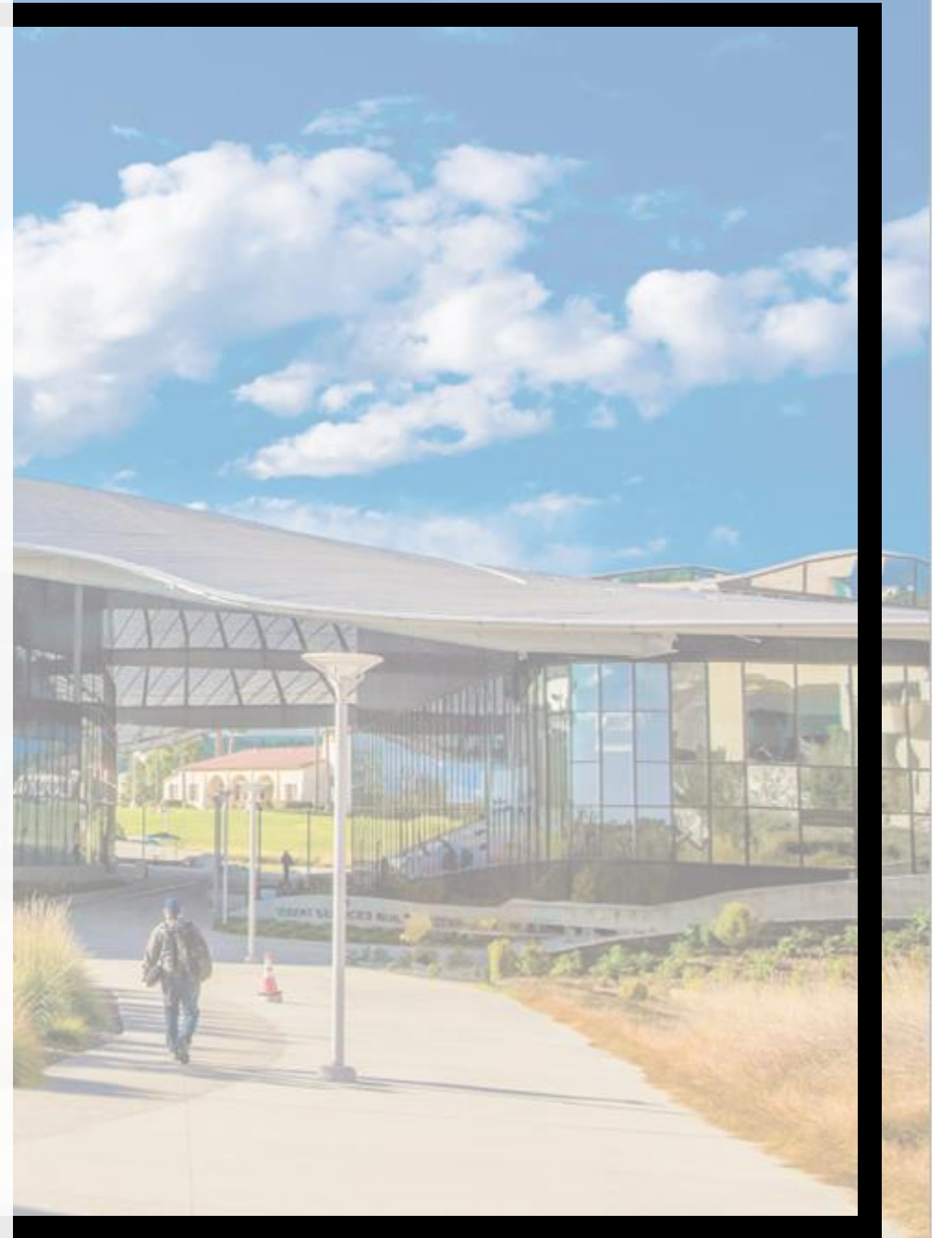


Open House

*Explore CPP
&
BroncoBound*

Friday, January 24th, 2025



Open House

Fall: Explore CPP

- Audience: prospective students and families
- Aim to be the first weekend in November
- Estimated attendance of 4k

Spring: BroncoBound

- Audience: admitted students and families
- Aim to be the second weekend in April
- Estimated attendance of 10k



What to Expect at Open House?



- **A campus-wide signature event** designed exclusively for admitted (Spring) and prospective students (Fall).
- An opportunity for Cal Poly Pomona to **showcase its vibrant campus community** and diverse academic programs.
- **Engaging programming and interactive experiences** aimed at helping students make the important decision to commit to CPP.
- Fosters a **sense of belonging and connection** among prospective students before they officially begin their Bronco journey.

Key Features

Visit your academic college and explore majors.

Attend presentations and workshops

Participate in the Resource Fair

Connect with current students, faculty, and staff to get an inside look at the Bronco Experience

Participate in fun, interactive activities that highlight the CPP spirit!

Commit to Cal Poly Pomona by submitting your intent to enroll

Open House 2024 Recap



- 2024 – Fall 1,600 prospective students and guest
- 2024 – Spring 3,520 and 10,506 with guests
 - 1,293 more students than last year
 - 3,763 more attendees than last year
- 328 students accepted their offer of admission
- BSC presentation was at full capacity (600+)
 - 2nd presentation was 80% full
 - Attendance up compared to last year
- Survey feedback
 - Positive feedback – event contributed to decision to commit
 - Engaging resource fair

Event Details

Key Locations

- Academic Colleges
- University Park
- University Quad
- Library
- Bookstore
- Bronco Student Center

Key Activities

- Campus Tour via Shuttles
- Visit your College!
- Swag Distribution
- Student Club Fair
- Library – Next Step Center
- Resource Fair
- Enterprise Showcase
- Presentation/Information Sessions

Key Partners

- Cross Divisional
- Academic Colleges
- Campus Auxiliaries
- Community Partners
 - Over 100 High Schools
 - Over 30 Community Colleges
 - Faith Based Organizations
- Various Vendors



Reoccurring Early Access Request for BSC

Dates: First Saturday of November for Explore CPP
Second Saturday of April for BroncoBound

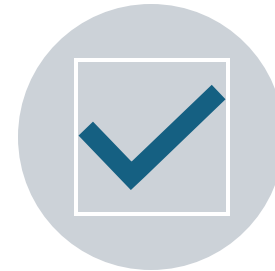
Benefits of Early Access:



**COORDINATION
WITH SISTER
CAMPUSES**



**EFFICIENT EVENT
PLANNING**



**ENHANCED YIELD
EFFORTS**



Jack and Jill Annual Teen Conference

Jack and Jill of America Foundation

- Oldest African-American-led nonprofit organization in the United States
- Annual Teen Conference brings attendees together for:
 - Leadership Development
 - Networking
 - Community Building
 - Recognize Achievement

FAR WEST REGION

2025 TEEN CONFERENCE

"I'M BLACK AND I'M PROUD."

SAVE THE DATE

THURSDAY JUNE 26 -
Sunday JUNE 29

THURSDAY Opening
Plenary **STARTS at 1 PM**
and **ENDS SUNDAY**
JUNE 29th at 12 NOON

LOCATION:
CALPOLY POMONA



Why is this an important partnership?

- Unique opportunity to **introduce Cal Poly Pomona to 350+ Black Teens and Moms** which will have significant long-term implications for **Black student recruitment**
 - **Increased visibility for students from across the Far West Region** of Jack & Jill, including AK, AZ, CA, NV, OR, WA
 - Opportunity to **empower historically underrepresented students** and **educate them on the opportunities** awaiting them at CPP
 - **Strengthen CPP's presence** within community
- The Jack & Jill Foundation's mission of developing leadership, academic excellence, and cultural awareness aligns with **CPP's mission to foster diversity, inclusion, and academic success.**

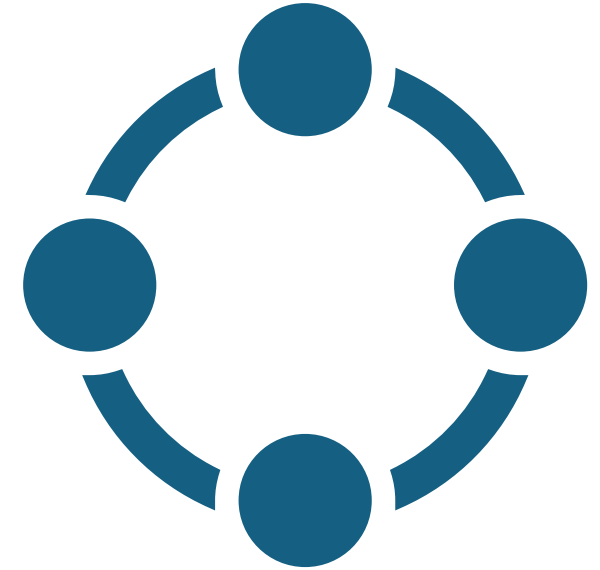
Event Details

- **Moving-In to CPP Housing:** June 25, 2025 (Staff); June 26 (Attendees)
- **Conference Dates:** June 26-29, 2025
- **Facility/Meeting Needs**
 - Various rooms within BSC to accommodate plenary sessions and workshops.
 - Conference schedule includes breakout sessions, large group sessions, and project spaces.
- **Campus Partners**
 - University Housing
 - License of Facilities
 - Orientation Services
 - Sheraton Fairplex Hotel & Conference Center

Sample Day Schedule

2024 Teen Conference (University of Portland)

- 7am – 8:30am – Breakfast
- 9am – 11am – Plenary Session (Large Group)
- 11am – 12pm – Admissions Workshop
- 12pm – 1pm – Lunch
- 1pm – 4pm – Mother's Programming Workshops
- 4:15pm – 5:30pm – Competition
- 5:30pm – Load Buses
- 7pm – 12am – Social Gathering



One-Time Early Access Request for BSC

Dates: Wednesday, June 25 – Sunday, June 29

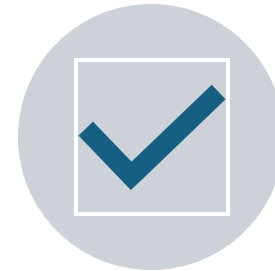
Benefits of Early Access:



**COORDINATION
WITH SISTER
CAMPUSES**



**EFFICIENT EVENT
PLANNING**



**ENHANCED YIELD
EFFORTS**



Questions

