

LEARN BY DOING

EMPOWERED AND MEASURED

EXECUTIVE REPORT ON

THE POWER OF
DOING

The Campaign for
Learn by Doing

IMPACT SUMMARY FROM
JULY 1, 2012
TO
JUNE 30, 2020



CAL POLY



A MESSAGE FROM PRESIDENT JEFFREY D. ARMSTRONG

Every day, we are inspired by the collective compassion and generosity of the Cal Poly community. Because of you — our dedicated alumni, donors, families and friends — The Power of Doing: The Campaign for Learn by Doing achieved the phenomenal results summarized in this report. Your commitment to our students, faculty and staff empowers them to learn and lead in ways that will impact California and the world for generations to come. Thank you for celebrating our Learn by Doing legacy and shaping the future of Cal Poly.

Jeffrey D. Armstrong

THE POWER OF
DOING

The Campaign for
Learn by Doing

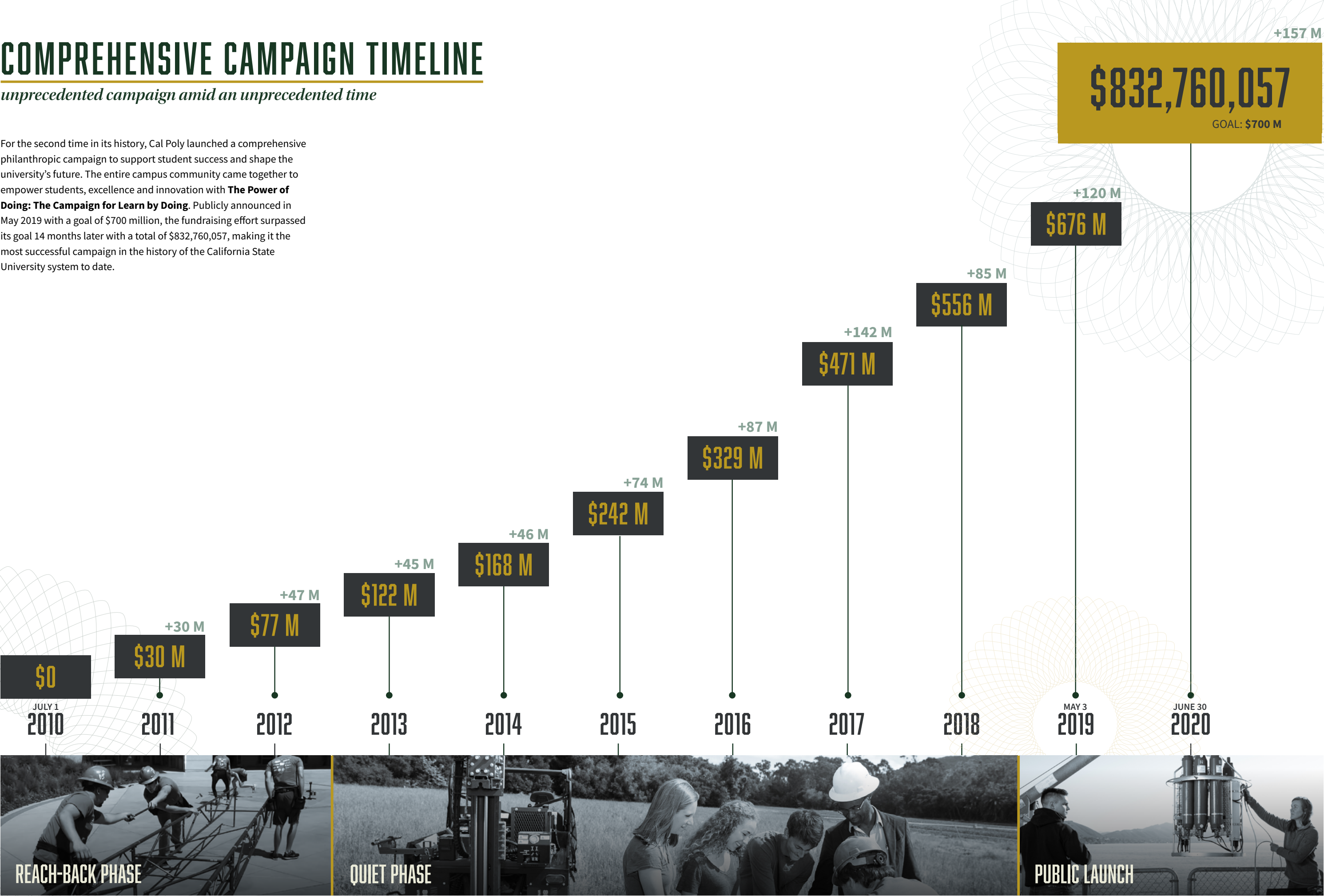
MOST SUCCESSFUL
CAPITAL CAMPAIGN IN CSU HISTORY

PHOTO ON COVER: Kinesiology and health science student Stephanie Gomez-Rubalcava removes a frozen DNA sample as part of her work at Cal Poly's Center for Health Research conducting clinical studies on gestational diabetes with research faculty advisor and kinesiology and public health professor Suzanne Phelan. Gomez-Rubalcava was a first-generation college student, Frost Research Fellow who graduated from Cal Poly in 2018 and entered a masters program at USC. Photo taken in 2018 by then second-year photography student Molly Morris.

COMPREHENSIVE CAMPAIGN TIMELINE

unprecedented campaign amid an unprecedented time

For the second time in its history, Cal Poly launched a comprehensive philanthropic campaign to support student success and shape the university's future. The entire campus community came together to empower students, excellence and innovation with **The Power of Doing: The Campaign for Learn by Doing**. Publicly announced in May 2019 with a goal of \$700 million, the fundraising effort surpassed its goal 14 months later with a total of \$832,760,057, making it the most successful campaign in the history of the California State University system to date.

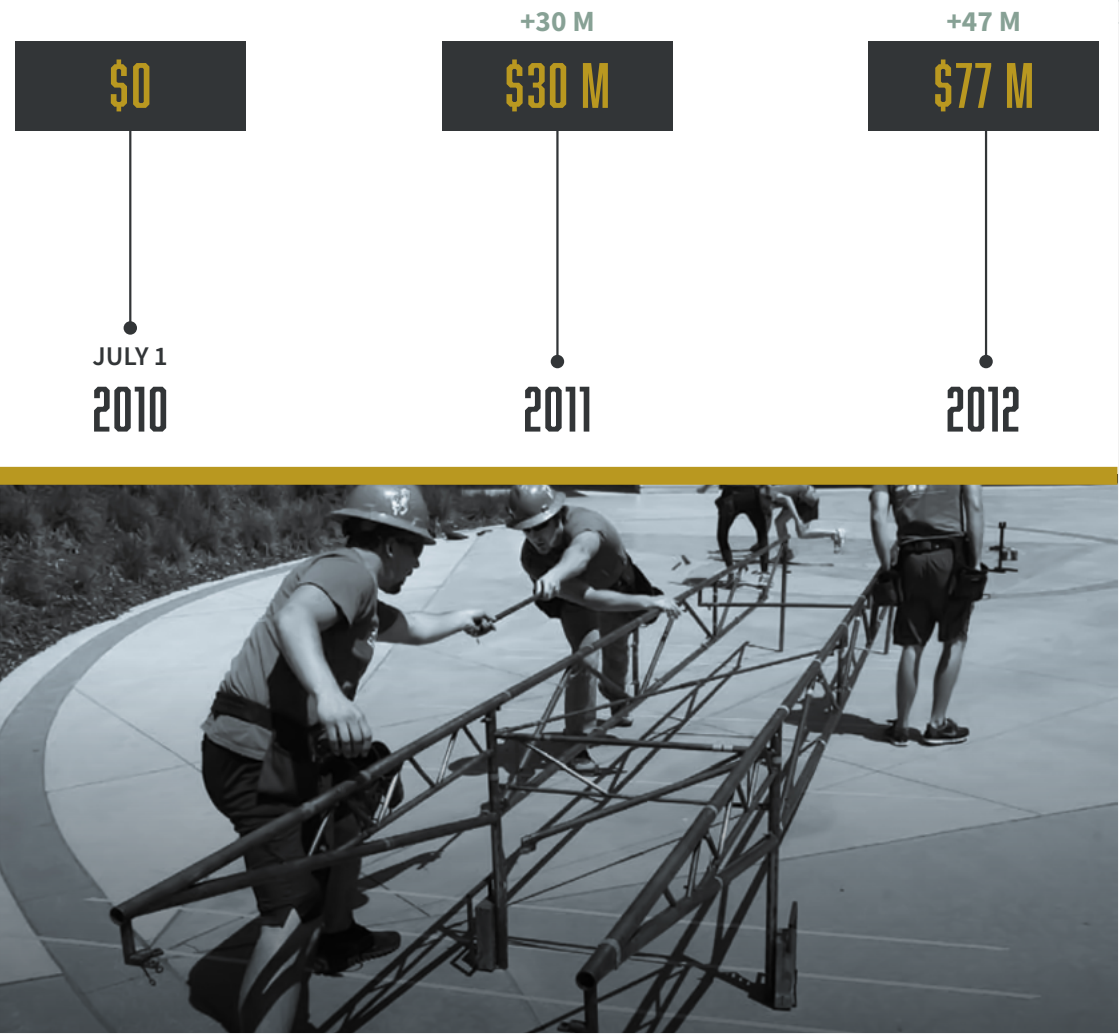


DETAILED TIMELINES

the campaign in three phases

I. REACH-BACK PHASE

This preliminary phase included early reach-back gifts committed before the campaign's official start, but were included due to a donor's intent to contribute to the approaching fundraising effort.

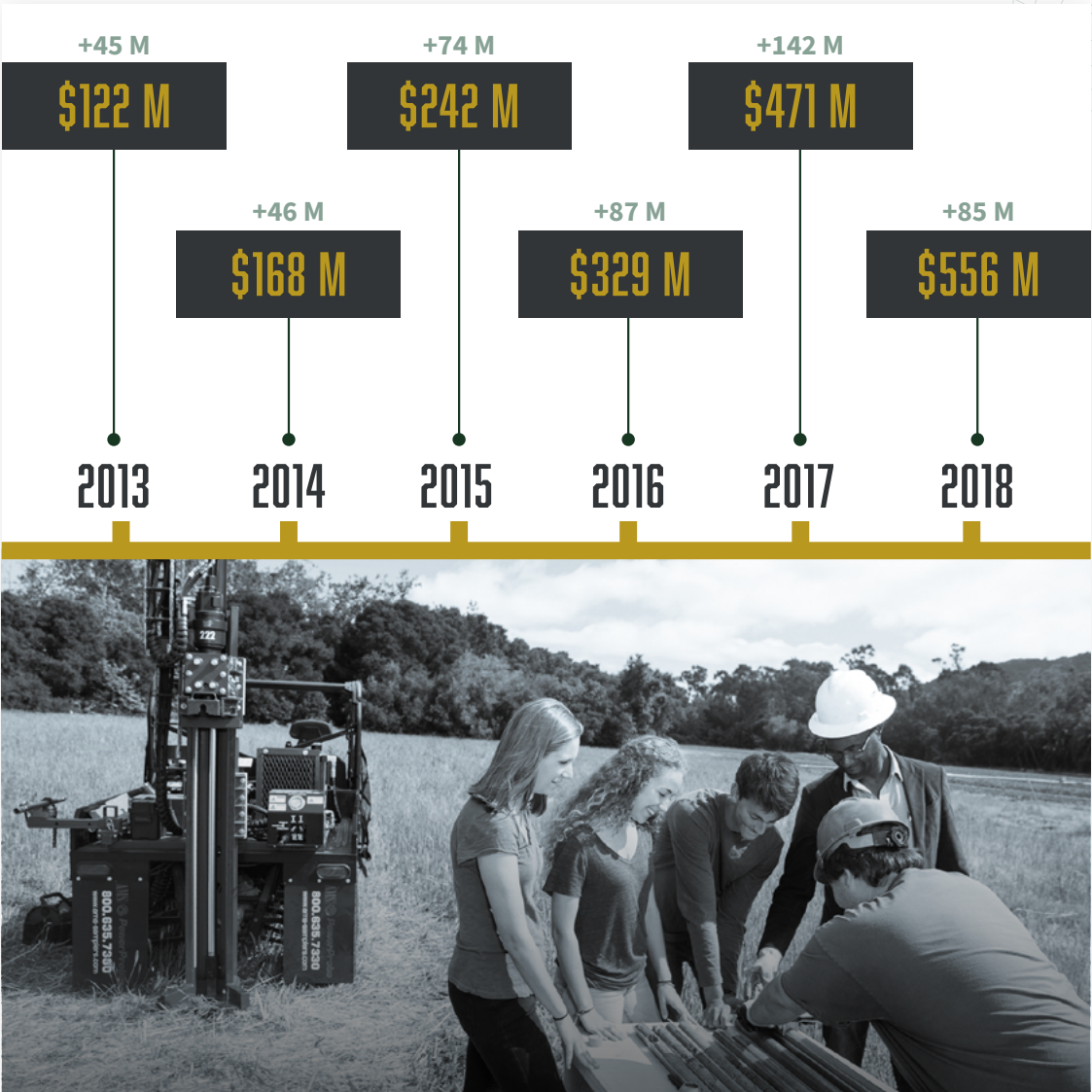


DETAILED TIMELINES

the campaign in three phases

II. QUIET PHASE

This foundational phase served to garner fundraising traction from known major supporters, leading into substantial momentum moving to the public launch.

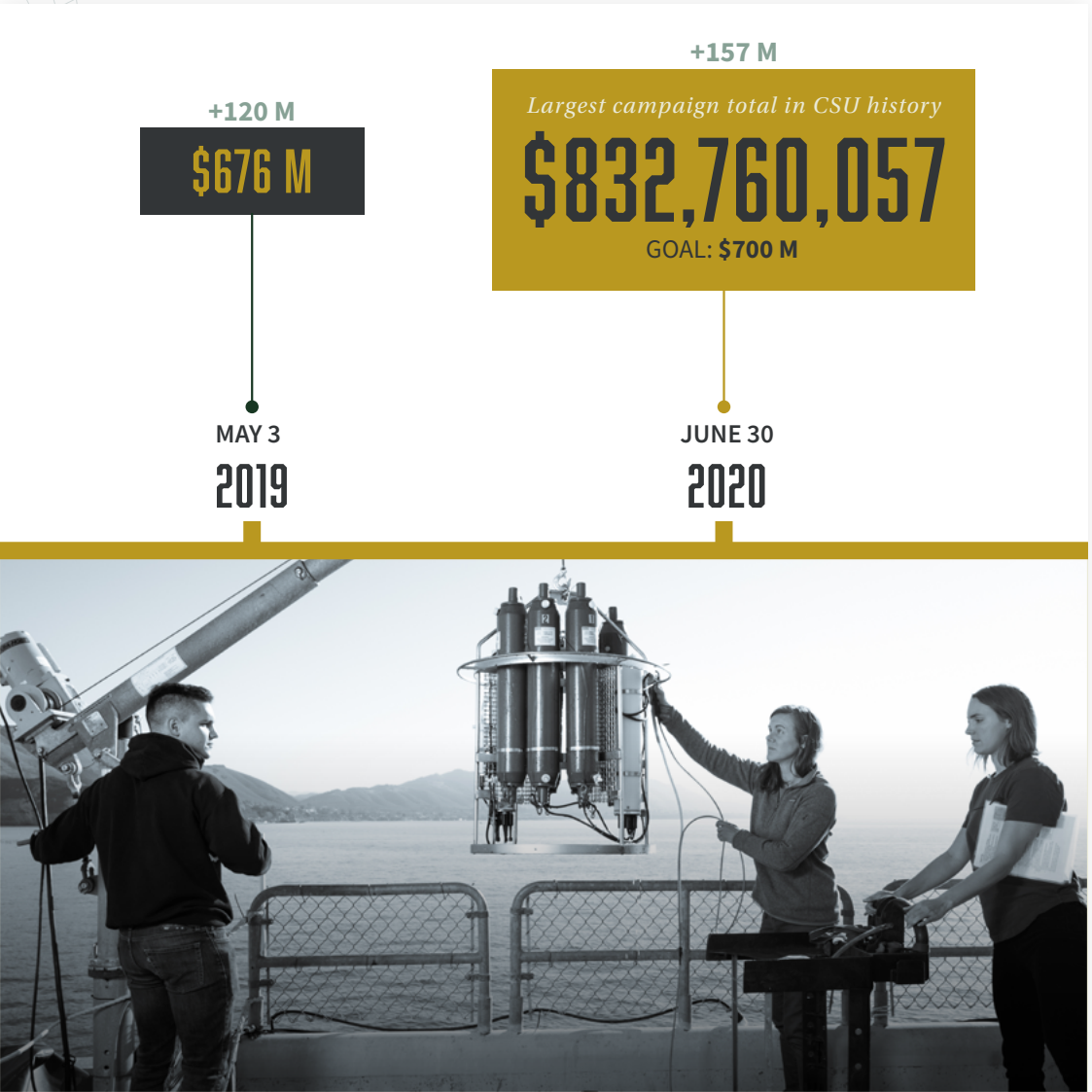


DETAILED TIMELINES

the campaign in three phases

III. PUBLIC LAUNCH

Launched with a ceremonial campaign kickoff event on May 3, 2019, this public phase broadened the outreach to all constituents and set a campaign fundraising goal amount.



IMPACT SUMMARY

of a historic campaign

In May 2017, William and Linda Frost announced their historic \$110 million gift to Cal Poly, the largest in CSU history. On far right is Phil Bailey, dean emeritus of Cal Poly's College of Science and Mathematics and director of the Frost Fund.



CAMPAIGN *Total* **\$832,760,057**
CAMPAIGN *Goal* **\$700,000,000**
CAMPAIGN *%* **119% of goal**

125
DONORS GAVE
\$1 MILLION OR MORE

17
GIFTS OF
\$5 MILLION OR MORE

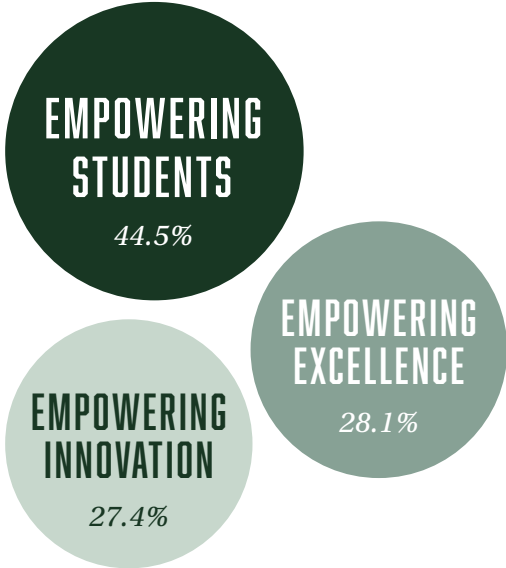
CAMPAIGN OVERVIEW
The Power of Doing campaign focused on shaping Cal Poly's future while honoring its Learn by Doing legacy. With three core fundraising pillars — Empowering Students, Empowering Excellence and Empowering Innovation — The Power of Doing supported the immediate needs of the university and established a foundation for its continued success.

From July 1, 2012, through June 30, 2020, The Power of Doing campaign coalesced the generosity of the Cal Poly community and its fundraising priorities — working to provide opportunities to collaborate across campus and produce meaningful results for the entire university. Because of Cal Poly's dedicated donors and passionate volunteers, the campaign generated funds to sustain a wide array of scholarships, fellowships, programs, projects, facilities and more. This extraordinary support empowers Cal Poly students to develop as leaders and make an impact as the next generation of professionals in industries throughout California — and beyond.

THE POWER OF DOING

by the numbers*

THREE CRITICAL PILLARS



CAMPUSWIDE GIVING TOTALS

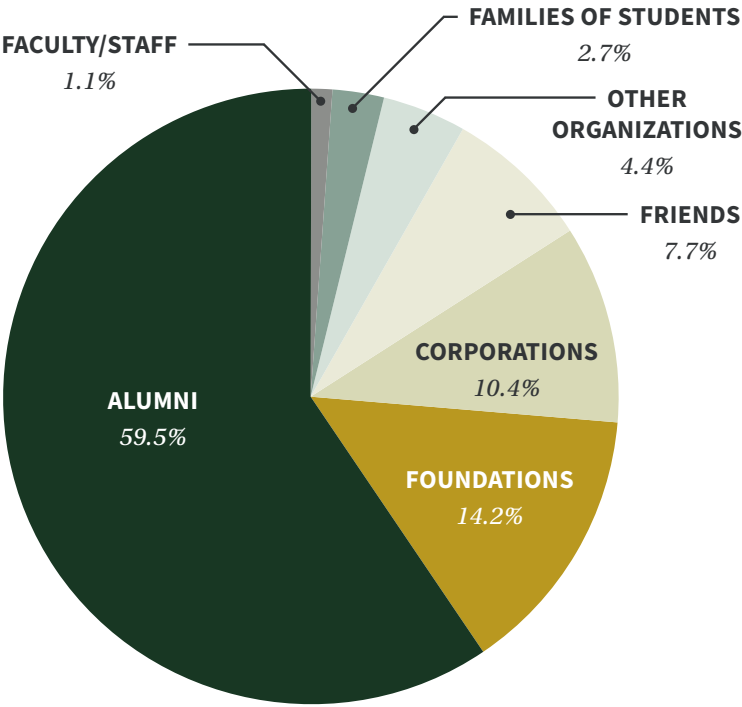
SECTORS	AMOUNT
Athletics	\$55,060,789
College of Agriculture, Food and Environmental Sciences	\$194,906,244
College of Architecture and Environmental Design	\$21,509,299
College of Engineering	\$143,442,316
College of Liberal Arts	\$24,474,160
College of Science and Mathematics	\$174,681,039
Library Services	\$3,734,461
Orfalea College of Business	\$33,695,932
Student Affairs	\$13,132,461
University Advancement	\$4,602,628
Universitywide	\$163,520,728

*July 1, 2012 - June 30, 2020 totals as reported on September 8, 2020

\$832,760,057
TOTAL RAISED

GIFT TYPES	PERCENTAGE
Planned Gifts	49%
New Gifts	32%
New Pledges	19%

TOTAL RAISED
BY DONOR TYPE



73,553 DONORS
made 184,400 unique gifts

MAJOR GIFTS

and lead donors



A cheering audience of students, faculty, staff, administrators and VIPs pack the Performing Arts Center on May 3, 2017, for the announcement of William and Linda Frost's historic gift of \$110 million to Cal Poly. President Jeffrey D. Armstrong (at podium) and Phil Bailey (right, on upper stage) look on as Cal Poly students unveil signage with the gift's dollar amount.

POWERING LEARN BY DOING FORWARD

how transformative giving shapes Cal Poly's future

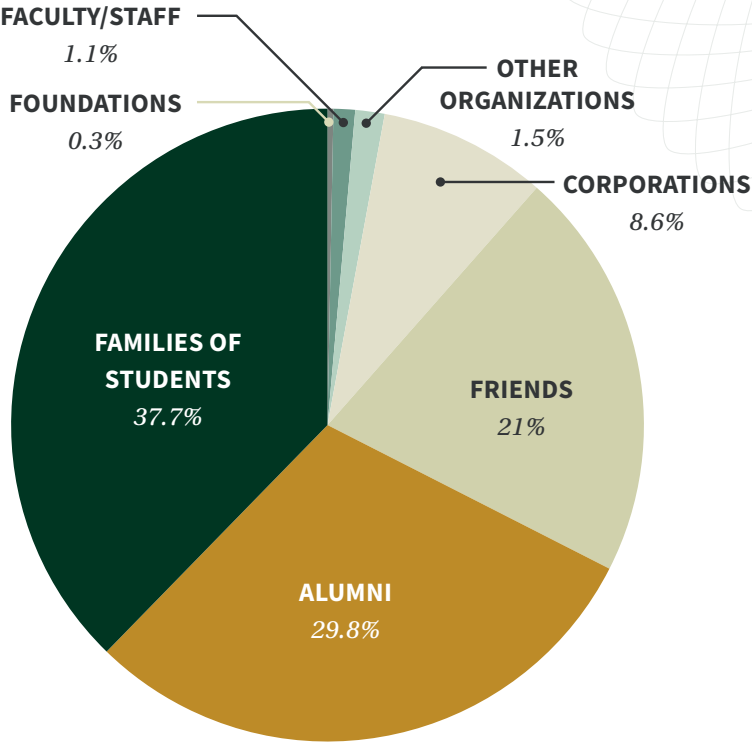
MAJOR GIFT OVERVIEW

Major gifts were the driving force behind The Power of Doing's historic success. These gifts enhance and expand Cal Poly's established reputation for excellence and allow the university to adapt and evolve as the world we live in changes. They have the power to transform programs and enrich the educational experiences of students across campus. Major gifts to The Power of Doing include outright gifts, pledge commitments and planned gifts of \$25,000 or more. Whether they fund a scholarship endowment, campus renovations, or new programs and areas of studies, major gifts help to ensure that Cal Poly students have an opportunity to thrive.

THE POWER OF DONORS

collective impact by group

DONORS *by Type*



DONOR OVERVIEW

Donors are among the most dedicated supporters and champions of Cal Poly, helping the university achieve its mission to foster teaching, scholarship and service in a Learn by Doing environment in which students and faculty are partners in discovery. Whether they are alumni, parents, faculty, staff, community members or friends, Cal Poly donors assure the future of a Learn by Doing education, believing that at its core, this ethos provides graduates with the tools they need to be successful day one, wherever their paths may take them. Every donor's story is as unique as the reason they chose to support Cal Poly, and all donations — big and small — have the power to make a difference in the lives of students.

73,553
DONORS

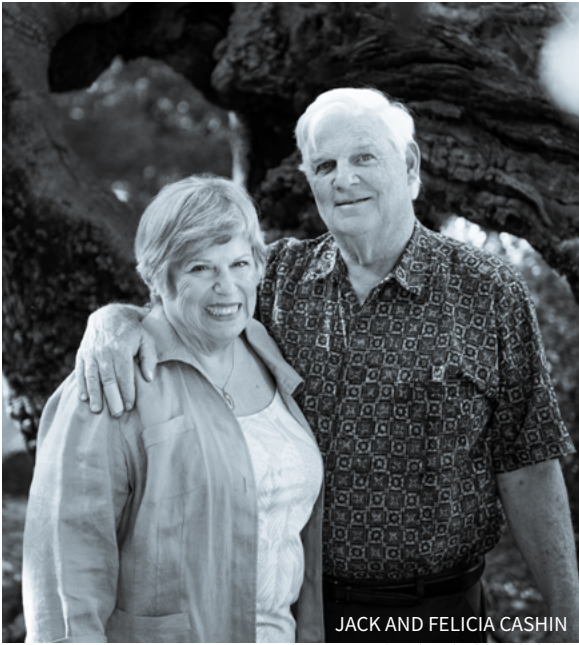
184,400
UNIQUE GIFTS

MAJOR GIFTS

and lead donors

LEAD DONOR OVERVIEW

Cal Poly’s philanthropic community is comprised of thousands of thoughtful donors, each with their own story and connection to the university. They are trailblazers in industries and communities throughout the world — and they are dedicated members of the Cal Poly family. Leading this community is a group of donors whose personal commitments were foundational to the campaign’s success and ensure a bright future for the university. They are fueled by their connection to Cal Poly, their steadfast belief in Learn by Doing, and their passion for making a difference in the lives of students. We are proud and honored to celebrate the success of The Power of Doing alongside this dynamic group of generous supporters and friends.



GIVING TRENDS

donor profiles and behavior

His Excellency Abdul Aziz Al Ghurair (Industrial Engineering, '77) giving his acceptance speech for the Cal Poly Alumni Excellence Award at the 2017 Honored Alumni Awards ceremony.



OVERVIEW OF DONOR TRENDS

A total of 73,553 unique donors contributed to The Power of Doing. The collective generosity of the Cal Poly community helped The Power of Doing become the largest comprehensive campaign in California State University history to date. Over the course of the campaign, we saw an increase in larger, transformational gifts and in the number of gifts a donor gave in any one year. Directly supporting students became a focused effort for many, and nearly \$145,000,000 went to student scholarships and other student-related programs and initiatives.

GIFT BANDS

Breakdown by gift levels

LEVEL	COMMITMENT VALUE	# OF GIFTS AT THESE LEVELS*
\$5M+	\$406,451,418	17
\$1M – \$4,999,999	\$200,233,047	108
\$100K – \$999,999	\$115,364,555	467
\$25K – \$99,999	\$43,147,490	1,020
\$1K – \$24,999	\$51,630,174	13,818
\$1 – \$999	\$15,933,373	106,936

*If a donor made multiple gifts to a college in one fiscal year, they are counted as one gift.

DONOR SOURCES

\$832,760,057 RAISED
73,553 TOTAL DONORS

FROM ALUMNI
\$495,872,874
21,927 total Alumni donors

FROM FOUNDATIONS
\$118,424,914
230 total Foundation donors

FROM FRIENDS
\$63,735,414
15,471 total Friends donors

FROM CORPORATIONS
\$86,510,890
6,312 total Corporate donors

FROM FAMILIES OF STUDENTS
\$22,851,375
27,677 total Families of Students donors

FROM FACULTY AND STAFF
\$8,771,585
816 total Faculty and Staff donors

FROM OTHER ORGANIZATIONS
\$36,593,005
1,120 total Other Organization donors

GIVING TRENDS

donor profiles and behavior



OVERVIEW OF DONOR SOURCES AND PROSPECTS

The Power of Doing began with the goal to celebrate Learn by Doing, support student success and shape the future of Cal Poly. It’s a goal shared by those who recognize the benefit of a Cal Poly education and the difference our students, faculty and alumni make in industries and communities throughout California and the world. To achieve it, we needed to maintain strong connections with existing supporters while cultivating new relationships with the next wave of Cal Poly donors. With an incredible community of loyal friends, corporate partners, families of students, faculty, staff and more than 200,000 alumni, the results were record-breaking — and the impact will be felt for years to come. From young alumni making their very first gift to those whose legacy will shine through a planned gift to support the university, the Cal Poly community has shown the power of their collective generosity.

Photo taken in August 2019 of Cal Poly forestry students measuring tree specimens at Swanton Pacific Ranch, which was donated to Cal Poly as a planned gift by alumnus Al Smith (Crop Science, '44, Agricultural Education, '56) in 1993. On Aug. 19–20, 2020, fire destroyed much of the ranch and its structures. Relief efforts are underway for future growth through the Swanton Pacific Ranch Recovery Fund.

OVERVIEW OF PLANNED GIFTS

Cal Poly’s Learn by Doing legacy will continue to thrive for generations — and will honor those whose thoughtful planned gifts help safeguard this tradition of excellence well into the future. Planned gifts provide the university with the vital resources to strengthen programs, support student scholars and maintain a vibrant campus for years to come. Planned gifts are commitments arranged through a donor’s financial or estate plan and can be fulfilled during one’s life or upon their death, in accordance with the donor’s preference. Types of planned gifts can include appreciated securities, charitable remainder trusts and gifts of real estate. At Cal Poly, it is most common for individuals to include the university in their will or living trust, known as a charitable bequest. Bequests represented nearly 50% of all funds raised during The Power of Doing campaign. The university has benefitted from the generosity of those who have made planned gifts, and the Cal Poly community is grateful for our committed supporters and friends.



plannedgiving.calpoly.edu

PLANNED GIVING
DONOR SOURCES

\$404,062,306
RAISED IN PLANNED GIFTS

269
TOTAL DONORS

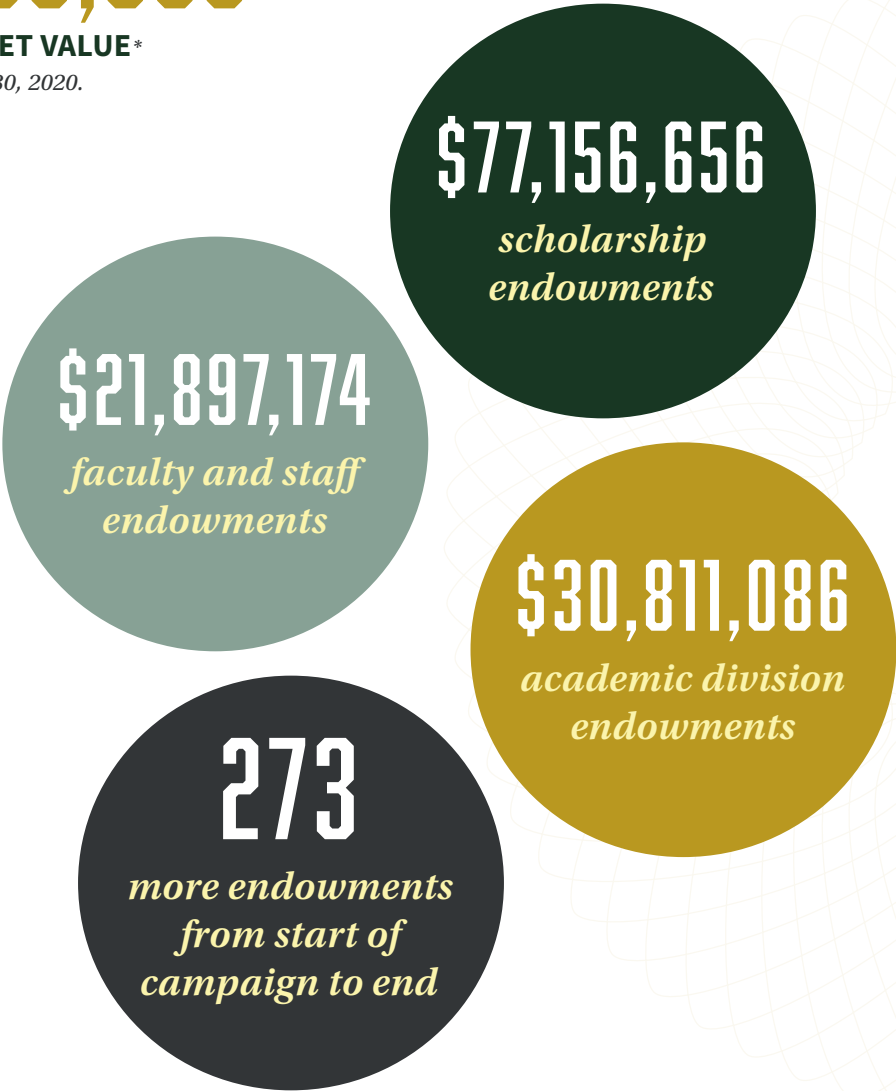
265
TOTAL GIFTS

48.5%
OF CAMPAIGN DOLLARS RAISED

CAMPAIGN
ENDOWMENT GROWTH

before the campaign
\$126,000,000
TOTAL MARKET VALUE

after the campaign
\$223,000,000
TOTAL MARKET VALUE*
**As of June 30, 2020.*



THE IMPACT OF PLANNED GIVING

Stories of Empowering Impact / Stu and Jan Bartleson's Lasting Legacy



450 Acres of Learn by Doing

President Jeffrey D. Armstrong, Jan Bartleson, Stu Bartleson and Dean Andy Thulin at the signing ceremony at Bartleson Ranch.

In 2015, a Central Coast couple gave one of the largest private land gifts in Cal Poly’s history. Stu and Jan Bartleson, who had been developing land for housing and commercial real estate in the local area for decades, committed their 450-acre avocado and lemon ranch in southern San Luis Obispo County to Cal Poly’s College of Agriculture, Food and Environmental Sciences that summer.

The Bartlesons’ gift was valued at \$11.3 million and expanded the university’s agricultural land holdings to more than 10,000 acres. Cal Poly holds 6,000 acres adjacent to the San Luis Obispo campus, as well as the 3,200-acre Swanton Pacific Ranch and 600-acre Valencia property in Santa Cruz County.

The new property added a combined 235 acres to Cal Poly’s previous 11 acres of lemon trees and 15 acres of avocado trees. College of Agriculture, Food and Environmental Sciences Dean Andy Thulin noted that the working ranch will provide ample Learn by Doing opportunities for future generations of students.

“The Bartlesons’ generosity will enable longer-term research projects, provide numerous internship opportunities for students, and facilitate income-producing industry partnerships for the college,” said Thulin.

“It’s exciting to think about this being kept as ag land and carrying our name in perpetuity,” Stu Bartleson said at the time. “I’m also excited

“*It’s very important to him that it stay the way it is, and the right place to donate it to is Cal Poly.*”

~Jan Bartleson,
about her late husband, Stu Bartleson

to think that the ranch will help prepare today’s students to become tomorrow’s ag industry leaders.” Sadly, Stu passed away in 2016 at the age of 94.

The Bartlesons were known for their philanthropic efforts throughout the Central Coast, supporting youth, senior citizen and animal welfare causes, among others. The couple was honored in 2011 for their work by Celebrate Philanthropy, a local nonprofit organization.

“It just makes Stu feel so good that the avocados and lemons will be able to continue on,” Jan Bartleson said at the time. “It’s very important to him that it stay the way it is, and the right place to donate it to is Cal Poly.”

VOLUNTEERS AND FRIENDS

time and talents are valued

Volunteers donate their time, talent and enthusiasm to mentor, support and advocate for Cal Poly students. They are the lifeblood of many successful alumni chapters, advisory boards, special events and other engagement opportunities. Fiscal year 2020 (FY20) volunteer interest has never been greater.

1,387
Alumni
Volunteers

129
Cal Poly Alumni
Association Volunteers

1,258
Advisory Board
Volunteers



Erica A. Stewart (Home Economics, '97), Cal Poly Alumni Association President, 2018-20.

LEARN BY DOING SPACES

donor support for facilities, labs and equipment



Cal Poly partnered with San Luis Obispo-based sponsor REC Solar (founded by Cal Poly graduates) to design, construct and maintain Cal Poly's first solar farm, the university's inaugural major energy project after setting a goal of climate neutrality in the Cal Poly Climate Action Plan of 2016. A solar engineering and microgrid laboratory was built for students and faculty to conduct experiments with solar technology in a hands-on environment and provide performance data for metrics and research. Additionally, Cal Poly's animal science program uses the site to research vegetation management practices for utility-scale solar farms by grazing the site with its sheep herd.

LEARN BY DOING SPACES

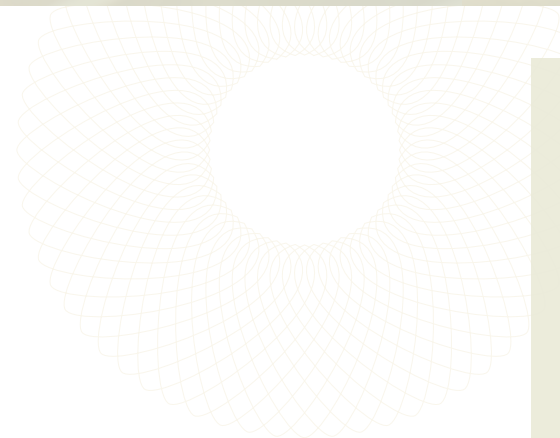
donor support for facilities, labs and equipment



Andy Thulin, dean of the College of Agriculture, Food and Environmental Sciences, with donor Jerry Lohr at the site of the JUSTIN and J.LOHR Center for Wine and Viticulture on the Cal Poly campus. See below for additional information on the facility project.

OVERVIEW OF DONOR-SUPPORTED FACILITIES, LABS AND EQUIPMENT

From modernizing existing spaces to better suit the growing technological and social needs of students to designing new, state-of-the-art facilities with sustainability and creativity in mind, donor-supported capital projects have transformed Cal Poly's campus. The Power of Doing campaign galvanized support for improving classrooms, labs and resources — ushering in a new era of Learn by Doing for students and faculty. With access to cutting-edge equipment and facilities and the opportunity to learn from world-class faculty and industry-leading professionals, Cal Poly students develop the critical skills needed to enter the workforce ready to lead. The dedicated commitment of visionary donors helps ensure the spaces where students learn, work and play matches the quality of their educational experience and the university's nationally recognized programs.



JUSTIN AND J.LOHR CENTER FOR WINE AND VITICULTURE

Construction for this donor-supported project began in March 2019. When completed in spring 2021, the facility will include a fully operational winery, meeting hall, and viticulture/enology/sensory labs. It will also be connected to a wastewater system capable of treating water for irrigation and sanitation uses. Lead donors include Jerry Lohr and Lynda and Stewart Resnick.



NASH FAMILY ENTREPRENEURSHIP LAB

This on-campus incubator workspace for student entrepreneurs was dedicated in 2016 by Russ Nash (Business Administration, '82) and Kimberly Nash (Journalism, '82). The donor-funded Learn by Doing lab provides a dedicated office space where early-stage startups can refine their concepts and business plans as they prepare for launch, gain access to interactive workshops, leverage flexible classroom space used for multidisciplinary senior project courses, benefit from the insights from an entrepreneur-in-residence, and develop a mentor network.

DIGNITY HEALTH BASEBALL CLUBHOUSE

This new donor-funded facility was completed in August 2020 thanks to support from Dignity Health of the Central Coast and other private and corporate sponsors. Included in the clubhouse is the Maas Family Locker Room, Krukow Athletes Lounge and Kitchen, Burns Family Foundation Sports Medicine Room, Rumsey Athletes Lobby and Mudroom, academic center and the Jim Newkirk Pavilion (shown in photo), a multi-purpose room for players and donors with a kitchen, meeting and study space, and a balcony for outdoor viewing of games.



LEARN BY DOING SPACES

Stories of Empowering Impact / William and Linda Frost Center for Research and Innovation

Getting Things Done With the Frosts

“Git-R-Done.”

That was the message sent — literally — to Cal Poly when the record-setting gift from Bill and Linda Frost was announced on May 3, 2017. From the main stage of the Performing Arts Center, Bill Frost enthusiastically flung “Git-R-Done” trucker hats into a cheering audience of Cal Poly students, faculty, staff, administrators and other VIPs. It was a fun-yet-clear directive from a generous donor. The Frosts had done their part, and now it was up to Cal Poly to get it done.

Cal Poly took that message to heart and is getting a lot done, thanks to the Frosts’ historic 2017 gift of \$110 million to Cal Poly, the largest in CSU history. This unprecedented contribution forged an empowering partnership between the Frosts and Cal Poly with the shared goal of creating one of the top undergraduate science and mathematics teaching and research programs in the nation.

Early recipients of the Frosts’ generosity were students from the College of Science and Mathematics. Since Bill Frost (Biochemistry, ’72) made a first donation to his alma mater more than 25 years ago, thousands of Cal Poly students have received financial support from the Frosts. Each year, Frost Scholars and Frost Research Fellows are granted full scholarships or research stipends. Already, the positive impact of this investment can be seen.

“Being a Frost Scholar allowed me to dive into research early in my undergraduate career and truly embody Learn by Doing,” said Karoline Eckhart, a 2017 graduate in biochemistry and current doctoral student at Carnegie Mellon University. “The lessons I learned from my undergraduate research experiences put me ahead of the curve when I joined a lab at CMU and was able to immediately start productive research with a high level of independence.”

Frost-funded support for students, faculty and programs has been in place for a number of years, helping to build well-deserved respect for Cal Poly’s College of Science and Mathematics. To take matters to the next level, newer and more spaces and equipment are necessary. The William and Linda Frost Center for Research and Innovation — a 102,000-square-foot state-of-the-art facility — became a necessary goal and will undoubtedly go far to position Cal Poly as a premier undergraduate research institution.

Located at the heart of the Cal Poly campus and due to be completed in fall 2021, the Frost Center will house curriculum and research-specific designed spaces and instruments for a variety of disciplines. The building will include 13 modern laboratories designed for students to perform cutting-edge research with their faculty mentors in each of the colleges’ disciplines in the College of Science and Mathematics. The Boswell Agricultural Technology Center will facilitate research and discovery in seven state-of-the-art laboratories to educate tomorrow’s leaders in food innovation and experiential design within the College of Agriculture, Food and Environmental Sciences. And the Jack and Felicia Cashin Expressive Technology Studios will house performance, recording, editing and project design spaces, as well as a computer lab, for students and faculty in the College of Liberal Arts to collaborate on creative work at the nexus of the arts, humanities and technology. The Frost



Bill Frost throws "Git-R-Done" hats to the audience at the Performing Arts Center during an event announcing his gift of \$110,000,000 to Cal Poly on May 3, 2017. Also pictured in background are Linda Frost (left), President Jeffrey D. Armstrong (middle), and CSU Chancellor Timothy P. White (right).

A groundbreaking ceremony was held on May 3, 2019, for the William and Linda Frost Center for Research and Innovation, a complex that will include new facilities for three colleges. Lead donors for the College of Science and Mathematics were Bill Frost (not shown) and Linda Frost (fourth from left). Lead donors for the College of Agriculture, Food and Environmental Sciences were James W. Boswell (far right), Cameron Boswell (far left). Lead donors for the College of Liberal Arts were Jack and Felicia Cashin (second and third from left). President Jeffrey D. Armstrong is second from right.



Exterior rendering of the William and Linda Frost Center for Research and Innovation by ZGF Architects.

Center will also provide three university classrooms, 46 offices with three supporting spaces and three conference rooms. The construction site is located on 2.32 acres at the campus center, directly across the street from the Baker Center.

Surveys of applicants to the College of Science and Mathematics have repeatedly shown that undergraduate research and the opportunity to collaborate with faculty are crucial factors in students’ decision-making process when choosing to attend Cal Poly. A modern and first-rate cross-disciplinary facility like the Frost Center will attract greater numbers of exceptional students, quality faculty and eager industry partners to campus. Not only will it promote an increased sense of pride on campus, the Frost Center will put Cal Poly on the map as a destination for those seeking cutting-edge and hands-on research experiences.

The Frost Fund already does much to catalyze research and innovation by supporting the most necessary elements: students, faculty, programs and equipment. Soon, the Frost Center will provide the space, opportunity and technology for all of those elements to thrive at an elevated level. The Frosts’ contribution to Cal Poly’s flourishing community of research and scholarship will continue to reap transformational benefits for the university, continue to change the lives of students — and continue to git-r-done — for generations to come. —

LEARN BY DOING SPACES

Stories of Empowering Impact / Swanson Beach Volleyball Complex



Cal Poly Beach Volleyball Coach Todd Rogers and the 2019-20 team pose in the sand at Swanson Beach Volleyball Complex for their annual ring ceremony.

New Donor-Funded Beach Volleyball Complex is Ready

The Cal Poly Beach Volleyball program made history in 2019 with its first NCAA championship. In July of that year, more history was made as the university broke ground on a beach volleyball facility on campus. By early 2020, the Swanson Beach Volleyball Complex was completed. The new complex features five regulation-size NCAA beach volleyball courts, seating for up to 250 spectators, a state-of-the-art LED video scoreboard positioned on the south side of Mott Athletics Center, lights around the facility, and an outdoor shower.

“We are delighted that with the leadership of our loyal Mustang supporters, we were able to begin construction on what we believe will be one of the finest on-campus facilities in the country,” Director of Athletics Don Oberhelman said before work began on the project that cost roughly \$3 million and was funded entirely by donors.” This will help Coach Todd Rogers continue to recruit and develop some of the best beach volleyball student-athletes in the country and further cement our position as a top 10 Division I program.”

Since the inception of the program in 2014, the team had been playing its home matches in Pismo Beach — about 10 miles away from campus. The new 35,000-square-foot complex is located between Mott Athletics Center and Mustang Tennis Complex, next to Anderson Aquatic Center. The beach volleyball complex replaced the outdoor basketball courts.

“I am very excited,” Rogers said. “The support of the donors and administration in getting this done so quickly was simply amazing. I look forward to practicing and competing on the courts.”

While playing at the beach in previous years was a unique and fun experience for the team, Rogers thinks this new complex will help grow the success of the program.

In addition to Rogers and Athletics, the players on the team were equally excited about having the new complex on campus. “I am super excited for our new facility,” said senior beach volleyball player Emily Sonny. “It will make practices and matches more convenient for us as a team, as well as our fans to come out to support and show their Cal Poly pride. This new addition will help Cal Poly Beach Volleyball make an even bigger name for itself than it already has.”

“It is such a wonderful gift to help us on our quest for an NCAA championship,” junior Macy Gordon said. “This will bring more Mustang spirit to our campus and help us achieve our full potential.”

Athletic Director Council Chair John Ronca added, “Under Todd Rogers, Cal Poly has consistently been a top 10 program. The goal with this new facility is to help the program win a national championship.”

“We have great athletes and a great coach, but we have lacked the tools on campus to meet and exceed the expectations of the program,” said Bill Swanson, chair of the Cal Poly Foundation Board and leading donor on this project.

The student-athletes and coaches were proud to show off their new home court with their inaugural match — the Center of Effort Beach Volleyball Challenge — held on Feb. 29, 2020. The team now hopes to eventually pick up where they left off during their successful 2019 season, which was the best in Mustang program history.

The team earned its first Big West Conference title, won its first NCAA championship, posted a second season in a row with 25-plus victories for just the second time in program history, and had 12 wins over teams ranked in the American Volleyball Coaches Association (AVCA) Top 20, the most in a single season in program history. They were also ranked in the top 10 of the AVCA Poll every week of the season. Rogers was named Big West Coach of the Year,

senior Crissy Jones and sophomore Tiadora Miric were named Big West Pairs Team of the Year as well as AVCA Beach All-Americans, and all five starting pairs earned all-conference honors. —

“*It will make practices and matches more convenient for us as a team, as well as our fans to come out to support and show their Cal Poly pride.*

~Emily Sonny,
Cal Poly Beach Volleyball student-athlete



The Center of Effort Beach Volleyball Challenge was the inaugural match held at the Swanson Beach Volleyball Complex on February 29, 2020.

EMPOWERING STUDENTS

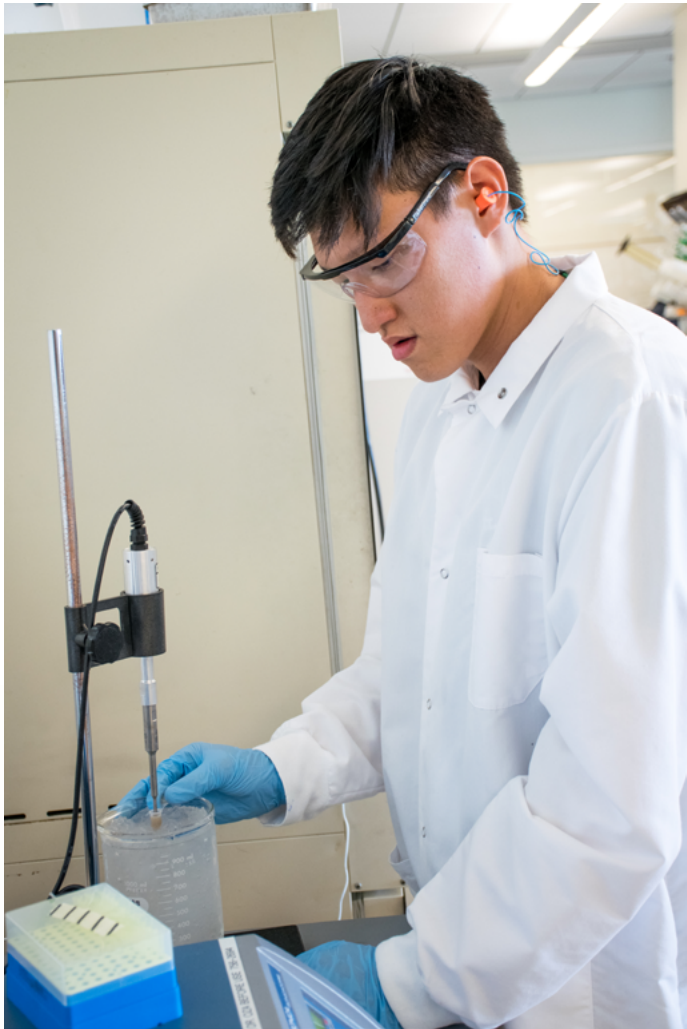
campaign pillar 1

OVERVIEW OF CAMPAIGN PILLAR 1: EMPOWERING STUDENTS

The Empowering Students campaign pillar reflects the idea that a strong Cal Poly begins and ends with the strength and well-being of its student body. The funds raised for this pillar had the goal of ensuring that every student has every opportunity to experience Learn by Doing and to be ready for a fulfilling and successful career that contributes to the greater good. This includes focusing on efforts toward increased scholarship opportunities, improved mental and physical health among the student body, enriched diversity and inclusion campus programs, and enhanced professional development opportunities.

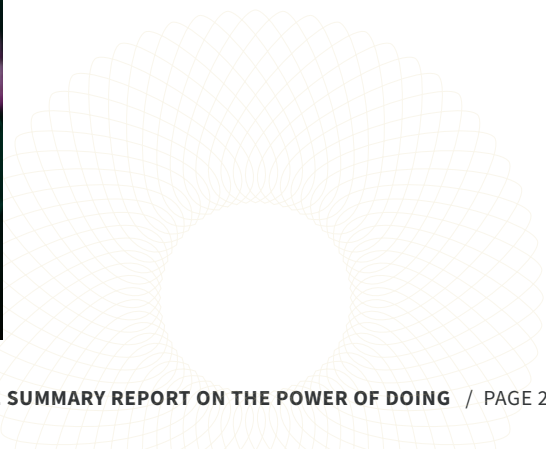
CAL POLY SCHOLAR AND FROST SCHOLAR

Biochemistry student Byungcheol So received financial aid from the Cal Poly Scholars program and from donors Bill and Linda Frost. The comprehensive scholarship support provided So with exceptional and unique opportunities in science and research that included lab work with redesigning the upstream process for cell-free protein synthesis. So is due to graduate in 2022.



CAL POLY BLACK STUDENT SCHOLARSHIP FUND

In June 2020, President Jeffrey D. Armstrong announced a new scholarship fund established at the California Community Foundation (CCF) to support Black students attending Cal Poly. The fund, initiated by a lead gift from an anonymous donor, is administered through CCF and can accept additional gifts in any amount. The inaugural seven student recipients were selected in fall 2020, each receiving a \$3,000 renewing award for the remainder of their time at Cal Poly. The Cal Poly Black Student Scholarship Fund is one of several scholarship funds created recently to support students of color and help attain the university's goal of increasing student diversity at Cal Poly.



EMPOWERING STUDENTS

Stories of Empowering Impact / Forbes Society of Women Engineers Scholarship Recipient

Scholarship Helped First-Generation Student Soar

This story first ran in 2016 when Valeria Salazar was a second-year aerospace engineering student. Salazar graduated in 2019 and now works for the NASA Jet Propulsion Laboratory as a Europa Clipper System Testbed engineer.

Valeria Salazar has never taken her education for granted.

Although she grew up in Tijuana, Mexico, she commuted across the border to attend a public charter high school in San Diego because she knew she wanted to apply to the best aerospace engineering colleges in the U.S.

“In elementary school, we researched careers, and the awesome facts I learned about aerospace engineering stuck with me,” she said. “I’m good with math and science, and when I told my parents I wanted to be an astronaut, they said, ‘Go for it.’”

Go for it, she did. In high school, Salazar reached out to an air traffic controller, who became a mentor and helped her land an internship at the Federal Aviation Administration. In only her second year at Cal Poly, she has also landed a summer internship at Northrop Grumman.

“I learned there was an Unmanned Aerial Vehicle club on campus working with Northrop Grumman and Cal Poly Pomona on a collaborative project,” Salazar explained. “I got involved last quarter, working on the hardware side. We presented our progress in a design review at the company in Woodland Hills, which opened the possibility for a paid internship.”

Salazar clearly understands how networking can advance her educational and



Pictured is Valeria Salazar as a second-year aerospace engineering student in 2016.

professional goals. She’s active with the Multicultural Engineering Program (MEP) and an officer in the Society of Hispanic Professional Engineers (SHPE).

“I’m really grateful to MEP for giving me opportunities to connect to projects and design competitions with NASA Jet Propulsion Laboratory and Northrop Grumman. Plus, I’ve found a welcoming community in SHPE, one that is passionate about engineering,” she says. As chair of the SHPE Jr. Committee, Salazar heads efforts to inspire local Hispanic high school students to pursue careers in STEM (science, technology, engineering and mathematics). “It’s very rewarding to give back by working with younger students — hopefully, I can help open doors like my mentors did for me,” Salazar said. “I also want to do what I can to make engineering more diverse.”

The first in her family who will earn a bachelor’s degree — and, knowing her, probably a master’s as well — Salazar finances 100 percent of her education through financial aid, grants, loans and scholarships. This year, she was one of 10 recipients of Society of Women Engineers scholarships funded through the generosity of Bert and Candace Forbes.

“Because of this scholarship, I’ll be able to focus in on my studies and get closer to accomplishing my goals. That’s a great gift.”



Salazar in 2020 at NASA Jet Propulsion Laboratory, where she works as a Europa Clipper System Testbed engineer.

EMPOWERING STUDENTS

Stories of Empowering Impact / Kevin Yost Memorial Scholarship Endowment

Remembering and Honoring a Mustang’s Passion



Pictured is alumnus Kevin Yost, to whom a memorial scholarship endowment is dedicated.

Kevin Yost was an outgoing, kind-hearted soul who was unexpectedly taken too soon in 2019 at the age of 28. Yost earned an undergraduate degree in business administration while studying management information systems in the Orfalea College of Business, and later he received dual master’s degrees in city and regional planning and engineering, each with an emphasis on transportation planning.

“Kevin was a great student and a really nice guy. He had a passion for transportation planning and loved talking about creative solutions to our transportation challenges,” said Michael Boswell, who heads the City and Regional Planning Department in the College of Architecture and Environmental Design.

Growing up in Fresno, Yost loved putting together computers, going on family camping trips and playing tennis. He was very close with his twin sister, Kristi.

“Kevin was really into hiking and the outdoors,” she said. “We grew up in a very loving household, and since we’re twins, we also went through similar parts of life around the same time, which helped bring us closer together.”

Yost met his wife, Lu Yu, while working for KPMG, a multinational professional services network and one of the Big Four accounting organizations. She recalled, "He was constantly asking ‘How can we improve this street?’ or ‘How can we make it safer?’ He always wanted to help communities and contribute to society to make the streets safer to walk and bike.”

After graduating with his dual master’s degrees, Yost worked for Kittelson & Associates, a transportation engineering consulting firm, as a transportation analyst in Sacramento. He worked closely with Matt Braughton, a senior planner in the Sacramento office, and Brian Ray, a senior principle engineer in the Portland, Oregon, office. Both coworkers were two of his onboarding mentors.

“He wanted to be in year five of his career when he was one month into the job, and that’s something I really

“*I would like to see the person who receives the scholarship pursue goals similar to Kevin’s of making the streets safer for everyone — bikers, pedestrians and drivers.*

~ Bob Johnson,
Kevin Yost's grandfather

loved as his mentor,” Braughton expressed. “I got to support his growth and see his intense curiosity not just for the technical work but also as a way to prepare to become a project manager. He was really engaged for someone who was just dipping his toe into the profession.”

Ray added, “Kevin never gave up. He was having to learn basic concepts since he was coming from a completely different career path initially. You couldn’t break his spirit, and he had that never-ending smile.”

Throughout his time at Kittelson & Associates, Yost passionately led projects to help communities improve the safety, effectiveness and sustainability of bicycle and pedestrian transportation systems. “Outside of project work, he was super passionate about attending community meetings and making sure his ideals and values were represented,” Braughton said.

To honor Yost’s remarkable life and his passion for transportation advocacy, his family created a scholarship endowment in his

name. Their generous gift of \$250,000 will support two annual scholarships — one for a student studying city and regional planning and another for a student studying engineering. Yost's legacy will continue to live on and be celebrated within the College of Architecture and Environmental Design through the Kevin Yost Scholarship Endowment.

“We know the cost of education is a barrier for many talented students,” Boswell said. “This scholarship will help us meet our goal of providing an excellent transportation planning and engineering education to those students. It is a meaningful tribute to Kevin and his passion.”

Yost’s family acknowledged Kevin’s devotion and determination.

“Kevin was funny, gentle, kind-hearted, open-minded, determined, and always wanted to help the people around him,” said his wife, Lu. “He was a devoted friend, loving brother, gracious son, affectionate husband, passionate transportation planner. His loyalty, sense of humor and compassion will be missed by everyone. He left a lasting impression on anyone he came into contact with.”

Yost's father, David, said, "One big aspect of how we can continue Kevin’s legacy is to help other students that share his passion for city planning and engineering. He loved Cal Poly, and hopefully we see a little bit of Kevin in the students that receive the scholarship.”

Bob Johnson, Yost's grandfather, has also put thought into the selection of recipients of the scholarship dedicated to his grandson. “I would like to see the person who receives the scholarship pursue goals similar to Kevin’s of making the streets safer for everyone — bikers, pedestrians and drivers,” said Johnson.

“His story’s not over,” said Yost’s mother, Terri. —



Kevin Yost (third from right) with his wife and family members at the Cal Poly commencement ceremony in 2018 where he received dual master's degrees.

EMPOWERING EXCELLENCE

campaign pillar 2

OVERVIEW OF CAMPAIGN PILLAR 2: EMPOWERING EXCELLENCE

The Empowering Excellence campaign pillar reflects the idea that a more robust Cal Poly honors Learn by Doing by protecting and promoting it. The funds raised for this pillar had the goal of expanding Learn by Doing opportunities and enabling it to evolve in new ways and in all forms. This includes the recruitment, retention and investment in world-class faculty and staff, the development of state-of-the-art facilities and improved technologies, more resources dedicated toward athletics, the arts, humanities and social sciences, and the enhancement of co-curricular traditions that unite generations of students.

RE-ENVISIONING PARADISE

With support from parents, faculty and architectural firms, College of Architecture and Environmental Design students re-imagined Paradise, California, as a socially cohesive, ecologically sustainable, and environmentally resilient community after the most destructive wildfire in state history devastated the city and its residents. Through meaningful engagement with the town's citizens, students' ideas became part of the public dialogue of how Paradise might move ahead with its rebuilding and healing process.



FACULTY EXCELLENCE AWARDED

Industrial technology and packaging Professor Javier de la Fuente (right) and graphic design Professor Mary LaPorte (third from right) work with Cal Poly students on a packaging design project destined for use in a national competition. In 2019, de la Fuente and LaPorte both received the Cal Poly Learn by Doing Scholar Award, which was established in 2014 and is financially supported by the Library Dean's Advisory Council.



EMPOWERING EXCELLENCE

Stories of Empowering Impact / Cal Poly Preschool Learning Lab

Giving Children a Place to Climb High

When children in the Cal Poly Preschool Learning Lab climb to the top of their new playground equipment, they can see all the way across the campus. Through the eyes of a 4-year-old, it's a little bit like climbing a mountain.

That's exactly the idea, explained Learning Lab Director Patty Clarkson. Preschoolers need to be able to take risks within safe limits. "It builds self-confidence and resilience, and they become spatially aware of their bodies," she said. Such an interactive space also allows for creative, dramatic play, such as when the children recently divided the playground tower's platform into a living space and pretended they were a family of dogs.

The children at the Learning Lab have someone to thank for their new state-of-the-art outdoor learning space. The recently completed tower structure is the capstone of a nine-year project led by Cal Poly human development alumna Fran McIntyre.

The idea for the playground came to McIntyre in 2007, shortly after selling her business — an early childhood education company. She was looking for a way to give back to Cal Poly, the institution that had given her the skills and knowledge to launch a successful career. "For me, it was about completing the circle. Cal Poly helped me become successful, so I wanted to give back and help others."

In addition to providing a high-quality preschool environment, the Learning Lab serves as a site for Cal Poly students to research child development and gain hands-on experience working with children. McIntyre knew the outdoor space did not give children many opportunities to engage in constructive play, which limited Cal Poly students' ability to innovate in their work with the preschoolers. "We decided that we needed to find a way to redesign the playground so we could bring the curriculum of the Learning Lab outdoors," she said.

With the help of landscape architecture faculty, McIntyre's generous donation has transformed the preschool's outdoor space into a varied natural environment, complete with hills, rocks, sand and playground structures. It's now a space that lends itself to interactive learning, allows children to work on projects outside, and provides a dynamic space for Cal Poly's child development majors to observe and engage

with the preschool students as they learn and play. "Materials are designed to be taken in and out," Clarkson said. "The idea is that the learning space should be fluid."

When she started the project, McIntyre made it clear that giving back to future generations of educators was one of her major goals. At the same time, she wanted to honor the Cal Poly educators who helped put her on a path to success. In one of the corners of the playground is a small monument dedicating "Miss Josey's Playground" to the memory of Professor Josephine Stearns, McIntyre's mentor during her time at Cal Poly. "I made the donation and dedicated the playground in her name," McIntyre said. "She taught me what high-quality childhood education is and the importance of the field."

Thanks to McIntyre's donation, future Cal Poly students will have the chance to interact with children as they play and learn in a unique space. "Fran is really giving back to educators," Clarkson said. "Because of her, Cal Poly students can see an innovative version of what they'll find in the workforce." —



Fran McIntyre at the renovated Learning Lab playground on the Cal Poly campus.

EMPOWERING INNOVATION

campaign pillar 3

OVERVIEW OF CAMPAIGN PILLAR 3: EMPOWERING INNOVATION

The Empowering Innovation campaign pillar reflects the idea that a more preeminent Cal Poly focuses on the future and prepares its leaders. The funds raised for this pillar had the goal of allowing the university to further enhance faculty and student research, continuing to introduce Learn by Doing into emerging programs and innovative disciplines, supporting more fully the endeavors of student entrepreneurs, and strengthening industry partnerships that align with and expand on the university's mission.

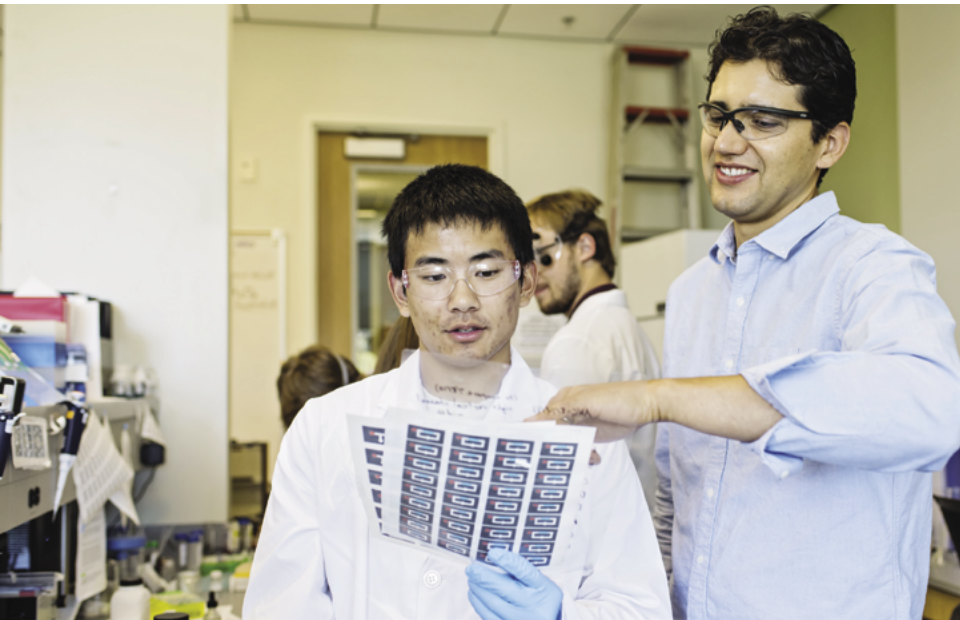
UNDERGRADUATE UNDERWATER RESEARCH ON TITANIUM COILS

Materials engineering students Matt Fuentez, Vincent Guarino, Dylan Ell and Kevin Iu work with two titanium coils at the Cal Poly Pier to test how suitable the material is for use as an artificial reef. The project is part of the Summer Undergraduate Research Program, a program supported by donations to the Dean's Club for Innovation and corporate sponsorships.



PATENT FOR A DIAGNOSTIC MEDICAL DEVICE

Chemistry Professor Andres Martinez (right) and his students developed an inexpensive and portable device for medical tests that allows users to test for diseases such as HIV in a drop of urine, saliva or blood. Martinez and his colleagues in the Chemistry and Biochemistry Department received a patent for this Reagent Pencil in March 2019, thanks to research funded in part by donor support.



EMPOWERING INNOVATION

Stories of Empowering Impact / Center for Innovation and Entrepreneurship

Investing in the Innovators of Tomorrow

Jessie Becker Alexander came to Cal Poly wanting to use business to help people. “I knew business was right for me but didn’t know where to focus. Then I heard about the entrepreneurship concentration,” she said. “I didn’t know I wanted to be an entrepreneur, but the description just made sense to me. I loved that the focus was on problem-solving rather than a particular area of business, so I became a part of the first cohort to go through the concentration.”

“Along the way, I learned about a couple of biomedical engineering students who were developing a device for postpartum hemorrhage. I was immediately intrigued and wanted to help. Fortunately, they were open to it, and I joined the founding team.”

The three founders got to work and earned a coveted spot in the Center for Entrepreneurship and Innovation's (CIE) Summer Accelerator program. “Not only did we get incredible support and mentorship, we also got \$10,000. That was critical because it allowed us to focus on building the business full time that summer. The idea that people I didn’t even know had donated money to Cal Poly so that we could have this experience blew me away.”

Over the next 13-weeks, InPress Technologies grew from an idea into a business. “It was like getting an MBA,” Jessie explained. “It was nonstop learning, and all of our mentors, advisors and, later on, our earliest investors came from the connections we made that summer. I can’t even imagine what would have become of InPress if we hadn’t had the Cal Poly network to support us.”

Things progressed quickly from there. Alexander took over as the company’s CEO and helped secure its first round of funding. With a growing team, she led InPress through its



Pictured is the original InPress team during their HotHouse days (from left): Nathan Bair, Jim Verhulst, Jessie Becker Alexander and Amelia Degenkolb.

“*It literally saved women's lives.*”

~Jessie Becker Alexander,
Business Administration, '11
InPress Technologies co-founder

first set of clinical trials in Indonesia in 2015. “That was such a critical time,” she recalled. “That was our proof of concept, and it worked! It literally saved women's lives.”

Along the way, Alexander earned some recognition of her own by making the Forbes 2015 “30 Under 30: The Entrepreneurs Making Healthcare Digital.”

Since that time, InPress Technologies (now called Alydia Health) has raised more than \$25 million and earlier this year, announced that it had received Food and Drug Administration approval in the United States.

“It’s incredible to remember that all of this started as a senior project at Cal Poly,” said Alexander. “If it wasn’t for the CIE and all of the donors who support it, it would have ended there. Instead we have an FDA-approved device that will save the lives of women around the world!”

Since 2010, donors to the CIE have helped Cal Poly students launch 110 companies. Those companies, in everything from medical devices to oil-spill clean-up technology, have gone on to raise more than \$200 million and create thousands of jobs in California and beyond. More importantly, they have solved critical problems and changed the lives of many along the way.



Cal Poly engineering students work on a CubeSat in PolySat, the student-run campus research lab. Pioneered at Cal Poly, this small satellite technology has been used with a NASA project to Mars and The Planetary Society's LightSail 2, where Cal Poly and San Luis Obispo served as the mission control site for the orbiter's solar sail deployment. LightSail 2 is an international endeavor with collaborators from over 20 countries and with supporters from over 100 countries donating to the \$7 million project.

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Additional campaign reporting and stories can be found at
giving.calpoly.edu/campaign-impact-report.*

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