

Cal Poly Pomona Enterprises Biennial Report

2020 - 2022



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Message From the Chair

The world has changed dramatically since Cal Poly Pomona Enterprises' last biennial report in 2019. Without a doubt, the COVID-19 pandemic took a toll on our communities, where we work, where we learn, and in our homes. No one was left untouched. And yet, the Cal Poly Pomona community showed our resilience and ingenuity, proving that we know how to advance our mission and thrive in the face of extreme adversity.

One thing that has remained steadfast is Cal Poly Pomona's purpose—we continue to help anyone who dreams of success achieve it. CPP Enterprises has played a vital role in accomplishing our purpose for nearly 60 years. From providing housing, scholarship programs and 1,500 jobs to our students each year to supplying food services to our community, the impact of Cal Poly Pomona Enterprises can be seen and felt across the entire campus.



This biennial report details the many ways in which Cal Poly Pomona Enterprises supports the university and meets the needs of our students, faculty and staff. It also highlights the critical role that it plays in supporting research, grants, campus activities, partnerships with the local community and property development.

On behalf of our university community, I want to thank the Cal Poly Pomona Enterprises' board of directors and dedicated personnel for their commitment to excellence and service. It is a pleasure to serve as a member of the board and work with so many individuals who are united in support of our students and our university. Thank you for your perseverance, collegiality and for all you do for the Cal Poly Pomona community.

Sincerely,

Soraya M. Coley
President

Message from the CEO

On behalf of the CPP Enterprises Team and our board of directors, I am proud to present the 2020–2022 Biennial Report. This edition is unlike any other in the history of our company. The broad impact of the lingering COVID-19 pandemic reverberated throughout this reporting period. Everyone had to adjust to a new and evolving reality. However, our outstanding employees endured and even found ways to thrive. Their many impressive successes far exceed what can be contained within these pages.

The 2020–2021 fiscal year began with a significant loss of our workforce as academic programming continued to be delivered remotely. This included the departure of dozens of beloved professionals who participated in the Early Retirement Program, taking with them a multitude of institutional knowledge. Even more painful was the layoff of over a thousand Enterprises students, staff, and management. The company shrank from over 1,600 employees to approximately 400, seemingly overnight. Fortunately, those who remained never lost sight of our mission to serve both students and the University.

Innovation, creativity, and flexibility proved to be essential as the organization pursued new revenue streams and identified meaningful efficiencies. Necessity led to numerous enhancements, many of which will benefit the company for years to come. These advancements are highlighted throughout this report.

I am forever grateful to the Enterprises Team for their unwavering perseverance, determination, adaptability and commitment to this organization and the University we serve. I am continuously amazed by the remarkable achievements accomplished by so few with such limited resources. Their efforts, combined with the staunch support of an exceptional board, have positioned our organization for long-term success. We all look forward to furthering our positive impact on the Cal Poly Pomona community for many years to come.

Go Broncos!



Jared Ceja
Chief Executive Officer



About Us

Established in 1966, Cal Poly Pomona Enterprises, widely known as CPP Enterprises or CPPE 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. CPP Enterprises 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 the position, is also the chair of CPP Enterprises board of directors.

Cal Poly Pomona Enterprises, formerly known as the Cal Poly Pomona Foundation, obtained a "Doing Business As" (DBA) authorization in 2023 to operate under the name Cal Poly Pomona Enterprises. This allows the organization to conduct business activities

under its new name while maintaining its legal identity as Cal Poly Pomona Foundation.

CPP Enterprises 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 on 501(c)(3). As a recognized auxiliary of the California State University, CPP Enterprises 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 on 89900. The university administrative division supervises CPP Enterprises, as required by Title 5, California Code of Regulations, Section 42402.



How we Support the Campus

To support the educational mission of Cal Poly Pomona, CPP Enterprises provides services, financial aid and administrative assistance to the university community and is the largest employer of students on the campus, providing invaluable work experience to approximately 1,500 students each year.

Additional support includes post-award compliance to Sponsored Programs and Awards, services to The

Farm Store, Philanthropic Foundation, Enterprises Support Programs, and more.

In addition, CPP Enterprises provides a wide range of essential services for the campus community, including Dining Services, the Bronco Bookstore, faculty/staff housing, University Village housing, the Kellogg West Conference Center and Hotel, commercial real estate activities and Innovation Village.



Mission:

Enhance the university and community experience through optimized solutions and resource generation that empower student success.

Vision:

Provide outstanding services and value through innovation and quality experiences.

Mission, Vision and Values

With the assistance of our board, CPP Enterprises staff members collaborated to re-evaluate our identity and the driving forces behind it. The outcome was a revised mission and vision that not only reflect our present state but also guide us towards a promising future. The values we have established – inclusivity, integrity, innovation, excellence, respect, stewardship and teamwork – serve as our compass on this transformative journey.

Values

Inclusivity

We value people and actively encourage diverse perspectives, ideas, and approaches.

Integrity

We are trustworthy, exercising strong ethical and moral principles by acting in good faith at every turn.

Innovation

We champion thoughtful, creative, impactful, and inspirational ideas and are not afraid to explore new things.

Excellence

We maintain high standards and strive for continuous improvement in everything we do.

Respect

We treat everyone with dignity and embrace all points of view.

Stewardship

We take great pride in the diligent and responsible management of all resources entrusted to us.

Teamwork

We achieve our best results when we partner to sustain an enjoyable and collaborative workplace for all.

Covid-19 Response

CPP Enterprises was significantly impacted by the pandemic that began in early 2020. In spite of looming layoffs and furloughs, CPP Enterprises utilized its resources to pivot its services during the period of uncertainty.

Vaccination Hubs

In March 2021, Dining Services provided approximately 32,000 meals to healthcare workers at the Kaiser Permanente Vaccination Hub.

The Cal Poly Pomona Mass Vaccination Hub was launched in partnership with many statewide health organizations, and the Dining Services staff worked diligently seven days a week to ensure that our healthcare heroes were cared for and fed.

Quarantine & Isolation Space

CPP Enterprises utilized the Kellogg West Hotel to provide quarantine and isolation space for students residing in University Housing Services and University Village throughout the pandemic. This program included 643 room nights at Kellogg West and nearly 1,000 meals, snacks and treats to support the student's well-being and comfort during their stay.



Curbside Pickup

The Farm Store had a unique opportunity to remain open to the public throughout 2020, serving Cal Poly Pomona and surrounding communities. To provide a safer shopping experience amidst the pandemic, the store introduced curbside pick-up, which was warmly received by customers seeking an alternative to crowded, big-box retailers.

The student staff played a crucial role in the Farm Store's operations, and the flexibility of asynchronous classes afforded them greater work opportunities.



Essential Supplies Shop

The essential market at Centerpointe Dining Commons offered a range of items such as food staples, toiletries, cleaning supplies, and more as a service to the community. This market was open to the public, but all items were discounted for CPP Faculty and Staff.



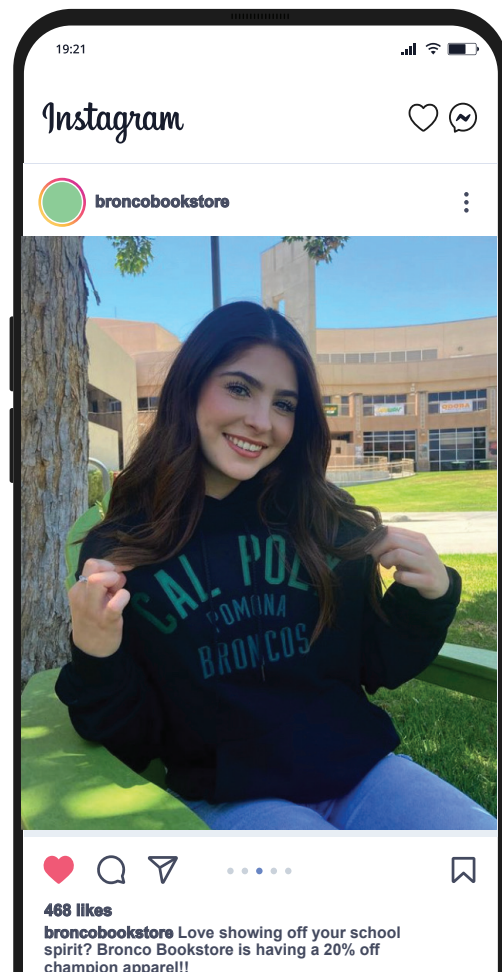
Quick Stats

- Social Media Followers over **14,700** Instagram Followers across all Units
- **23** Publications
- **185** Press Mentions
- All CPP Enterprises Website Page Views

2020 **497,699**

2021 **712,281**

2022 **1,495,054**



Student Success



Instant Access Program

The Bronco Bookstore prioritized easy and affordable access to course materials for remote learning students through the Instant Access program.

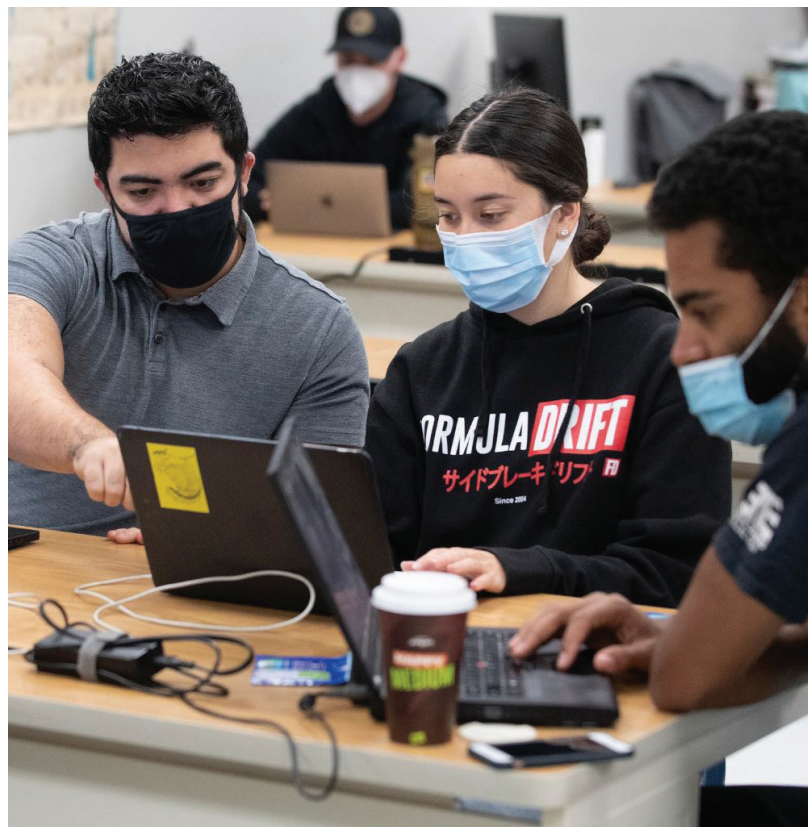
By Spring 2022, the program expanded to 80% of total course material volume, surpassing \$10 million in revenue for the year.

Student Job Advancement

CPP Enterprises now recognizes three distinct student job categories, entry-level, Lead, and Student Supervisor. This approach provides students with a growth path and expanded learning opportunities. It has proven beneficial to our team and the organization as a whole.

Student Laptop Program

In collaboration with the university and Dell, the Bronco Bookstore launched the Student Laptop Program, offering affordable Dell laptop packages to students. The Bookstore introduced flexible payment plans and four-year warranties to ease the financial burden, providing students peace of mind by ensuring access to a functional laptop. Students also have the option to distribute the remaining cost interest-free over two or four years.





Bronco Lockers

CPP Enterprises partnered with the university library to install and house CPP 24/7 Bronco Lockers. CPP 24/7 Bronco Lockers are a self-service locker system allowing users to pick up items placed on hold. These lockers provide users with a contactless pickup option that is available anytime.

Housing Support Initiative

CPP Enterprises played a crucial role in supporting student success by providing housing to students facing housing insecurity, ensuring they had a stable environment to focus on their academic and personal growth.

This support was extended at Kellogg West and University Village, emphasizing our commitment to fostering an inclusive and supportive community for all students.



Distinguished Grant Program

Project CAMINOS (Cultivating Access and Mentoring through Institutional Networks and Opportunities for Success)

is a Hispanic-Serving Institution (HSI) grant-funded program run by the Department of Education. Project CAMINOS received the inaugural One Team Award in 2021, where Cal Poly Pomona celebrates the cross-departmental and cross-divisional teams that make student success a reality. The One Team Award, established in 2021, was born out of President Coley's desire to acknowledge the vital role that teamwork plays across departments and divisions on campus.

CPP Enterprises supports Project CAMINOS by managing the funds and ensuring all expenses follow federal regulations through the post-award office. The program seeks to eliminate the equity gap between high school and college Hispanic/Latinx students and other students at Cal Poly Pomona. The program has two key goals: (a) increase access for local area Hispanic/Latino students to CPP; and (b) increase persistence and four-year and six-year graduation rates for CPP Hispanic/Latinx students.



College of Professional and Global Education

The College of Professional and Global Education at Cal Poly Pomona (CPGE) supports adult learners' careers and passions. The college is an extension of the university, aiming to be a transformational partner for individuals and organizations by providing innovative educational programs and services that connect Cal Poly Pomona's distinctiveness to the region and the global community. CPGE, in partnership with CPPE's brewery, Innovation Brew Works (IBW), offers the Assistant Brewer Training Program. Through this program, participants learn the basics of brewery operations and are trained as interns at IBW. CPPE also sponsors some of CPGE's online learning programs in partnership with third-party providers. Courses like Cybersecurity Boot Camp, Medical Billing and Coding, Entrepreneurship, and Project Management are offered for anyone who wants to increase their current job skills, explore a new career path or enhance their life with new knowledge.



Innovation and Efficiency

Self-Checkout Technology

Cal Poly Pomona became the first university in the nation to introduce Mashgin POS self-checkout technology. CPP Enterprises IT deployed Mashgin POS at five dining locations across campus. This cutting-edge system has revolutionized the dining experience by reducing lines and transaction times to sub-15 seconds, providing students and staff with a seamless and efficient point-of-sale experience.

CPP Farm-To-Table

Dining Services has significantly increased its farm-to-table produce utilization from 15% to 55%.

Through strategic collaboration with Cal Poly Pomona Farms, specific crops are planted to align with seasonal menus in cafes and dining halls. The higher utilization of farm-to-table produce enhances the dining experience for students, offering them fresh, flavorful and nutritious meals while fostering an appreciation for sustainable food systems.

Poly Trolley 2

The Poly Trolley 2, CPP's very own food truck, made its highly anticipated debut in November 2021, since the unexpected loss of the original Poly Trolley. The updated menu serves an array of mouthwatering fusion-style bowls, tantalizing tacos, and refreshing aguas frescas. The grand opening event witnessed an overwhelming response, with over 80 orders placed, solidifying the truck's popularity among students.



Information Technology Collaboration

CPP Enterprises IT worked closely with the university IT to migrate key applications, including Kronos WorkforceReady, OneSolution, StarRez, Adobe Sign and other shared services to the Campus Single Sign On system. This upgrade has simplified access and enhanced efficiency across various platforms, providing users with a seamless and streamlined experience.

Bronco One Card Office

The Bronco One Card Office is responsible for managing the Bronco One Card, Bronco Bucks and meal plans for the entire campus community. Since integration into one office, notable improvements have been observed in card processing and issuance, with turnaround times significantly reduced from several months to just one week.



A look back at Centerpointe's Grand Opening in February 2020!



Awards & Recognition

Thanksgiving Dinner and Holiday Ham Program Breaks Records

Dining Services partnered with the Poly Pantry and the Basic Needs Initiative within the Division of Student Affairs to promote Thanksgiving and Holiday dinner donations to the Poly Pantry. In addition, CPP Enterprises donated two meals to students in need for every \$150 donated or purchased.

Since 2020, we have donated over 1,400 meals for individuals and families in need.

1,400+ Meals Donated since 2020



Record annual revenue at the Farm Store

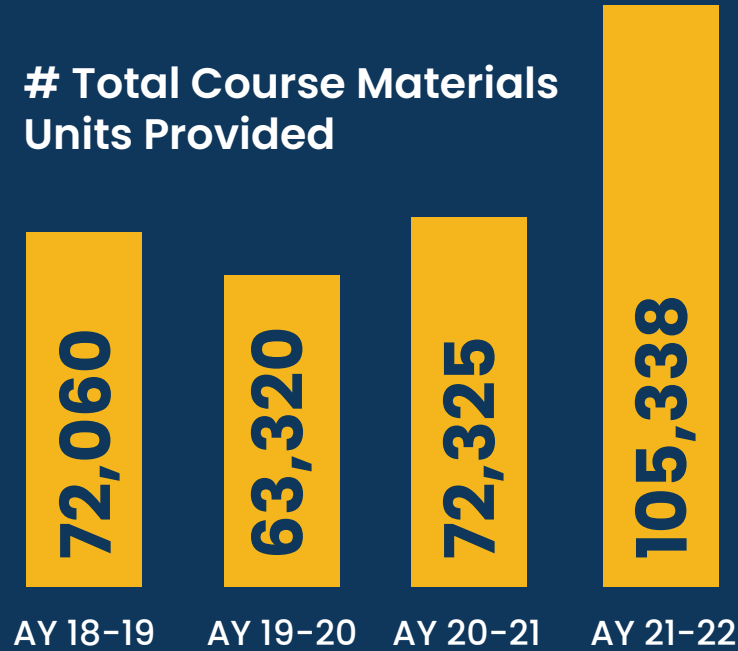
The Farm Store accomplished an extraordinary milestone by **shattering its previous annual revenue record, generating \$1.6 million in sales in fiscal year 2021-2022.**



Record Breaking Course Materials Transactions

The growth of the Instant Access program resulted in record-breaking transactions of course materials at the Bronco Bookstore.

Total Course Materials Units Provided



Loyal E. Horton Dining Award

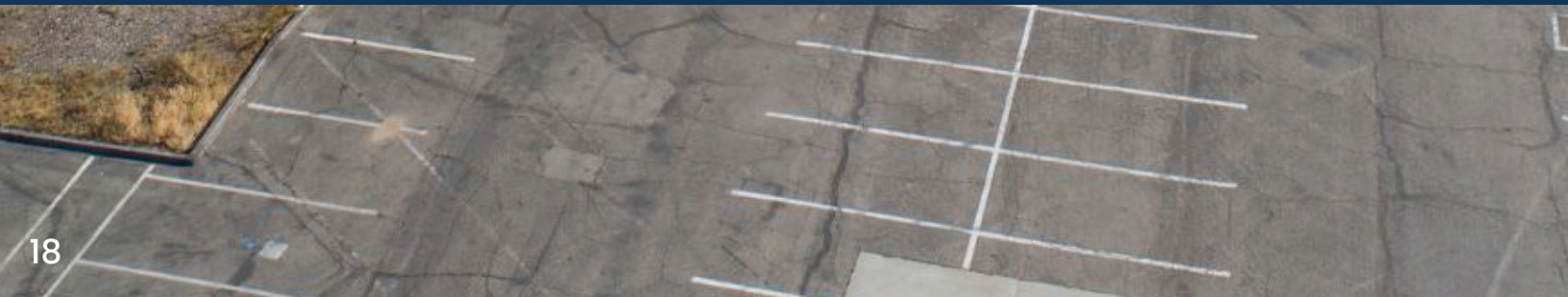
Centerpointe Dining Commons received the Loyal E. Horton Dining Award in the Residential Dining Facility category for exemplary menus, presentation, special event execution, sustainability and dining concepts.





Lanterman Achieves Record Filming Levels

Over 250 location agreements were signed, including movies, music videos, commercials, television, and streaming sites. A few notable productions were American Horror Story, America's Most Wanted, Euphoria, The Rookie, Kid LaRoi, and many more.



San Gabriel Valley Readers' Choice Awards

Multiple entities of CPP Enterprises were recognized by the 2022 San Gabriel Readers Choice Awards, including:

- **The Farm Store: Best Farmer's Market**
- **Innovation Brew Works: Best Gastropub, Favorite Craft Microbrewery and Favorite Happy Hour, Pizza**
- **Kellogg West Conference Center and Hotel: Best Weekend Getaway and Best Hotel**

MarCom Awards

The CPP Enterprises Marketing Department was honored with five 2022 International MarCom awards. The marketing team was recognized with platinum and gold honors for their impactful student-and-employee facing campaigns such as the Instant Access Program, CPP Enterprises Newsletter and more.



Events

Hot Dog Caper

After a two-year hiatus, the 39th Annual Hot Dog Caper made a comeback in October 2022 with a 90s theme in a new location on campus, the Bronco Commons.

Over 11,000 hot dogs, 12,000 beverages, and 4,000 popsicles were served to the Cal Poly Pomona community,

thanks to our partnerships with PepsiCo, Hoffy Beef Franks, Associated Students Inc., First Class Vending and more.





Pumpkin Fest and Preview Night

The Huntley College of Agriculture organizes the Pumpkin Festival, an engaging and educational event for families. With the assistance of nearly 100 CPP Enterprises student workers, **the festival attracts over 80,000 guests each year.** The 2022 edition kicked off with a highly successful Preview Fundraising night, featuring a showcase of local restaurants, food vendors, and beverages from Innovation Brew Works and CPP Horsehill Vineyards. **Notably, the 2022 Pumpkin Festival marked the most financially successful year in its 29-year history.**



Community Engagement

Affordable Faculty/Staff Housing Program

CPP Enterprises Real Estate department has continued to oversee the re-sale of residential properties to faculty, new hires and staff. A silent second mortgage stands as a continuous offer to faculty and staff, which allows them to finance program homes with a minimum down payment of 3%.

Since 2020, nine homes have been sold to faculty/staff.



Hospitality Uncorked

CPP Enterprises has further strengthened its commitment to supporting the Collins College of Hospitality Management by donating ten raffle items and experiences to the Hospitality Uncorked event. Among these offerings were a multi-course culinary experience at the Kellogg House, an exquisite stay at the Kellogg West Hotel and a delightful private beer-tasting experience at Innovation Brew Works.





Cal Poly Pomona Enterprises Podcast

When employees transitioned to remote work, the Marketing Department took the initiative to create Foundation 411, an original podcast dedicated to all things CPP Enterprises. This podcast served as a valuable platform for staff members to stay connected while also providing a means to share important announcements, lighthearted stories and insightful commentary.

LA County Fair

Since the return of the LA County Fair in 2021, CPP Enterprises has expanded its farm presence to include the university and Huntley College of Agriculture branding throughout the Big Red Barn. The petting zoo in the Big Red Barn is the fair's largest attraction, with CPP Enterprises student staff working the entire event. The hospitality exhibit also showcased where CPP Farm produce is served after being harvested: The Farm Store, Centerpointe, Fresh Escapes and Innovation Brew Works, to name a few.



Financial Statement



\$1,192,209

Student compensation
and payroll



\$623,937

Academic sponsorships,
scholarships, program
support, and donations



\$32,364,000

Management of incoming
grant funding for research



\$4,341,912

Capital investment in facility
and program improvement

Future Goals & Strategic Initiatives

Instant Access Complete

Instant Access Complete is a new campus-wide program by the Bronco Bookstore designed to provide students with convenient, affordable access to all required course materials at one flat rate.

These charges cover access to 100% of required course materials, including faculty-created materials, open educational resources and library e-books to ensure student access to course materials and drive affordability.

CPP Enterprises began conversations with university officials with a plan to partner together for implementation in fall 2023.



Innovation Village Development

Innovation Village Research Park, originally designed as a corporate research and technology center, is evolving into a mixed-use development. This transformation may include housing, commercial/office and retail spaces. Positioned at the intersection of Valley and Temple, Innovation Village could become a gateway to the campus community.





Comprehensive Conferencing Program

The Comprehensive Conferencing Program aims to streamline event planning by providing customers with a one-stop shop experience by having a single point of contact for all their event needs, including meetings, social parties and related services like catering and IT support. By leveraging unique campus venues and implementing modern technologies, the program seeks to offer efficient, convenient and memorable event experiences while potentially driving revenue for the university and benefiting CPP students.

Enhanced Classroom Connection

This initiative will provide the Collins College of Hospitality Management with a retail food-service laboratory space to create, implement and analyze the performance of student-created food service concepts with CPP Enterprises Hospitality support.

Concept:

Semester 1 – Students research and develop food service concept.

Semester 2 – Students launch and operate a restaurant with CPP Enterprises support; another cohort then develops a concept for the next semester.

- 1.** CPP Enterprises would provide operational support with POS, training, marketing, and on-site supervision
- 2.** CPP Enterprises would utilize revenue generated for future enhancements to the space and provide ongoing support.



Credit Union on Campus

The credit union, which is anticipated to open in fall 2024, will provide convenient financial services directly on campus, enhancing accessibility and support for students, faculty and staff.

Virtual Bronco ID

The Bronco ID is going virtual, expanding its reach and accessibility. The Virtual Bronco One Card will be introduced to mobile wallets, simplifying access. Integration into the wallet is targeted for the start of the fall 2024 semester. The virtual ID can be used for retail transactions with door access capability to be added in the future.



Expanding Cashier-less Technology

Campus Center Marketplace and the Collins College will feature Byte fridges. With a card swipe or tap, the kiosk unlocks, allowing customers to touch products before purchasing. Byte Technology tracks items taken and automatically charges customers for their purchases once the door closes.

Electronic Billboards

Once installed, electronic billboards will generate a revenue stream for CPP Enterprises and offer advertising opportunities for the public, creating a win-win scenario that supports the university's mission and engages the community.

Kellogg West Brand Partnership

Through cultivating relationships that highlight dedication to quality and innovation, Kellogg West Hotel aims to align with the standards of major national brands. A collaboration with a national hotel brand will not only bolster Kellogg West's visibility in the market, but also provide the national hotel brand with an avenue to engage with our diverse academic community.



Solar Panel Projects

To further our commitment to sustainability, CPP Enterprises plans to install solar panels on assets such as University Village, CTTI and the Bronco Bookstore. **This initiative is a proactive step towards achieving carbon neutrality by 2030, demonstrating our dedication to environmental responsibility and reducing our carbon footprint.**



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ENTERPRISES

enterprises.cpp.edu