

CAL POLY PARTNERS BRAND LAUNCH



CAL POLY
Partners

INTRODUCTION

In 2024, Cal Poly Corporation rebranded to Cal Poly Partners, marking a transformative step to better reflect its vital role within the university community. As Cal Poly's dedicated non-profit partner for over 80 years, Cal Poly Partners is committed to empowering students, faculty and staff, pushing boundaries and driving student success.

The rebranding campaign aimed to enhance awareness, foster cross-campus collaboration and manage change by aligning the new name with the organization's purpose: to be Cal Poly's most impactful partner. Through a comprehensive public relations campaign that included a university-wide event, social media, digital and print materials and email, a new web presence, swag and launch-and-learn sessions, the campaign successfully engaged diverse stakeholders.

Positive feedback across campus underscored the organization's deep impact, welcoming Cal Poly Partners as an integral force in the university's success.

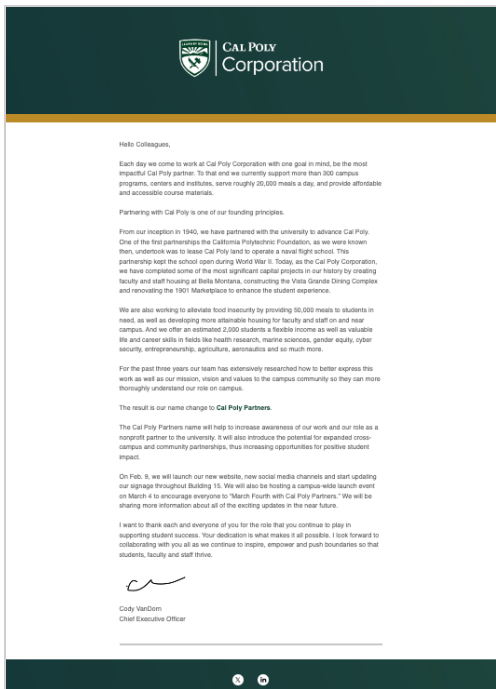


LAUNCH INTERNAL COMMUNICATION

CAL POLY PARTNERS BRAND LAUNCH

CHANGE MANAGEMENT COMMUNICATION

CEO Message



The screenshot shows an email with a dark green header containing the Cal Poly Corporation logo. The main body is white with black text. It begins with 'Hello Colleagues,' followed by a paragraph about the company's history and mission. A second paragraph discusses the name change to Cal Poly Partners. A third paragraph mentions the launch of new social media channels. The email is signed by Cody WarDom, Chief Executive Officer.

CEO Message

Each day we come to work at Cal Poly Corporation with one goal in mind, be the most impactful Cal Poly partner. To that end we currently support more than 300 campus programs, centers and institutes, serve roughly 20,000 meals a day, and provide affordable and accessible course materials.

Partnering with Cal Poly is one of our founding principles.

From our inception in 1940, we have partnered with the university to advance Cal Poly. One of the first partnerships the California Polytechnic Foundation, as we were known then, undertook was to lease Cal Poly land to operate a naval flight school. The partnership kept the school open during World War II. Today, as the Cal Poly Corporation, we have completed some of the most significant capital projects in our history by creating faculty and staff housing at Fields Hall, constructing the Vista Grande Dining Complex and renovating the 1901 Marketplace to enhance the student experience.

We are also working to alleviate food insecurity by providing 50,000 meals to students in need, as well as developing more affordable housing for faculty and staff on and near campus. And we offer an estimated 2,000 students a flexible income as well as valuable life and career skills in fields like health research, marine sciences, gender equity, cyber security, entrepreneurship, agriculture, aeronautics and so much more.

For the past three years our team has extensively researched how to better express this work as well as our mission, vision and values to the campus community so they can more thoroughly understand our role on campus.

The result is our name change to **Cal Poly Partners**.

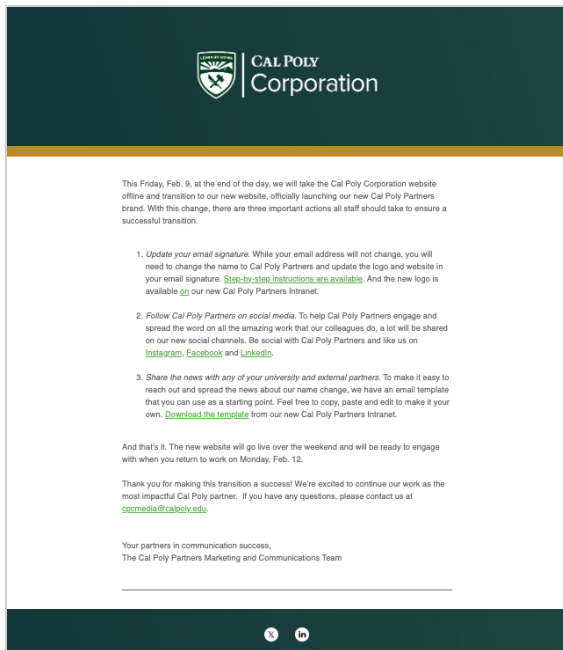
The Cal Poly Partners name will help to increase awareness of our work and our role as a nonprofit partner to the university. It will also introduce the potential for expanded on-campus and community partnerships, thus increasing opportunities for positive student impact.

On Feb. 8, we will launch our new website, new social media channels and start updating our signage throughout Building 15. We will also be hosting a campus-wide launch event on March 4 to encourage everyone to "March Fourth with Cal Poly Partners." We will be sharing more information about all of the exciting updates in the near future.

I want to thank each and everyone of you for the role that you continue to play in supporting student success. Your dedication is what makes it all possible. I look forward to collaborating with you all as we continue to inspire, empower and push boundaries so that students, faculty and staff thrive.

Cody WarDom
Chief Executive Officer

MarCom Message



The screenshot shows an email with a dark green header containing the Cal Poly Corporation logo. The main body is white with black text. It begins with a paragraph about the website transition. This is followed by a list of three action items for staff: updating email signatures, following social media updates, and sharing news with external partners. The email is signed by the Cal Poly Partners Marketing and Communications Team.

MarCom Message

This Friday, Feb. 9, at the end of the day, we will take the Cal Poly Corporation website offline and transition to our new website, officially launching our new Cal Poly Partners brand. With this change, there are three important actions all staff should take to ensure a successful transition.

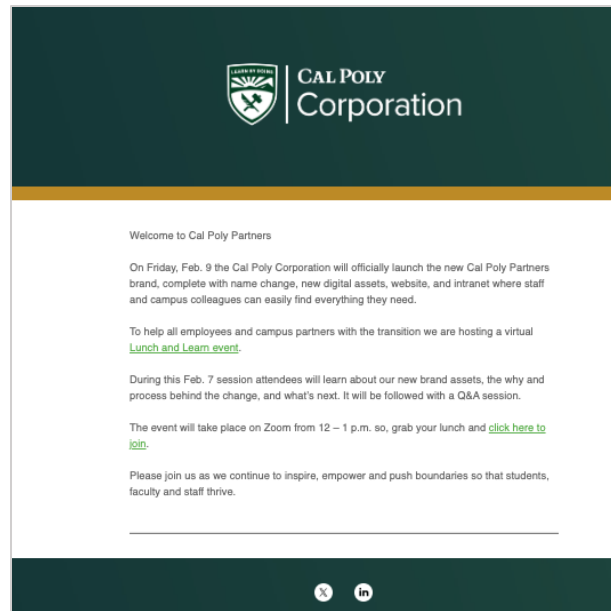
1. **Update your email signature.** While your email address will not change, you will need to change the name to Cal Poly Partners and update the logo and website in your email signature. [Step-by-step instructions](#) are available. And the new logo is available [on](#) our new Cal Poly Partners Intranet.
2. **Follow Cal Poly Partners on social media.** To help Cal Poly Partners engage and spread the word on all the amazing work that our colleagues do, a lot will be shared on our new social channels. Be social with Cal Poly Partners and like us on [Instagram](#), [Facebook](#) and [LinkedIn](#).
3. **Share the news with any of your university and external partners.** To make it easy to reach out and spread the news about our name change, we have an email template that you can use as a starting point. Feel free to copy, paste and edit to make it your own. [Download the template](#) from our new Cal Poly Partners Intranet.

And that's it. The new website will go live over the weekend and will be ready to engage with when you return to work on Monday, Feb. 12.

Thank you for making this transition a success! We're excited to continue our work as the most impactful Cal Poly partner. If you have any questions, please contact us at rcmedia@calpoly.edu.

Your partners in communication success,
The Cal Poly Partners Marketing and Communications Team

Launch and Learn Invite



The screenshot shows an email with a dark green header containing the Cal Poly Corporation logo. The main body is white with black text. It begins with a welcome message, followed by a paragraph about the launch event. A second paragraph mentions a virtual lunch and learn event. A third paragraph describes the Zoom session. The email is signed by the Cal Poly Partners Marketing and Communications Team.

Launch and Learn Invite

Welcome to Cal Poly Partners

On Friday, Feb. 9 the Cal Poly Corporation will officially launch the new Cal Poly Partners brand, complete with name change, new digital assets, website, and intranet where staff and campus colleagues can easily find everything they need.

To help all employees and campus partners with the transition we are hosting a virtual [Lunch and Learn event](#).

During this Feb. 7 session attendees will learn about our new brand assets, the why and process behind the change, and what's next. It will be followed with a Q&A session.

The event will take place on Zoom from 12 – 1 p.m. so, grab your lunch and [click here to join](#).

Please join us as we continue to inspire, empower and push boundaries so that students, faculty and staff thrive.

Cal Poly Partners Marketing and Communications Team

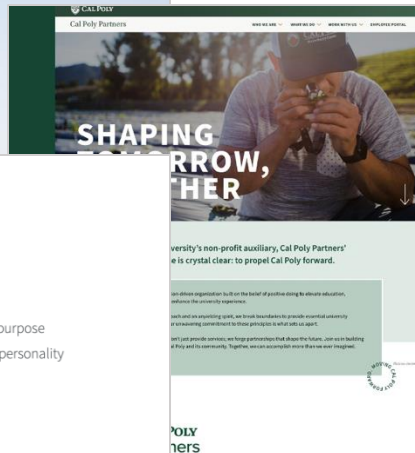
Why A New Name

Background

We recently completed a brand strategy sprint to identify ways to better communicate our purpose as a mission-driven non-profit auxiliary.

Our research revealed general confusion about what the corporation does, and the word "corporation" brought up a negative image for many, impacting our ability to communicate our purpose more efficiently.

It was determined a new name could better define the corporation's role on campus and help build affinity with faculty, staff, and students more efficiently.



What's Next

Brand Launch February 9

- Communication campaign
 - Staff comms – January 15
 - Launch and learns
 - [One-sheet FAQs](#)
 - [New Intranet](#)
 - Email announcements
 - New building and vehicle graphics
 - CPSU comms – February 9
 - New three-year strategic plan
 - Press release announcement
 - CP Report announcement
 - Portal announcement
 - New website
 - Update social media and new Instagram channel
 - March 4 campus event

Naming Results

Cal Poly Partners

- #1 highest in overall support
- #1 highest in functional rating
- #13 highest in alignment with purpose
- #1 highest in supporting brand personality
- #1 highest in likeability

Cal Poly Corporation

- #2 lowest in overall support
- #2 lowest in alignment with purpose
- #1 lowest in supporting brand personality
- #2 lowest in likeability

CAL POLY PARTNERS FAQs

Is Cal Poly Corporation going away?

- No. Cal Poly Corporation is not going away. The name is simply changing to better align with our mission as Cal Poly's non-profit auxiliary partner.

Why are we changing the name to Cal Poly Partners?

- Our organization provides more than just services; it forges partnerships that shape the future and build a brighter tomorrow for Cal Poly and its community.
- The former Cal Poly Corporation name does not adequately represent the organization's contributions and impact to Cal Poly.
- The new name better encompasses all that Cal Poly Partners does, including delicious dining options to affordable textbooks, cutting-edge technology to academic supplies, spirited gear to faculty and staff housing. Cal Poly Partners is here to enhance the Cal Poly experience.

Who decided to change the name to Cal Poly Partners?

- Extensive research was conducted amongst students, faculty and staff about the name change. Cal Poly Partners was overwhelming favored over Cal Poly Corporation. View [Brand Guidelines](#) to learn more about the new auxiliary name and identity.

How will this impact me or my team?

- There should be little-to-no impact to the team following the formal name change. Marketing & Communications is working diligently to update internal and external signage and branding, and you may be given new administrative tools, such as business cards or branded materials. View [Downloads & Templates](#) on the intranet site.

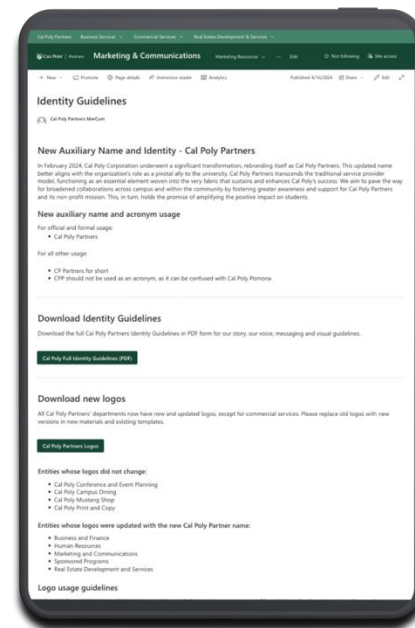
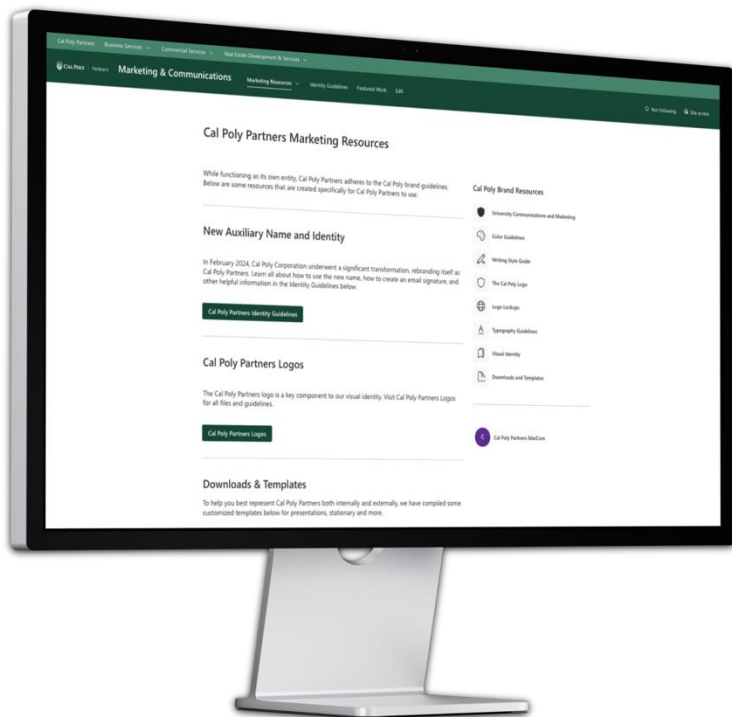
What will Cal Poly Partners do now that it has a new name?

- Cal Poly Partners will continue its mission and goals of enhancing campus life, alleviating food insecurity, advancing Learn by Doing, empowering through employment, developing attainable housing, and investing financially to improve the student experience.


How does the name change effect contracting, registrations and payment transactions?

- Cal Poly Partners is a DBA and as such, it will not change any of our current contracts, registration and payment transactions. You can continue to use Cal Poly Corporation on contracts/agreements.
- The new name doesn't need to be updated on existing contracts. It also doesn't need to be used on amendments/modification and new agreements.
- You can also continue to use Cal Poly Corporation for SAM registration.
- There is no change to the corporation EIN.
- Payments to the corporation will be honored indefinitely.






CORPORATION CORNER
The place to catch up on what's new.



SHAPING TOMORROW, TOGETHER

Corporation to Change Its Name Feb. 9
This week Cal Poly Partners' name will help to increase awareness that we are a nonprofit supporter of the university that is helping the campus grow, enabling faculty research and supporting a true Learn by Doing experience for students.

[READ MORE](#)



Mortgage Assistance Program Now Available
Cal Poly Corporation recently launched a program that provides mortgage assistance for faculty and staff who are looking to purchase resale units in the Bella Montana community or the new Vista Meadows development at the Grand Avenue campus entrance.

[READ MORE](#)

PARTNERS POST
Writing the Future, Together



March fourth together with Cal Poly Partners

Cal Poly Partners Launch Event Happening March 4
The celebration will be held at 1901 Marketplace and will kick off at 11 a.m. with the Cal Poly Marching Band and include a partner fair and ribbon-cutting ceremony for the newly renovated dining pavilion. Come celebrate and March Fourth with colleagues and friends.

[READ MORE](#)



LAUNCH EXTERNAL COMMUNICATION

CAL POLY PARTNERS BRAND LAUNCH | PRESS RELEASE

FOR IMMEDIATE RELEASE

February 12, 2024

Contact: Aaron Lambert
805-756-5856; amlamber@calpoly.edu

Cal Poly Corporation Renamed Cal Poly Partners

SAN LUIS OBISPO — Cal Poly Corporation, which has proudly served Cal Poly for over 80 years as a mission-driven nonprofit enabling faculty research and supporting a Learn by Doing experience for students, is being renamed Cal Poly Partners.

The name change comes after three years of extensive research conducted among students, faculty and staff. The name Cal Poly Partners better reflects the purpose of the organization; its vision to be the most impactful Cal Poly partner; and its mission to inspire, empower and push boundaries so that students, faculty and staff thrive.

“Every day our staff come to campus and work alongside our university colleagues in support of more than 300 campus programs, initiatives and institutes, all to enhance the student experience and make Learn by Doing possible,” Cal Poly Partners Chief Executive Officer Cody VanDorn said. “We partner with the university on health research, marine sciences, gender equity, cyber security, entrepreneurship, strawberry research, airplane prototypes and so many more ways than most people realize. The Cal Poly Partners name more clearly represents this and the fact that we are a not-for-profit organization whose sole role is to support the university.”

A 501(c) (3) nonprofit organization, Cal Poly Partners has been an integral part of the fabric that has made Cal Poly thrive for over eight decades. In the 1940s, it leased Cal Poly land to operate a naval flight school, keeping it open during World War II. Since the 1960s, it has operated Campus Dining and the bookstore.

Cal Poly Partners has diversified its campus portfolio. Currently it is working with university leadership to expand attainable housing options for faculty and staff and creating pathways to alleviate food insecurity on campus by providing 50,000 meals to students in need. Cal Poly Partners staff provide support services to university programs like Swanton Pacific Ranch, the Center for Health Research, Center for Coastal Marine Sciences, Airplane Prototype Laboratory and more than 300 other programs. In turn, it offers flexible income as well as valuable life and career skills to an estimated 2,000 students.



FEBRUARY 12, 2024

Contact: Aaron Lambert

805-756-5856; amlamber@calpoly.edu

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NEWS

Cal Poly Corporation changes name to “Cal Poly Partners”

by Emma Robertson
February 20, 2024

Facebook X



The Cal Poly Strawberry Center is one of many entities that is financially backed by Cal Poly Partners. Pictured left is Strawberry Center Director Gerald Holmes. | Brittany App | Courtesy of Cal Poly Partners

The Cal Poly Corporation was renamed Cal Poly Partners as of Feb. 9 to follow “its mission to inspire, empower and push boundaries so that students, faculty and staff thrive” according to a university [news release](#).

Cal Poly Partners supports more than 300 programs and encourages the school’s Learn By Doing philosophy, Cal Poly Partners Chief Executive Officer Cody VanDorn said in the release.

The name change supports its role as a nonprofit, which has existed for over 80 years

RECENT STORIES

What to expect from our elections coverage

October 8, 2024

SLO County Rideshare Week offer free bus rides through Friday

October 8, 2024

Cal Poly Women’s Soccer draws with Long Beach State

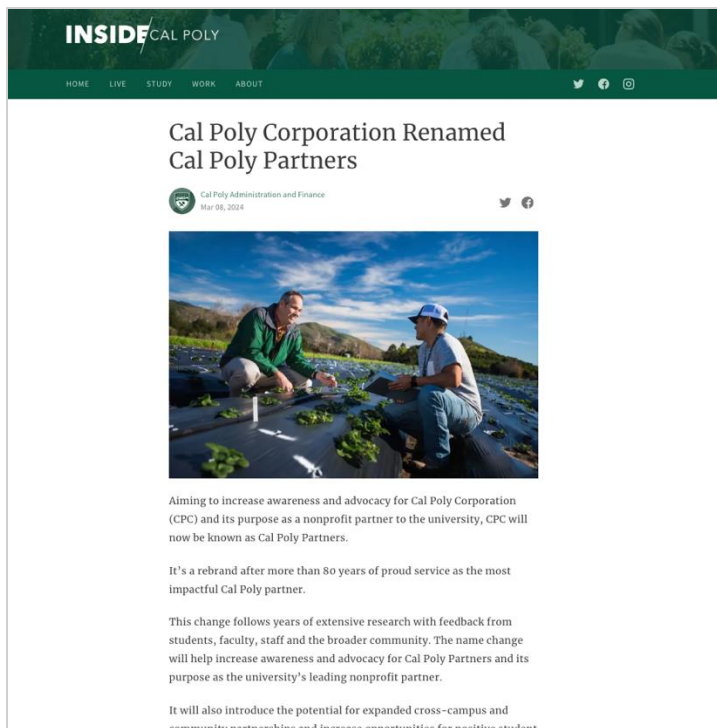
October 7, 2024

Cal Poly Cross Country competes at Sean Early Lakefront Invitational

October 7, 2024

Cal Poly RA Trial delayed to Oct. 28

October 7, 2024




The screenshot shows a webpage with a dark green header. The header contains the text 'INSIDE CAL POLY' on the left and navigation links 'HOME', 'LIVE', 'STUDY', 'WORK', 'ABOUT' in the center. On the right side of the header are social media icons for Twitter, Facebook, and Instagram. Below the header, the main content area has a white background. At the top of this area is the article title 'Cal Poly Corporation Renamed Cal Poly Partners' in a large, dark font. Below the title is a small circular profile picture of 'Cal Poly Administration and Finance' and the date 'Mar 08, 2024'. To the right of the date are social media share icons. Below the text is a photograph of two men in a field, one in a green jacket and one in a white shirt and blue cap, looking at plants in a field. Below the photo are three paragraphs of text. The first paragraph states the purpose of the name change. The second paragraph mentions the rebrand after 80 years. The third paragraph discusses the research behind the change. The fourth paragraph, which is partially cut off, mentions expanded cross-campus and community partnerships.

INSIDE CAL POLY

HOME LIVE STUDY WORK ABOUT

Cal Poly Corporation Renamed Cal Poly Partners

Cal Poly Administration and Finance
Mar 08, 2024



Aiming to increase awareness and advocacy for Cal Poly Corporation (CPC) and its purpose as a nonprofit partner to the university, CPC will now be known as Cal Poly Partners.

It's a rebrand after more than 80 years of proud service as the most impactful Cal Poly partner.

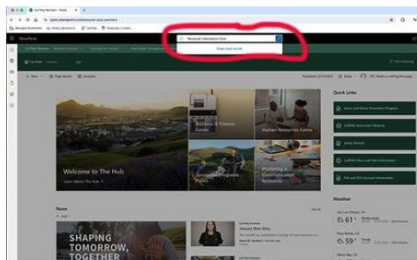
This change follows years of extensive research with feedback from students, faculty, staff and the broader community. The name change will help increase awareness and advocacy for Cal Poly Partners and its purpose as the university's leading nonprofit partner.

It will also introduce the potential for expanded cross-campus and community partnerships and increase opportunities for positive student

Find Forms Easily on Cal Poly Partners' New Intranet Site

Alongside Cal Poly Partners' name change came an updated website and a new Intranet site that houses all the internal forms, policies and how-tos that many in the campus community need to do their jobs. These forms are as easy to find as one, two, three.

- Visit cpslo.sharepoint.com/sites/cal-poly-partners and login with your Cal Poly name and password.
- Go to the search bar at the top of the page and type the name of your form.
- Click the small magnifying glass to the right.



Bonus: If you forget to bookmark the Intranet link, find it on the [Cal Poly Partners' website](https://www.calpoly.edu) by clicking the Employee Portal tab. Questions? Email cppartnersmarcom@calpoly.edu.

Cal Poly Corporation to Change Name to Cal Poly Partners

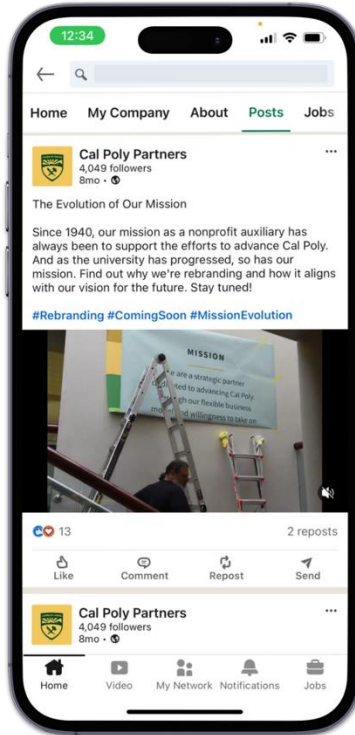
Beginning Feb. 12, Cal Poly Corporation will be known as Cal Poly Partners, a rebrand after more than 80 years of proud service as the most impactful Cal Poly partner, helping the campus to grow and evolve from college to university, enabling faculty research and supporting Learn by Doing. A virtual information Zoom session will be held Wednesday, Feb. 7, from noon to 1 p.m. to discuss more about this change. The announcement follows years of extensive research with feedback from students, faculty, staff and the broader community. The name change will help increase awareness and advocacy for Cal Poly Partners and its purpose as the university's preminent nonprofit partner. It will also introduce the potential for expanded cross-campus and community partnerships and increase opportunities for positive student impact. As it has since the 1940s, Cal Poly Partners will continue its purpose to inspire, empower and push boundaries so that students, faculty and staff thrive and forge partnerships that shape the future and build a brighter tomorrow for Cal Poly and its community.



➔ **JOIN THE VIRTUAL INFO SESSION AT NOON ON FEB. 7**

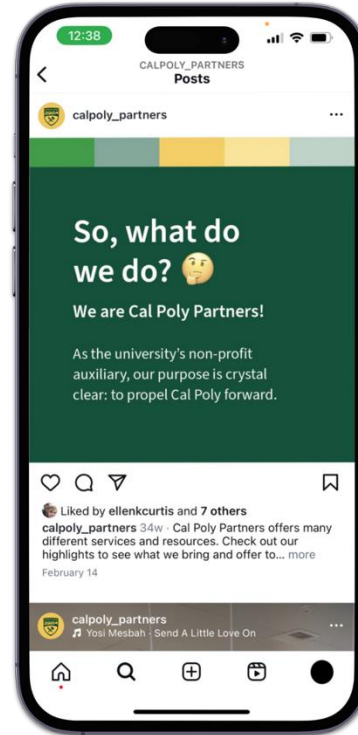
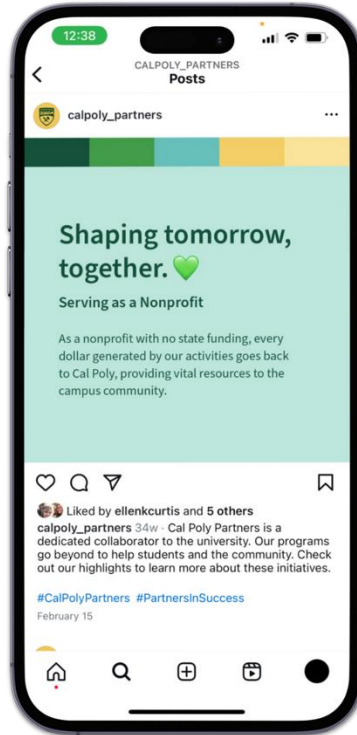
CAL POLY PARTNERS BRAND LAUNCH

SOCIAL MEDIA TEASER CAMPAIGN

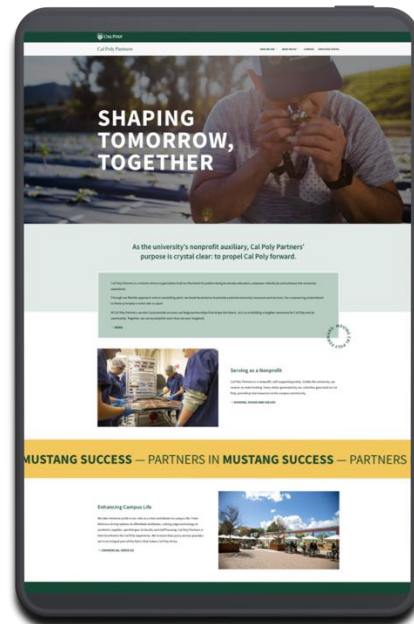
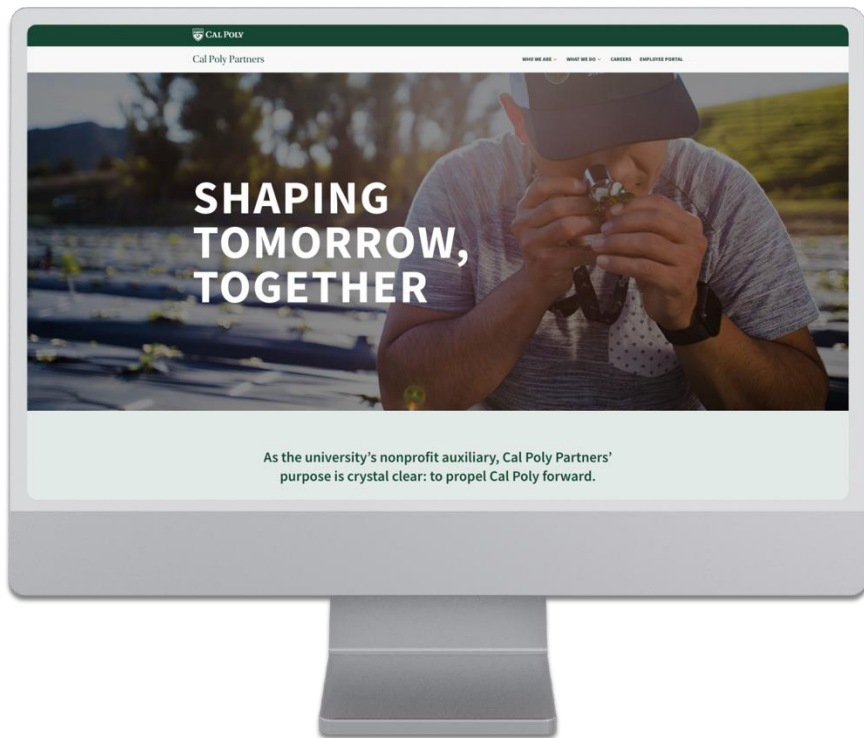


CAL POLY PARTNERS BRAND LAUNCH

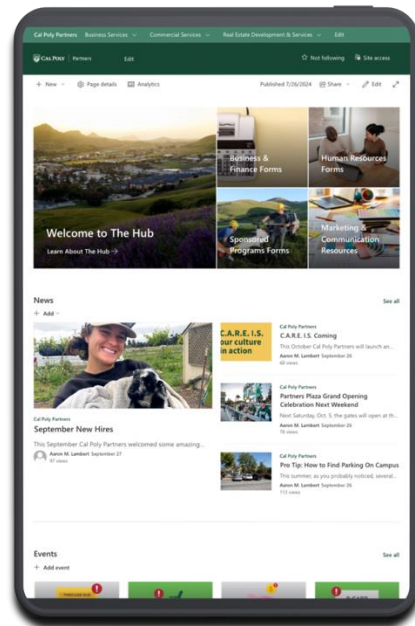
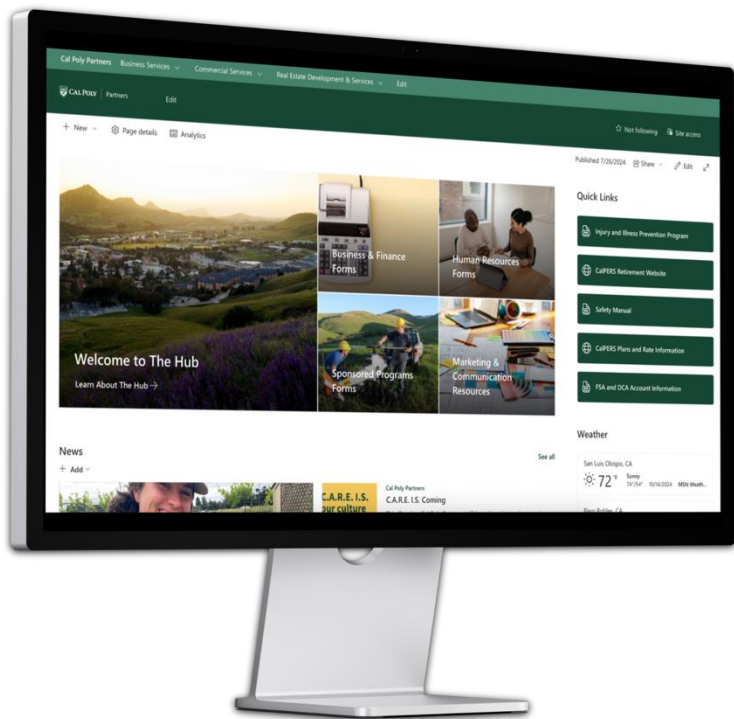
SOCIAL MEDIA LAUNCH CAMPAIGN



CAL POLY PARTNERS BRAND LAUNCH | NEW WEBSITE



CAL POLY PARTNERS BRAND LAUNCH | NEW INTRANET



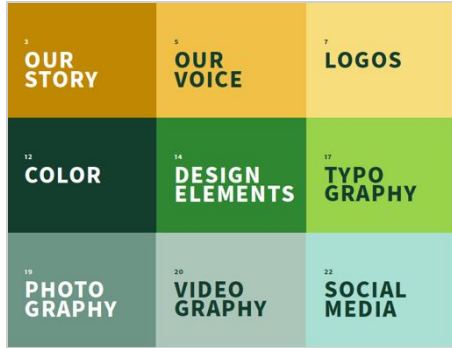
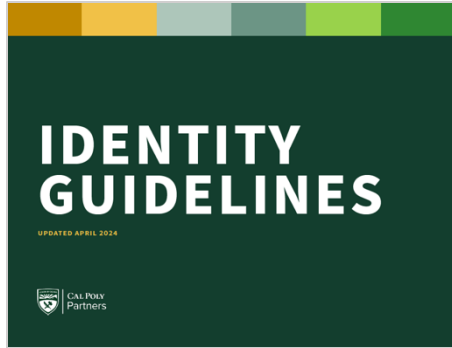




LAUNCH GRAPHICS



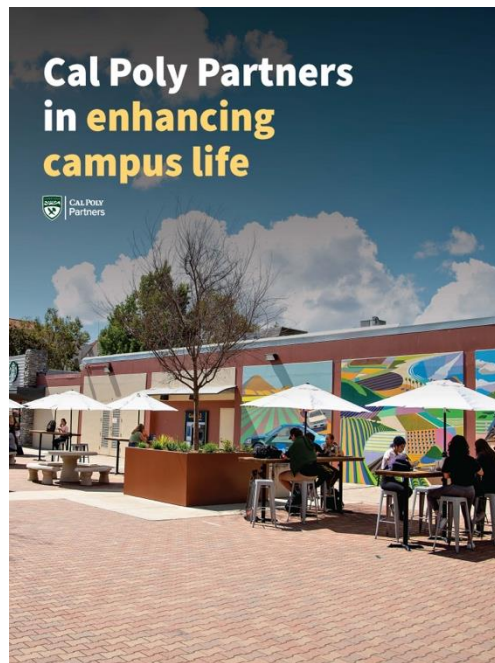
CAL POLY
Partners



CAL POLY PARTNERS BRAND LAUNCH


ENVIRONMENTAL GRAPHICS








LAUNCH EVENT



CAL POLY
Partners



**March fourth together
with Cal Poly Partners**

LEARN BY DOMINGUEZ
CAL POLY
Partners

Please join me as a VIP guest at a private catered lunch and celebration as we March Fourth with Cal Poly Partners.


On March 4 – from 11 a.m. to 2 p.m. – Cal Poly Partners will celebrate our rebrand with the Cal Poly Marching Band, a ribbon cutting for the new 1901 Marketplace and a Partners Fair for the entire campus community.

Immediately following the ribbon cutting at 12 p.m., we're inviting select guests to join us for a plated meal and brief program held in the new Partner's Pavilion.

Seating at the lunch is limited, so please RSVP [here](#).

We hope to see you there.

Let's March Fourth together.



Cody VanDorn

[X](#) [in](#) [@](#) [f](#)

March Fourth with Cal Poly Partners

Options▼



Celebrate and Learn about Cal Poly Partners

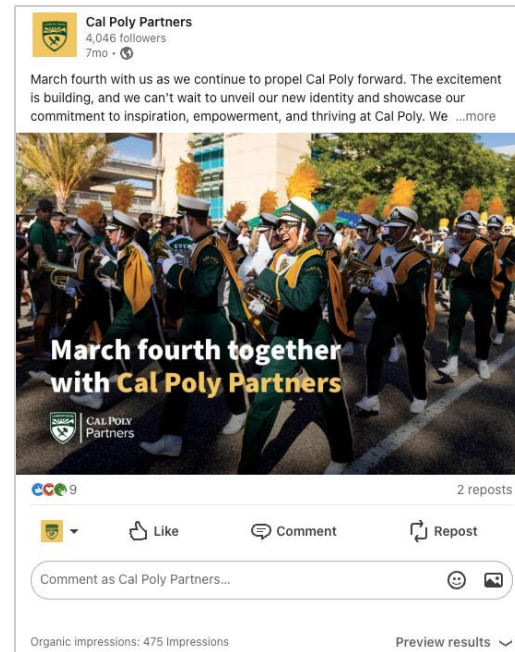
To celebrate the new Cal Poly Partners brand launch, the campus community is invited to March Fourth with Cal Poly Partners. The March 4 event will kick off at 11 a.m. with the Cal Poly Marching Band and will include a ribbon cutting for the new 1901 Marketplace. That will be followed with a partner fair where students, faculty and staff can all learn more about Cal Poly Partners, and the impact that the organization has had on the campus over the past 80 years, and the work that is currently being done to create a better Cal Poly experience for everyone.

[Learn More](#)

March Fourth with Cal Poly Partners

To celebrate Cal Poly Partners' new name, the campus community is invited to March Fourth with Cal Poly Partners. On March 4, from 11 a.m. to 2 p.m. Cal Poly Partners will host the campus community at 1901 Marketplace to celebrate with the Cal Poly Marching Band, a ribbon cutting for the new dining facility and a partner fair where students, faculty and staff can learn more about the impact that the organization has had on the campus over the past 80 years, and the work that is currently being done to create a better Cal Poly experience for everyone. Formerly known as the Cal Poly Corporation, the organization recently changed its name to Cal Poly Partners to help better reflect its work, vision and mission to be the most impactful Cal Poly partner.

CAL POLY PARTNERS BRAND LAUNCH | SOCIAL MEDIA





CAL POLY PARTNERS BRAND LAUNCH | EVENT BRANDING



CAL POLY PARTNERS BRAND LAUNCH

EVENT SPACE WALL GRAPHIC

<p>1940 Incorporates as California Polytechnic Foundation</p>	<p>1943 Leases Cal Poly land to operate a naval flight school and opens cafeteria number one</p>	 <p>1961 Completes Campus Dining Complex (No. 19) and in 1966, takes control of the El Corral bookstore</p>	<p>1975 Provides support for Cal Poly's first annual giving campaign</p>	<p>1985 Creates Sponsored Programs to administer research grants</p> 	 <p>1993 Accepts Swanton Pacific Ranch Gift</p>	<p>2006 Changes name to Cal Poly Corporation after the Cal Poly Foundation is created as a separate philanthropic nonprofit auxiliary</p>	<p>2008 Opens Bella Montaña, a \$25 million faculty and staff housing project</p> 	 <p>2020 Invests \$80 million in new and upgraded facilities to improve the student experience</p>	<p>2024 Changes name to Cal Poly Partners to better align with its purpose as a strategic partner to advance Cal Poly</p>
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CAL POLY PARTNERS BRAND LAUNCH

EVENT DAY



CAL POLY PARTNERS BRAND LAUNCH | EVENT SWAG



