



CAL POLY

Office of the President

Dear Cal Poly Community,

Today marks an important and exciting milestone in our integration: the launch of the new [Cal Poly Maritime Academy website](#).

The new site represents the first expression of the brand direction for Cal Poly Maritime Academy – one that will continue to take shape across both campuses in the weeks and months ahead.

The previous CSUM website included more than 1,200 pages, which have been thoughtfully streamlined to ensure the vital information they contained is not lost and the user experience is improved. It should be noted the legacy site (csum.edu) remains accessible and will continue to serve as a resource throughout this transition year. We also will track user feedback and web analytics to guide future enhancements and prioritize updates to the new site.

This launch marks the beginning of a clear and cohesive brand identity for Cal Poly Maritime Academy. It reflects integration into the broader Cal Poly family – grounded in Learn by Doing and a robust return on investment for students – while honoring Cal Poly Maritime Academy's unique character, mission and history.

More than just a website, this branding effort will inform marketing and communications across all channels and provide students, faculty, staff and supporters with a unified identity and message.

In the coming weeks, we'll continue to introduce new brand elements, including:

- Guidelines and templates.
- Logo lockups and assets.

- Training sessions for both campuses.
- Opportunities to engage with the new brand at upcoming events.

Additionally, the launch is a significant step in Cal Poly's broader enterprise web transformation – an initiative to modernize and align the university's digital presence across all colleges, divisions and campuses. This strategy ensures Cal Poly's external digital footprint – its ever-important digital campus – is focused primarily on attracting prospective students by sharing our story and promise.

I want to thank Vice President Chris Murphy and the entire University Communications and Marketing team for their leadership in bringing this effort to life, as well as the Cal Poly Maritime Academy web and IT teams for their partnership and flexibility throughout the process. I also want to extend my appreciation to the faculty and staff of Cal Poly Maritime Academy who have utilized a hands-on, Learn by Doing philosophy with maritime students for many years. It is our shared approach to education that makes us stronger together, making this integration that much more exciting.

We'll share more details related to our new branding soon. For now, I invite you to explore the site and celebrate this important step.

Sincerely,

Jeffrey D. Armstrong
President

[Privacy Notice](#) • [Web Accessibility Statement](#)

© 2025 California Polytechnic State University