

Cal Poly and the nation's brightest students have always been partners in achieving their mutual goal of academic excellence.

Rated the No. 1 public, comprehensive undergraduate university in the West by *U.S. News and World Report* for the 10th consecutive year, Cal Poly draws gifted students like Scott Dirkse through its learn-by-doing philosophy, laboratory-intensive curriculum, state-of-the-art instructional technology, and small classes that allow access to senior faculty.

In turn, Cal Poly's ability to attract students like Scott enables the university to maintain and enhance its reputation, offering its students one of the best values in American higher education and producing graduates who make wide-ranging and innovative contributions.

Yet Cal Poly must compete for these prized students with other prestigious universities that offer four-year scholarships. Many of the best applicants admitted to Cal Poly, on learning of the university's limited merit scholarship programs, have chosen to go elsewhere.

Now, to ensure that Cal Poly continues to attract and hold the most qualified students, Cal Poly announces its Cal Poly Scholars Program.

Cal Poly Scholar Awards are granted to outstanding first-time freshmen, selected from among National Merit Scholars like Scott Dirkse.

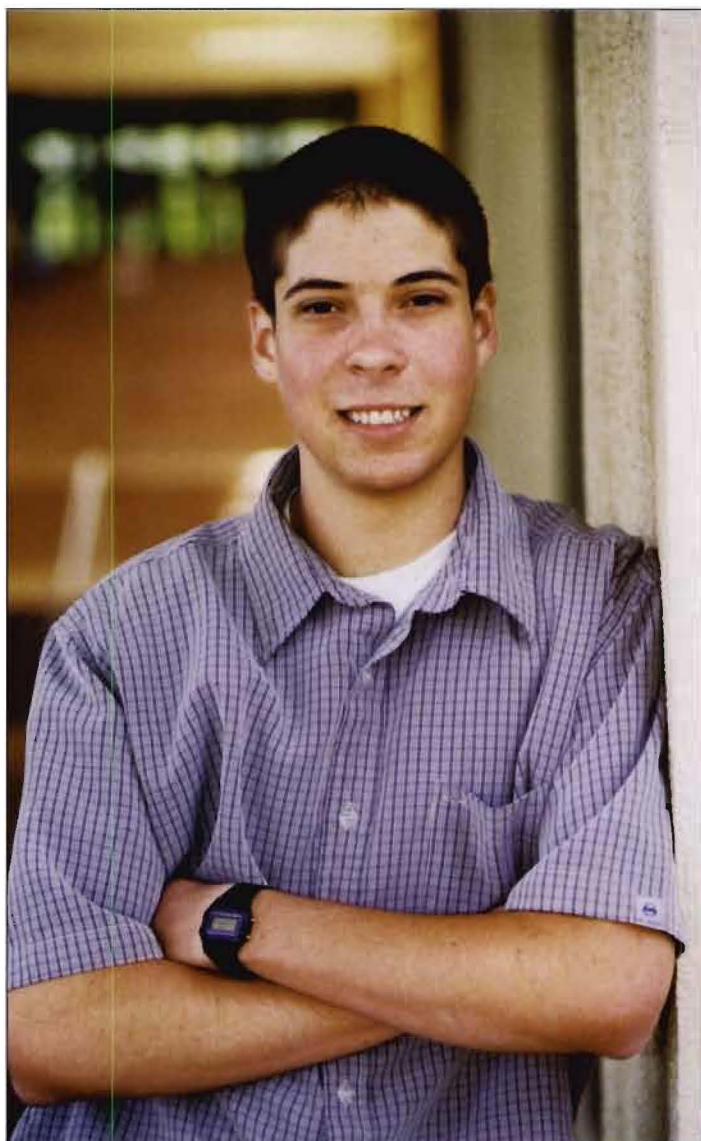
Exceptional students like these stimulate their classmates to more creative achievement, assist faculty on research projects, lead in academic competitions, tutor fellow students, and volunteer in community programs.

To maximize the value of each sponsorship gift, the university and the Cal Poly Foundation have established a matching-fund program.

Each Cal Poly Scholar receives an undergraduate scholarship, renewable for up to four years of continuous enrollment (and five years for five-year programs). The annual cost to support one Cal Poly Scholar is \$8,000.

The Cal Poly Scholars Program

The best and brightest: A partnership



"The Cal Poly Scholars Program has allowed me to enroll in the classes I want and reach my fullest academic potential, maintaining a 4.0 GPA throughout my first year at Cal Poly," says Scott Dirkse, a National Merit Finalist with a high school GPA of 4.51. A member of the Cal Poly Honors Program, Scott is a liberal studies major, minoring in math and music.

Photo by Jeff Greene

Time-limited naming opportunities are available for commitments of \$32,000. Permanent naming opportunities will be established for an endowment fund of \$200,000, which will provide perpetual support for a scholarship in a designated college.

A gift of \$800,000 will fully support the Cal Poly Scholars Program for an academic college. An endowment fund of \$5 million will

provide campuswide scholarships and ensure that Cal Poly continues to recruit the most outstanding students in each field.

For more information on how to create a tax-deductible Cal Poly Scholars gift, please contact Cal Poly Scholars, University Advancement, Heron Hall 211, Cal Poly, San Luis Obispo, CA 93407 (scholarship-gifts@calpoly.edu).