



Office of Public Affairs
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News Release

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The Collins School of Hospitality Management at Cal Poly Pomona to be Designated a College

University President Michael Ortiz to sign formalizing documents on June 13

POMONA, Calif. — June 6, 2008 — The Collins School of Hospitality Management at Cal Poly Pomona will officially be renamed The Collins College of Hospitality Management. The new status positions The Collins College of Hospitality Management to be the first hospitality management college in the California State University system and among about six nationwide.

Cal Poly Pomona President Michael Ortiz will sign the formal documents authorizing the name change on Friday, June 13, at 2 p.m. prior to The Collins School's commencement ceremony. Carol and Jim Collins, the namesakes and primary benefactors of the college, Dean Andy Feinstein, interim Provost Herman Lujan and Associate Dean Joseph Casey will be present for the signing. The signing will take place at the Restaurant at Kellogg Ranch.

"Cal Poly Pomona's hospitality program is one of the best in the country. It is fitting that it receives the proper designation," President Michael Ortiz said. "This is more than just changing a name. It sends a message that Cal Poly Pomona is a leader in hospitality management education."

The Collins School has played a major role in the maturation of hospitality management education in California. Founded in 1973, the program is the first and largest four-year hospitality Bachelor of Science degree program in the state and is consistently ranked among the nation's premier hospitality management programs.

"This is a significant milestone for us," Dean Andy Feinstein said. "I see tremendous symbolism in

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having the signing take place before commencement because The Collins School is in essence graduating into a college.”

The process to become a college requires a vote by the Academic Senate, which is the governing body for the Cal Poly Pomona faculty. The senate passed the recommendation unanimously on May 14 following a formal review process. The measure is also supported by the Cal Poly Pomona Dean’s Council and Interim Provost Herman Lujan.

The official name change will go into effect on July 1, 2008.

Brief History:

The Collins School is ideally located in one of the largest hospitality markets in the world. It began as a department in the College of Business Administration in 1973 in response to the demand for qualified management due to the hospitality industry’s explosive growth. At the time it was the first four-year hospitality degree offered on the West Coast. Continued growth led to the creation of the Center for Hospitality Management in 1986. In 1991, it became the School of Hotel and Restaurant Management. In 1999, the program evolved into The Collins School of Hospitality Management when it became the first privately funded academic facility on a state university campus. The buildings were made possible by \$11 million of contributions which were funded entirely from the hospitality industry.

Serving nearly 850 ethnically diverse students, The Collins School offers a rigorous education firmly rooted in hospitality management theories and real-world applications. A customized curriculum prepares students for careers in hotel resort management, restaurant management, club management, culinary product development, tourism management and special events/meeting planning.

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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.