



**CAL POLY**  
Extended Education

COLLABORATIVE PARTNER



**SUMMER**  
SPRINGBOARD

2023



# Summer Springboard @ Cal Poly



June 25 -  
July 07



Cal Poly San Luis  
Obispo Campus



Choose from  
9 courses



Explore a major. Discover Cal Poly.  
Enjoy an unforgettable summer.

# Explore a major. Discover Cal Poly. Enjoy an unforgettable summer.

Our mission at Summer Springboard is to help students increase their self-awareness so they can make decisions about college selection, academic majors and career planning that reflect their personal vision for success.



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SPRINGBOARD

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*Look Inward. Go Upward.*

Welcome students and families! Summer Springboard @ Cal Poly is planning an exciting summer for bright, ambitious high school students who would you like to spend two weeks on the campus of Cal Poly in beautiful San Luis Obispo, engaged in a program that combines hands-on learning, career exploration and college prep.

Summer Springboard @ Cal Poly is a partnership between The Cal Poly Extended Education Pre-College Summer Program and Summer Springboard (SSB), a leader in pre-college summer programs for teens. The purpose of the program is to expose students to Cal Poly's Learn by Doing philosophy, allow high school students to experience living on the campus of Cal Poly and help students to better define what direction they want to take after high-school.

We are excited to announce that we are offering nine courses this summer, all of which are under the College of Liberal Arts! This is a special opportunity for high-achieving students entering grades 9, 10, 11 or 12 next fall to explore their academic and career interests with like-minded students from all parts of the world. If this sounds like your high school student, we hope you will take a moment to learn more about Summer Springboard @ Cal Poly and find out how your student can enroll in our summer 2023 program.

Sincerely,

Claudine Jones  
Program Director of Summer Springboard @ Cal Poly



# Why Cal Poly?



**#1**

California Polytechnic State University - San Luis Obispo is the **#1 ranked public undergraduate college** in the western United States.



All nine Summer Springboard @ Cal Poly courses are taught by **active Cal Poly professors!**



Cal Poly has earned recognition through its unique **Learn by Doing philosophy**. Classes emphasize active-learning methods and include a high proportion of laboratory and field work.



Students will earn **one continued education unit (CEU)**, a **letter of recommendation** from an active Cal Poly professor and a **certificate of completion** from Summer Springboard



The university is located in the charming **Central Coastal town of San Luis Obispo**. Set between rolling hills and the Pacific Ocean with **perfect weather year-round**, San Luis Obispo is home to a **charming downtown center**, award winning restaurants and a vibrant cultural scene.

# The College of Liberal Arts (CLA)

Summer Springboard and Cal Poly Extended Education have partnered with the College of Liberal Arts for all 2023 Summer Springboard @ Cal Poly programs. We are proud to offer nine courses, all of which are taught by active Cal Poly professors.

The College of Liberal Arts comprises 15 highly selective departments offering programs in the arts, humanities, communications and social sciences. These diverse disciplines share a focus on human experience and expression. Providing nearly one-third of the university's instruction, the CLA serves as an essential component of liberal education for all students at Cal Poly.

The College of Liberal Arts promotes excellence through teaching, scholarship and service. The CLA encourages intellectual discovery and individual growth by promoting diversity, social responsibility, and life-long Learn by Doing in both the local and the global communities.

**The Dean of CLA, Philip Williams, has a vision of providing a liberal arts education sin fronteras: without borders, without boundaries and without barriers.**

## Without Borders

A liberal arts education that opens the world to our students through international educational opportunities, coursework and co-curricular activities.

## Without Boundaries

A liberal arts education that prepares our students for an increasingly interconnected world and exposes them to interdisciplinary collaboration and approaches.

## Without Barriers

A liberal arts education that advances a culture of belonging – one in which every student feels that Cal Poly's opportunities are fully available to them.

# Campus Based Program Model



## Hands-on Learning

Dive deep into your passions and turn your aspirations into reality with our academic immersion courses. Our instructors are industry professionals who give students real-world insight and experience. Throughout the course, instructors will guide students on a final project. On the last day, each student will present their work.

Projects include building a website from scratch, completing a social media project for a client, and creating a brand then printing the logo on promotional materials.

## Career Exploration

Beyond theory, students experience excursions and discover more about their career interests by hearing expert guest speakers firsthand. On Wednesday afternoons, students will visit local businesses related to their field of study with their fellow classmates and instructor. These professionals will share their personal stories about how they got to where they are today and offered career advice based on real-life experiences.

## College Prep & Self Discovery

Through campus visits, speakers and afternoon electives we prepare students for university life. In the True You afternoon sessions, we allow teens to look inward and discover their unique definition of success and give them the tools to achieve it. All students can get a taste of college life by living in dorms, making new friends from around the world and learning to live as a college student. Evenings are packed with fun activities like bowling, attending a concert and going to the SLO farmer's market!

# Testimonials



“Summer Springboard stays in touch with parents and students and staff is readily available to clarify any question. The program itself is very well organized with excellent teachers and offers a mix of learning and fun. Students stay engaged while enjoying themselves and preparing for the future. Everyone was very organized, which allowed me to feel comfortable to have my son stay on campus during the program.”

-Jennifer D., mother of former Summer Springboard student

“I was able to explore different careers and have and insight into the life of a college student. In addition we were endowed with freedom and independence that allowed us to develop new skills. This camp perfectly combines academics and socializing together, and because of that this camp has been one of the best 2 weeks of my life.”

-Avery B., former Summer Springboard student



# Faculty



## Branding and Graphic Design

### Colleen Larkin Twomey

Colleen is a Cal Poly Professor and Department Chair of the Graphic Communications Department. Prior to Cal Poly, she worked for over two decades in the consumer packaging and business industry. She has taught for 22 years at Cal Poly SLO.



## Coding and Web Design

### April Elliott

April is a Cal Poly alumnus, earning her BS in Graphic Communication with a concentration in Web and Digital Media, and her Master of Arts in Education with specialization in Curriculum and Instruction. She has been in the field of graphic design for over 20 years.



## Digital Advertising and Social Media Advertising

### Dr. Casey McDonald-Liu

Casey began her career working in digital communications at Walt Disney Studios and as an assistant to the Vice President of International Marketing. She specializes in strategic communication - public relations & advertising; organization-to-public relationship management; digital & social media and more!



## Judicial Politics and the Supreme Court

### Allen Settle

Allen is the former 4-term former mayor of the City of San Luis Obispo and is currently serving his fifth term as a City Councilmember. He also serves on the SLO Airport Land Use Commission, the Local Agency Formation Commission, and the League of Cities Revenue and Taxation Committee.



## Gender, Race and Culture

### **Dr. Christina Kaviani**

Christina is a lecturer in the Department of Communications and the Department of Women's, Gender & Queer Studies (WGQS) at Cal Poly SLO and has over a decade of experience in the field of gender-based violence prevention education and response.



## Marketing Bootcamp

### **Dina Vees**

Dina's teaching and research interests are Prepress, workflow automation, variable data, marketing, and HTML/CSS/JavaScript. She spent many years in the integrated marketing communication profession prior to teaching.



## Podcast Media

### **Patti Piburn**

Patti is an assistant professor of journalism. She has been working as a journalist since 1995, and as an educator since 2006. She anchored and reported for the KCOY (CBS 12) morning show for nearly ten years.



## Printing and Graphic Design

### **Rachel Ma, PhD**

Rachel earned her Ph.D. in Paper and Printing Science from Western Michigan University. Her teaching and research interests include printing electronics, inks and substrates interactions, smart packaging, and packaging sustainability.

## UX Design

### **Dr. Xiaoying Rong**

Xiaoying is currently teaching printed electronics and product development, specialty printing technologies, and consumer packaging at Cal Poly SLO. Her teaching and research interests are interactive tangible products development, design for smart packaging, and marketing applications.

# Courses

Students can choose from nine courses within the College of Liberal Arts (Arts). Cal Poly's College of Liberal Arts (CLA) infuses a liberal arts education with meaningful, hands-on learning opportunities.

## Select one of the courses below:

[Branding and Graphic Design](#)

[Gender, Race and Culture](#)

[Podcast Media](#)

[Coding and Web Design](#)

[Judicial Politics and the Supreme Court](#)

[Printing and Graphic Design](#)

[Digital Advertising and Social Media Storytelling](#)

[Marketing Bootcamp](#)

[UX Design](#)



## Summer Springboard @ Cal Poly

- There are nine three-hour class sessions over the two-week course
- **Week 1:** Students have class from 9 a.m.-noon Monday - Friday
- **Week 2:** Students have class from 9 a.m.-noon Monday through Thursday.
- Wednesday afternoons of each week are dedicated to students' course-specific academic excursion, guest speaker or activity.

### Dates

June 25 - July 07, 2023

### Tuition

\$4,998

### Requirements

- For students completing grades 8-11
- 3.0 weighted grade point average (or local equivalent)

## Branding and Graphic Design

- Learn the essential aspects of branding a business from effective creative design through product delivery.
- Explore how to identify a brand personality, perform market and user research, and learn how to design with consideration for graphic and tactile elements with the consideration of what technologies might be required to make it all happen.
- Get a chance to design an entire suite of marketing elements for business, such as business cards, stationary, banners, packaging, and other promotional items.

### Real World Insights

Use programs like Adobe Creative to translate your big branding ideas into a physical product that will entice consumers to engage with your new brand. Aspiring brand designers will learn how to compose a style guide for their new brand. Once the brand has been conceived and designed, students will get to work printing, converting, and finishing their design to make something tangible.

## Coding and Web Design

- Learn how to use HTML and CSS to prototype and implement websites.
- Learn how to build responsive and responsible websites using industry best practices in the field.
- Develop websites by applying industry-specific design principles to web development.
- Research and compare different creative solutions currently being utilized in the field of web design.

### Real World Insights

With so many different platforms, aspiring web designers must consider how to create responsive and accessible websites. Students will work collaboratively to examine important considerations for web design/development while designing their own websites. Student group activities will include: accessible design, SEO, UX/UI, and web design analysis.

## Digital Advertising and Social Media Storytelling

- Learn about the Marketplace of Attention and the ubiquity and impact of modern mass media, and the power and limitation of the Internet compared to traditional media.
- Gain experience creating Stakeholder Relationships and learn about the nature of relationship and responsibility of an organization with its consumers, employees, community, and other stakeholders.
- Explore Branding Psychology theories and concepts of influence and building a persona.
- Perform Market and Consumer Analysis to identify key audiences, market segmentation, and the makeup of target personas.
- Discover the role of Campaign Channels and Tracking in broadcast, direct, and socially orchestrated through marketing communications campaigns.

### Real World Insights

From video commercials, content marketing, social media advertising, influencer marketing, to billboards and sponsorships — advertising and public relations messages are everywhere. Students will be exposed to higher level thinking as media consumers and have the opportunity to test their theories by designing and producing a strategic communications campaign, a video commercial, and social media content for a fictional client.

## Gender, Race and Culture

- Explore the field of Women, Gender and Queer Studies (WGQS), social justice and liberal arts.
- Gain knowledge about the intersections of identities and its impact on marginalized communities.
- Develop essential public speaking skills.
- Explore mainstream media's role in education and advocacy efforts.
- Learn about scholars, authors and activists fighting for change within the field.

### Real World Insights

Are you interested in learning how you can make an impact in the world? Are you considering a career that is focused on creating a more compassionate, equitable and inclusive world? Engage with concepts that encourage critical thinking about identities, diversity, equity and a vision for a world aimed at reducing, preventing and eliminating harm.

## Judicial Politics and the Supreme Court

- Learn about the various levels of the courts while exploring a 35-year old grievance that has transformed the U.S. Supreme Court and its controversial judicial nomination process.
- Discover how the judicial system operates at all levels, federal, state appellate and district courts.
- Analyze the impact of political pressures on the judicial branch from local courts to the U.S. Supreme Court.
- Explore the law school admissions process and teaching methodologies.

### Real World Insights

Students will focus on current American judicial politics involving the U.S. Supreme Court. Explore why rebuilding trust in the Nation's highest court is more important than the outcome of a single ruling. Learn about the internal politics of the legal profession, examine law school admissions and teaching methodologies while reviewing issues and challenges within the profession.

## Marketing Bootcamp

- Bring an online business idea to life by analyzing the target market's needs and wants.
- Learn about creative materials that can be used to capitalize on various distribution channels for a product's target market.
- Gain exposure to important branding guidelines for a variety of materials one can use to market their products.
- Learn how to evaluate various marketing designs to create cost-effective advertising to get your product to the market.

### Real World Insights

This course is THE course for any student interested in starting an online business. Learn how to create a campaign to market products in any industry. This course will cover the core concepts of marketing, beginning with the creative process (ideation), various distribution channels for marketing products, creating consumer persona, and determining Total Available Market.

## Podcast Media

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- Discover how aspiring content creators connect with an audience
- Acquire the skills needed to write, produce, edit, distribute, market and monetize a podcast
- Work in a hands-on lab writing and producing your own podcast pilot
- Understand why podcasts have become such a popular form of streaming audio entertainment

### Real World Insights

Students will hear from local professional producers and podcasters. Gain hands-on experience by applying current tools and technologies for podcast production, including how to create an audio recording, audio editing, and media distribution. Get a firsthand look at the Cal Poly SLO campus FM radio station's recording studio and their podcast production process and produce a pilot podcast and subsequent episodes.

## Printing and Graphic Design

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- Learn to apply graphic design skills to digital illustration and page layout using Adobe Creative Cloud.
- Learn how to recognize print embellishment features in real world samples including packaging, publications, and mailing products.
- Create print-ready files that will comply with production standards and workflow of digital and off-set printing.
- Develop ways to make tangible printed products by evaluating how to market them to consumers and figure out what their end-use applications will be

### Real World Insights

Have you ever wondered how to transfer one of your favorite animation characters into stickers, magnets, or tote bags? This course will link a student's daily experience with tangible printing and graphic embellishments. By the end of this class, students will be comfortable designing for digital printing technologies, and will produce a laser cut LED lamp, among other achievements.

## UX Design

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- Learn to apply collaborative methods to graphic communication projects.
- Learn about and apply ethnographic research methods to understand an end-user's needs in product design.
- Conceptualize, create and build user-centered mobile digital products that aim to enhance the user experience.

### Real World Insights

Students will learn current technologies and production tools used for the mobile user interface design and prototyping to expand accessibility for a diverse end-user audience. Students will learn to apply design principles and ethical considerations to the decision-making process for the best user experience for mobile digital products.

# Electives

In the afternoons, choose an enrichment elective that provides useful life skills or a deeper understanding of the college application and admissions process.

## College Admissions

Demystify the admissions process, research schools based on multiple criteria, begin planning your essays and learn about your own aptitudes.

## Photography

Spend your afternoons exploring the art of photography with friends. Bring your camera or phone and your desire to discover beauty.

## Public Speaking

From speaking in front of a class to prepping for a college interview, develop your ability to express yourself clearly and confidently.

## Life Skills

Learn fundamental skills in money management, workplace best-practices, as well as nutrition and mental health.

## Outdoor Athletics

If you love playing sports and getting in a good workout, spend your afternoons outside doing bodyweight workouts and aerobic exercises.

## Community Service

For students interested in giving back. Participate in a meaningful service project that creates a lasting impact on the community.

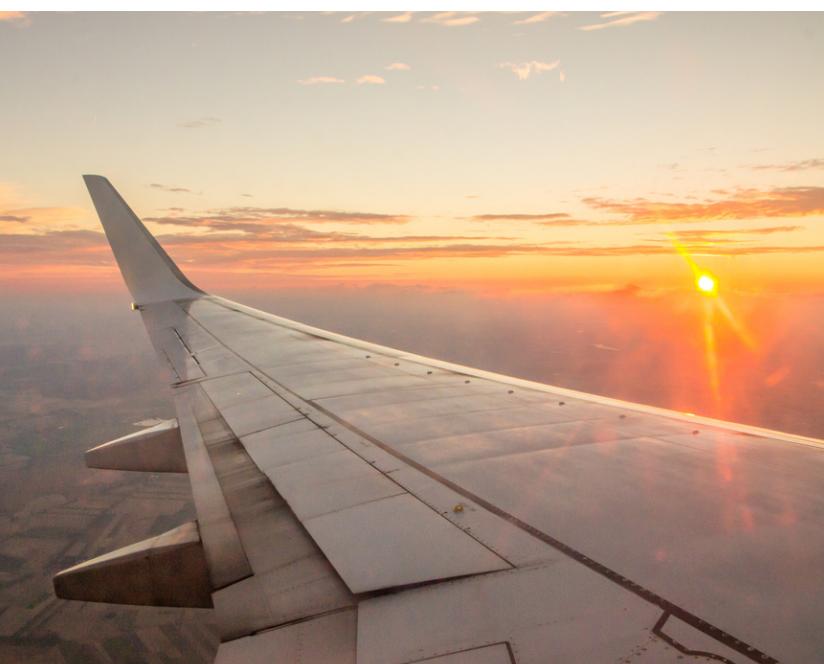


# Program Information



## Meals

Students will eat three meals at the university dining hall. They are welcome to bring extra money for purchasing their own snacks, coffee, or for use in the vending machines.



## Housing

Summer Springboard is held on the campus of Cal Poly, San Luis Obispo. Students will live in residence halls and share a dorm with a roommate, just like Cal Poly students. Resident Advisors (RAs) will be available to students if they need assistance.

## Travel

- Check-in between 2-5pm on first day of program
- Check-out by 10am on the last day of program

Optional chaperoned airport transfers are available for an additional fee or students may take taxi or rideshare to campus independently.

# Weekend Excursions

## City Exploration

California's Central Coast is home to world class hiking and beaches. Additional highlights include a trip to downtown SLO, paddle boarding in Morro Bay, beach day, hike to Bishop Peak, Ravine Water Park, and a SLO Blues minor league baseball game.



## Campus Activities

Students can enjoy Cal Poly facilities after classes. Cal Poly offers state of the art equipment for all students including an outdoor rock climbing wall, beach volleyball courts, and an Olympic-size lap pool.

# Financial Aid

It is important to both Cal Poly and Summer Springboard that our summer program is accessible to all those who want to participate. As such, Summer Springboard @ Cal Poly has scholarships options available for the summer 2023 programs.

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## Need-based scholarships

Summer Springboard @ Cal Poly has a limited pool of need-based scholarships available for qualifying applicants. Need-based scholarship applications are reviewed on a rolling basis.

**Application deadline:**  
**February 26, 2023**

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## One full-ride Dean's Merit Scholarship

Summer Springboard @ Cal Poly offers one full ride scholarship for qualifying applicants.

**Application deadline:**  
**April 1, 2023**



Scholarships are awarded based on financial need as well as student achievement. Summer Springboard @ Cal Poly uses the same application for both scholarship types. Click the button below to apply!

**APPLY FOR A  
SCHOLARSHIP NOW**

For any financial aid related questions, please email [cpscholarship@summerspringboard.com](mailto:cpscholarship@summerspringboard.com).

# Apply Online

The application process is for you to reflect on your motivations for participating in Summer Springboard. This allows us to get to know you better and ensures that your interests are aligned with what the program offers.

## Criteria for Admission

### **All students may be required to be vaccinated based on University requirements.**

- Must have completed 8th grade of high school by program start date
- 3.0 Grade Point Average (or local equivalent) for all programs
- International students must demonstrate proficiency in English via a telephone interview, or they may provide one of the following minimum test scores
  - TOEFL: 490 on paper test or 60 on iBT test
  - Cambridge: PET-Distinction or FCE-C
  - SAT: 450 in Reading/Writing

### **A Completed Application for High School and Middle School Campus Based Programs Includes:**

- Non-refundable \$99 application fee + \$600 program deposit
- Short answer essay questions
- Signed agreement forms

We review completed applications and notify students of final decisions by email in 7 to 10 business days.

## PRE PROGRAM TUITION PROTECTION PLAN

Families may purchase a Tuition Protection Plan for \$499 any time before May 1st, 2023, which allows cancellation for any reason until the day of the program. The protection plan is only valid for campus based programs. Contact us for more details.

## Deadline Dates for Campus Based Programs

FEBRUARY 26, 2023: 1st Wave Application Deadline  
APRIL 23, 2023: 2nd Wave Application Deadline  
MAY 10, 2023: Final General Admission Deadline

[\*\*APPLY NOW\*\*](#)

# Need more information to enroll?

## Call us at **+1.858.780.5660**

Office Hours: Mon - Fri: 9am - 6pm PT. Our staff have been on the programs and can help you decide which program is right for you!

## Chat with us

We're always available to answer questions on our Live Chat at [www.summerspringboard.com](http://www.summerspringboard.com)

## Cancellation, Refund & Change Policy

Tuition credit from previous years is not refundable. If a family cancels from a program, any tuition credits will be forfeited.

[View refund policy here.](#)

## Speak with references

Call +1.858.780.5660 or email [info@summerspringboard.com](mailto:info@summerspringboard.com) to get a list of alumni students and parents who can share their experiences with you.

## Payment Schedule

If tuition was rolled over from a previous year, payment is due:

- March 10, 2023: 100% of balance due

If application submitted any time before March 10, payments are due on:

- March 10, 2023: 33% of balance due
- April 10, 2023: 33% of balance due
- May 10, 2023: remaining balance due

If an application is submitted any time after March 10, payments are due:

- April 10, 2023: 50% of balance due
- May 10, 2023: remaining balance

If application submitted any time after May 10, payments are due:

- Immediately: full balance due within 48 hours



# About Us



Summer Springboard was founded to give college-bound teens a supportive environment where they can explore their personal and academic passions. Leveraging the years of success enjoyed by our sister organizations, Global Leadership Adventures and Discover Corps, Summer Springboard aims to continue the tradition of providing unique and compelling summer experiences for college-bound teens as they look to grow, expand and impact their communities.



Cal Poly Extended Education provides access to Cal Poly and expands learning opportunities for individuals through a variety of academic and professional programs.



# Frequently Asked Questions

## **How is Summer Springboard different from other programs?**

Summer Springboard is a unique blend of hands-on learning, career exploration and college prep. Unlike summer camp or summer school, the goal of our program is to help students increase their self-awareness so they can make decisions about college selection, academic majors and careers that reflect their personal vision for success.

## **Who are your instructors? Are they professors from the host university?**

All instructors for Summer Springboard @ Cal Poly are also instructors at Cal Poly during the regular school year.

## **What do we receive upon completion of campus based programs?**

Upon successful completion of the program, students will receive the following: one continuing education unit (CEU) from Cal Poly Extended Education, a Certificate of Completion and a Letter of Reference from the instructor.

## **Is this program operated by the host university?**

Summer Springboard @ Cal Poly is run in partnership with Cal Poly Extended Education and Summer Springboard.

## **Where do students live during the program?**

Students live in a university residence hall just like actual college students. The exact residence hall varies from year to year, but they are all located on the university campus. Students live on gender segregated floors under the supervision of Resident Advisors and a Campus Director.

## **How many students share a room? Can I request a roommate?**

Students will share a room with one or two other students depending on the housing location. You will have your own bed. Your room will include fresh linens and towels (but extra blankets and towels are recommended). The bathroom is shared. We do honor roommate requests, but encourage students to build their network by sharing a room with peers outside of their current group of friends.

## **How do you ensure student safety?**

Our No. 1 priority is creating a safe and secure environment for our students. All of our campus locations have been selected based on their distinction for safety and comfort. Staff are trained in our 5-Point Safety System™, which ensures that issues are addressed efficiently and safely, and that students, parents, staff and campus partners are in close communication.

## **What is the Summer Springboard Code of Conduct?**

Like all purposeful programs, you only get out of it what you put into it. Our Code of Conduct requests that students be respectful, committed and engaged in the program. Additionally, it requires that students comply with our prohibition on tobacco, alcohol and drugs. Failure to adhere to the Code of Conduct may result in dismissal from the program and forfeiture of tuition.

## **Are flights included?**

The cost of flights is not included in the program tuition, in order to give you maximum flexibility in purchasing flights that work for your family. Once enrolled, you can book on your own using discount websites, utilizing frequent flyer miles that you may have accrued or using your own preferred travel agent, should you have one.

## **Are international students allowed to join the program?**

Yes, we are happy to report that international students are able to participate in the program.

For more detailed FAQs, visit <https://www.summerspringboard.calpoly.edu/faq>.





Pre college programs brought to you by The Cal Poly Extended Education Pre-College Summer Program and Summer Springboard (SSB).

**Apply Online at [summerspringboard.calpoly.edu](http://summerspringboard.calpoly.edu)**

Questions? Call or email us at +1.858.780.5660 • [calpoly@summerspringboard.com](mailto:calpoly@summerspringboard.com)