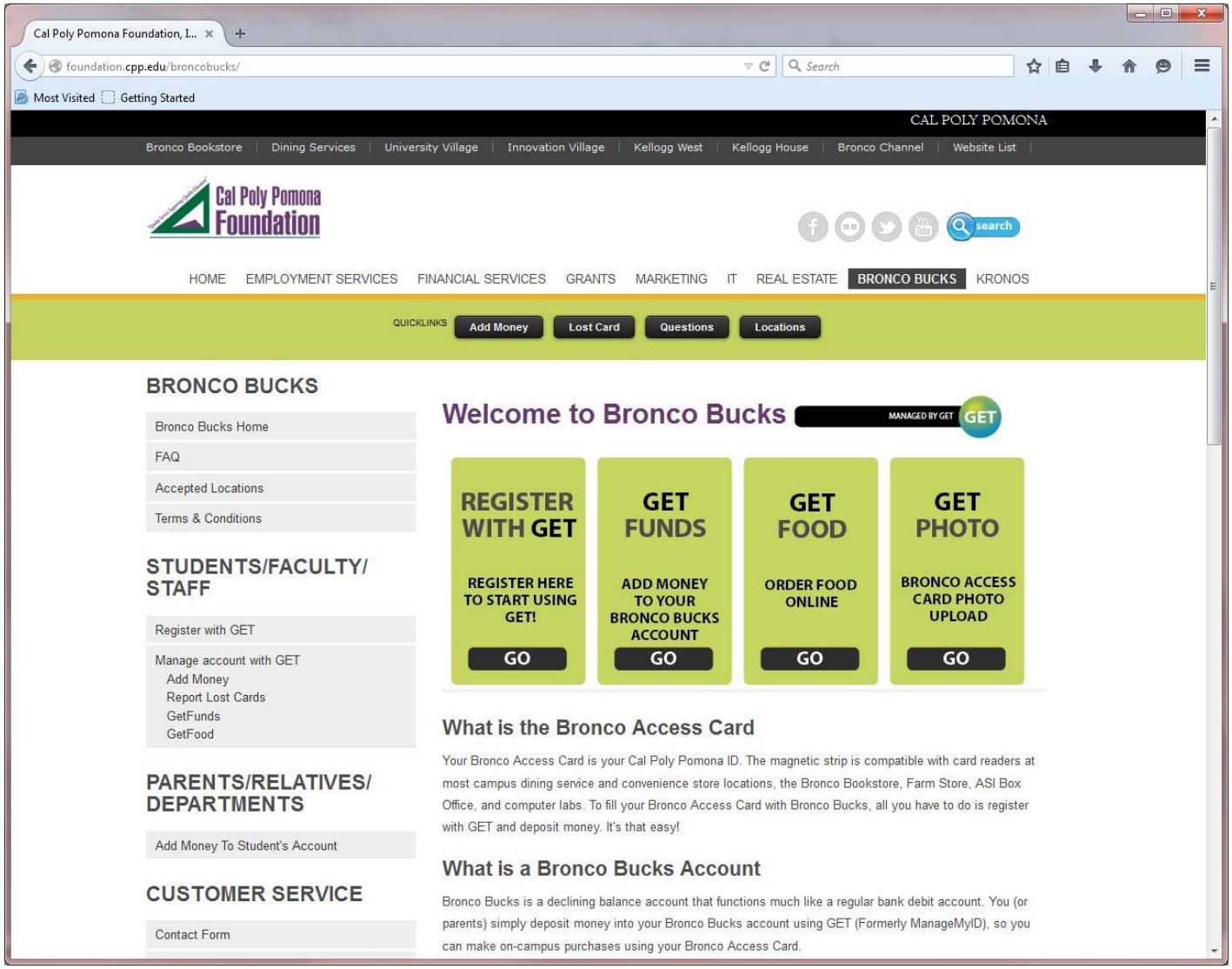

Dining/Hospitality Services

Dining Services

Dining Services

Dining Services

Dining Services

'66 BLONDE

CURRICULUM

Type:	American Blonde Ale
Original Gravity:	1.041
Final Gravity:	1.008
ABV:	4.3%
Bitterness (IBU):	20
Color (SRM):	5

ORIGIN

Route '66 has a majestic heritage in Southern California with some intriguing connections to Innovation Brew Works. Cal Poly Pomona has ties to Uncle Billy Rubottom (Rubottom's Red) running a stage stop that is now known as the Sycamore Inn in Rancho Cucamonga on route 66. The Cal Poly Pomona Foundation was also founded in 1966. So, it comes as no surprise our top selling beer at the brewery is our '66 Blonde Ale.

The history of the Blonde ale finds its ancestors in the centuries old traditions of both pale ale and Kölsch. Its birth was likely a lighter version of the pale ale, which was brewed through the latter half of the 1800's and called a dinner or sparkling ale. Modern Blonde ales are now brewed across the world, from Belgium to Brazil, from France to the US. Each having its own slight variation on the same theme, usually centered on ingredients native to that particular country.

Innovation Brew Works '66 Blonde Ale is an easy-drinking, well-balanced, clean refreshing beer.

STYLE GUIDELINES

Overall Impression: Easy-drinking, approachable, malt- oriented American craft beer, often with interesting fruit, hop, or character malt notes. Well-balanced and clean, is a refreshing pint without aggressive flavors.
Alcohol: Range from 4.2% to 5.6%
Color Note: Light yellow to deep gold in color. Clear to brilliant. Low to medium white head with fair to good retention.
Malt Note: Initial soft malty sweetness, but optionally some light character malt flavor (e.g., bread, toast, biscuit, wheat) can also be present. Caramel flavors typically absent; if present, they are typically low-color caramel notes. Low to medium fruity esters optional, but are welcome.
Hop Note: Light to moderate hop flavor (any variety), but shouldn't be overly aggressive. Medium-low to medium bitterness, but the balance is normally towards the malt or even between malt and hops.

Innovation Brew Works
3650 W. Temple Avenue
Pomona, CA 91768

(909) 979-6197
www.ibrewworks.com

LUTHER HOLT

CURRICULUM

Type:	India Pale Ale
Original Gravity:	1.063
Final Gravity:	1.0098
ABV:	7.1%
Bitterness (IBU):	58
Color (SRM):	6

ORIGIN

The story of India pale ale (IPA) is one of the most intriguing in the history of beer. At the height of its empire, Britain had emigrants, sailors and troops all around the world—with India being one of its most important outposts. All demanded beer, but India itself was too warm for brewing. To meet that need, London brewers who supplied ale learned through experience that the voyage to India could be tough on perishable beers.

American IPA's are often divided into two categories: East Coast and West Coast. But lines are blurring and definitions are changing. The only thing you have to know about the difference is this: the term "West Coast IPA" usually refers to a more aggressively hoppy, sometimes powerfully bitter, flavor profile. If someone hands you a West Coast IPA, expect classic Northwest hop flavors like citrus, pine, florals, and a strong, unapologetic bitterness. There will still be malt to balance it out, but if it's a "West Coast" style, it's the hops time to shine. "East Coast IPAs" are a bit more balanced, with stronger malt component matching the stronger hops component. They'll tend to be hazier, but still have that pleasant bitterness IPAs are known for, but it'll be rounded out—not by "bready" malt but a more balancing, even slightly sweet, clean malt. For our Luther Holt IPA we went with the "West Coast" style.

STYLE GUIDELINES

Overall Impression: A decidedly hoppy and bitter, moderately strong American pale ale, showcasing modern American or New World hop varieties. The balance is hop- forward, with a clean fermentation profile, dryish finish, and clean, supporting malt allowing a creative range of hop character to shine through.
Alcohol: Range from 5.5 to 7.5%.
Color Note: Color ranges from medium gold to light reddish-amber. Should be clear, although unfiltered dry-hopped versions may be a bit hazy. Medium-sized, white to off- white head with good persistence.
Malt Note: Malt flavor should be low to medium-low, and is generally clean and grainy-malty although some light caramel or toasty flavors are acceptable. Low yeast-derived fruitiness is acceptable but not required.
Hop Note: Hop flavor is medium to very high, and should reflect an American or New World hop character, such as citrus, floral, pine, resinous, spicy, tropical fruit, stone fruit, berry, melon, etc. Medium-high to very high hops bitterness. The bitterness and hop flavor may linger into the aftertaste but should not be harsh.

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Dining Services

RUBOTTOM'S RED

CURRICULUM

Type:	American Double Red
Original Gravity:	1.066
Final Gravity:	1.011
ABV:	7.0%
Bitterness (IBU):	52
Color (SRM):	15

ORIGIN

It is difficult to make a case for any of the beer styles labeled "American" being something new or wholly unique. The truth is that most of the styles we brew have roots in the great traditions of Europe: England, Germany, and Belgium. In most cases the thing that Americanizes a style is the ingredients. The American Amber is no different. Its ancestor is the English Pale Ale or Strong Bitter.

There is no way to know whether it was a lack of English ingredients or an overriding need to do things different that drove early American craft brewers to start using American grains and hop varieties (it easily could have been a combination). But whatever the cause, these early interpretations were the first in a style with a very wide ranging, rather blurred and undefined set of characteristics. Another reason for this beer's ambiguous quality is the times in which it got its start. In the Early days of American brewing, it may have been easier for the brewer to classify their beer into color categories; i.e. dark, brown, amber, and pale.

Innovation Brew Works Imperialized Rubottom's Red. We intensified the color and body of the beer. By the way, we also increased the ABV over what you would normally find in traditional Red Ale.

STYLE GUIDELINES

Overall Impression: Complex alcohol flavors may be evident. Fruity-ester flavors are medium. Diacetyl should not be perceived. Body is medium to full. A small amount of chill haze is allowable at cold temperatures. Fruity-ester aroma is medium.
Alcohol: Range from 4.9 to 6.3%.
Color Note: Deep amber to dark copper/reddish brown.
Malt Note: Low to medium biscuit or toasted characters may also be present.
Hop Note: Hop aroma is high, arising from any variety of hops. Medium to medium-high caramel malt character is present. Hop flavor is high and balanced with other beer characters.

INNOVATION BREW WORKS

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Pomona, CA 91768

(909) 979-6197
www.ibrewworks.com

BREWERS ASSOCIATION CERTIFIED INDEPENDENT CRAFT

Brewers Association BEER BREWED HERE

Dining Services

BRONCO: Campus celebrates annual spirit week

Continued from page 1

where DIY stations were set up to personalize CPP shirts, bags, hats and more.

Events later in the week come with incentives like free food and prizes for those in attendance.

Homecoming on Saturday will be the last event of the week and will feature free swag, live musical performances, carnival rides and two baseball games against UC San Diego.

For students who cannot attend all of the events, there are other ways to get involved in the Spirit Week.

If you wear your Cal Poly gear to campus you are eligible to win a free combo at Subway, Qdoba or Round Table Pizza in the BSC sponsored by Foundation Services.

Clubs and organizations can enter to win $500 for earning a certain amount of spirit points toward the group's participation in the week.

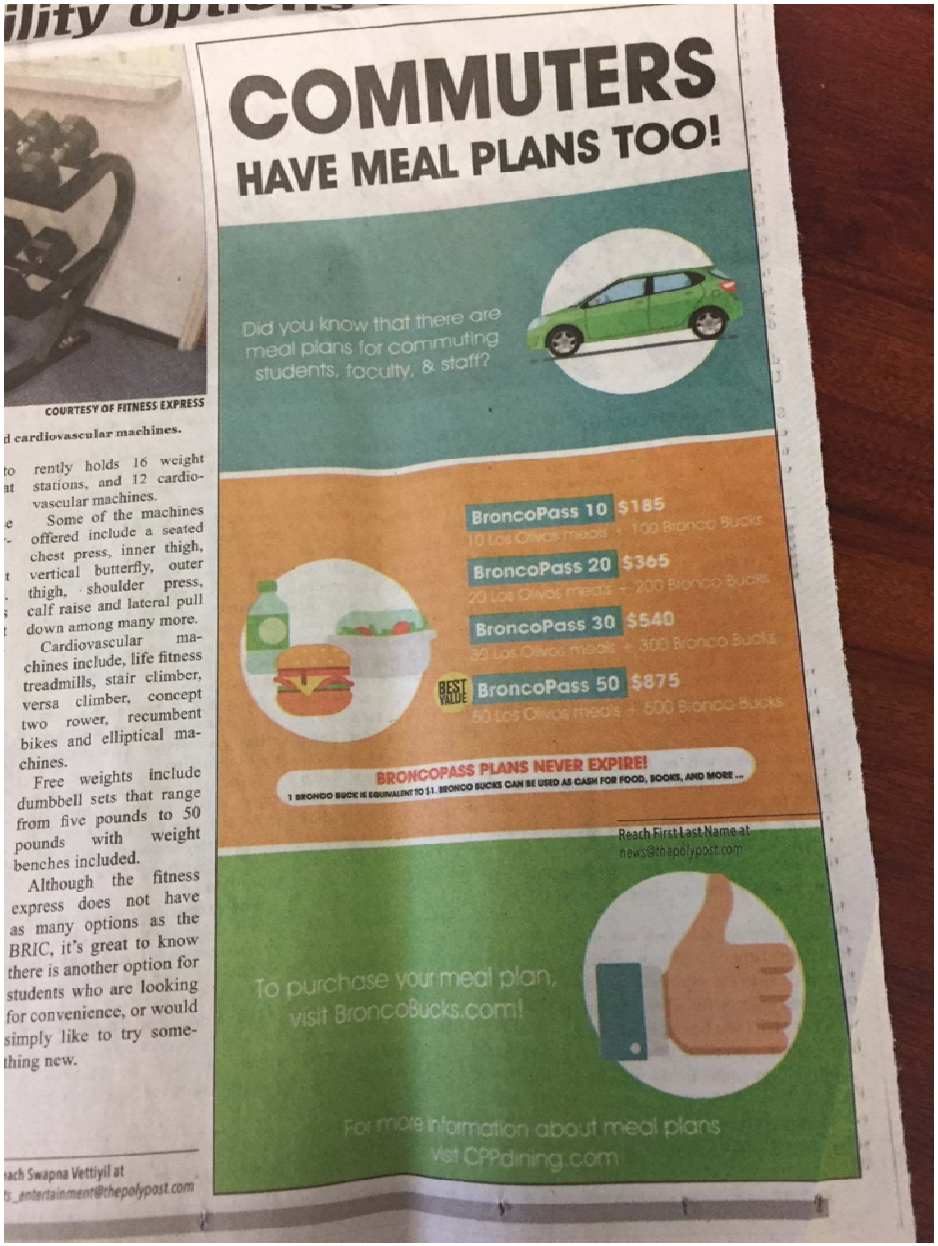
For more information on Spirit Week or to register for Homecoming, visit the university website at http://www.cpp.edu/index.shtml

Reach Chelsea Mazer at news@thepolypost.com

Dining Services

Dining Services

Dining Services



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For more information about meal plans visit CPPdining.com

Dining Services

Our mission is to provide dining options on campus that meet the nutritional needs of students. CPP Dining understands that everyone has different needs and goals, and Eat Well is here to provide a variety of dining options. Whether your goal may be to gain muscle, lose weight, or gain energy, CPP Dining has you covered with delicious and accessible options.

Eat Well Program created four options to guide you on your nutritional journey to success:

1) Gains
2) Low Cal
3) Brain Food
4) Foodie

The Eat Well Program was created by CPP Dining to assist you with making the best selection for your goals. Icons representing specialty options are prominently displayed across all dining units, so choosing the best food for you is fast and easy!

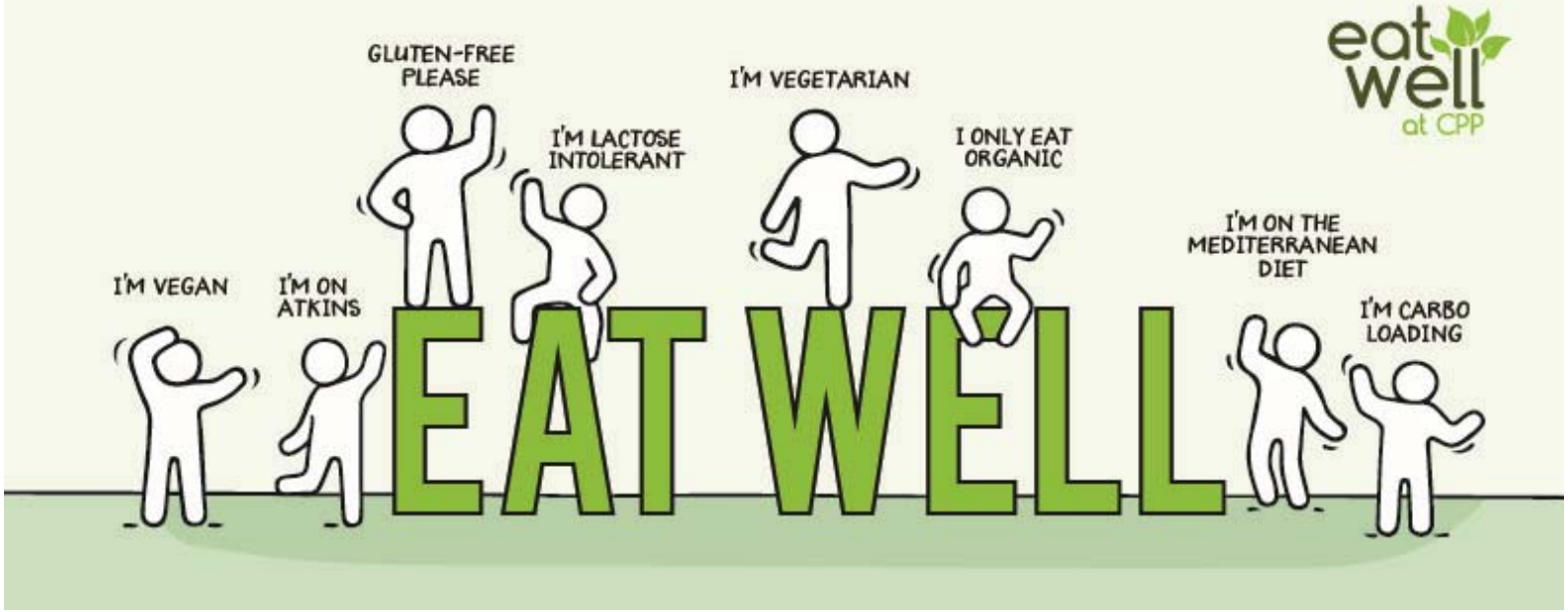
For more tips about eating well on campus, visit CPPDining.com/health

GAINS consists of high protein options with 18 grams or more of protein. This is ideal for athletes, highly active or have insufficient protein in their diet.

LOW CAL includes items that are under 350 calories per serving. A low calorie meal plan is designed to help people slim down fast and still feel satisfied.

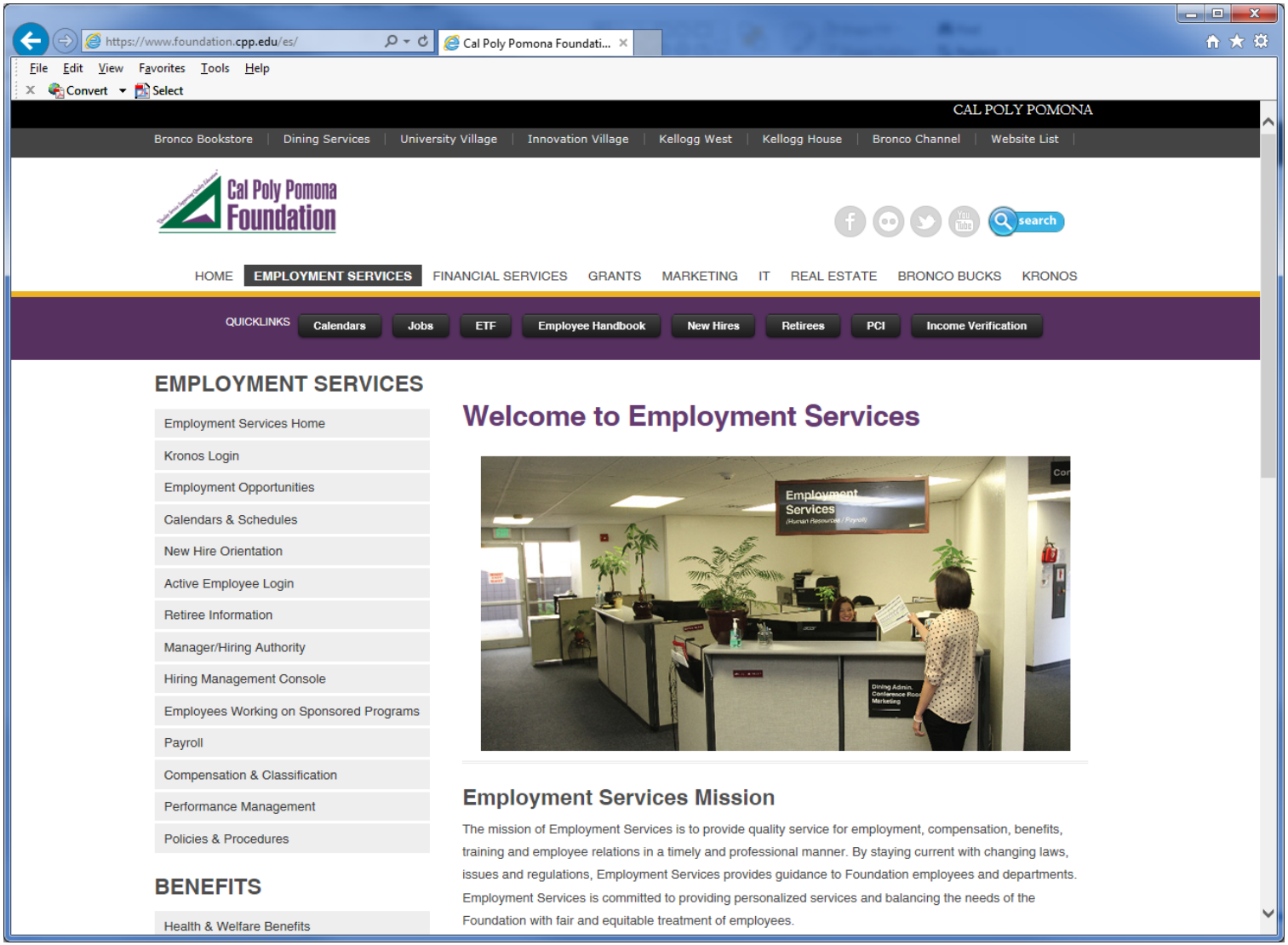
BRAIN FOOD is the ultimate source of antioxidants and healthy fats that can be beneficial to anyone who needs an extra energy boost.

FOODIE is the 'no off-limits' foods that are perfect for those who are not under any specific diet plan and are looking to enjoy guilty pleasure foods in moderation.



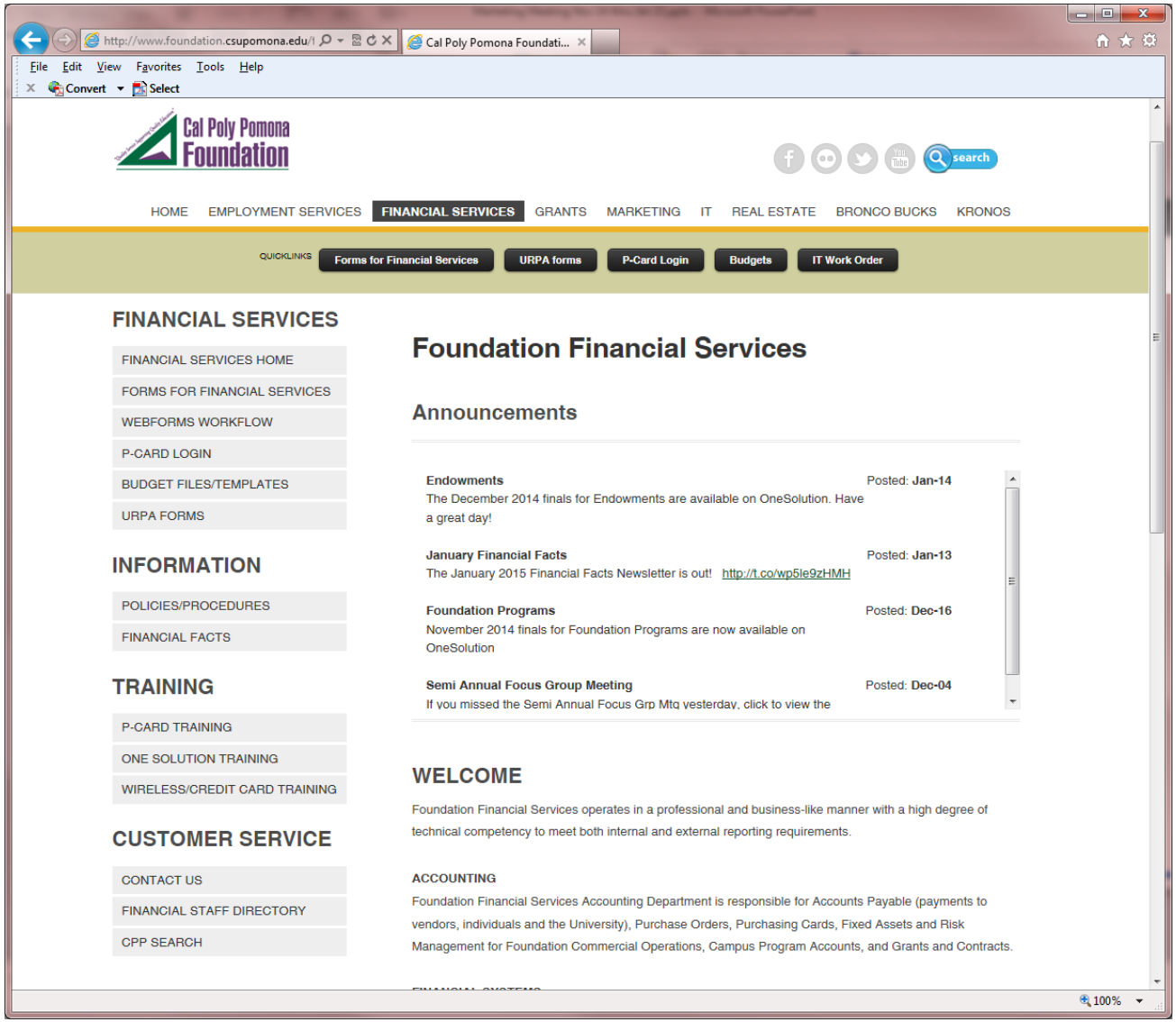
Employment Services

Employment Services



Financial Services

Financial Services



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Los Olivos Chef Wins Pastry Chef of the Year Award

POSTED ON FEBRUARY 19, 2018

Chef Fionna Espana, in the Los Olivos kitchen, with her medal for being named Pastry Chef of the year by the Chef de Cuisine Association and some of the dining hall's desserts.

Fionna Espana, the morning lead chef at Los Olivos, has been named 2017 Pastry Chef of the Year presented by the American Culinary Federation (ACF) Chefs De Cuisine Association of California, Los Angeles chapter.

The competition included chefs with over 30 years of experience in the culinary industry. Criteria for the award includes being a well-rounded chef, from pastry to main courses, and using those skills to benefit the community. Espana's volunteer work ranges from helping young chefs land jobs in kitchens in her role as student president for ACF California to baking 100 pies on Thanksgiving for community events and volunteering her skills for Veteran's Day events.

At Cal Poly Pomona, Espana organizes the Los Olivos kitchen as the day begins. She assists chefs with recipes, makes needed specials for events or the vegan station, and works with the sous chef planning menus and creating recipes for special events and seasonal food items from the university's farm. She is also part of the team working on implementing a culinary certification process, through ACF, which will give Cal Poly Pomona students another option to obtain necessary credentials.

During the academic year, Los Olivos serves about 600 students at lunch and 700 at dinner each day. To feed them, the kitchen prepares two to three main line options, multiple pizzas, sides, about 12 dozen mixed cookies, four 10-inch cakes and six to eight pies.

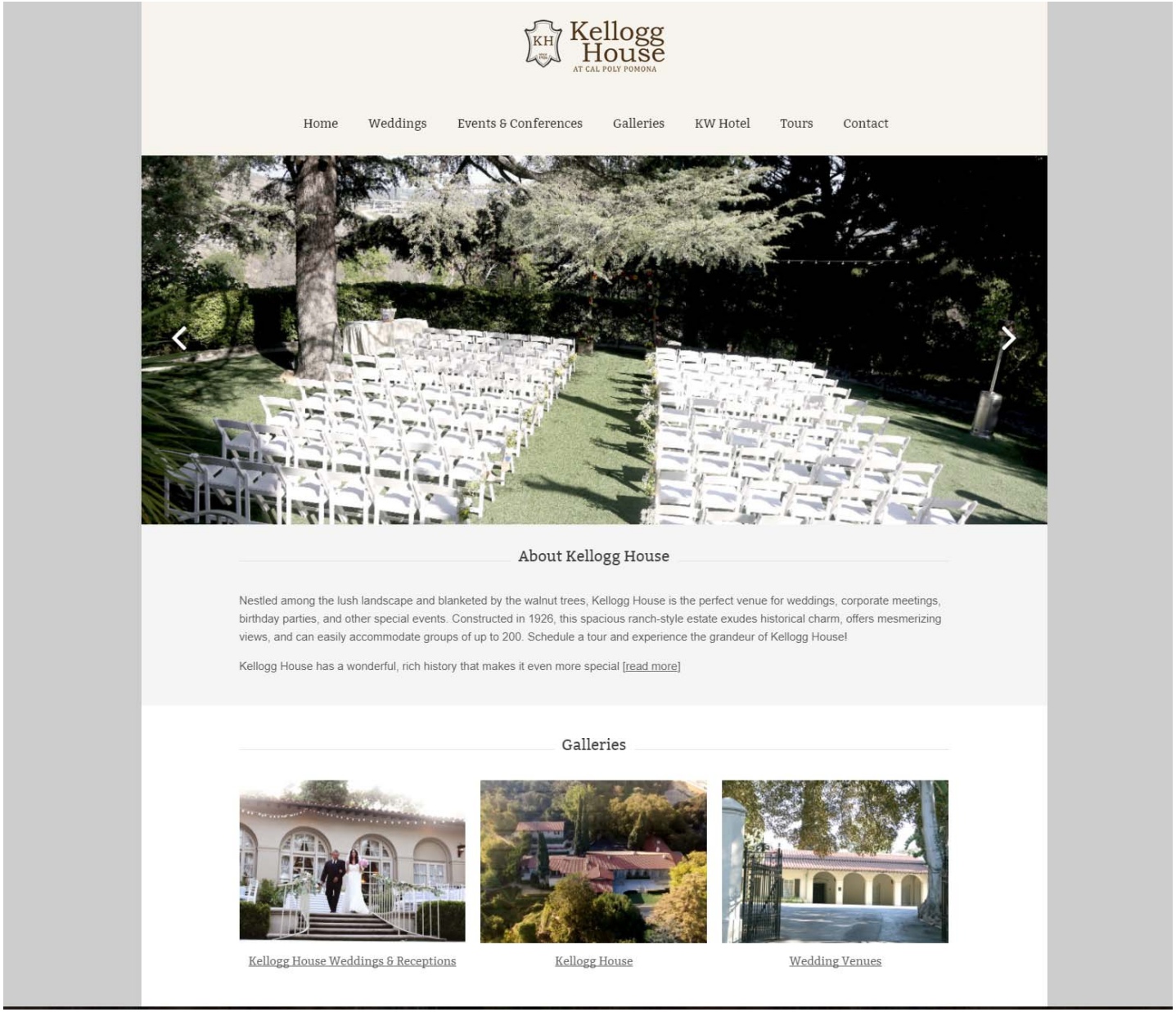
TAGS

2017 Pastry Chef of the Year, American Culinary Federation, Cal Poly Pomona dining, Cal Poly Pomona Foundation, cheesecake, chef, Chef de Cuisine, competition, culinary, Fionna Espana, Los Olivos, Los Olivos Dining Hall, pumpkin cheesecake

Foundation Marketing

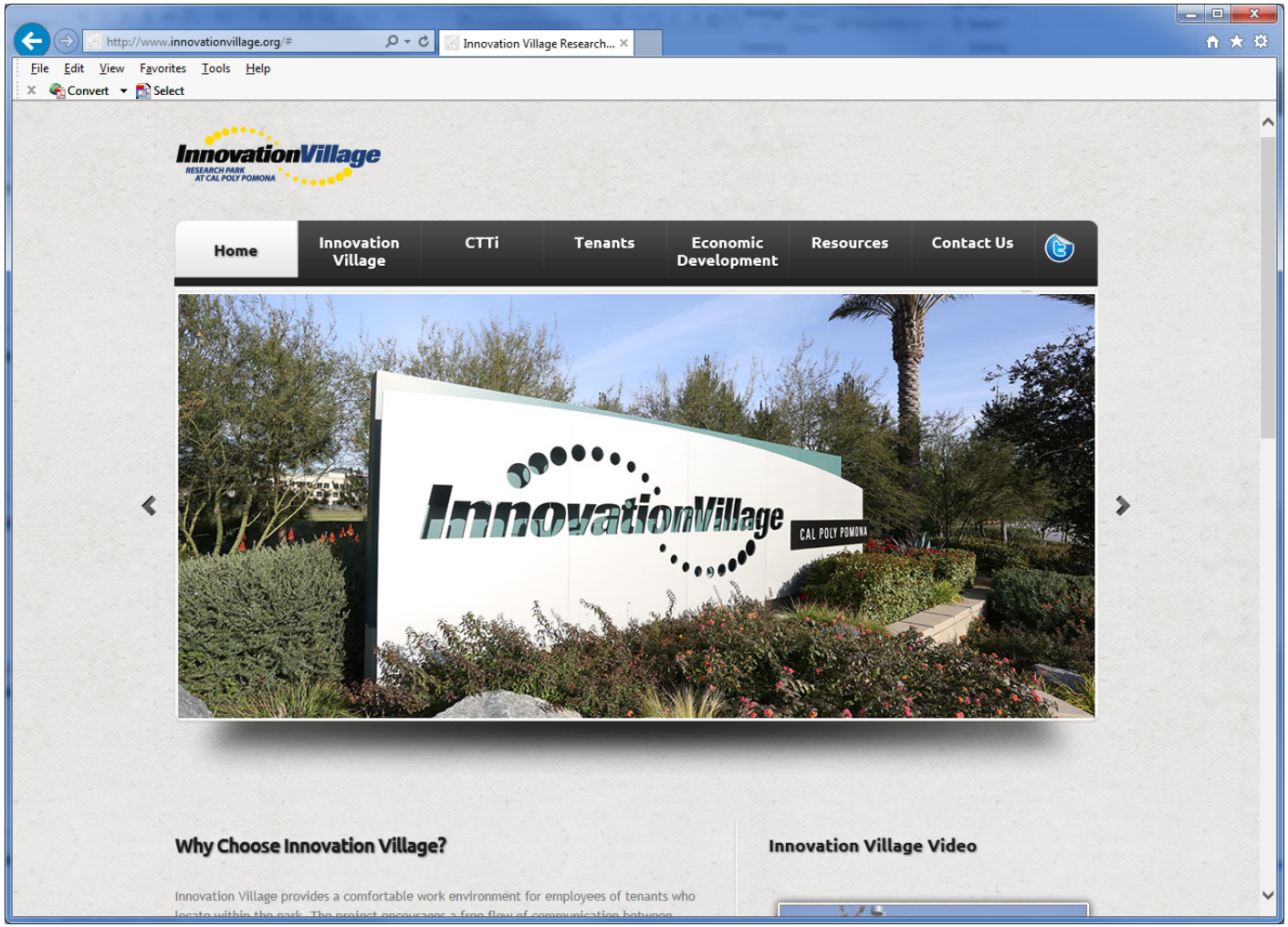
Kellogg West and Kellogg House

Kellogg West/Kellogg House



Real Estate

Real Estate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