Cal Poly kicked off the 2011-12 academic year by welcoming its new crop of freshmen and transfer students in the annual Week of Welcome.

More than 5,000 WOWies took part in several days' worth of activities aimed at getting them acquainted with Cal Poly, each other and the surrounding community. WOW groups heard from University President Jeffrey D. Armstrong, members of the Orientation Programs staff, and motivational speaker Paul Wesselmann. Later, they took part in get-to-know-you games at WOW-a-Rama; learned about serious issues such as suicide and sexual assault in the Awareness Gallery; got acquainted with downtown San Luis Obispo during SLO Bound; and made a difference in the community through service work.

For some sights and sounds from the week (captured by photographer Aaron Lambert), check out the slideshow below.