Welcome to the inaugural issue of the CSUMB Foundation Magazine. The Foundation serves as the philanthropic arm of the University, advancing its mission and impact in multiple ways. The Foundation Board of Directors provides valuable community input to President Ochoa and stewards the endowment built up through the generosity of past, present and future donors. The Board members volunteer generously with their time, resources and expertise.

I guess over the years that I’ve personally become identified with CSUMB. It began when I was asked by Peter Smith to fill a community slot on the board of what is now the University Corporation. I watched as CSUMB grew, including all the fits and starts that come with organizational development. The University further matured under the leadership of Dianne Harrison. Now, the University looks forward to exciting growth and expansion, while maintaining quality and richness, with the vision set out by Dr. Ochoa.

Recently someone asked me why put so much time and energy into CSUMB? Higher education has a unique ability to change lives and shape communities. CSUMB makes a difference on an individual basis for students and as a presence in our tri-county area and beyond. It’s rewarding to have some small part in that process. But, most importantly, it seems to me that we’ve all had a hand given out to us in our personal journeys. And we need to give back. When you hear just one or two (out of thousands) of the stories of students at CSUMB, you come away with the certainty that your investment truly pays the highest rate for the longest term.

Thank you for supporting CSUMB both monetarily and in so many other ways. You make a difference.

Robert C. Taylor, Esq., Foundation Board Chair

"Giving pays the highest interest rate, and has the longest term, of any investment available."
Objective
Advises, governs, oversees policy and direction, and assist with the leadership and general promotion of the Foundation of California State University, Monterey Bay so as to support the organization's mission and needs.

Purposes
The Foundation is organized for the following public and charitable purposes:

- Foster, encourage, and promote the goals and purposes of California State University, Monterey Bay ("CSUMB") including providing strategic advice and counsel to the president and other university officers;
- Promote a greater and better understanding in the community of CSUMB's role and policies as they relate to CSUMB's higher education mission;
- Administer gifts, bequests, devises, endowments, trusts, and similar funds, and provide short and long term management of these investment funds; and
- Play an active role in fundraising and development processes in support of CSUMB;
- Provide financial assistance to CSUMB and its goals and purposes through gifts, loans, and allocations to CSUMB and its controlled affiliates;
- Do any other act or thing and engage in and carry on any other activity in any manner connected with or incidental to, or calculated to promote, assist, aid, or accomplish any of the aforesaid purposes.

Major responsibilities
- Organizational leadership and advisement
- Organization of the board of directors, officers, and committees
- Recruitment of directors and board members
- Formulation and oversight of policies and procedures
- Oversight of program planning and evaluation
- Review of organizational and programmatic reports
- Promotion of the organization
- Fundraising and outreach

Investing for student success
The Foundation of CSUMB Endowment – grow with us

At California State University, Monterey Bay (CSUMB), we pride ourselves on making higher education accessible to traditionally underserved and low-income populations. Over 70% of our students receive some form of financial aid, be it a grant, a scholarship, a loan, or work-study. As support from the state continues to decline, private support becomes more and more essential to CSUMB’s ability to stay true to its vision of providing an exceptional education at an affordable price.

Contributions to the Foundation of CSUMB’s scholarship endowment help provide educational opportunities to motivated and driven students and support the highest priorities of CSUMB. CSUMB continues to grow. We invite you to grow with us and invest in California’s future.

As of December 31, 2014, the fair market value of the Endowment was $18,457,510.
Looking Forward

A conversation with President Eduardo Ochoa

As Dr. Eduardo Ochoa, president of CSU Monterey Bay, completes his third academic year at the helm, he takes a moment to share his perspective and plans for a university he understood and admired well before he arrived. A leader who has been very visible on campus, greeting faculty and students, and taking in the achievements and developments of a vision that feels both new and familiar, he is already known for his calm demeanor, and the benevolent light in his eyes that speaks to his anticipation of a bright future for the university.

What is the importance or impact of our university Foundation, particularly going forward? CSU Monterey Bay is poised to undertake the next stage of its development, and it’s going to mean reaching out to the community, serving the region, responding to needs, and helping to steer the community forward. For this purpose, it is important for this Foundation to have our finger on the pulse of the community, to have a connection, both in terms of understanding what the needs are and also enlisting their support, so we can provide that margin of excellence that goes beyond the state funding and tuition. That’s why we are strengthening our Foundation Board for this next phase.

How does the Foundation support the University Vision? Moving forward, we are going to emphasize two roles for the Foundation. The traditional role is to help us communicate the exciting developments of this university, while generating support for the institution among the community members. The progressive role is critical in providing strategic advice and direction for the University as it develops its programs in response to community needs.

What is the President’s relationship or role with regard to the Foundation? My first task was to really understand the institution, to absorb the discourse and the sense of self it has via the existing members of the community. Next it was to feed that back to the university and into the community in terms of what our aspirations are, what our idea of ourselves is, and how to move forward to more fully realize our vision. It’s a way of capturing what the institution’s hopes and aspirations are, what the community’s needs are, and putting them together in a compelling vision. I’ve communicated that to the university community, but I
also need to reach out and engage the external community in that vision. One of the things that excited me about CSUMB is that my wife Holly and I were welcomed with open arms to this region. It is clear that the community has great hopes and aspirations for the university, and understands the possibilities in terms of this institution being a key resource to help community advancement in all phases. That’s really a great foundation to build on, no pun intended.

As the university endeavors to keep pace with changing economic, social and student needs and expectations, what role will the Foundation play in this process? The Foundation will be a bridge to this community. Really we have a two-fold role here, which is to take their strategic advice, along with feedback from the community, and then communicate to the Board what the university is doing and where it’s heading, so they can become ambassadors in the community. I think it’s a fuller charge for the Board of Directors. I don’t think it is as fulfilling and rewarding for Board members simply to be tasked with fundraising for our university.

And it’s a new era. In the old days, I think development basically looked to the community for support. The expectation was that donors would give money to the university, and trust that the institution would be a good steward. Nowadays, there is a new approach to philanthropy. People really look at their gift or their donation as an investment, so they want to stay engaged. They want to see the fruits they bear. They want some accountability; they want transparency on how those funds help advance the institution and the community.

What changes, developments, expectations do you envision for the university, and what role will the Foundation play in realizing them? Ultimately, this university has the potential to become, in 10 to 20 years, an essential, key resource for the region, moving forward on all fronts - educationally, culturally, socially - so the Foundation is going to be our partner in helping chart that course. Specifically, we’re going to be identifying the programs we need to develop to respond to regional needs. We’re also going to play, I think, a key role in helping steer economic development, in a strategic and coherent way, acting as a convener and an honest broker among the stakeholders. This means we need a lot of intelligence about where the community is and who the players are in the different sectors. That kind of information will be invaluable as provided by our Board members, who are leaders in the community.

There is also the cultural dimension. As the university grows and matures, we will be able to start focusing more on the arts. There may be some things down the line which will help coalesce the community. Early on there was talk about a performance center on campus. I don’t want to get hopes up yet, but we don’t have a fully adequate venue in this region for a lot of the larger events and performances. That’s something I have some experience with because I was at Sonoma State when they worked on their premier music center. This offers a very big lift to an institution. We are not near tackling that, but who’s to say we won’t be able to do something about it down the line, when we’re larger and the community’s more engaged.

What projects or developments are in the works now, in which the Foundation has played a role? We have a number of activities currently underway such as the Have A Heart annual event designed to support student success, which the Foundation helps us put on. This University can play a leadership role in the transformation going on in higher education right now. We have an opportunity, because of advances in learning science, to transform and improve how learning takes place. Certain institutions are doing groundbreaking work in this area, but these institutions typically are the ones least likely to adopt those innovations because they already see themselves as leaders in it. The way the structure of innovation works in many industries is that the leaders are the most wedded to the status quo and have the least incentive to adopt new methods. So we can be kind of like Steve Jobs was to the Xerox Research Park - we’ll see what they’re developing and bring it to our campus.

One of our greatest assets is that we have an academic culture on this campus unusually open to innovation and change. I tested this idea when I first got here and was very pleased to see that the faculty was excited and energized by the need for change rather than threatened by it. We have had a program of innovation grants for our faculty, and the Foundation has gotten a very strong response to it. So I think we can really do something here.

How would you describe your experience as President of this University thus far? It has been really, really smooth and enjoyable, and it feels right. It doesn’t feel forced. It’s like when you slip into a relationship, and it all works. It’s really very nice. I’m not having to force myself to be somebody I’m not. There’s just a natural fit, so it feels very comfortable. I think it’s very gratifying that the contributions I can make to the university’s development seem to be very congruent with the potential the university had to start with. It hasn’t been about changing its character or a lurch into a different direction, but a natural outgrowth of what’s happened so far. The other thing I should talk about is this community. I should have known about it - in retrospect, I hadn’t really focused on it, so it was a mild surprise and very pleasant to discover a strong Italian-American community in this region. That feels very, very comfortable to me because I am from Buenos Aires, which also has a lot of Italian culture. So it feels like home. And that’s nice.

I am very excited about the future here and I am really looking forward to working with the Foundation Board to help make this vision that we’ve all crafted together a reality.

-Lisa Crawford Watson
Outstanding in his field

Bob Johnson cultivates his passions

Once he sold the farm and the farmhouse that went with it, Bob Johnson had no idea where to find a wall big enough to house the expansive oil painting his late wife Sue had inherited from her family. Sue had known all her life that, despite the absence of a signature, the expressionist oil painting of Inspiration Point in Yosemite Valley had been painted in 1877 by her great grandmother Mary Berkhalter.

Johnson was aware that not many people were making their way into Yosemite in those days. But he was surprised, after inviting Early California art expert Steve Hauk to look at the painting, when Hauk exclaimed, "That’s a Thomas Hill. He had an art studio in Wawona." Johnson told Hauk he believed the credit for the work belonged to Berkhalter. Then he met great grandson Thomas Hill Frost, who informed him that Berkhalter and Hill had collaborated, and whenever they did, neither would sign the painting.

After having smaller reproductions made for his family, Johnson gave the original painting to CSU Monterey Bay to hang in the Tanimura & Antle Family Library on campus, near the study area he funded and named to honor the memory of his wife, Sue Johnson.

Born to a farming family in the Salinas Valley in 1930, Johnson developed a reverence for the land and a passion for farming it. Yet he also believed in the value of higher education, but at that time, the vacuum cooling system for transporting produce was invented, and he realized it could change the whole landscape of farming. So he finished his education and came home.

"Other than San Jose State," says Johnson, "Stanford was about as close as I could be to the family farm and still go off to college. I always thought we should have a university in our community, so I was delighted when the Fort Ord Reuse Plan accommodated CSUMB. We have a ton of people in Monterey County whose parents never went to college, and so many grow up thinking they will work in the fields like their parents. But I knew these kids could commute to CSUMB. I believe in college; it worked for me, which is why I decided to endow scholarships to CSUMB."

In honor of his mother, the Jane Pere Johnson Scholarship is awarded to students who have attended Hartnell College, Gonzales High School, or Chualar Elementary School, as did Johnson, his mother, his siblings and their children. Each year, Johnson speaks to the graduating class at Chualar Elementary, encouraging them to grab the brass ring by going to college.

Johnson met the woman who would become his wife on a blind date, after a couple of friends implored him to join them at the California Rodeo in Salinas. "Turned out Sue’s father had a sheep ranch," says Johnson, "and she loved the outdoors; two things that bode well for our marriage."

In his passing, Johnson’s father-in-law left the stipulation that the parcel be given to Humboldt State University. If for any reason, the university could not accept it, the land should be given to the "like recipient" closest to the scragge. As it came to pass, Johnson found himself faced with offering the gift to Sonoma State University. Knowing no one and nothing about the school, he did his research, found his way to campus, and introduced himself to then provost Dr. Eduardo Ochoa, now president of CSUMB.

"Without Eduardo Ochoa," says Johnson, "we could not have gotten the university to accept the property. He persuaded the president. I am indebted to Dr. Ochoa."

The Johnsons raised three daughters on their farm, each of whom eschewed farming in favor of her own pursuits following college. He credits his family for helping to develop in him a strong sense of advocacy for women’s rights and opportunities in society. They also helped foster his interest in women’s athletics.

Johnson’s respect for the dual academic and athletic efforts of these students has inspired him to endow student-athlete scholarships to CSUMB.

"I have developed a special relationship with the CSUMB Women’s Basketball team," says Johnson. "I’ve always been a champion of women’s rights and annoyed by men’s sense of entitlement. Women play a more pure form of the game. I enjoy watching their teamwork. I rarely miss a game."

Yet, during the 2011 Championship Season, Johnson got an eye infection, which kept him out of the "kelp bed" bleachers for weeks.

"The team noticed I had disappeared," says Johnson. "I got a get well card signed by the entire team, with their photo on the front. I was so moved. I vowed to strengthen my eyes until I could read every signature."

Johnson’s get-well card has a place of honor on the mantel, and a framed collage of action shots from last year’s season hangs prominently on the wall. In trying to decide what he could do to thank the team, Johnson remembered that his driver’s daughter is a young Girl Scout determined to sell 2,500 boxes of cookies. So, he started a tradition of providing cartons of cookies for the Women’s Basketball team to enjoy on their road trips.

"There is no act of kindness too big," he says, "or too small."

Johnson’s philanthropic largesse has extended throughout Monterey County, inspiring his recognition as Outstanding Philanthropist on National Philanthropy Day 2014.

—Lisa Crawford Watson

Bob Johnson with representatives from the Women’s Basketball Team; Kayseen Brennan (Assistant Coach), Keri Yakamendo (Head Coach), and Jama Sanders (Player)
A young man, achieving at the top of his class, was entering his senior year at CSU Monterey Bay (CSUMB), when it became clear he would need to return to the fields near his King City home to earn enough money to complete his education. “It’s okay; it keeps me humble,” he said, seeing this, not as a roadblock in the journey toward his college degree, but merely as a curve in the path on which he would continue toward his goal.

A year later, as the first member of his family to graduate from college, he commenced from CSUMB and went back to work. But not picking produce.

Frank and Donna McDowell have long admired immigrant parents whose lives seem to be about paving a better path for their children, and who have taught them the value of education and the potential opportunities inherent in a college degree. They also understand that children of undocumented parents, no matter how well they do in school, cannot qualify for the scholarships essential to afford a college education.

Frank, a private pilot who had retired from real estate lending, and Donna, an artist, who retired from teaching art, writing and special education, most recently from Monterey Peninsula Unified School District, were looking for a way to sponsor young adults in school. They met with education advocates Leon and Sylvia Panetta, who suggested they work with CSUMB.

“We believe very strongly,” says Frank, “that education is the best possible solution we have to make a difference in society. So we created a program with CSUMB, which not only enables us to give a helping hand to a handful of students each year, but also to get to know these students. In sponsoring their college education, we want them to know this is not just money, but people who are proud of their efforts and achievements, and who have a genuine interest in them.”

Students whose education is sponsored by the McDowells, more than a dozen to date, receive not just financial support but also friendship. The couple make themselves available for conversation and advice, and they truly want to know how these students are doing. They have attended many graduations, weddings, and special engagements, and some students have dropped in for a visit.

“This is not a sterile gesture,” says Frank. “We want it to have a human element, to create a connection. It is our privilege to aid these bright, talented young people who are so motivated to go to college, to allow them to get to where they want to go. They aren’t entitled; they don’t expect a handout or a free ride. Instead they are so grateful, and they make the most of it.

“We are very impressed with the development of programs at CSUMB to create well-rounded young people who pay attention and care about what’s going on in their communities and government. Many of our students return to their communities to make a difference there. They are the ones, we believe, who can.”

A small stone sits silent near the path to their door, engraved with the word Love. Without the right glance at the right moment, one might miss it. But the message becomes clear in other ways upon meeting the McDowells, whose lives seem motivated by it. They hold hands as they talk.

Through the front door, the space opens to a wall of windows, which provide vantage on the coastal enclave that is their home. Built on an ancient gathering place for Native Americans, the property hosts artifacts of an early fishing village in shards of abalone, carbon dated to 1150-1350 AD. In caressing a piece of shell, the couple can sense the connection to those who held it before, keenly aware of their place on the continuum of time.

They see their children, their grandchildren, and their CSUMB students as the future. “These kids come to us as special citizens and high achievers at their high school,” says Donna, “having had no idea that, despite all their hard work they, who need it most, will never qualify for a scholarship. Many had no idea they are undocumented until they tried to apply for a scholarship to school. But what we do know is there is a way. Particularly if they keep their focus forward. There is a way.”

—Lisa Crawford Watson
Making the way for those with a will

Jack and Peggy Downes Baskin settle into comfortable chairs in a living room appointed with significant art brought home, souvenirs of meaningful experiences around the world. A wall of French doors reveals a silent view of the sea, hanging like a faded watercolor in the distance, until darkness closes in like a curtain, and the conversation shifts.

Peggy is unsure of the exact moment she became clear in her drive to champion the rights of women, but she keenly remembers the moment she found her voice about it. As valedictorian of her graduating class from Carmel High School, she approached the podium on the stage in the Sunset School community theater, prepared but unwilling to give her speech on cheerleaders, football heroes and the school administration awaiting her praise. Instead, she spoke of the importance of bringing women into politics, which landed on a silent and stunned audience. She was 20 years too soon.

More than 60 years later, Peggy looks back on a life spent championing women in politics, in boardrooms, in classrooms, and in the community. The woman who went to Vassar on a full-ride scholarship and graduated magna cum laude in four years, who returned to college at age 52, commencing from the Claremont Graduate School of Government with a PhD in politics, is still championing education. And the woman who, in an era of housewives and homemakers, developed her career as a professor at Santa Clara University and UC Santa Cruz, where she focused on the politics of aging, women and power, and presidential management styles, is still championing women.

“Seven years ago,” says Peggy, “we founded the Jack and Peggy Baskin Foundation, whose aim is to encourage, support and sponsor the education of women. We want to help send women to college, who really deserve the opportunity and would otherwise have no chance. We’ve heard young women tell their stories of their mothers saying they must make something of their lives, and they must go to college to do so, but their fathers cut short the conversation by saying there’s no money. We decided we would step in for as many of these women as we could.” The couple has long been interested in higher education. Inspired by their careers, Jack as an aeronautical engineer, and Peggy as a professor, Jack funded the Jack Baskin School of Engineering at UC Santa Cruz, while Peggy advocated for female professors.

Jack’s interest in higher education was inspired by his father, an immigrant who worked 10 hours a day yet managed to go to night school to earn his high school diploma. When Jack graduated from high school in 1936 and promptly found a job, his father insisted, despite few resources, he go to college, instead.

“We forget what it was like to go through the Great Depression,” says Jack. “I went to the University of Colorado for $24 a semester, and got a good education. In 1940, a few of us were offered free flying lessons, if we agreed to join the Air Force after graduation. So I became a pilot. But when WWII was declared, they said, ‘It takes six months to train an Air Force pilot, and four years to train an engineer. Stay in school, and we’ll call you if we need you.’ I probably wouldn’t be here today had that call ever come.”

Despite their involvement in UC Santa Cruz, the couple was very pleased when CSU Monterey Bay opened, bringing exceptional opportunities in higher education to Monterey County.

“We want to help send women to college, who really deserve the opportunity and would otherwise have no chance.”

“To witness this university emerging and developing in this area is exciting,” says Peggy, “and we’d like to get more involved. Jack and I both advocate for women in education. I know what it’s like to be told you’re not good enough, or to believe you are but not have the resources to get to college. General Stilwell’s wife gave me the winter coat I took to Vassar. What I learned then and still know now, is that this is a very supportive community. Through our foundation, we are going to continue to do our part to help women get the education they need and deserve.”

Jack and Peggy Baskin have supported the Women’s Leadership Council, which provides educational opportunities for re-entry students at CSU Monterey Bay. They also have supported the Osher Lifelong Learning Institute, an educational program for adults age 50 and above, interested in exploring traditional and new areas of knowledge. And they have endowed scholarships to open the doors to education.

—Lisa Crawford Watson
Events

2014 PRESIDENTIAL FELLOWS RECEPTION

Left to Right, back row: Steve Rosen, Fred Meurer, Laura Solorio, David Epel, Susan Matcham, Bella Yang, Beat Giger, Jim Gattis, William Barr, Brandon Hill

Front row: Helen Rucker, Terri DeBono, Ila Mettee-McCutchon, former president Peter Smith, President Eduardo Ochoa, Jay Bautista, Ruthie Watts, Martin Puentes

COMMINEMENT 2014

Keynote Speaker: Cecilia Muñoz, Advisor to President Obama and the director of the Domestic Policy Council

Honorary Degree Recipient: Julie Packard, founding executive director of the Monterey Bay Aquarium

2014 WOMEN’S LEADERSHIP COUNCIL LUNCHEON

Scholarship recipient: Elaine Fischer

Keynote Speaker: Magnolia Zàrraga, Esq. ’03

President Eduardo Ochoa, Supervisor Jane Parker, and Anne Secker

2014 FORT ORD ALUMNI ASSOCIATION LUNCHEON

FOAA Scholarship Recipients: Susan Brown, Gisela Alves de Souza, Benjamin Strickland, Tamara Turner with Bob Furney and Leslie Furney

FOAA Members Ron Glaze, Steve Bradford, Donna Johnson, Robert Furney, Gerald Griffin, Fred Lawson, and Bob Schaffer

2014 CSUMB graduates celebrating
Events

2014 DONOR APPRECIATION RECEPTION

Sandi Eason, Senior Vice President for Wells Fargo West Coast
Steve John, CEO of the Monterey Peninsula Foundation

President Eduardo Ochoa with Bettye Saxon, Area Manager for AT&T External Affairs Central Coast

2014 ALUMNI REUNION

Back row: Mindy and Chris Carpenter ’11
Front row: Kristen LaFollette ’06, David Anaya ’01

Pilar Gose ’07, Tracy Davis ’05, Murray Millson, Jaclyn Willard ’09, Hayley Azevedo ’10

2015 HAVE A HEART DINNER AND AUCTION

Holly Byers Ochoa and President Eduardo Ochoa

Celebrity Auctioneer Zack Krone ’05

Shahin Anable, Rob Pappani, Debbie Howitt

Chelsie Guldemond, Sue Anrle, Maddelain Castro

Robert Taylor, Leslie Taylor, and Trisha Basse

Former Secretary of State Leon Panetta, Hal Leffel, Mary Ann Leffel

Steven and Ann Packer, Michael McMillan, and Laura Hunter
**Levels of Study**

- Biology: 11%
- Business Administration: 13%
- Cinematic Arts and Technology: 3%
- Collaborative Health and Human Services: 2%
- Communication Design: 4%
- Computer Science and Information Technology: 2%
- Environmental Science Technology and Policy: 2%
- Environmental Studies: 2%
- Global Studies: 6%
- Human Communication: 1%
- Japanese Language and Culture: 1%
- Kinesiology: 10%
- Liberal Studies: 6%
- Marine Science: 7%
- Mathematics: 2%
- Music & Performing Arts: 1%
- Psychology: 11%
- Social and Behavioral Sciences: 4%
- Visual and Public Art: 1%
- Undeclared: 8%

**Vision Students**

- First Generation: 56%
- Low Income: 44%
- Tri-County Area: 34%
- Adult Students: 31%
- Graduate Students: 16%

*CSUMB actively encourages enrollment of “vision” students — those who are underprivileged or historically underserved by universities.*

**Student Origins**

- Californian: 62%
- National: 2%
- International: 3%

**Gender**

- Female: 62%
- Male: 38%

**Age**

- 18-20: 41%
- 21-24: 43%
- 25-30: 11%
- 31+: 5%

**Graduate Programs**

- Education: 19%
- Social Work: 39%
- Instructional Science & Technology: 15%
- Marine Science: 14%
- Extended Education: 12%

*194 MBA students
*92 Nursing students

**Areas of Study**

- Biology: 11%
- Business Administration: 13%
- Cinematic Arts and Technology: 3%
- Collaborative Health and Human Services: 2%
- Communication Design: 4%
- Computer Science and Information Technology: 2%
- Environmental Science Technology and Policy: 2%
- Environmental Studies: 2%
- Global Studies: 6%
- Human Communication: 1%
- Japanese Language and Culture: 1%
- Kinesiology: 10%
- Liberal Studies: 6%
- Marine Science: 7%
- Mathematics: 2%
- Music & Performing Arts: 1%
- Psychology: 11%
- Social and Behavioral Sciences: 4%
- Visual and Public Art: 1%
- Undeclared: 8%

Integrated Studies Special Major = 3 students

**Ethnicity**

- Latino: 35%
- White: 36%
- African American: 7%
- Asian American: 6%
- Pacific Islander: 1%
- Native American: 1%
- Other/declined to state: 7%
- Multi-racial: 7%
- Other: 1%

**Student Body at a Glance**

- Freshmen: 29%
- Sophomores: 11%
- Juniors: 26%
- Seniors: 28%
- Graduate: 4%
- Credential: 2%
- Postbaccalaureate: 3%

**Postbaccalaureate Students**

- MBA students: 194
- Nursing students: 92
Community Volunteers and Campus Participants

From its inception, California State University, Monterey Bay has made community involvement a cornerstone of the university. We are overwhelmed with the amount of support we receive from our inspirational and dedicated volunteers. Their commitment to this university is an integral part of our success. Thank you for your support!

Have A Heart for Students Dinner & Auction Committee

Community
- Shahin Anable, Event Co-Chair
- Leslie Taylor, Event Co-Chair
- Trina Basse, Event Co-Chair
- Sue Antle
- Hayley Azevedo
- Chris Fleng
- Carolyn Griffin
- Leinette Limtiaco
- Julie Ann Lozano
- Marti Myszak
- Joe Sweeney III
- Cathy Taylor
- Julie Vucina-Higgs

Campus
- Clarisa Avila
- Lupe Cabeca
- Joe Cardinali
- Phil Esparza
- Jane Forthner
- Maria Garcia
- Linda Gardner
- Kirby Garry
- Pilar Gose ’07
- Dominic Gregorio ’12
- Phyllis Grillo ’13
- Greg Harbert
- Joan Iguban
- Jeff Lewis ’13
- Vince LoForti
- Linda Lopez ’04
- George Machun
- Manny Mandapat
- Jeff McCall
- Kevin Miller ’03
- Lianne Minemoto
- Jamie Monk
- Greg Pool
- Scott Roark
- Marge Sanico
- Henry Simpson
- Linda Smith
- Joan Weiner
- Fernanda Vazquez
- Claudia Velasquez
- Barbara Zappas

Planned Giving Committee
- Marian Deering
- Erik Edmonds ’06
- Nick Fanti
- Susan Freeland
- Michael J. Jones
- Rick Kennifer
- Kathy Kobata
- Sidney Morris
- Henry Nigos
- Robert D. Pappani
- Jim Rottler
- Anne K. Secker
- Cathy Schumbrecht
- Robert Taylor
- DeeAnn Thompson
- Jennifer L. Walker

Alumni Association Board
- Nichole E. Charles ’09, President
- Maria S. Ceja ’08, Vice President
- Hayley Azevedo ’10
- Chris Carpenter ’11
- Traci S. Davis ’05
- Jennifer Dority ’08
- Sarah J. Lemna ’99
- Henry W. Meiggs ’08
- Blanca G. Melchor ’06
- Daniel J. Murphy ’05
- John P. Scala ’05
- Bardomina G. Valle Lopez ’05
- Coy L. Williams ’09

Women’s Leadership Council Advisory Committee
- Shahin Anable
- Sue Antle
- Peggy Baskin
- Joanne Bauer
- Mary Kay Crockett
- Sue Dewar
- Paula de Vos
- Roz Fisher
- Susan Freeland
- Jerlynn Gattis
- Frances Gaver
- Linda Gin
- Martha Gonzalez
- Carolyn Griffin
- Kathy Kobata
- Tobi Marcus
- Marti Myszak
- Holly Byers Ochoa
- Carmen Ponce
- Helen Rucker
- DeeAnn Thompson
- Ilene Tuttle
- Claudia Villalobos
- Ella Watts

Fort Ord Alumni Association Board
- David L. Anderson
- Steve Bradford
- Robert M. Furney
- Ronald A. Glaze
- Gerald D. Griffin
- Stephen M. Payne
- Robert K. Schaffer
- Deborah Silguero ’00
- Giselle Young
Where do our unrestricted dollars go?
The CSUMB Annual Fund is a consistent source of funding for key University priorities. It directly benefits and promotes new modes of teaching, scholarship, and creative work that foster an integrated curriculum and more meaningful student learning. This essential funding nurtures connections among faculty as learners, teachers, scholars, and creative artists and supports the intellectual life of the CSUMB community within the context of our Vision.

Flipping Out
Each year the Annual Fund supports Faculty Innovation Grants awarding approximately $75,000 to faculty members whose proposals best exemplify innovation in the classroom. The purpose of these grants is to fund ground-breaking approaches to teaching and learning aimed at improving both efficiency and effectiveness. One such proposal has allowed our professors to turn teaching upside down. When students head to some classes at CSU Monterey Bay, they’ve already learned the day’s lesson – by watching short online videos prepared by the instructor. Without a lecture to listen to, students spend class time working in small groups and solving problems with the help of the faculty member. It’s a technology-driven teaching method known as the “inverted classroom” because it flips the traditional model of classroom lecture and exercises for homework – the lecture becomes homework and class time is used for problem-solving.

Since a math professor introduced the flipped classroom at CSUMB in 2010, other faculty members have used innovation grants to redesign their classes. The method is being used in computer science, math, microbiology, environmental science and kinesiology classes, among others.

Support Makes a Difference

For more information regarding the Annual Fund and the programs that it supports, contact Pilar Gose, Director of Annual Giving and Alumni Relations at 831.582.3595 or pgose@csumb.edu.

The wonderful thing about donating to CSUMB is the plethora of options your funds can support. From student scholarships, capstone presentations, buildings, books in the library, and athletics. The list goes on and on. To be a part of University that is helping shape our future generation of leaders and to make an impact in the lives of others is paramount.

—Manuel Arenivaz, Class of 2003

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Planned gifts are a thoughtful way to make a significant impact on Cal State Monterey Bay’s future. Donors who include CSUMB in their financial or estate plans are helping us to keep our promise to provide a unique educational experience. A planned gift often allows donors to make a larger gift than they thought possible.

In 2014, Florence C. Rathom and Alwin R. Krause Scholarship Endowment Fund, one of the largest one-time donations to the university, reached a milestone demonstrating the transformational power of legacy giving.

After former Los Angeles Times photojournalist Alwin Krause died in 2002, his wife, Marian Krause, thought about how she could honor him. She also wanted to pay tribute to her husband’s great-aunt, Florence Campbell Rathom, one of the first female journalists to work at the Providence Journal in Rhode Island.

She accomplished both by creating a scholarship fund to help students in the Division of Humanities and Communication, which houses CSUMB’s program in journalism and media studies as well as philosophy, ethnic studies, ethics, peace studies, literature, history, creative writing and English teacher preparation.

When Mrs. Krause died in 2006, she left the university $4.6 million to establish the Florence C. Rathom and Alwin R. Krause Scholarship Endowment Fund. The first awards were made for the 2009-10 school year.

To date, a total of 286 awards have been given, based primarily on need. With this year’s distribution of nearly $202,000, the fund has awarded just over $1 million in scholarships.

One of this year’s recipients is Courtney Thomas, a senior studying to be an English teacher. A former foster youth, she works on behalf of those in the foster care system. She has been involved with California Youth Connection, an organization of current and former foster youth who advocate in Sacramento, where she has made the case for sibling visitation rights. Thomas has also worked as a Youth Engagement Ambassador for Monterey County.

With the help of the Krause scholarship, she’s beating the odds. Only half of foster children graduate from high school, and only 20 percent of those enroll in college, according to the Institute for Higher Education Policy. Fewer than 5 percent earn degrees.

“I am extremely grateful and honored to be among the recipients,” she said.

— Joan Weiner, CSUMB News and Public Information Officer

You can include a gift of any size in your will or estate plan. To learn more about the benefits of planned giving, please contact Debbie Howitt, Director of Development & Planned Giving at (831) 582-3346 or dhowitt@csumb.edu.
New on Campus

A new building and environment comes to Cal State University, Monterey Bay. Soon this gleaming, sustainable 58,000-square-foot structure will be home to the College of Business and the School of Computing and Design. Eight classrooms, 12 labs, conference rooms and common areas settings make this building the perfect environment for students and faculty to learn, collaborate and create. It’s more than a building, it’s a launching pad.

Students pursuing separate degrees will learn side-by-side and collaborate in multidisciplinary teams like those in the business world. Students in business, sustainable agribusiness, hospitality management, communication design, computer science and information technology programs can gain invaluable experience working in multidisciplinary teams addressing real-world needs. You can facilitate tomorrow’s solutions every day!

We’re preparing graduates to succeed and we need your help to make it happen. Take advantage of sponsorship and naming opportunities for funding scholarships, faculty recruitment, research projects and student capstone competitions.

We invite you to explore and learn more about how you can make a significant difference in our campus community and beyond. For more information, please contact Barbara Zappas, Vice President of University Development at 831.582.3070 or bzappas@csumb.edu.

Open Doors to a New Learning Environment

With Gratitude

A Special Thanks to Our University Supporters

Thank you for your generous support and friendship this past fiscal year. The Honor Roll of Donors recognizes your gifts to California State University, Monterey Bay, from July 1, 2013, through June 30, 2014. This past year, we had a tremendous show of support from our alumni, corporations and foundations, community donors, faculty and staff. Thank you all.

I want to also recognize and thank our many volunteers who provide outreach for our events and leadership as members of the Have a Heart Committee, Foundation, Alumni Association, Fort Ord Alumni Association, Women’s Leadership Council and Planned Giving Society.

Your support, commitment and friendship to our University inspires and transforms the work we do every day. From me and my team of development professionals who treasure working with you throughout the year, thank you for all you do.

All the best,

Barbara Zappas
Vice President, University Development
CEO, Foundation of CSUMB

With Gratitude

A special thank you from the University Development team: Clarisa Avila, Greg Bistline, Jane Fortner, Linda Gardner, Pilar Gose ’07, Dominic Gregorio ’12, Debbie Howitt, Vince LoForti, Jennifer Martinez ’03, Jamie Monk, Marga Sanico, Jackie Wendland, and Carolyn Williams.
LIFETIME GIVING

Poppy Society $5,000,000 and Above
Monterey Peninsula Foundation

Redwood Society $1,000,000 – $4,999,999
Anonymous (3)
Bob + and Sue Antle
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Valley Society $500,000 – $999,999
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Lumina Foundation for Education
The Nathan Cummings Foundation
Pacific Gas and Electric Company
Silicon Graphics
Surdna Foundation
The Wallace Foundation

Ocean Society $100,000 – $499,999
Alcatel Internetworking, Inc.
Alliance Residential Company
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Barnet J. Segal Charitable Trust
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The California Endowment
The California Wellness Foundation
Don and Barbara Chapin
The Chapman Foundation
Doctors on Duty Association
Don Chapin Company, Inc.
Foundation for California Community Colleges
Tom and Alayna Gray
Kaiser Foundation Hospitals
Olivia Douthit Killian +
and Jack R. Killian +
and Lopez Motion Pictures Equipment
Guss and Rose Marsh
Mcdowell Charitable Foundation
Frank and Donna McDowell
Mills Family Farms
Basil Mills
Harriet Mitteldorf
Monterey County Weekly
Community Fund
Monterey Peninsula Foundation
Youth Fund
Leon and Sylvia Panetta
The Panetta Institute for Public Policy
Miles and Rosanne Reiter
Safeway Inc.
Salinas Valley Memorial Healthcare System
Sally Hughes Church Foundation
Christine Sleeter
Peter P. Smith
Sally Giddings Smith
Sony
Stuart Foundation
Sun Microsystems

Mountain Society $250,000 – $999,999
Anonymous (3)
The Ruth L. and Wilbur K.
Amorettte Fund of the
Community Foundation for Monterey County
AT&T External Affairs
/Central Coast
Autism Speaks
Barbara Baldock and Phillip Butler
Ted and Velma Balestrieri
Bank of America Charitable Foundation
Bank of America
Barnes & Noble College Bookellers
Kathleen and Austin Barrows Fund
of the Community Foundation
for Monterey County
Peggy and Jack Baskin
Betty P. Bass
Peggy Bates
Joanne Bauer and Greg Becker
Blackboard Inc.
Jim and Jane Bracher
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for Monterey County
Nancy Burnett
California Consumer Protection Foundation
California Emerging Technology Fund
Cannery Row Company
John Castello
Central Coast Federal Credit Union
Chevron

Robert and Leslie Taylor
Union Bank
United Way of Monterey County
Verizon Foundation
W. M. Keck Foundation

LEGACY SOCIETY
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Estate of Peggy Bates
Bonnie Ann Souchak Trust
John and Jennifer Bost
Estate of Clemente T. Chow
Ronald and Janice Dong
Estate of Olivia Douthit Killian
Jack R. Killian
Marian K. Krause Charitable Trust
Christine Sleeter
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Kevin and Kathleen Saunders
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Robert and Virginia Stanton
Endowment Fund of the
Community Foundation
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David and Michaelin Watts
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The Woolpert Family Foundation
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Bob Johnson
Jack R. Killian +
Lumina Foundation for Education
The Nathan Cummings Foundation
Pacific Gas and Electric Company
Silicon Graphics
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Olivia Douthit Killian +
and Jack R. Killian +
and Lopez Motion Pictures Equipment
Guss and Rose Marsh
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Safeway Inc.
Salinas Valley Memorial Healthcare System
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Peter P. Smith
Sally Giddings Smith
Sony
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Union Bank
United Way of Monterey County
Verizon Foundation
W. M. Keck Foundation

California State University, Monterey Bay is committed to a healthy and sustainable environment. Going forward the university will not print a complete donor list in order to prevent paper waste. However, you can view the complete list of the Donor Honor Roll by visiting us at csumb.edu/give.