

Results

Student designers and Team 2012 acquired hands-on skills

Students majoring in design and marketing from Gas Creative Group and members of Team 2012 were asked if they felt they learned from their experience with the Rec Center 2012 Campaign. **The students felt they learned leadership skills, professional skills, and gained confidence.** Here are thoughts from the students:

Brittany Spangler, Team 2012 and Gas Creative Group

"I held an integral role in shaping the direction of the Rec Center 2012 campaign... I maintained communication with the various news outlets on campus to ensure that they were receiving accurate information... I pitched the campaign to the Vice President of Student Affairs... I wrote the formal media releases and a feature story about Rec Center 2012."

Chris Chen, Team 2012

"I learned how to communicate with many different groups of people, and was able to understand their concerns and reiterate them... Going to the different club and council meetings to present taught me a lot about public speaking and time management... I was able to perfect these skills and apply them to my leadership throughout the year."

Art Meier, Gas Creative Group

"The campaign taught me how to manage a large advertising campaign and how to keep things organized... I was provided with an excellent opportunity to learn about the time-management and production of a large, multi-layered campaign."

Christina Rodriguez, Team 2012

"I feel like I really benefited from the experience because I gained good team-work, public speaking, and time-management skills... I had to work with other team members, speak in front of groups of up to 50 people on an individual basis and plan my own presentations... Working with Team 2012 was a great turning point for me, making me more open to public speaking and to leadership."

Brian Rigazzi, Gas Creative Group

"It gave me experience writing, planning, directing and editing a promotional video... It is the most professional piece of video I have produced... The most technical thing I learned was probably lighting on location; it is something I feel confident about doing now... Directing talent, a crew, organizing a schedule, and working the plan was a great experience; I had never done that."

Associated Students Incorporated

Students Speak Out: Rec Center 2012 Campaign

During winter quarter 2008, the Cal Poly Pomona campus was active with conversation about the proposed Recreation Center. To prepare students to vote on the referendum, ASI engaged in an educational marketing campaign. The educational marketing campaign was multi-faceted including web, video, posters, brochures, open forums and in-class presentations.

Educating students was vital to the referendum. ASI succeeded in student learning through three outcomes:

1. Record voter turn-out
2. Student feedback through a post-vote assessment
3. Student designers and Team 2012 acquired hands-on skills

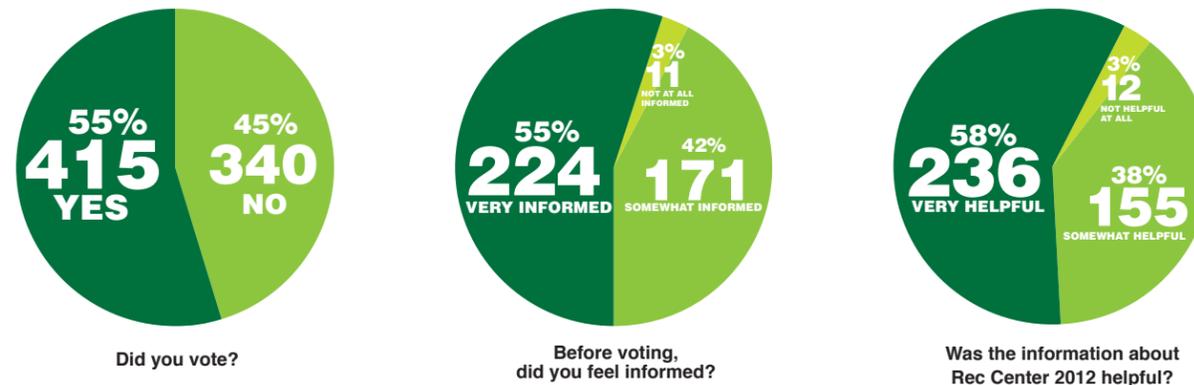
Results

Record voter turn-out

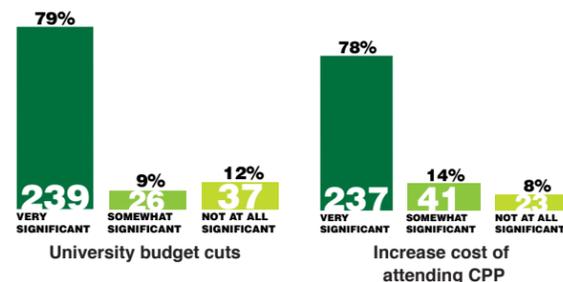
There was a **record voter turn-out of 3,770 students** for the two-day vote in March 2008. Prior to the Rec Center referendum, the highest voter turn-out at Cal Poly Pomona was the 2007 student government elections with 2,456 voters. The referendum did not reach the majority vote needed to move the proposed Rec Center to the next stage.

Post-Vote Assessment

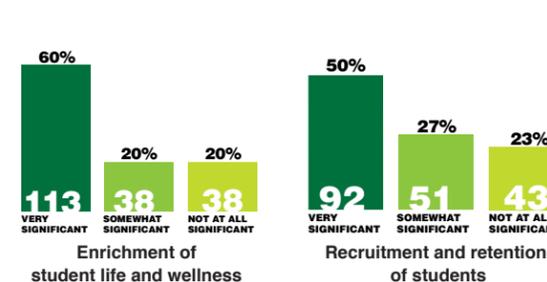
A random sample of 5,000 Cal Poly Pomona students were surveyed three weeks after the Rec Center referendum. The survey was designed to discover if students felt informed before voting and what factors were most important regarding the proposed Rec Center. **Of 5,000 students surveyed, 755 students responded** (a 15% response rate). Here are the results:



Significant factors that influenced a "NO" vote:



Significant factors that influenced a "YES" vote:



What is Rec Center 2012?

Rec Center 2012 was a proposal to Cal Poly Pomona students to vote on whether the University should construct an environmentally sustainable and comprehensive recreation center. The proposal included 126,000 square feet of recreation space, multiple recreation and wellness opportunities, student employment opportunities, among other things. Students would incur a fee of up to \$149 per quarter which would take effect when the building opened in the year 2012.

Educational Strategy

A multi-faceted educational campaign was developed which included web, video, posters, brochures, open forums and in-class presentations. ASI students and staff collaborated to bring the facts of the proposed Rec Center to the Cal Poly Pomona community. Gas Creative Group student staff, majoring in design and marketing significantly contributed to the marketing plan, the look of the campaign, and the text included in all electronic and print materials. Additionally they wrote, filmed and edited a promotional video.

Comprehensive print and electronic materials included information about the proposal such as history and background, pros and cons, frequently asked questions, video featuring local recreation centers, amenities that could be included in the design, renderings of the proposed design, sustainability features and more.

Student volunteers, called Team 2012, presented at open forums and in classrooms with up to 150 people in the audience. Team 2012 traveled to universities with existing recreational centers, met with University staff and professional consultants, and presented information about the proposed Rec Center to Cal Poly Pomona students.

