A Day with the Mustangs

A Senior Project Presented to
The Faculty of the Communication Studies Department
California Polytechnic State University, San Luis Obispo

In Partial Fulfillment
Of the Requirements for the Degree
Bachelor of Arts

By
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Introduction

During the summer of 2010, we both interned as Event Managers with the non-profit organization, San Luis Obispo Rattlers (SLO Rattlers). As a collegiate summer baseball team, the SLO Rattlers emphasized on connecting the youth of San Luis Obispo with the players and coaches of the team. This resulted in our roles being dedicated to running events during the games, and facilitating youth clinics and autograph signing sessions. Based on our shared experience as interns with the SLO Rattlers, we wanted to continue exploring opportunities in community relations with the Cal Poly Athletic Department for our Senior Project.

Knowing that we wanted to work with the Cal Poly Athletic Department, we began asking Cal Poly athletes about community outreach projects with which they were currently involved, in hopes that we could potentially renovate a project and make it more effective. After this research, we realized that there was not one large outreach project that incorporated the entire Athletic Department and students from the Cal Poly community. Initially, we had an interest to work solely with the Cal Poly football team, as we are both interested in community relations careers with the NFL, however we realized that there was a greater need for the Cal Poly Athletic Department as a whole to participate in our project.

Rationale

Our Senior Project was driven by the theory of Cause Related Marketing. Outreach not only benefits the community, but it promotes the spearheading organization. Cause Related Marketing (CRM) is one way for organizations promote their product, and in addition, it also allows for an organization to build their ethos. In recent years, CRM has emerged “as a new form of corporate philanthropy based on the rationale of profit-motivated giving” (Varadarajanm 58).
In Margaret Stroup and Ralph Neubert’s article, “The Evolution of Social Responsibility”, corporate involvement in public well-being has evolved:

[It] began as voluntary responses to social issues and problems, then evolved into a phase of mandated corporate involvement, and is now evolving into a phase in which social responsibility is viewed as an investment by corporations. (as quoted in Varadarajan 58)

This corporate view of social responsibility could easily be applied to our project.

While outreach programs benefit the community, they can also benefit the organization, specifically universities. According to a study authored by Sei-Hil Kim et al. titled “Exploring Community Relations in a University Setting” found in the Public Relations Review, “various contributions made to local communities may produce a favorable public perception of a university.” The study concluded that a favorable perception was related to various forms of support for the university, including making donations, attending sporting events, and even sending children to the university. Overall, community relations can have a positive effect on the image of a university, which in return provides the university with more community support.

The Cal Poly Athletic Department could benefit from the practice of CRM and increased community relations efforts. By integrating more community outreach programs into their long-term marketing calendar and by implementing CRM, the Cal Poly Athletic Department could become more successful in gaining community support.

Prior to our project, the Athletic Department focused their efforts on their “Adopt a School” program. Through this program, student athletes went into local elementary school classrooms and spoke about what it is like to be a student-athlete at Cal Poly. While the program
is strong, it is not recognized by the community, and gains little support from the student-athletes. Cal Poly, the Athletic Department, and the community would be greatly benefited by an annual program geared towards reaching out to the youth of the San Luis Obispo.

Creating “A Day with the Mustangs”

Our first step was obtaining the support of the Athletic Department. We wanted to see if they had any projects in mind that they did not have the capabilities to currently execute. Our research led us to contacting Shaun Russell, the Athletic Director of Marketing. We set up a time to meet with him during the beginning of November. After discussing our project goals, and his ideas for the Athletic Department, we agreed upon the idea of “A Day with the Mustangs,” a community day that reached out to young students.

Throughout the months of November and December we worked with Russell, Dr. Conway, and Dr. Duffy to develop a tentative outline (see Appendix C), and determine the viability of our event as a Senior Project. We decided on partnering with a school for this event would be beneficial for young students and school morale, while guaranteeing attendance at our event. This led to our natural next step of finding a school to participate.

Instead of directly contacting a school, we wanted to go through the San Luis Coastal School District to discuss the best way of choosing a school, and any potential roadblocks we may encounter during the planning of our event. We contacted Rita Delkeskamp, the Director of Instructional Services for the San Luis Coastal School District shortly after we returned from Winter Break in January, and set up a meeting.

After explaining our idea and current plans, Delkeskamp agreed that our idea was viable, however the only major challenge we may face was funding for transportation. She discussed
the event with the Superintendent’s Office, then passed along our outline to all principals in the San Luis Coastal School District. The transportation issue frightened us, but we were happy to receive a quick and positive response to our plan.

Janet Gould, principal of Del Mar Elementary School in Morro Bay, enthusiastically replied to Delkeskamp within minutes. Gould got in contact with us the next day, and was very excited to actively join us in the planning process, to best tailor the event for our audience, 180 students from Del Mar’s fourth through sixth grade classes. We soon found out that three schools, Del Mar, Bishop’s Peak, and Los Ranchos, were interested in participating in our project. Our concerns quickly turned away from worrying if we would find a school, to wondering if we could accommodate everyone who responded. After discussing the response with Delkeskamp, we came to the conclusion that we would work solely with Del Mar, and pass on the contact information for the other two schools to the Athletic Department for potential participation in their other efforts.

We became very excited to work with Del Mar. Gould’s energy and enthusiasm inspired us. We knew she was the perfect elementary school principal to partner with. As a Cal Poly alumna, Gould understood Senior Projects and was somewhat familiar with the campus, despite construction and changes since she was a student. This made it easy to discuss logistics. She was also very excited, because students at Del Mar often do not get the opportunities to interact with Cal Poly students, or even visit the school due to their location in Morro Bay. Additionally, she explained to us that many of her students were from a disadvantaged background, with the potential to be first-generation college students. Growing up in San Diego and the Bay Area respectively, we both had the opportunity to constantly attend athletic events, performances,
sports camps, workshops, and more at colleges close to us, San Diego State, USD, St. Mary’s, and Stanford. Gould, a native of the San Luis Obispo, felt the same way. Because of our proximity to college campuses, we became comfortable and familiar with them, and the idea of attending college became a natural next step for us early on. We wanted to instill that same feeling and thought process in the Del Mar students.

Throughout the month of February, we developed a tentative schedule for the day, and shared it with Russell, who began recruiting student-athletes to participate. Initially, we contemplated two dates, May 6 and May 13. Gould expressed the desire for the event to take place on May 6 in hopes that the visit to Cal Poly would motivate her students to perform well on their S.T.A.R. testing during the following week. Initially, Russell hesitated in choosing this date due to certain athletes having a prior commitment to a Special Olympics event. Fortunately, he still received favorable feedback from athletes still willing to participate. However, Russell was also concerned with scheduling in Mott Gym on May 6. Morning classes would be difficult if not impossible to reschedule. We discussed this issue with Russell, and concluded that holding the Athletics session in the afternoon, with all students rather than as a rotation would be best. With this solution we had a tentative date set.

Once we had a tentative date, we contacted representatives from Poly Reps, the official University Ambassadors of Cal Poly, and P.U.L.S.E., Peers Understanding Learning Speaking Educating. Both Russell and Gould had expressed a desire for the students of Del Mar to get a glimpse into the different aspects of being a student, and we agreed that a well-rounded view of the school would be beneficial for the students, as well as Cal Poly’s image as a whole. The Poly Reps promote Cal Poly and personalize the university to prospective students through campus
tours. P.U.L.S.E. is a group of emerging student leaders that promote healthy lifestyle choices through presentations and workshops.

In March, we contacted the advisor for Poly Reps, Terrance Harris, and set up a meeting with him to discuss our project, and our desire to have Poly Reps participate. Harris was more than supportive and got us in touch with Amy Shore, the Admissions Advisor responsible for setting up tours. We discussed with Shore are needs for the day, which included two 1 hour tours, with sessions beginning at 9:25 and the other beginning at 10:25. With 180 total students, each tour session would include 90 students, broken into three groups of thirty. A total of three tour guides would be needed for each session. Shore added our event to the list of tours for the month of May, and we had an immediate response from Poly Reps eager to give tours to our audience.

Our initial contact with P.U.L.S.E. was asking our friend Christina Beltran, a coordinator for the H.E.A.T. Nutrition division, if her team would be interested in presenting and creating a workshop for our event. Beltran was confident that both her team and advisor, would be more than willing to participate.

We now had a total of three campus organizations involved in our event: Cal Poly Athletics, Poly Reps, and P.U.L.S.E.. With a tentative date scheduled, we tried to set up a meeting with University Scheduling. Melina Trujillo, a University Scheduler, informed us that before we met with her, we would have to meet with the Cal Poly Risk Management Department in order to gain approval of our event. David Leo Caroll, Cal Poly Risk Manager, met with us to discuss the liabilities, and possibility of needing additional insurance associated with bringing 180 students to campus. Caroll had no concerns with our project, as Cal Poly welcomes hundreds
of visitors to campus every day. He told us our project had no unusual risks. With his consent, we were then able to move forward with Trujillo at University Scheduling.

Setting up a meeting with University Scheduling proved to be difficult. Trying to reserve a total of three facilities (Phillips Hall, Mott Gym and Mott Lawn) over the phone was challenging, and proved to be a poor method of communication. After approximately two weeks of playing phone-tag, we finally got Trujillo to sit down and meet with us. When we looked over our options of dates, we realized that Mott Gym was booked by Athletics on both days from noon to 3pm, despite Russell’s only concern with scheduling being morning classes. Trujillo explained that the only way we could get around this was asking the athletic coaches to move their practices. We felt confident that we could make this happen with the help of Russell. We booked Phillips Hall and Mott Lawn for May 6, as this was the date that Gould preferred and we already had a list on interested student-athletes.

We emailed Russell asking him the best way to work around the athletic practices. While he did not have authority to re-schedule the athletic practices himself, he could explain the situation to the coaches and see who would be willing to accommodate us. He suggested that we explore alternate locations in case we could not secure Mott Gym. This was our largest obstacle. While there was always the option to use the basketball courts behind Mott Gym, this was not ideal because we could not predict the weather two months in advance. Also, we wanted to students to be able to experience the atmosphere that Mott Gym provides. All we could do at this point was to wait and hear back from the athletic coaches.

The other major obstacle we faced was getting approval for the use of Phillips Hall. When we initially submitted the Request for Use Form for Phillips Hall, it was requested under
our names, because University Scheduling did not inform us that they do not allow students to request facilities, and a request can only be made under an advisor’s name. We solved this problem by speaking to Dr. Winebrenner, the Communication Studies Department Chair, and getting his permission and signature. Then we were able to re-submit our Request for Use Form for Phillips Hall (see Appendix D).

Within this time period, Russell had gotten permission from the Men’s Basketball coach, Women’s Basketball coach and Women’s Volleyball coach to schedule over their practices. He then forwarded this information to Jesse Latino, the Director of Facilities and Operations for the Athletic Department. Once Latino added this information to the Athletics Facility Schedule, we officially had permission to use Mott Gym, which was passed along to Trujillo and University Scheduling. In the middle of April, we got our final confirmation of reserved facilities on May 6 (see Appendix E). With this confirmation, we were able to move forward with the final logistics and details of our event.

The Month Leading Up to “A Day with the Mustangs”

When the event date was getting close, we needed to confirm with P.U.L.S.E. and Poly Reps, and describe our expectations and the specific roles they would be playing. In the beginning of April, we emailed Rojean York Dominguez, the director of the Health Education Department, asking for confirmation that P.U.L.S.E. would be contributing to our project. Dominguez passed our email on to her group of student leaders, which included Beltran and the H.E.A.T. Team who had volunteered to create an interactive presentation for the day. The presentation would be based on educating the students on the importance of healthy lifestyle choices, including eating breakfast, healthy snacking, and the importance of the major food
groups. They were prepared to give two, one hour presentations. Simultaneously, we confirmed that Poly Reps would be giving two one hour tours. Gould created the rotation groups; one 4th, 5th, and 6th grade class would be in session, and then the groups would switch. These two workshops would be our first portion of the day, held before lunch time. After lunch time, the Athletic Department’s workshop of the day would take place, followed by an autograph signing session and group photos. With our tentative schedule set, we presented it to Gould.

Gould seemed pleased with what we had accomplished, but she also had some suggestions to be made. She recommended we add a snack portion during the P.U.L.S.E. workshop, which would be provided by Del Mar. We also asked her what specific messages she wanted each organization to focus on presenting. Gould wanted the P.U.L.S.E. presentation to focus on healthy eating and nutrition, and how these two factors can affect students’ performance. Poly Reps would give a tour which focused on campus life and the different ways to get involved. Lastly, the athletes would talk about their day-to-day lives as student athletes, role models they had, how they became student-athletes, and the importance of team work and leadership. With the specific messages Gould wanted presented, we were able to communicate these back to each organization for their preparation for the day. There were also many details that needed to be attended to before the event. We created a flyer for Gould to present to the PTA at Del Mar and community members as she prepared to get donations. These donations would go towards t-shirts, transportation and food.

We wanted the students to have a way to commemorate the event. We created “A Day with the Mustangs” t-shirts for them to wear. In order to get the Cal Poly logo on the t-shirts, we had to order through J. Carroll, the screen printing company that Cal Poly has licensed its logo
to. As a Graphic Communication minor, Gracie was able to design a graphic for the t-shirt that we sent to Naia Harrison at J. Carroll (see Appendix H). Immediately, Harrison created a work order for our approval that we were able to forward to Gould for payment (see Appendix J). One day after we approved the work order, designer Travis Harrison showed us his mock-up of our design (see Appendix I). It was exactly as we had envisioned it, and we gave him our approval. Soon after, he emailed us that when seeking Cal Poly’s permission to use the logo, they informed him that they had switched logos from the out of date “Mustangs” logo we had on our original design to the newer version. Harrison made the correction for us, and with our design final, he handed it over to the printers. Our initial date for pick up was Wednesday May 4th, but Harrison was able to get the shirts done for us by Monday May 2nd. We were extremely impressed with J. Carroll’s work and customer service and would recommend them to anyone.

Gracie’s father, Thomas Flint, had initially offered to print the t-shirts at cost because he owns a printing distributorship. However, because Cal Poly’s logo is only licensed through certain distributors, including J. Carroll, we were not able to use his services for the t-shirts. Thomas Flint offered instead to donate reusable water bottles as a memento for the day. We used a similar mock-up for the front of our shirts for the water bottles, that removed the Cal Poly logo.

In addition, Christina knew Chris McBride, Assistant Director of Marketing and Communications at the Alumni Association, who offered to donate “I Love Cal Poly” stickers for us to give the kids on the day of the event.

Gould wanted the kids to experience what Cal Poly had to offer in terms of food for lunch the day of the event. We originally looked into Sage catering as an option, but the variety of foods they had to offer did not seem appropriate for 4th, 5th and 6th graders, and the cost was
too high. We emailed Yukie Nishinaga, the Marketing and PR Manager of Cal Poly Corporation, and asked if she had any suggestions for lunch options. Nishinaga suggested that we contact Backstage Pizza, as they tend to cater larger groups, and are the most affordable. In addition, when we explained our project to her, she informed us that Cal Poly Corporation would be willing to give a 5% discount on the pizza order. She directed us to Dorene Cisneros, the Unit Manager at Backstage Pizza. We placed our order for 15 extra-large cheese pizza’s (at $15 per pizza) and 10 extra-large pepperoni pizza’s (at $17.75 per pizza). The Del Mar PTA paid for the pizza the day of the event, which totaled $378.83 after the 5% discount.

With our plan for the students to eat on Mott Lawn, we contacted Cal Poly Facilities to discuss the use of tables and trash cans. We quickly realized that using Facilities would not be an option, as it would cost nearly one hundred dollars to get several trash cans and a single table. We were able to be resourceful and borrowed a table from a friend to set-up the pizza on, and we brought our own trash bags, as there was a dumpster located directly down the hill from Mott Lawn that we could use. We also discussed pulling out the bleachers in Mott Gym. We were quoted hundreds of dollars for this service, so after discussion with Russell, we decided the best option would be for the kids to sit on the floor directly in front of the bleachers.

Knowing that we would need volunteers to help with operations during the event, we asked Dr. Winebrenner to send an email to students in the Communication Studies Department asking if anyone was interested in taking this on as their project next year, and if so, this would be a great way for them to get an early start. We had approximately six people interested, however when we followed up with those who had committed a week before the event, they either did not respond to us or decided that they were no longer interested. Thankfully, we had
previously discussed our event with our friends and roommates, and they volunteered to help on
the day. An important volunteer that we recruited was Lara Choma. An avid photographer and
fellow Cal Poly student, Choma volunteered to take pictures on the day of the event. This was
important to us because not only did we want to document the day for ourselves, but we wanted
to document the day for all organizations involved. Knowing that we would be taking group
pictures, we went to the ASI Craft Center and made a banner for the kids to hold up in pictures
that read: “A Day with the Mustangs, Del Mar Elementary 2011.”

The week before the event was our time to finalize all the details. On Monday we placed
the pizza order. While Backstage only required a 24 hour notice for orders, we wanted to give
them ample time. We also met with Russell to outline specifically what the athletes would be
talking about and how we would run the autograph signing session. We then went to Costco to
buy Sharpie markers for the autograph session. This money came out of our pockets, but we had
no problems spending a few dollars for a once and a lifetime opportunity for the kids. Next, we
picked up the shirts at J. Carroll.

On Tuesday, we made the banner at the craft center. We then counted out the stickers
from the Alumni Association and organized the shirts. Gould emailed us a breakdown of sizes by
classroom to make it easier for her teachers. We dropped the off the shirts, grouped by class, on
Wednesday at Del Mar along with directions to our drop-off location (P.A.C. Plaza) for the bus
drivers. The water bottles did not arrive until Thursday morning. Our last task was to drop them
off on Thursday afternoon at Del Mar. After drop off, we had our final “business dinner” to
discuss what we wanted to say when the children arrived. We felt confident that had all of our
bases covered, and anticipated the next day.
**The Day of the Event**

Luckily, our planning had paid off and we both were able to get a good night’s sleep the night before the event. We chose to wake up a little early and grab breakfast around 8:00am so we weren’t stressed or running late arriving at Cal Poly. We had discussed set-up time with P.U.L.S.E., and agreed to meet them at Phillips Hall at 8:30am.

After meeting with P.U.L.S.E. and most importantly expressing our appreciation for their participation, we assisted them with a few set-up tasks, including setting up their PowerPoint presentation and creating name tags.

With the busses arriving at 9:00am, we made sure to be about ten minutes early to the P.A.C. Plaza, just in case they arrived early. In fact, the exact opposite happened. A few minutes after our arrival, we received a text message from Gould, saying “Del Mar is on our way!” Knowing it would take the busses at least twenty minutes to get to Cal Poly, we took a few minutes to relax, and discuss our plan if the day were to run a little bit behind schedule. We remembered that when we discussed our schedule, Gould had mentioned that 45 minutes for lunch was a little long, and the children would be able to finish much quicker. We knew that everything would be okay if we were running late, because we could make up the time by shortening lunch.

When the students finally arrived, we gathered in the P.A.C. Plaza, and introduced ourselves and gave a quick overview of the day. Gould also spoke, reminding the children that this could be their future, and they should try to envision themselves here in the future. Her words quickly reminded us exactly why we were doing this project — to give the kids a great day that proved to them that their future was important, and they were in control of it.
After our introductions, we each led one group to their first workshop. Half the students went to Philips Hall for the P.U.L.S.E. Workshop, while the other half headed to the Mustang Statue to begin their tour of campus. The day had officially begun.

We kept in contact by text messaging the progress and status of the workshop to ensure a smooth transition between the two groups. Originally, snacks were scheduled for the last ten minutes of the first P.U.L.S.E. workshop, and the first ten minutes of the second. However, with the first workshop running slightly behind, we made a quick decision to have snack occur at the same time, with one group eating inside Philips Hall, and the other eating outside on the grass area.

Knowing we were behind, we made sure the P.U.L.S.E. and Poly Reps volunteers were aware as well. We asked both groups to try to end their sessions by 11:45 to keep us on schedule to begin the Athletic Department’s session on time. Luckily, our volunteers were very capable of making this happen. During the second session, we met our friends who had volunteered to help. We set up Mott Lawn for pizza delivery and lunch, and made sure volunteers knew their responsibilities, which included passing out “I Love Cal Poly” stickers, donated by the Alumni Association, answering any questions the Del Mar Students had, and making sure Mott Lawn was cleaner than when we found it. Our friends were a wonderful asset to have on the day of the event. Although we did not need a ton of help, it was comforting that people we trusted were there to help us with any situations that could arise. While setting up for lunch, Zoe Andres, Supervisor of Village Market brought over cookies to donate to the event. She had a daughter at Del Mar, and heard about the event and wanted to support us. It was wonderful to know that news spread about our event, and the Cal Poly community was extremely supportive. Overall,
the lunch session went very smoothly. After eating, the kids played on the lawn with frisbees and hackie sacks that Gould had brought along.

Right on schedule, we brought the kids into Mott Gym, class by class, where they were greeted by high fives from the volunteer student-athletes. Once the kids sat down, Russell introduced all the athletes, and asked students questions about Cal Poly. A right answer earned them a Cal Poly megaphone. A few athletes talked about the specific topics we had discussed with Gould. The students were simply mesmerized by the athletes, because the students saw them as celebrities.

Russell broke up the students into three groups by grade, where they each had an opportunity to interact with four to five athletes. This gave the students a chance to ask questions, while the athletes got to talk more about their personal stories. The Athletic Department donated “Mustang Maniac” shirts that the athletes could give out to their smaller groups for answering questions correctly. The students really enjoyed being able to get to know the athletes. This also gave the athletes an opportunity to do a little showing off, with slam dunks and basketball tricks. Everyone loved it.

Having the students broken up into groups by grade also gave us a chance to get a picture of each grade, like Gould had wished. We had our “A Day with the Mustangs” banner ready, and the students were already grouped off which made it easy for the athletes to jump in each picture that our photographer, Choma took.

During the small group athletic workshops, our volunteers passed out Cal Poly fight song posters that Russell had brought. We gave each athlete a Sharpie marker and the autograph session began. Although it was chaotic to have a “free for all” autograph session, it worked quite
well. We even had students asking for our autographs. It was wonderful that they knew our names and really appreciated what we had planned for them. Hearing them say thank you made the day well worth it. Russell was easily able to get the students’ attention by announcing that the Athletic Department had donated tickets for the students to attend the Cal Poly baseball game on May 15. It was the perfect closing to the Athletic Department’s workshop.

Once the autograph session ended, we led the entire group the University Union (UU) steps, where we Choma was able to get a group photo with the banner, and Cal Poly pennants which Gould had purchased from the bookstore. Because the fourth grade students had to get on a bus ten minutes early, they left right after the picture. The other students stayed in the UU for a few minutes, then walked back to the P.A.C. Plaza for pick-up.

After the event, we were so pleased with the positive feedback that the teachers, parent chaperones, and Gould had given us. We really had made a difference in these childrens’ lives by inviting them to Cal Poly for the day. All of our hard work was more than worth it to hear that. Although we were exhausted, we knew that we needed to make a list of things we needed to do to follow-up, including:

- Thank you notes to:
  - P.U.L.S.E.
  - Poly Reps
  - Volunteer Athletes and Russell
  - Volunteers
  - Our photographer, Lara Choma
  - Village Market
• Getting pictures to Gould
• Following up with our advisor, Dr. Duffy

We made our list, and agreed not to do any more work for the day, and went out for dinner, as we had not gotten a chance to sit and talk about the day. In the evening we received emails from a parent chaperone and Russell thanking us again (see Appendix O, Appendix P). We were very happy with how everything went, and agreed that the day was a huge success based upon our observations and the feedback we received.

Reflection

Along with everyone who was involved in the event this year, we hope that “A Day with the Mustangs” will become an annual Senior Project completed by seniors in the Communication Studies Department. Nothing would make us happier than seeing this project successfully executed for years to come.

To make this possible, we have incorporated all necessary planning information into this paper and its appendices. Additionally, we have a binder that can be passed along to the next set of students. Because of our head work, this project will be much easier for the next set of students who complete it. Our contact list (see Appendix A) will be of great use, along with our timeline (see Appendix B). It is important that the students who choose to complete this project in the future are very excited about it, as the project took us nearly nine months to complete. These students should also know that they work very well together. They should both be detail-oriented, while still being able to see how the details contribute to the big picture and message for the event.

Working with Del Mar was a pleasure, and we intend for the event to continue to involve
them. We discussed potential improvements with Gould, and she suggested choosing one grade of students, and inviting the two elementary schools from Los Osos, Baywood and Monarch Grove, to participate in the event with Del Mar. This will give more schools that may not have the chance to visit Cal Poly the same opportunity Del Mar had. Additionally, this will allow the content of the trip to remain fairly constant, without having children attend a repetitive event three times.

We originally planned to invite the local press to our event. After considering the steps we would need to take to accommodate them, including having a meeting place and time, and identifying children that were allowed to have their pictures taken, based on privacy laws, we chose not to have press present the day of the event. We had planned to send a press release immediately after the event, but we had a delayed response from Gould with a quote about the day and identification of students who could be published in pictures. Next year, we would suggest that the students have the press release pre-written. They could get quotes the day of the event, and hopefully have a quicker response in photo identification. We think with our initial planning completed, the students will have a much easier time organizing the event, and could even invite the press to the day of the event.

While we were able to get the support we needed from Del Mar’s PTA to make the day happen, we would suggest that students try to get sponsorships from on-campus organizations, like Cal Poly Corporation and the Athletic Department. Hopefully the success of this year’s event will contribute to the possibility of establishing a budget for the event in the future. With a budget, other improvements can be made, including incorporating more Cal Poly souvenirs for the students to take home, and providing a healthier lunch which can tend to be more expensive.
With a budget, students could have the opportunity to work with Cal Poly Facilities to set up tables, take care of trash, and pull out the bleachers. A budget would solve many problems and make the logistics of the day much easier.

We are so excited about the opportunity that we had to complete this event for our Senior Project. The day before the event we joked that this project was a ton of work and that writing a paper may have been easier for us. However, after the event, we realized the impact that it made on the students of Del Mar. We would start the entire project over in a heartbeat. This opportunity provided us with a real look at what careers would be like in the community relations and event planning industry. Our Communication Studies education provided us with all of the necessary tools to complete this project, and proves how important communication is in any field.
Works Cited


## Appendix A

*Contact list acquired during the planning process.*

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Email</th>
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<tr>
<td>Julian Wagner</td>
<td>Poly Reps President</td>
<td>Cal Poly - Poly Reps</td>
<td><a href="mailto:Jawagner@calpoly.edu">Jawagner@calpoly.edu</a></td>
<td>760-981-2941</td>
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<tr>
<td>Sam Roberts</td>
<td>Poly Reps Tour Chair</td>
<td>Cal Poly - Poly Reps</td>
<td><a href="mailto:Serobert@calpoly.edu">Serobert@calpoly.edu</a></td>
<td>916-718-4633</td>
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<tr>
<td>Rojean York Dominguez</td>
<td>Director, Health Education Department</td>
<td>Cal Poly - P.U.L.S.E.</td>
<td><a href="mailto:Rydoming@calpoly.edu">Rydoming@calpoly.edu</a></td>
<td>805-756-2857</td>
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<td>Christina Beltran</td>
<td>P.U.L.S.E. Liaison</td>
<td>Cal Poly - P.U.L.S.E.</td>
<td><a href="mailto:Cmbeltra@calpoly.edu">Cmbeltra@calpoly.edu</a></td>
<td>925-286-9703</td>
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<td>Janet Gould</td>
<td>Principal</td>
<td>Del Mar Elementary</td>
<td><a href="mailto:JGould@slcusd.org">JGould@slcusd.org</a></td>
<td>805-771-1858</td>
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<tr>
<td>David Leo Carroll</td>
<td>Risk Manager</td>
<td>Cal Poly - Contracts, Procurement, and Risk Management</td>
<td><a href="mailto:Dlcarrol@calpoly.edu">Dlcarrol@calpoly.edu</a></td>
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<tr>
<td>Melina Trujillo</td>
<td>Scheduler</td>
<td>University Scheduling</td>
<td><a href="mailto:Events@calpoly.edu">Events@calpoly.edu</a></td>
<td>805-756-5550</td>
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<tr>
<td>Jesse Latino</td>
<td>Director of Facilities and Event Operations</td>
<td>Cal Poly Athletics</td>
<td><a href="mailto:Jlatino@calpoly.edu">Jlatino@calpoly.edu</a></td>
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<tr>
<td>Yukie Nishinaga</td>
<td>Marketing &amp; PR Manager</td>
<td>Cal Poly Corporation</td>
<td><a href="mailto:Ynishina@calpoly.edu">Ynishina@calpoly.edu</a></td>
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<tr>
<td>Dorine Cisneros</td>
<td>Unit Manager</td>
<td>Backstage Pizza</td>
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<td>Zoe A. Andres</td>
<td>Supervisor</td>
<td>Village Market</td>
<td><a href="mailto:Villagemarket@calpoly.edu">Villagemarket@calpoly.edu</a></td>
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<tr>
<td>Amy Shore</td>
<td>Admissions Advisor</td>
<td>Cal Poly - Admissions</td>
<td><a href="mailto:Ashore@calpoly.edu">Ashore@calpoly.edu</a></td>
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<td>Naia Harrison</td>
<td>Customer Service</td>
<td>J. Carroll</td>
<td><a href="mailto:Naia@jcarroll.com">Naia@jcarroll.com</a></td>
<td>805-595-1000</td>
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<td>Travis Harrison</td>
<td>Customer Service</td>
<td>J. Carroll</td>
<td><a href="mailto:Travis@jcarroll.com">Travis@jcarroll.com</a></td>
<td>805-595-1000</td>
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<tr>
<td>Thomas Flint</td>
<td>Owner</td>
<td>International Printing Solutions/TFPS</td>
<td><a href="mailto:Tom.flint@sdocxmail.com">Tom.flint@sdocxmail.com</a></td>
<td>858-842-4807</td>
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<tr>
<td>Chris McBride</td>
<td>Assistant Director, Marketing and Communications</td>
<td>Cal Poly - Alumni Relations &amp; Events</td>
<td><a href="mailto:Chmcbrid@calpoly.edu">Chmcbrid@calpoly.edu</a></td>
<td>805-756-2586</td>
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</tbody>
</table>
Appendix B

Timeline of projects and tasks leading up to the event.

November
- Contacted Shaun Russell to discuss community outreach projects.

December
- Completed Senior Project Proposal and selected advisor.

January
- Met with Rita Delkeskamp, at San Luis Coastal School District to discuss potential school involvement.
- Received immediate feedback from Janet Gould, principal of Del Mar Elementary, and met with her to discuss the event.

February
- Created tentative schedule and discussed with Russell.

March
- Contacted representatives from Poly Reps and P.U.L.S.E.
- Met with David Leo Carroll, of Cal Poly Risk Management.
- Met with University Scheduling.
- Designed shirt and water bottle graphics.

April
- Confirmed participation with Poly Reps and P.U.L.S.E.
- Received room bookings and date confirmation from University Scheduling.
- Finalized event schedule, and presented it to Gould.
- Discussed specific messages Gould wanted incorporated into the event.
- Contacted Cal Poly Corporation for potential sponsorship.
- Contacted Facilities to get price quotes for trash cans, tables, and bleacher pull-out.
- Ordered shirts through J. Carroll.
- Ordered water bottles through IPS.
- Emailed Communication Studies Department to recruit volunteers.
- Obtained stickers from Cal Poly Alumni Association.

May
- Placed lunch order with Backstage Pizza.
- Created event banner at the Craft Center.
- Received and distributed shirts to Del Mar.
- Event took place.
- Follow up thank you notes and emails.
Appendix C

Original outline used to pitch our project to the Athletic Department, San Luis Coastal School District, Poly Reps, PULSE, and Del Mar Elementary.

A Day with the Mustangs

Goal
To assist Cal Poly in reaching out to the community through an event (A Day with the Mustangs) focused on preparing students for a healthy future.

Details
- First Choice Date: May 13. Second Choice Date: May 6.
- Student transportation via bus or parent driver

Event Logistics
Bus Tour upon arrival at Cal Poly
- 2 Poly Reps meet students on bus at school entrance, drive past Ag facilities, Poly Canyon, and other locations of the main campus that they may not see.

Main Greeting & Welcome to Cal Poly
- Location: Philips Hall, or lecture hall close to UU/Mott Gym area that can hold 180.

Lunch
- Ideally catered by Cal Poly Campus Dining.
- Location: UU Plaza

Closing
- Group picture
- Location: Mott Gym

Rotations:
1. Athletics
   - Sports workshops hosted by Cal Poly Student Athletes.
   - Location: Mott Gym

2. Nutrition
   - Interactive presentation and activity guided by Cal Poly P.U.L.S.E. (Peer Health Educators - mostly focused on nutrition).
   - Activity Possibilities:
     - Eat This, Not That
     - Making healthy snacks to donate to after school programs, Prado Day Center, etc.
     - Making recipe notecards to take home or put in classroom.
   - Location: Philips Hall, Fisher Science Lecture Hall (Holding at least 60 people).

3. Learning about Cal Poly & College
   - Kids Tour led by Poly Reps.
     - Focused on encouraging higher education at any level and introducing kids to activities on campus they may not know about
Contact Information
Gracie Flint
• (858) 449-3033
• Geflint@gmail.com
Christina Fromson
• (925) 989-4567
• Cfromson@gmail.com
Bernard Duffy - Senior Project Advisor
• Bduffy@calpoly.edu
Shaun Russell - Athletic Director, Marketing
• Srussell@calpoly.edu
Appendix D

Request for Use Form (R.F.U.) required to book events in Performing Arts Center Facilities. This request to book Philips Hall had to be signed by Communication Studies Department Chair, T.C. Winebrenner, because students are unable to book locations without a sponsoring club or Department, although there is no charge for use.

![Image of Request for Use Form]

**Additional Description of Event**

Senior Project - Healthy living field trip for 4-6 graders at Del Mar Elementary

Estimated Attendance: 200

**Sponsoring Dept/Club/Organization:** Communication Studies Dept.

**Contact Name:** T.C. Winebrenner

**Contact Phone #:** 756-2553

**Contact Email Address:** twinebren@calpoly.edu

**State/Foundation/ASI Account #:**

**STANDARD ROOM EQUIPMENT**

- Standard equipment includes ceiling mounted computer projector with interface panel which provides laptop connections and system controls.
- Use of computer projector requires a brief orientation.

**Mark only one:**

- [ ] I require no assistance with this event.
- [ ] Campus users contact Media Services (756-7196) for Smart Room orientation. Other users contact the PAC (756-6595) for orientation. (Requires 48 hour notice prior to event)
- [ ] I will contact the PAC (756-6595) for additional technical assistance. (Requires 48 hour notice prior to event)

**FOOD AND BEVERAGE NEEDS**

- [ ] Catering Arrangements should be made through Campus Catering x2517
- [ ] Yes, food will be served
- [x] No, food will not be served

I (undesignated) have completed all items in this Request for Use and will comply with contents.

[Signature]

Client Signature: [Signature]

Print Name: [Print Name]

Date: 3/17/14

Please note: This REQUEST FOR USE will be reviewed by the Center’s Managing Director. After review of the information, you will be contacted and advised of the confirmation for use. As a campus sponsored event, the organization or club will not be charged for basic rent, but if requested there will be charges for equipment and/or technical and front-of-house labor. Use of the Cohen Center CANNOT be confirmed until the Request for Use has been signed and returned to the Center.

OFFICE USE ONLY: Approval: [Approval]

Distribution: [Distribution] Date: [Date]
Appendix E

Event Services Confirmation for all booked locations, including PAC Philips Hall, Mott Gym, and Mott Lawn. Again, the confirmation is made under Department Chair, T.C. Winebrenner due to student restrictions.

![Confirmation for: COMS Senior Project - Spring 2011](image-url)

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<tr>
<td>Requested By: Tamirra Wintermeyer Speech Communication Dept</td>
<td>Phone: 805-756-2618</td>
</tr>
<tr>
<td>Fax: 805-756-6570</td>
<td>Email: <a href="mailto:twinebr@calpoly.edu">twinebr@calpoly.edu</a></td>
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**Reservation(s):**

**PAC Philips Hall**

Event Times:
- **Event:** Fri, 05/06/2011 9:00 AM - 2:00 PM
- **Space Assignment(s):** 06-0124
- **Instructions:** If you have not used the equipment in a small room before, please contact MDS at 756-7509 to make arrangements for an orientation.

**Mott Gym**

Event Times:
- **Event:** Fri, 05/06/2011 11:00 AM - 2:00 PM
- **Space Assignment(s):** 042-0102
- **Reservation Comments:** Shaun Russell will contact US and Jesse Latino regarding use of Mott Gym during existing practices. 4/11.9T

**Mott Lawn**

Event Times:
- **Pre Event:** Fri, 05/06/2011 11:00 AM - 11:30 AM
- **Event:** Fri, 05/06/2011 11:30 AM - 1:00 PM
- **Post Event:** Fri, 05/06/2011 1:00 PM - 3:30 PM
- **Space Assignment(s):** Lawn: Mot
- **Instructions:** If your event will have amplified sound, please be aware that there are classes and offices nearby, so the volume of amplified sound should be kept to a minimum. If there are complaints about the volume, the University Police could decide that the amplified sound should be discontinued.

**Resource Assignment(s):**
- **No Resource Assigned**

**Requirement(s):**

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Printed on 4/11/2011 at 7:56 AM
## Confirmation for COMS Senior Project - Spring 2011 (continued)

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<td></td>
<td>Sports Complex / Rec Center</td>
<td>–</td>
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</tr>
</tbody>
</table>

Scheduler: Meina Trujillo  
Phone: (805) 756-5550  
Email: events@calpoly.edu
Appendix F

Flyer made for Gould to fundraise at local organizations, which ultimately led to sponsorship of the event.

Help Del Mar take a dive into healthy living and aspire for higher education!

We need your support to help make "A Day with the Mustangs" happen.

“A Day with the Mustangs” is a field trip designed specifically for the students at Del Mar Elementary School as a Cal Poly Senior Project! The trip is focused on healthy habits for young students, and building a vision for a bright future including a college education. The day will consist of:

- Sports workshops focused on active lifestyles led by Cal Poly student athletes.
- An interactive presentation and activity about healthy eating and nutrition guided by Cal Poly P.U.L.S.E. Peer Health Educators.
- A tour of the Cal Poly campus filled with information about higher education led by Poly Reps.

How can you help?

We are currently seeking donations to help cover the cost of the trip. We’ve covered transportation costs, but are still looking for donations to contribute to the purchase of t-shirts ($1,200), lunch at the event ($600), and grab bags for the students (cost TBD).

Questions?

Contact Del Mar’s principal, Janet Gould at jgould@slcusd.org or 771-1858.

Thank you!
Appendix G

Modified flyer used to secure a 5% discount on pizza catering through working with Yukie Nishinaga at Cal Poly Corporation.

Help Del Mar take a dive into healthy living and aspire for higher education!

We need your support to help make "A Day with the Mustangs" happen.

“A Day with the Mustangs” is a field trip designed specifically for the students at Del Mar Elementary School as a Cal Poly Senior Project! The trip is focused on healthy habits for young students, and building a vision for a bright future including a college education. The day will consist of:

- Sports workshops focused on active lifestyles led by Cal Poly student athletes.
- An interactive presentation and activity about healthy eating and nutrition guided by Cal Poly P.U.L.S.E. Peer Health Educators.
- A tour of the Cal Poly campus filled with information about higher education led by Poly Reps.

How can you help?

Because of low school budgets, this trip depends on fund raising and sponsorships. Support from from Cal Poly Corporation can help to make providing an on-campus lunch for the students more realistic.

Questions?

Contact Gracie Flint (geflint@gmail.com) or Christina Fromson (cfromson@gmail.com).

Thank you!
Appendix H

Original shirt design, created on tabloid size in Adobe Illustrator, submitted to J.Carroll for printing.

Front:

A Day with the Mustangs

Del Mar Elementary
2011

Back:

Cal Poly Mustangs
Appendix I
Modified shirt design and printing proof, based on approval and adjustments from Cal Poly Licensing.
Appendix J
Work Order/Invoice received from J. Carroll for the shirts.

---

**J.CARROLL**

*screen printing work order*

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**Print Combination**

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**Front Colors**
white

**Back Colors**
white

**Notes:**

- One Color
- Special

**Method of Payment**
upon pickup

**TOTAL DUE** $1,242.36

---

*signature*

I AGREE TO THE FORGOING TERMS, AND THE TERMS AND CONDITIONS ON THE REVERSE

The J.Carroll Corporation - 113 Cross Street - San Luis Obispo, CA 93401
805-595-1000 (phone) - 805-595-1001 (fax) - www.jcarroll.com
Appendix K

Original water bottle design, and printing proof.

A Day with the Mustangs

Del Mar Elementary
2011
Appendix L

The text of the email sent out to the Communication Studies Department seeking volunteers for the day of the event.

Hi COMS majors!

Christina Fromson and I are a few weeks away from our Senior Project, which is a community outreach event. As we understand, many of you may also be interested in planning an event for your Senior Project in the future. We designed our project with the mindset that it would be an annual event, so we are looking for someone (or a team) to pass it down to.

Here are the details: Del Mar Elementary School (from Morro Bay) is coming to Cal Poly for "ADay with the Mustangs," an event focused on health and higher education. We set up workshops with PULSE, Poly Reps, and the Athletic Department to give them an idea of what college life entails and how to get there. Our goal is to get them exposed to Cal Poly and the idea of higher education as a whole, so they are motivated from an early age.

If you are interested, we would love to have any younger majors volunteer and shadow us on the day of our event. This will give you a great idea of what it's like to plan an event for your Senior Project, and a great head start if you are interested in taking over our event. "A Day with the Mustangs" will take place on May 6, from 9-2, however volunteers may need to show up slightly earlier.

Please email us if you would like to participate, or have any questions!

Thanks,
Gracie Flint (gflint@calpoly.edu) & Christina Fromson (cfromson@calpoly.edu)
Appendix M
Official schedule for the day of the event that was passed out to teachers, chaperones, and volunteers.

A Day with the Mustangs 2011

<table>
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Athletics Details

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Appendix N
Photographs from the day of the event, taken by fellow Cal Poly student and friend, Lara Choma.
Appendix O

The text from an email we received from Sunshine Frawley, a Del Mar parent and chaperone, shortly after the event on May 6, 2011.

Thank you SO much for yesterday! Please pass on sincere thanks to all who were involved.

I don't know if it will ever be possible to know, but I sure wonder how many students' lives will be greatly affected by yesterday's field trip. There will be kids that will say, "I never really thought I'd go to college, but then in elementary school I went on a field trip to Cal Poly and that's when I became determined to go."

The kids were star struck by all of you! It's one thing for a kid that age to hear their parents and teachers bla-bla-bla about college, and a completely different thing to see enthusiastic college students telling them how great college is!

Here are the pictures I took. Like I said yesterday, we have not gone through them yet to take out the photos of kids who do not have permission to have their photos used so thank you for being respectful of that.

I hope this is the beginning of field trips that will happen every year!

Sunshine Frawley
Appendix P

The text of an email we received from Shaun Russell shortly after the event, on May 6, 2011.

Ladies,

Thank you again for working with us on the Del Mar “Day with the Mustangs.” Our athletes enjoyed it and you did a great job, by all accounts, on putting the school visit together.

As a department, we'd like to post a story outlining the day and the athletes involvement, and hope you'll be willing to allow us to do so while also passing along the contact info for the school point person so we can get a quote...

We'll also want a quote from the two of you on the event, if you don't mind.

Please let me know if you can pass along the school admin’s email and a quote from the two of you and if you're okay with us posting to our website?

Thanks and have a great weekend!

Shaun Russell
Assistant Athletic Director
Cal Poly Athletics
805-756-0275
A Day with the Mustangs
On Friday, May 6th, our 4th - 6th grade students visited Cal Poly State University to spend a “Day with the Mustangs”. This exciting opportunity for our students was developed by Cal Poly seniors Gracie Flint and Christina Fromson as their senior project. Our amazing PTA made this day possible by providing the funding for the event. Our students had the opportunity to tour the campus, participate in a nutritional seminar, meet with Cal Poly athletes, and have lunch on campus. Each student received a “Day with the Mustangs” t-shirt and water bottle. For many, this was their first opportunity to explore Cal Poly. Our goal at Del Mar is to prepare each and every one of our students to move forward in their education to a future that includes college. We believe this trip gave our students a glimpse into the future that each of them deserves!