INTRODUCTION

California State University, Chico’s more than 125 years of public service began in 1887, when John Bidwell donated eight acres of his prized cherry orchard to build Chico Normal School—establishing the first college in the North State. The University Foundation was founded in 1940. The nonprofit auxiliary engages those who care about Chico State; provides opportunities to enhance its teaching, research, and community programs; and guarantees ethical stewardship of gifts received. The return on an investment in the University is far-reaching and never-ending.

In addition to describing the Foundation’s fundraising and investment performance, this annual report highlights the human impact of giving. It features stories about donors, students, faculty, staff, and community members, demonstrating the essential role supporters like you play in our future.

Thank you for inspiring a new day for Chico State.
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4 CHICO STATE AT A GLANCE
Joining Chico State in 1990 was one of the best decisions of my life. Like so many of our students, alumni, parents, and friends, I knew the first time I walked onto this beautiful campus that this was exactly where I was meant to be.

In the Tower Society Honor Roll, alumnus Tom Villa ('82) reflects, “Chico was an awakening for me. I want to make sure that I take all that experience, all that learning, all those things that have developed me, and allow other people to learn from it—to go back to the roots, to where I first woke up—and give back.”

I couldn’t agree more. His words resonate in the hearts of many, including my own, as I reflect on my new responsibilities as Chico State’s president.

A professor of kinesiology, I taught in the classroom for 17 years. It did not take long to realize I had joined a University community that was unique and passionate in its powerful support of student learning and success. I served as department chair from 2002 to 2007, crossing disciplines from the College of Communication and Education to lead the College of Behavioral and Social Sciences as dean in 2007. It was a move driven by my commitment to lifelong learning and one that broadened my educational experience—and most importantly—grew my relationships with the faculty and staff who strive every day to help people achieve their dreams.

In 2013, I accepted an opportunity to serve as provost and vice president for academic affairs at CSU, Channel Islands. Returning in July as president of Chico State was a dream come true. It is my highest honor to serve our outstanding students, alumni, faculty, staff, and generous supporters. It is all of you who define and enrich the Chico Experience, and your collective aspirations will shape our future.

The Chico Experience extends far beyond the boundaries of campus. It is found in the time our students engage in community learning and civic engagement. It is felt in the local-to-global contributions of our faculty and staff. It is central to the achievements of our alumni who live and work around the world. It is passed from one generation to the next—from grandparents to grandchildren, parents, aunts and uncles, and cousins and daughters who bathe their alma mater with pride and love. It is held in the heart of every person who has in some way been transformed by their connection to Chico State.

As we prepare for our 130th anniversary, we embrace this time of renewal and opportunity—a new day.

This academic year, we will select two new vice presidents at Cabinet. My 100-day listening tour with our many constituencies has been filled with hope and optimism, revealing a community ripe for change.

My vision builds on more than a century’s worth of leadership. When I think about setting a direction for the future of Chico State, I draw on foundational principles: high-quality education, diversity, innovation, accessibility, transparency, collaboration, shared governance, trust, and respect. I weigh the changing economy of higher education and value that you—our supporters—are more important to our success than ever. No matter what program you support with your gift, it is a gift for all at Chico State. Your philanthropy transforms lives in every community where Wildcats roam. Together, we will move the University forward.

Transform Tomorrow | The Campaign for Chico State is an unprecedented opportunity for you to shape what tomorrow holds. Transform Tomorrow says boldly that there is a place for you at Chico State—that you and I are here for the future.

On behalf of all those who learn, teach, and work here, thank you for all you have done to lead us to this new day and for all you will do to move us forward.

Sincerely,

Gayle E. Hutchinson
President

From the President
We rank No. 1 in the US for our online bachelor’s in sociology program, says TheBestSchools.org.

For the 18th straight year, we’ve been named a top-10 master’s level public university in the West, according to US News & World Report. Several programs across campus boast 100 percent job placement rates for graduates, including accounting, school psychology, agricultural science and education, sustainable manufacturing, concrete industry management, and communication sciences and disorders.

Money Magazine selected Chico State as one of its “100 Best Colleges for Your Money” for educational quality, affordability, and alumni career earnings—putting us ahead of all 22 of our CSU sister campuses and in the top 15 percent of more than 700 colleges it considered across the nation. We also ranked No. 50 Colleges That Add the Most Value’ list.

We officially opened our new Arts and Humanities Building, which is a state-of-the-art facility that includes configurable smart classrooms, high-tech labs, gallery and collaborative spaces, studios, and more. Read more on page 20 about the LEED-certified building.

Chico State ranked No. 28 in the West on Washington Monthly’s “Best Bang for the Buck Colleges” list. We also placed in the top 15 percent among 473 master’s degree granting universities in the publications “College Value Rankings 2015.”

Our Upward Bound program turned 50 years old in 2015. The program exposes students in under-resourced schools to opportunities that prepare them for higher education. Since its inception, we’ve served nearly 3,000 North State high school students.

Chico State has been one of the best-28 public universities in the West for the 18th consecutive year, according to Washington Monthly’s college rankings. We also placed in the top 15 percent among 473 master’s degree granting universities in the publications “College Value Rankings 2015.”

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In fall 2015, we established the Chico State Student Philanthropy Council to promote a culture of giving on campus. In less than one academic year, our student ambassadors made classroom presentations, organized giving events, and inspired more than 1,700 students to donate to the Chico State Fund. They also launched a new Scholarship junior gift initiative, honoring 100 graduating seniors who gave a gift of $20.16 or more with a Wildcat Spirit Cord, and certified 15 student organizations that boasted a 100 percent giving rate among their members. 

“People want to make a change, they want to be part of something bigger than themselves.”

Brenda Gutierrez, President
Chico State Student Philanthropy Council

GIVING AT A GLANCE

Number of student donors increased from last year by

428% 

That's 1,700+ student donors.
Alumni giving grew by 9 percent from last year.

Largest single gift:

$501,572

Total gifts and pledges:

$7,736,944

Total student giving grew by:

150%

$6,500 in student gifts

Total endowment value:

$53,938,220

Corporate and foundation giving:

$2 million

Alumni giving grew by 9 percent from last year:

$1.8 million

Non-alumni giving:

$1.6 million

Faculty and staff giving grew by 44 percent from last year:

$44 thousand

Total net assets:

$73,300,961

Average gift, grew by 48 percent from last year:

$381.73

Individual donors, increased 13 percent from last year:

14,832

Total gifts and pledges:

$7,736,944

Largest single gift:

$501,572

Smallest gift:

$1

Total student giving grew by:

150%

$6,500 in student gifts

Total endowment value:

$53,938,220

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Average gift, grew by 48 percent from last year:

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Individual donors, increased 13 percent from last year:

14,832

* Some donors gave more than once
It can’t be said enough that President Gayle E. Hutchinson’s experience, leadership approach, and vision for a philanthropy-powered education represents a new day for Chico State. She reminds us that behind the diversity of our interests and areas of giving lies a common value—learning.

Starting with John Bidwell in 1887, our benefactors have helped this University rise. More than ever, we must give students an education that reflects the realities they’ll face in their careers, communities, and personal lives. As technology rapidly transforms the way we work, learn, and interact, we must modernize and expand our facilities. National student debt stands at $1.2 trillion, and competition for recruiting and retaining the best faculty continues to grow. Endowed scholarships will keep our education affordable, and endowed faculty support will maintain our national reputation as a top-value school.

This is why Transform Tomorrow | The Campaign for Chico State aims to raise $100 million by 2020. Working with deans and campus leaders in 2015–16, we’ve identified three priorities:

1. Empower student success through annual leadership giving
2. Build cutting-edge facilities
3. Invest in people through new endowments

The Tower Society is the foundation of our first priority. In its inaugural year, 479 alumni, parents, and friends joined the annual leadership giving program, contributing $3.9 million to Transform Tomorrow. We harnessed the passion of recent alumni by creating the Graduate of the Last Decade (GOLD) membership level, joined by 187 members. Inspired by the Tower Society, students founded the Chico State Student Philanthropy Council, growing the number of student donors from less than 40 in 2014–15 to more than 1700 in 2015–16. (See page 12 for a closer look at how members are energizing student success, with the 2015–16 Tower Society Honor Roll in the special insert.)

Read how Tower Society members took their giving to the next level by supporting the new Arts and Humanities Building (page 17) and renovating the Concrete Lab in the College of Engineering, Computer Science, and Construction Management (page 22). The Board of Trustees approved how endowed gifts can support innovative programs across campus (page 26) and philanthropy partners endowed a faculty fellowship in the high-demand area of heavy civil engineering (page 25).

The Tower Society shows us that we are already transforming more lives. And Transform Tomorrow reflects both our proud history and new era of philanthropy—one that President Hutchinson is leading.

This is the culture of philanthropy you—our donors—are building for Chico State. This is what we can achieve together. And this is just the start.

Thank you for valuing education. Thank you for believing in our mission. Thank you for investing in our students, faculty, and staff. Together, you are our inspiration for tomorrow.

Sincerely,

Ahmad Boura
CEO, University Foundation and Vice President for University Advancement
An important component of REACH is its peer and faculty mentoring program, which pairs learners and seniors with one or two faculty mentors, including history professor Kate Trautwein, who broadened Schaff’s about the program. Together, peer and faculty mentors organize regularly “study jam” for their “hub” of 10 students. REACH also hosts U-Courses, which alternative have historically high fail rates for URM students, and they participate in monthly community events.

McMahon says about half of the 2015 cohort participants were recruited from partner high schools and community colleges and they participate in monthly community events. REACH students collaborate and partner in learning course material during a weekly Study Jam session.

As the oldest child of Mexican immigrants, Mullio said she’s accustomed to taking on a lot of responsibility, such as managing her dad’s ranch account and constructing household tasks. But, when she arrived on campus, she wasn’t sure what to do next. “I’m not the kind of person who reaches out for support, so I feel like because we all came from similar backgrounds and had the same classes, we were all kind of lost together,” Mullio said.

“REACH students collaborate and partner in learning course material during a weekly Study Jam session.”

McMahon and other CSSC staff attribute the tremendous success of REACH to its ability to connect students with students and faculty mentors who can provide support outside of the classroom. During the annual leadership giving program’s inaugural year, 479 Tower Society members gave nearly $4 million to support Chico State’s hands-on education, athletics teams, out-of-classroom experiences, applied research, and community programs. Together, they’re enriching lives across the North State and beyond.

“REACH students collaborate and partner in learning course material during a weekly Study Jam session.”
A NEW APPROACH TO AN OLD CRAFT

North State Symphony grows interest and impact through creative strategies

For North State Symphony (NSS) music director Scott Seaton, the 2015–16 season made for a fun, inspiring, and innovative first year at the helm of one of the University’s most beloved community organizations.

“It was an incredible year of growth,” said Seaton, who focused on audience engagement and diversifying the symphony’s repertoire of offerings. The results were a 27 percent increase in attendance.

One of his more popular additions was soliciting audience questions during select performances via text message, Facebook, and Twitter.

The intention was to make the experience more informal and accessible to new audiences, said Seaton, who also introduced the NSS POPS concert series this season to collaborate with local bands. But, more simply put, “It’s fun!”

Here are some of his favorite questions—and the answers.

Are the musicians in the North State Symphony full-time musicians or part-time?
The musicians all have other jobs because we certainly can’t pay them enough to live on (we only do a fraction of the amount of concerts larger orchestras do)! They come from as far as Bend, Oregon… and all have jobs with other orchestras, and must teach on the side, as well.

Has the conductor ever gotten so into a song that he fell off the podium?
No, but I’ve come very close a few times!

Who is your biggest living inspiration today?
I’m very much inspired by Sir Simon Rattle, the conductor of the Berlin Philharmonic, which is arguably the best orchestra in the world. I’m lucky to have a position like that—and to be as humble and as much of a team player that he is—so pretty amazing.

Do the sheets of Plexiglas on the stage, between rows of musicians, have a function?
Yes, the Plexiglas protects the winds and strings from the enormous volume of the brass instruments. Imagine listening to a large stereo right next to your ear for several hours—the musicians need to protect their ears to do their job effectively.

Why does the conductor exit the stage and re-enter between each piece? Is he getting water or is it tradition?
I just have to check Facebook between pieces. OK, I’m kidding! It’s tradition for the conductor to exit between pieces to have a small break and so the orchestra can re-tune if need be. Some pieces also have different instrumentations and there has to be time to allow musicians to enter and exit the stage.

This year, Seaton also is working to expand the NSS’s educational outreach programs, which currently engage about 6,000 students through hiking performances and a local youth concert series at Lassen Auditorium, the Cascade Theatre in Redding, and the State Theatre in Red Bluff.

“If we don’t project to new, it’s important to the institution of orchestra as a whole,” he said. “That’s where our new audiences are going to come from.”

The goal is raise enough private support to participate in Carnegie Hall’s Link Up program, which will send NSS musicians to teach weeklong music residencies culminating in a concert at Lassen where youth participants will play with the symphony.

“Ultimately, donors will have the greatest impact,” he said. “We need to invest in youth education and exposure and getting people to see how much fun this is—and how much they should have this in their lives.”

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Jacki Headley created her way through life. ‘She was an incredible example,’ said her husband, Graham Hutton. ‘She had a great work ethic and if there was ever a question about what was right and wrong, if you just asked, “What would Jacki do?” you’d get the answer.’

The pair met in Mazatlán, Mexico in 1975. He was a British PhD student conducting research in marine biology. Future Distinguished Alumna Headley (‘73) was a recent Chico State graduate teaching at a bilingual private school—and always enterprising.
She supplemented her income by recording English ads for a Mazatlán radio station and teaching craft classes out of her home for mothers she met at school. One day, she announced they were making seashell candles the next day. “I said, ‘Oh, really? Have you made candles before?’ She said, ‘No, but I have a book!’” Hutton laughed, as he described the inventive woman who captured his heart. Within the year, he’d follow Headley back to the place she loved most, Chico. His future wife immediately start making and selling goods in local gift stores, including the pillows that would launch the art major’s company—Woof & Poof—into 40 years of national success.

Jean and Jack Headley always said their daughter was born an entrepreneur. In high school, she took a dress she’d designed and made on her Sears sewing machine (the same one used to start Woof & Poof) to a high-end boutique in Newport Beach and, at 16, spent her summer diligently fulfilling orders. “She loved what she did,” Hutton said.

Her passion for making a career out of creating helped carve a path for others to follow, including Hutton, who started a wholesale business making kitchen and gift products that sold locally and nationally. So, as Woof & Poof continued to outgrow one downtown space after another, he decided to close up shop and focus on building their new home and becoming a furniture maker, manager of the couple’s rental properties, and stay-at-home dad.

“She was so proud of both of the boys,” he said.

Their oldest, Christopher, 35, is an attorney in the US Navy, and the youngest, Oliver, 32, a freelance graphic designer and stay-at-home dad. “I think she gained respect from people who were on the other side of an issue because she did her homework and thought things through. People respected her for that, even if they didn’t agree with her,” Hutton said.

To honor his wife’s life as an entrepreneur with a passion for creativity and community, Hutton made a capital gift in 2015 to support the New Arts and Humanities Building (ARTS). He named the John Headley University Art Gallery, solidifying her legacy as a force who shaped the Chico Experience in so many ways. In addition to helping run and making Word & Poof and Made in Chico, she spoke to Chico State’s student entrepreneurs, worked with the Institute for Sustainable Development to bring prominent speakers to campus, went head-to-head with local developers as a member of the city’s Architectural Review and Historic Preservation Board, and served on the boards of the Janet Turner Print Museum.

“She loved what she did,” Hutton said.
ART STUDIOS INSPIRE HANDS-ON LEARNING
Top left: Students practice glassblowing techniques in a state-of-the-art studio in the new Arts and Humanities Building in fall 2016. Top center: Students Erin Schlumm (left), Shai Nelson (right), and other emerging artists work in the ARTS ceramics lab. Large windows allow passersby to watch art-in-the-making. Top right: Thirty-four years after John Pugh (’83) painted Academe on Taylor Hall, he returned to recreate the mural for the new ARTS building. Bottom left: The Shaker exhibit marked the first show in the Jacki Headley University Art Gallery in August 2016.
W
ater, aggregate, cement—the standard concrete recipe is pretty simple.

But under the mentorship of Concrete Industry Management (CIM) program coordinator Feraidon Ataie, students are hoping rice straw can prevent a common and costly problem.

Students like senior Joanne O’Hara are attempting to transform the agricultural waste into a sustainable solution to prevent cracking concrete—a problem that can cost cities, counties, states, and private firms billions of dollars to repair.

“It’s just cool to be part of something that could one day change the way we do everything,” said O’Hara, former president of the Women in Concrete Club, and a 2016 recipient of the Lt. Robert Merton Rawlins Merit Award, one of the University’s most prestigious scholarships.

In California alone, more than a million pounds of the farming byproduct is produced annually. With limited uses, it is often burned or used for cattle fodder or insulation. So, Ataie and his student team are testing whether rice straw can reduce concrete cracking and shrinkage and help agricultural firms divert waste.

“These are my heroes on the project,” Ataie said. “They always come up with ideas on how we can make it better.”

For Dennis Murphy (’94), working in the lab with his professors in the College of Engineering, Construction Management, and Computer Science made his education come alive.

“Those guys all made an impact in my life, and so did Chico State,” said Murphy, who teamed up with the CIM Patrons to fund the state-of-the-art Concrete Lab renovation that was completed last year. “I’m so grateful to have the ability to give back to this school that has given me so much.”

Junior Henry Freimuth tapped his keyboard and watched the pressure spike on the screen. At 75,000 pounds, the cylinder popped, sending concrete fracturing off in chunks.

“That’s about the equivalent of 24 Volkswagen Bugs sitting on it,” Freimuth said, as he took the cylinder out of the chamber. Next was the flexion machine, where beams are compressed on both ends to see how much force it takes to snap them in half.

The US Navy veteran holds a bachelor’s in recreation management and worked briefly as a prison guard before finding out about a program that helped veterans return to school.

He discovered Chico State’s CIM program—one of only four in the nation—which CIM Patrons cochair and Tower Society member Doug Graesser helped establish in 2006.

“The opportunities for students are endless,” Graesser said, explaining that the industry’s leaders are retiring rapidly and that all of society’s infrastructure is made of concrete.

The greatest impact of the renovation is space—it essentially doubled the work area for students. It added an outdoor area for projects and competitions, consolidated wiring for improved equipment layout, and freed up much-needed indoor space for teaching and research.

“This is what I want to make a career out of,” Freimuth said. “It’s nice to be able to have all the instrumentation and a lab to do this kind of work. It’s not easy to take out the few opportunities within the industry.”
The Beavers, Inc., a professional construction organization, has a long history of honoring the leaders of today’s heavy construction industry and supporting the people who will shape its future—our students. “Chico is among the top—if not the best—construction programs in California,” said recent alumnus Matt Hall (’16), who received a Beavers Charitable Trust Heavy Construction Scholarship and is now a project engineer at Teichert Construction.

Hall’s employer is one of hundreds of top companies that visit campus each year to recruit for jobs and internships. He says the hands-on experience he was able to gain through these opportunities was unbeatable. “The Beavers have supported a lot of the students coming out of Chico, which is great because ultimately we want to be where they’re at one day,” said Hall, who had six job offers before graduation and competed on the Association of Students in Construction (ASC) team in 2015 and 2016, earning first and second place finishes.

“You can get a lot more mileage when you have an enthusiastic person in front of the class. You reach the whole class of students, rather than one person who receives a scholarship,” said David Woods, executive director of Beavers, Inc. and The Beavers Charitable Trust, which has awarded more than $10 million in grants since 1977, establishing 44 endowed scholarships and nine endowed teaching positions at top schools around the country.

Before his passing in 2000, CM professor Stuart “Bart” Bartholomew was honored with The Beavers’ highest honor, the Golden Beaver Award, for his outstanding 40-year career working on high-impact projects, such as the Bay Area Rapid Transit (BART) system and the Mahatma Gandhi Dam.

Today, faculty like Hall’s ASC advisor Chris Souder and fellow ASC advisor Alan Bond are carrying on Bartholomew’s legacy. Their extensive career experience not only prepares students to win competitions against big-name schools like Stanford University and UC Berkeley, but also to tackle problems on the job—right out of the gate. “You get to almost any major construction company in California and you’ll meet a Chico State grad,” said Joel Arthur, chair of the Department of Construction Management (CM). He added that Chico State’s program is the second oldest in California and has more than 3,000 alumni working across the state and world.

Arthur says the reputation of Chico State as one of the country’s leading heavy construction programs is directly linked to its track record of hiring faculty with impressive careers building highways, bridges, tunnels, dams, and rapid transit, and other outstanding construction projects. In 2015–16, The Beavers established a faculty endowment to ensure CM students continue to have access to professors with extensive heavy construction industry experience.
To create awards for innovative programs

...
Thanks to the restructuring of the board in 2015–16 and the leadership of Achieving excellence: The 2014–15 University Foundation Annual Report, the Advancement and Support of Education (CASE) Circle of Excellence Silver Award. networks of friends and colleagues, inspiring new support for Chico's hands-on. The Tower Society offered a new mechanism for members to engage with our. remains a top priority, the board greatly expanded the breadth of our volunteerism. While ensuring proper financial oversight of gifts to the University. CEOS and successful entrepreneurs as well as past recipients of the University's. number of alumni, parent, and community volunteers. New members included and programs who have transformed each of our lives, communities, and. The link between the Board of Governors and the people and programs who have transformed each of our lives, communities, and organizations has never been stronger. The CEO’s column on page 10 for the priorities and progress we’ve made in. the CEO’s column on page 10 for the priorities and progress we’ve made in. As we continue to grow our donor base, we’re holding more events, giving more updates, and sending more messages of appreciation to the people and organizations who are shaping our future. Thank you for your support and service. Sincerely, Ahmad Boura

Mike Prime
CEO, University Foundation and President, CASB

Sue Opp
Vice President of Public Relations and Marketing

JoAnn Morgan
President, Board of Directors, American Heart Association; Managing Partner, McKeen & Associates

Gayle E. Hutchinson
President

Robert Kittredge
President, Robert Kittredge, Inc.

Mike Ward
Vice President of Development, Athletics, Athletics and External Relations, The University Foundation

From the Chair

NEW SUPPORT, NEW STRENGTH

The impact of Chico State is not confined within campus borders or felt only by those who study, teach, and work here. I know this because, while I'm not an alumnus of Chico State, the University’s alumni, faculty, and students have warned me daily, supported my family, and provided the success of the North State region I’m proud to call home. The impact of Chico State is not confined within campus borders or felt only by those who study, teach, and work here. I know this because, while I’m not an alumnus of Chico State, the University’s alumni, faculty, and students have warned me daily, supported my family, and provided the success of the North State region I’m proud to call home. The impact of Chico State is not confined within campus borders or felt only by those who study, teach, and work here. I know this because, while I’m not an alumnus of Chico State, the University’s alumni, faculty, and students have warned me daily, supported my family, and provided the success of the North State region I’m proud to call home. The impact of Chico State is not confined within campus borders or felt only by those who study, teach, and work here. I know this because, while I’m not an alumnus of Chico State, the University’s alumni, faculty, and students have warned me daily, supported my family, and provided the success of the North State region I’m proud to call home. The impact of Chico State is not confined within campus borders or felt only by those who study, teach, and work here. I know this because, while I’m not an alumnus of Chico State, the University’s alumni, faculty, and students have warned me daily, supported my family, and provided the success of the North State region I’m proud to call home.

Leading the way: In response to our charge to lead a culture change by example, the CEO’s column on page 10 for the priorities and progress we’ve made in. Reaching out: We are continuing to grow our donor base, holding more events, giving more updates, and sending more messages of appreciation to the people and organizations who are shaping our future.

Thank you for your support and service. Sincerely, Ahmad Boura

GBG 2015–16 Results

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