



## News & Events

University News & Information

California Polytechnic State University, San Luis Obispo, California

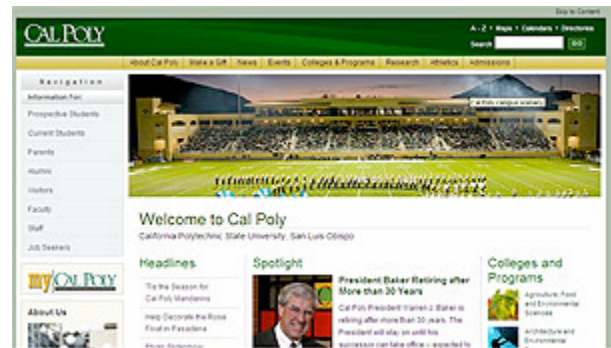
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## New Look for Cal Poly University Home Page

SAN LUIS OBISPO – The Cal Poly University Home Page ([www.calpoly.edu](http://www.calpoly.edu)) has a new look.

The new design includes more photos, graphics, stories and links. It's part of an ongoing university effort to improve the substance as well as the aesthetics of Cal Poly's communications to alumni, parents, prospective students, university supporters and the community at large.



### New content sections on the Cal Poly University Home Page include:

- o **Headlines:** Fresh news headlines about what's happening at the university, linking to full details, updated regularly
- o **Spotlight:** Short items and pictures about Cal Poly's special programs, with links to more details
- o **Featured Links:** Rotating links to unique university web sites like the Cal Poly Creamery, Swanton Pacific Ranch, Center for Coastal Marine Sciences, and more
- o **Multimedia:** Links to featured videos, photo slideshows and other special presentations
- o **Social Networking:** Links to Cal Poly on Facebook, Twitter, YouTube and other social media sites
- o **Colleges & Programs:** Direct links to the home pages of Cal Poly's Colleges, Kennedy Library, Continuing Education and more.

Cal Poly's [Public Affairs Office](#) and Cal Poly's [Information Technology Services \(ITS\) Office](#) are collaborating in refreshing the look and content of the new university home page. ITS developed the html template for the page, which is available to any Cal Poly group. Public Affairs will be providing fresh photos, stories, links and other content for the home page.

The new look for the Cal Poly University Home Page is part of an effort to refresh how that very important page appears, and to focus on promoting Cal Poly to the public at large. The page will continue to evolve as Cal Poly updates its web presence.

The new look for the Cal Poly University Home page launched Dec. 14.