



Office of Public Affairs
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News Release

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Cal Poly Pomona Students Guide Pomona Youths in Helping Local Businesses with Marketing Plans Top Student Teams from The School of Arts and Enterprise Recognized April 18

POMONA, Calif. — April 16, 2008— More than 15 local businesses received much-needed assistance with marketing and publicity thanks to the work of Cal Poly Pomona and The School of Arts and Enterprise students.

Now it's the students' turn to get the spotlight at a recognition ceremony on April 18, from 10:30 a.m. to noon at the American Museum of Ceramic Art, 340 S. Garey Ave. in Pomona. Students in the five top-performing teams will share \$4,000 of scholarships in the form of savings bonds.

Since 2007, the university and the Pomona-based charter high school have worked with small business owners and managers in Pomona to enhance their marketing efforts. Students groups do everything from design fliers to advocate Web marketing.

Some of the businesses that participated this year include a Mexican restaurant that did not have anyone on staff to design fliers and a new hair salon that was looking for ways to introduce itself to the community. The dA Center for the Arts in Downtown Pomona plans to try some new promotional techniques.

"I think it's great that they helped out because we don't have much staff," said Tiffani McEwan, manager of the dA Center for the Arts, a nonprofit group that offers arts shows and promotes arts education. "I want to bring [the business students] down to a meeting and have them make a presentation to our board members."

The project is funded by a three-year, \$200,000 grant from the Merrill Lynch Foundation to The

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School of Arts and Enterprise. This year, 17 Cal Poly Pomona business majors acted as mentors to the high school students, guiding them through process of research and project management and helping them refine their public speaking skills.

This collaboration exemplifies Cal Poly Pomona's learn-by-doing approach to education, according to Cheryl Wyrick, chair of the Management and Human Resources (MHR) department.

"The program provides Cal Poly Pomona students a preview of real-life management—determining priorities, setting clear and achievable goals and monitoring progress," Wyrick said. "It allows our students the opportunity to convey what they've learned in their classes to local business owners and provide for them a different perspective on success strategies for their business."

MHR senior Claudia Gutierrez decided to get involved in the project because she wants to launch her own community-based non-profit for children and teens. She enjoys the business side of non-profit management but Gutierrez wanted to have the hands-on learning experience to make sure she was pursuing the right career.

"Working with the students was such a great experience," Gutierrez said. "I realized how much I have a passion working with youth."

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ABOUT CAL POLY POMONA — Striking a balance between urban excitement and rural charm, Cal Poly Pomona is nestled in 1,438 rolling acres in the heart of sunny Southern California. With 3,000 faculty and staff to serve 21,500 students, Cal Poly Pomona's mission is to advance knowledge by linking theory and practice while preparing students for leadership and careers in a multicultural world. The university seeks to place learning at the center of every program, course, and activity on campus. Students can apply their knowledge through hands-on projects, collaborate with faculty members on research, and participate in valuable internships and service learning programs. Seven colleges (agriculture; letters, arts and social sciences; business administration; education; engineering; environmental design; and science) and one school (Collins School of Hospitality Management) offer 56 undergraduate and 23 graduate degrees, as well as 8 credential programs.