Cal Poly Wins Gold Award for Digital ‘Viewbook’

SAN LUIS OBISPO -- Cal Poly’s virtual “Viewbook,” launched in fall 2003, recently won the Gold Award in the Internet/World Wide Web category in the 19th Annual Admissions Advertising Awards.

The digital Viewbook -- or student recruitment brochure -- is the university’s first such virtual venture.

“It contains varied multimedia, such as Flash animation, 360-degree images and digital video,” said James Maraviglia, assistant vice president for admissions, recruitment and financial aid. “From interviews to virtual campus tours … dynamic video presentations to photo spreads … it is a virtual exploration of our campus that has no bounds.”

It was produced by Albert Nunez, assistant director of admissions and recruitment, and his associate Leo Ko, along with a team of students and staff members.

The university produced the Viewbook as a cost-cutting tool to communicate effectively with prospective students. Cal Poly already sends out regular “flash” e-mails to prospects, and the university’s entire application process is online.

The annual awards are given by Admissions Marketing Report, a monthly magazine covering the competitive admissions marketing field and published by HRM Publications Group. Cal Poly’s digital Viewbook won the first-place prize in the “Schools With 10,000 to 19,999 students” group, one of seven groups for higher education institutions.

To take a virtual Cal Poly Viewbook tour, go to http://www.ess.calpoly.edu/_admiss/viewbook/.
For more information on the awards, go to

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