

## SENIOR PROJECT APPROVAL PAGE

TITLE: Promoting the Dairy Science Department for  
International Students

AUTHOR: Andres Gomez

DATE SUBMITTED: December 2, 2009

Dr. Bruce Golden  
Sr. Project Advisor

\_\_\_\_\_  
Signature

Dr. Bruce Golden  
Department Head

\_\_\_\_\_  
Signature

Promoting the Dairy Science Department for International Students

By

Andres Gomez

Dairy Science Department

College of Agriculture, Food and Environmental Science

California Polytechnic State University

San Luis Obispo

2009

## TABLE OF CONTENTS

	<u>Page</u>
ACKNOWLEDGMENT .....	I
LIST OF TABLES .....	II
LIST OF FIGURES .....	III
INTRODUCTION .....	1
LITERATURE REVIEW .....	3
MATERIALS and METHODS .....	11
RESULTS AND DISCUSSION .....	19
CONCLUSION .....	24
REFERENCE .....	26

## **ACKNOWLEDGEMENT**

The author wished to express his sincere appreciation to his entire family for the support they have shown throughout the years. Appreciation is also extended to Dr. Bruce Golden and the rest of the dairy science faculty for the enthusiasm, cooperation and technical assistance while conducting this project. The author is also indebted to the California Polytechnic University for the opportunity to pursue a bachelor's degree.

## LIST OF TABLES

<u>Table</u>	<u>Page</u>
Table1. Estimate student budget for international students for one year .....	5
Table 2. Application deadlines .....	5
Table3. Number of students from each country studying in the United States .....	7
Table 4. International agricultural students .....	8

## LIST OF FIGURES

Figure	Page
Figure 1. International Flags .....	16
Figure 2. Cal Poly logo .....	16
Figure 3. Cal Poly cows .....	17
Figure 4. Judging team .....	17
Figure 5. Cal Poly students .....	17
Figure 6. Cal Poly mustang .....	17
Figure 7. Dairy Science logo .....	17
Figure 8. Cal Poly campus .....	17
Figure 9. Dairy Science Complex .....	18
Figure 10. Sunset .....	18
Figure 11. Cal Poly seal .....	18

## **INTRODUCTION**

Today more than ever it is critical that people learn to understand and respect one another's cultures, languages and beliefs. To succeed in today's global environment, students increasingly need to complement their academic and career learning with the international skills that allow them to understand and study with people from other countries. International education encompasses foreign language and cultural learning, exposure to global issues and challenges, new ideas in the classroom, in the workplace, and in the virtual world.

The Dairy Science Department has little recognition in other countries around the world and encouraging international students to apply to the university will not only add diversity to the program but also promote the name of this prestigious university abroad. For international students wanting to apply to the university there are no concrete materials, brochures or promotional plans that aid prospective students with vital information regarding the application process. Due to the lack of international undergraduate students that have attended this program, no one has really taken the responsibility to create and distribute materials that promote the department overseas.

The main objective of this senior project is to create materials, brochures and a promotional plan that displays important information about the department's academics (its basic curriculum), extra-curricular activities (judging teams, dairy challenge), department's contact information, career and job opportunities as well as important dates and details about the application process will encourage and increase international applicants. This project will also help with the distribution of the newly created material

to key international entities, including universities, breed associations and international dairy companies. Future students will then have access to this material in their home country and hopefully no further research will be needed in order to apply to the university.



## LITERATURE REVIEW

### **Application Requirements and Budget for International Students**

*As part of the California State University (CSU) system, Cal Poly must assess the academic preparation of international students. For this purpose, 'international students' include those who hold US visas as students, exchange visitors, or those in other nonimmigrant classifications* (1). Before applying international applicants must have their academic credentials evaluated by one of these agencies: The American Association of Collegiate Registrars and Admissions Officers (AACRAO), The Academic Credentials Evaluation Institute, Inc. (ACEI), World Education Services, Inc. (WES), International Education Research Foundation (IERF). This insures that applicants have the academic background that is needed to attend such a rigorous academic institution. Applicants must also submit a current banking statement sent in English to Cal Poly verifying the amount of funds in U.S. dollars that will support each student's educational expenses. The statement must show a minimum of \$33,000.00 USD (undergraduate student) or \$36,000.00 (graduate student) (1).

*International student budget.* The estimated budget listed below is for international students living on or off campus. It's important that students understand that fees and costs are subject to change without notice. Cal Poly does not provide financial aid or scholarships to international undergraduate students, and only on a limited basis to international graduate students, it is vital that international students can show the ability to pay their educational expenses or have their expenses paid for by a sponsor (1).

TABLE 1. Estimate student budget for international students for one year (1).

Item	Undergraduate	Graduate
Fees paid at registration	\$17,660.00	\$21,402.00
Room and board	\$9,846.00	\$9,846.00
Books and supplies	\$1,638.00	\$1,638.00
Transportation and travel	\$1,062.00	\$1,062.00
Miscellaneous	\$2,205.00	\$2,205.00
Total	\$32,411.00	\$36,153.00

*Application deadlines for international students.* Cal Poly San Luis Obispo uses separate requirements and application filing dates in the admission of international students. If students do not meet the completion deadline, the admissions office will discontinue processing applications for that applied term. Students still interested in applying for Cal Poly in the future must submit another online application.

TABLE 2. Application d Deadlines (1).

Term	Application filling period	File completion deadline
Fall	Oct. 1 – Nov. 30	Apr. 1
Winter	June 1 – June 30	Sept. 30

## **Promoting the Dairy Science Department**

*The cal poly dairy science department is known across the United States for its prestigious academic reputation and for housing a national recognized dairy herd and creamery.* Throughout its history the Dairy Science Department has stayed true to the University motto “Learn by Doing” giving all students a chance to experience work in the areas of: production, processing, products technology, including research and development at the graduate level, while teaching the history, science, theories and recent developments in the classroom (2). The Dairy Science curriculum prepares students for veterinary school, agribusiness, communications, public relations, dairy husbandry management, dairy products technology, dairy processing, and pre-graduate studies in production or dairy products technology. A huge advantage for students in this program is the ability to work both at the dairy unit and creamery. Students will get first hand experience with daily management in both enterprises and be one step ahead when entering the work force. This intensive program and curriculum are great opportunities for international students to learn new management styles and will also bring new ideas and a different philosophy to both the dairy and the creamery.

*Cattle judging and product judging teams.* The Cattle Judging Team has competed in nearly every major contest in the past few years and has won every contest at least once. Typically the Junior team competes at Louisville, KY and at Richmond, UT and the senior team competes at Viroqua, WI or Harrisburg, PA and then at the World Dairy Expo at Madison, WI. The Cal Poly Products Judging Team competes in the Collegiate Dairy Products yearly competition. The categories include butter, cheddar cheese, cottage cheese, ice cream, milk and yogurt (2).

*Los Lecheros Dairy Club.* The main purpose of the Dairy Club is to support and bring awareness of the dairy industry through academic and social activities within the Department and the University as a whole. Membership is open to all members of the university, but primary agricultural students. Monthly meetings include a BBQ where students are encouraged to socialize outside the classroom settings and many times include industry speakers letting the student body know about new developments and even job opportunities.

### **Target Audience and Potential International Student Market**

*Globalization and the challenge of competing in today's knowledge-based economy has, in recent years, sparked a race to recruit the world's best students* (3). Due to the terrorist attacks of 9/11 the Department of Homeland Security has had to strengthen its policy's regarding giving out visas for international students. During the academic years of 2003-2004 many U.S. colleges and universities reported that international students who had been accepted to their schools couldn't enroll because their visas were either delayed or denied; and according to a recent *Associated Press* article, many foreign students currently enrolled in U.S. graduate programs in the sciences report difficulty in accessing research they need for their studies due to security restrictions in certain academic fields (3). American education professionals say that countries like Australia, Canada, the United Kingdom, and even continental Europe, are successfully luring away students who do not want to deal with the arduous U.S. visa process and potential restrictions on research. In recent years, changes have been made to the visa program to continue to promote the study of international students in the United States. For example, in past years students studying engineering or sciences were required to undergo security

checks once a year, current holders of F1 visas now have to renew their security checks only every four years (3). As security measures here in the United States get better and possibility of earning a visa get easier more and more international students will want to come study.

TABLE 3. Number of students from each country studying in the United States (3).

Country	Number of Students in the United States
India	79,736
China	61,765
South Korea	52,484
Japan	40,835
Canada	27,017
Taiwan	26,178
Mexico	13,329

There is a vast majority of students interested to attend American schools. With an international promotion plan Cal Poly can attract many students that have interests in an excellent agricultural education.

*International students in the United States.* There is no question that throughout the years the quality of education found in the United States has been superior to many other countries. American Colleges and Universities are known worldwide for the excellence of their facilities, resources, and faculty. The U.S. education system features many types of institutions, academic and social environments, entry requirements, degree programs,

and subjects in which you can specialize. In the school year 2007-2008 there was an estimate of 623,805 international students in the United States, up 7 percent compared to the previous year (4). California remains the leading host state for international students with an estimate of 84,000 students, up 9 percent from previous years (4).

TABLE 4. International agricultural students (4).

Field of study	2006-2007	2007-2008	Percent Change
Agriculture, agricultural operations, and related Science	5114	6721	31.4

According to the Assistant Secretary of State for Educational and Cultural Affairs, Goli Ameri,

“In today’s competitive international environment, the increase in enrollments noted in this year’s Open Doors data demonstrates again that the U.S. remains the premier destination for international students. U.S. higher education is unparalleled in its vitality, quality, and diversity. The U.S. government joins the U.S. higher education community in a commitment to welcome international students to the United States. As someone who graduated from an American university as an international student, I have experienced America’s welcome personally and can testify that America’s universities not only accept and welcome international students warmly, but transform their lives (4).”

It is also important to recognize that international students contribute over \$15.5 billion to the U.S. economy, through their expenditures on tuition and living expenses. U.S higher education is one of the country's largest service sector exports, as international students provide revenue to the U.S. economy and individual host states for living expenses, including room and board, books and supplies, transportation, health insurance, support for accompanying family members, and other miscellaneous items.

## **Importance of International Diversity**

*Throughout the United States Colleges and Universities differ in many ways.* Some are public others are private; some are located in urban setting others are in large cities, some focus the mission to educate graduate students while others focuses on undergraduate education. This collective diversity among institutions is one of the great strengths of America's higher education system and has allowed students from all over the globe to find exactly what they are looking for. With no doubt diversity enriches the educational experience for both local and international students. We learn from those whose experiences and perspectives are different from our own, and these lessons can be taught best in a richly diverse intellectual and social environment.

## **Distribution of Cal Poly's Dairy Science International Brochure**

*International breed associations.* Breed associations are key for distributing educational information to not only students that are interested but to adults that might have potential candidates. The countries included in this list are known for their dairy industry and will be a great marketing opportunity.

- 1) Mexican Holstein Association - José María Arteaga #76, Centro Santiago de Querétaro, Qro. Mexico (5).
- 2) Mexican Jersey Association – Circuito Villa de Guadalupe 442 - 4 Villas de Pedregal, San Luis Potosi, Mexico (5).
- 3) Colombian Holstein Association - Calle 97 # 21-23, Bogota, Colombia (5).
- 4) Colombian Jersey Association – Calle 93 bis #19-50, Bogota Colombia (5).
- 5) Argentinean Holstein Association Laprida 1818, Buenos Aires, Argentina (5).
- 6) Argentinean Jersey Association - Ruta 25 y Miguel Cané - C.P.1625 – Escobar, Argentina (5).

7) Brazilian Holstein Association - Av Diogenes R Lima 3063, São Paulo – SP, Brazil (5).

8) Brazilian Jersey Association - Av Francisco Matarazzo 455, São Paulo – SP, Brazil (5).

*International agricultural universities.* Distributing materials to Universities across the globe will hopefully interest prospective students to apply or look at visiting Cal Poly and its dairy science program. The schools on the list are prestigious institution that focus its academic on agriculture.

1) Escuela Agricola Panamericana Zamorano – Apartado Postal # 93, Tegucigalpa, Honduras

2) Universidad de Sao Paulo – Avenida Duque de Caxias Norte 225, Sao Paulo, Brazil

3) Universidad de la Salle – Cra. 5 # 59A – 44, Bogota Colombia

4) Tecnologico de Monterrey - Epigmenio González 500 Fracc. San Pablo 76130 Querétaro, Mexico



## **MATERIALS AND METHODS**

### **Organization of Promotional Brochure**

*The International Promotional Brochure will be a tri-fold.* With this format the brochure will be able to have 6 different sections that will be divided into the following categories: Front Design, Cal Poly Dairy Science Department Information and Curriculum, Cal Poly International admissions Information, Extra-curricular Activities, Cal Poly Facts and Housing information, and Contact Information. The material written and the pictures chosen have been carefully designed to encompass a well-presented promotional plan where prospective students can learn about both the Dairy Science Department and The California Polytechnic University.

### **Cal Poly Dairy Science Department Information and Curriculum**

*The California Polytechnic State University is located in the beautiful town of San Luis Obispo located halfway between Los Angeles and San Francisco.* Cal Poly is the only West Coast University to offer a specific Dairy Science major, and has one of the largest Dairy Science programs in the United States.

*Cal Poly's motto "Learn By Doing" is applied everyday in the Dairy Science Department.* Students attending this prestigious University will have the opportunity learn and be a part of our own dairy facility and dairy processing plant. Jobs are available where students are encouraged to put classroom knowledge into practice.

*At Cal Poly, The Dairy Science curriculum reflects a diversity of opportunity within the dairy industry. All students are required to take a core curriculum that exposes them to the basic features of dairy production and processing. In addition, students work with their academic advisors to "customize" an elective program area which meets their individual needs (2).*

**Degree Programs:**

Dairy Science BS – Dairy Husbandry  
- Dairy Products Technology

Master's Degree – Dairy Products Technology

**Advisor Approved Electives:**

Dairy Management / Agribusiness Minor  
Agricultural Communications  
Pre-Veterinary  
Agriculture Education  
Dairy Industry  
Internships

**Admissions Information and Budget**

*Application for international students is done Online and can be accessed at the following link: [https://secure.csumentor.edu/admissionapp/undergrad\\_apply.asp](https://secure.csumentor.edu/admissionapp/undergrad_apply.asp)*

*Deadline for application (1):*

Undergraduate: Fall term – application filling period Oct. 1 – Nov. 30  
Winter term – application-filling period June 1 – June 30  
Graduate: Fall Term – application-filling period Oct. 1 – Nov. 30

*Both the TOEFL and the IELTS are used in the application process: TOEFL (Test of English as a Foreign Language) taken within the last 2 years with: A minimum score of 550 (paper version) or 213 (computerized version); or a minimum internet-based score of*

80. IELTS (International English Language Testing System) taken within 2 years with: A minimum score of 7.0 for undergraduate applicants a minimum score of 6.0 is required for admission to a graduate program (1). During the application process International Students should contact the Admission office for specific information on the visa requirements students will need to study in the United States.

*When applying to Cal Poly applicants must provide a current banking statement sent in English verifying the amount of funds in U.S. dollars to support your educational expenses.* Statement must show a minimum of \$33,000.00 USD (undergraduate student) or \$36,000.00 (graduate student) (1).

*Estimate of International Student budget:*

For Undergraduate Students \$32,500 dollars

For Graduate Students \$36,500 dollars

Areas of pay include: Tuition fees and Registration, Room and Board, Book and Supplies, Transportation and Travel, Miscellaneous Spending

### **Extra Curricular Activities**

*Dairy Cattle Judging Team.* Students will be able to take part in our national recognized Dairy Judging Team. The team will travel across the United States and compete in a wide range of collegiate tournaments including, Louisville, Kentucky; Harrisburg, Pennsylvania; Richmond, Utah; and the Madison Wisconsin (2).

*Dairy Products Judging Team.* The Cal Poly Products Judging Team competes once a year in the Collegiate Dairy Products Judging Competition. Students will judge

categories of butter, cheddar cheese, cottage cheese, ice cream, milk and yogurt. Being a member of the team is a great opportunity to meet leaders in the dairy foods industry.

*Dairy Challenge.* Intercollegiate Dairy Challenge is a competition based on the examination of all aspects of a dairy business. This competition challenges students in recall of basic dairy management principles and their practical application, while testing organizational, time management, data analysis, public speaking, leadership and teamwork skills (2).

*Los Lecheros Dairy Club.* The purpose of the Los Lecheros Dairy Club is to support the dairy industry through academic and social activities within the Dairy Science Department at California Polytechnic State University. All students are able to enjoy a monthly BBQ where students, faculty, alumni and leaders of the dairy industry can interact outside a classroom setting. Dairy Club members also participate in intramural sports including softball, basketball, flag football and soccer.

### **Cal Poly Facts and Info**

*Cal Poly Mission Statement.* Cal Poly fosters teaching, scholarship, and service in a learn-by-doing environment where students and faculty are partners in discovery. As a polytechnic university, Cal Poly promotes the application of theory to practice. As a comprehensive institution, Cal Poly provides a balanced education in the arts, sciences, and technology, while encouraging cross-disciplinary and co-curricular experiences. As

an academic community, Cal Poly values free inquiry, cultural and intellectual diversity, mutual respect, civic engagement, and social and environmental responsibility.

*Quick Stats:*

Student body: Roughly 19,471 (Fall 2008)□

Faculty (including part-time): About 1,293 (Fall 2008)

□

Student-faculty ratio: 19 to 1

Main Campus: 1,321 acres, of which 155 are the "campus core"

Cal Poly is the second largest land-holding university in California, second only to UC Berkeley, and one of the largest land-holding universities in the nation. Cal Poly, however, uses all of its land holdings in active support of the education of its students.

Programs offered: 66 bachelor's, 29 master's, one doctorate of education in association with UC Santa Barbara, 68 minors, 14 credentials.

*Housing.* On-campus apartment housing is available to International students, offering a welcoming home base as they integrate into Cal Poly student life. Located on campus the Cerro Vista Apartments have beautiful panoramic views of the Cal Poly Campus and the surrounding San Luis Obispo landscape.

[http://www.housing.calpoly.edu/oc\\_inter\\_where\\_live.cfm](http://www.housing.calpoly.edu/oc_inter_where_live.cfm)

**Contact Info**

College of Agriculture, Food & Environmental Sciences  
Dairy Science Department

Department Office:  
Phone: (805) 756-2560  
Fax: (805) 756-6667

Dr. Bruce Golden, Department Head  
Phone: (805) 756-2560  
Email: bgolden@calpoly.edu

Dr. Stan Henderson, Student Recruitment Coordinator  
Phone: (805) 756-6112  
Email: shenders@calpoly.edu

Andres Gomez, International Student  
Email: agomez@calpoly.edu

For additional information visit us at:  
[www.dairy.calpoly.edu](http://www.dairy.calpoly.edu)

### Front Design

California Polytechnic State University  
San Luis Obispo, CA

Dairy Science Department

“Learn By Doing”

### Pictures



Figure 1. International Flags



Figure 2. Cal Poly Logo



Figure 3. Cal Poly cows



Figure 4. Judging team



Figure 5. Cal Poly students



Figure 6. Cal Poly musang



Figure 7. Dairy Science logo



Figure 8. Cal Poly campus



Figure 9. Dairy Science Complex



Figure 10. Sunset



Figure 11. Cal Poly seal



## **RESULTS AND DISCUSSION**

### **Budget for Printing and Distributing International Promotional Brochure**

*Printing cost.* The cost of printing the tri fold brochure will have a cost of \$350.00 dollars. This insures 500 pamphlets of the best printable quality. The printing paper will be on an 8.5 inch x 11 inch and will include a 4//4 double sided format. Paper coating will include gloss on both sides to better enhance the pictures shown on the pamphlet.

*Distributing cost.* The United Postal Service charges an estimate of \$10.00 dollars per package sent overseas. Considering that there are an estimate of 15 potential individual packages being distributed; the estimated shipping cost will be of \$150.00 dollar. Due to the fact that this form of delivery is the cheapest offer the United Postal Services charges the time of delivery will vary from country to country.

### **Availability of Brochure**

*Paper Format.* A printable format will be available and distributed to distinct locations where potential students will have a hard copy of information about the Cal Poly Dairy Science Department. Students will also have information about the application procedures and deadlines on hand

*E-mail version.* An available version of the promotional plan will be available in a e-mail format that can be distribute to potential students, colleges and entities across the world. This form of distribution would drastically reduce the cost of shipping and handling and would be available directly to potential applicants.

*PDF format.* A PDF version will also be available to the Dairy Science Department.

This insures that the department will have a virtual copy that can be printed from year to year and be distributed to potential students on a yearly basis

### **Spanish Version of International Student Brochure**

*Cal Poly Dairy Science Department Information and Curriculum.* La Universidad Politécnica del Estado de California esta localizada en el bello pueblo de San Luís Obispo a dos horas del norte de Los Ángeles. Cal Poly es la única Universidad en el oeste del país que ofrece una carrera especifica en Dairy Science y tiene uno de los programas mas grandes en Estados Unidos. La filosofía de Cal Poly, “Aprende Trabajando”, se aplica todos los días en el programa. Los estudiantes en esta prestigiosa Universidad tienen la oportunidad de aprender y ser parte de nuestra propia lechería y planta de lácteos. Hay trabajos disponibles para estudiantes donde pueden poner en practica la teoría que aprenden en clases. En Cal Poly, el currículo del programa de Dairy Science refleja diversidad entre la industria lechera. Los estudiantes están requeridos tomar clases que los expone a lo básico de la producción lechera. Además los estudiantes tendrán que tomar electivos escogidos por cada estudiante.

Programas:

Dairy Science BS – Dairy Husbandry  
- Dairy Products Technology

Master’s Degree – Dairy Products Technology

Advisor Approved Electives:

Dairy Management / Agribusiness Minor  
Agricultural Communications  
Pre-Veterinary  
Agriculture Education  
Dairy Industry

## Internships

*Admissions Information and Budget.* Plazo para entregar la aplicación: Pregrado: Otoño – Oct. 1 – Nov. 30 Invierno – Jun. 1 – Jun. 30 Postgrado: Otoño – Oct. 1 – Nov. 30.

Tanto el TOEFL como el IELTS son usados por la oficina de admisiones: el TOEFL tiene que estar tomando en los últimos dos años y con una mínima puntuación de 550.

El IELTS también tiene que estar tomado en los últimos dos años con una puntuación mínima de 7.0. Durante el proceso de aplicación los estudiantes tiene que contactar la oficina de admisiones para mas información par las visas requeridas. Estimación de Pago para Estudiantes Internacionales

Para Estudiantes Pregrado: \$32,500

Para Estudiantes Postgrado: \$36,500

Áreas de pago incluyen: Pago de Clases y Registro, Hospedaje, Libros, Transportación, Gastos Varios.

*Extra Curricular Activities.* Equipo de Juzgamiento de Ganado. Estudiantes tendrán la oportunidad de ser parte de unos de los mejores equipos de la nación de juzgamiento de ganado lechero. El equipo viajare por Estados Unidos compitiendo en torneos incluyendo Louisville, Kentucky; Harrisburg, Pennsylvania; Richmond, Utah; and the Madison Wisconsin. Equipo de Juzgamientos de productos lácteos. El equipo compite cada año en el Collegiate Dairy Products Judging Competition. Estudiantes juzgan las categorías de, mantequilla, queso cheddar, queso cottage, helado y yogurt. Estudiantes que son parte de este equipo tendrán la oportunidad de conocer lideres en la industria. Dairy Challenge. Dairy Challenge es una competencia intercolegial basada en la reexaminación de todos los aspectos de la industria lechera. Esta competencia desafía a

los estudiantes en estudiar los datos básicos de una lechería aplicando el conocimiento de la teoría aprendida en distintas clases. Club Social Los Lecheros. El proposito de Los Lecheros es en apoyar la industria lechera con actividades academicas y sociales dentro el programa de Dairy Science. Todos los estudiantes pueden aprovechar de un BBQ mensual, donde los estudiantes, maestros, antiguos alumnos y lideres de la industria lechera por fuera de la clase. Miembros del club tambien podran participar en deportes como softball, basketbol, y futbol.

*Cal Poly Facts and Info. Cal Poly Mission Statement.* Cal Poly se enfoca en enseñar a sus estudiantes con la filosofía de “Hacer para aprender”. Como una Universidad polytechnica, Cal Poly promueve la aplicacion de teoria a practica. Cal Poly trata de mantener un balance entre la educacion de el los arte, las ciencias, y techonolgia; manteniendo a la misma vez la practica de actividades por fuera de la clase. Como una comunindad, Cal Poly pone enfasis en la importancia de diferentes culturas, diversidad intelecutal y una responsabilidad social hacia nuestros recursos naturlaes.

Datos Rapidos.

Numero de Estudiantes: 19,471 (Otono 2008)

Maestros: 1,293 (Otono 2008)

□

Student-faculty ratio: 19 to 1

Campus Central: 1,321 acres

Cal Poly es la segunda mas grande de las Universidades en California, segunda de la Universidad de Berkley.

*Contact Info.*

College of Agriculture, Food & Environmental Sciences  
Dairy Science Department

Oficina del Programa de Dairy Science:  
Teléfono: (805) 756-2560  
Fax: (805) 756-6667

Dr. Bruce Golden, Department Head  
Telefono: (805) 756-2560 □  
E-mail: bgolden@calpoly.edu

Dr. Stan Henderson, Student Recruitment Coordinator  
Telefono: (805) 756-6112  
E-mail: shenders@calpoly.edu

Andres Gomez, International Student  
E-mail: agomez@calpoly.edu

For additional information visit us at:  
[www.dairy.calpoly.edu](http://www.dairy.calpoly.edu)

## **CONCLUSION**

Due to the fact that Cal Poly is a State University little student marketing is done in international countries. For those reason the Dairy Science Department lacks diversity within its student body. Potential international students don't have the means easily accessing information about the Dairy Science Department and Cal Poly Admissions information because there has never been promotional materials targeting these types of students.

By creating promotional materials demonstrating to international students the greatness of the Dairy Science Department this will then entice several potential foreign students to apply and attend this prestigious University. Information included will outline the Dairy Science Department and its rigorous curriculum; admission information for international students; extra curricular activities; cal poly facts and important; and vital contact information needed.

It is then important that this material is distributed to potential markets were students will have the opportunity to learn more Cal Poly. The promotional material will also be available as an e-mail and PDF format. By having these two options material can be then widely distributed across the world more then once. Although it will cost the department an estimate of \$500 dollars to create and distribute this materials the advantages are far better as the name of Cal Poly will be known around the world.

Today more then ever it is important that people around the world have materials necessary and information necessary to apply to the California Polytechnic State

University. The more diversity there is on the campus the more the student body will be educated on different cultures that will benefit all at the end.

## REFERENCES

- 1 California Polytechnic University's Admissions. 2008. Subject: International Student Admissions. <http://admissions.calpoly.edu/admiss/international/index.html>. Accessed Oct. 25, 2009
- 2 California Polytechnic University's Dairy Science Department. 2009. Subject: Welcome to Dairy Science. <http://dsci.calpoly.edu/about/index.asp>. Accessed Oct. 25, 2009
- 3 Clark, N., and R Sedgwick. 2005. Subject: International Students. <http://www.wes.org/eWENR/05july/feature.htm>. Accessed Oct. 25, 2009
- 4 Institute of International Education. 2008. Subject: International Students. <http://opendoors.iienetwork.org/?p=131537>. Accessed Oct. 25, 2009
- 5 ViaRural. 2009. Subject: Latin American Breed Associations. <http://www.viarural.com/>. Accessed Oct. 25, 2009