



TODAY

California State University, Chico

UNIVERSITY FOUNDATION ANNUAL REPORT

2015–16

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.**



A NEW DAY

California State University, Chico
UNIVERSITY FOUNDATION ANNUAL REPORT
2015–16



TABLE OF CONTENTS

- 3 | *From the President*
A NEW DAY
- 4 | **CHICO STATE AT A GLANCE**
- 7 | **GIVING AT A GLANCE**
- 10 | *From the CEO*
TRANSFORM TOMORROW
- 12 | **NEW LEADERSHIP GIFTS CHANGE LIVES**
- 14 | **A NEW APPROACH TO AN OLD CRAFT**
North State Symphony grows interest and impact through creative strategies
- 2015–16 FINANCIAL REPORT**
- TOWER SOCIETY HONOR ROLL OF DONORS**
- 17 | **MADE IN CHICO**
Alumna's memory lives on in new gallery
- 22 | **ALL IT'S CRACKED UP TO BE**
New lab renovation yields sustainable solutions
- LONGTIME PARTNER BUILDS NEW
FRAMEWORK FOR FACULTY SUPPORT**
Industry benefactor establishes faculty endowment
- 25 | **NEW WAYS TO CAPTURE STUDENT POTENTIAL**
Donors empower the Board of Governors to create awards for innovative programs
- 26 | *From the Chair*
NEW SUPPORT, NEW STRENGTH
- 28 | **BOARD OF GOVERNORS**
- 29 | **BOARD OF GOVERNORS**



From the President **A NEW DAY**

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.

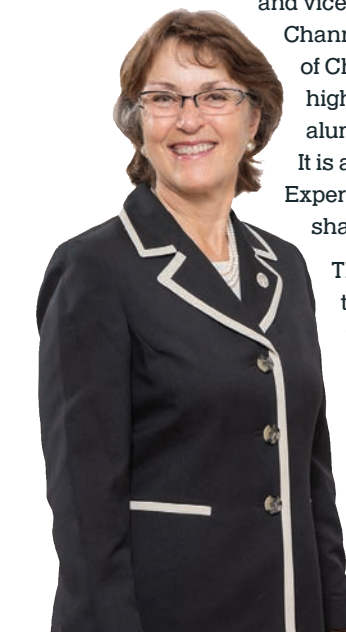
In the Tower Society Honor Roll, alumnus Tom Villa ('82) reflects, "Chico was an awakening for me. I want to make sure that I take all that experience, all that learning, all those things that have developed me, and allow other people to learn from it—to go back to the roots, to where I first woke up—and 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 great-grandparents to grandparents, parents, aunts and uncles, and sons and daughters who hail 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 to 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 begin with foundational principles: high-quality education, diversity, innovation, accountability, 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

CHICO STATE AT A GLANCE

2015-16

100

BEST COLLEGES
FOR YOUR MONEY

Money Magazine

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. 8 on *Money's* "50 Colleges That Add the Most Value" list.

NO. 28

'BEST BANG FOR THE
BUCK COLLEGES'

Washington Monthly

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 673 master's degree granting universities in the publication's "College Guide Rankings 2015."

90,000

SQUARE FEET

New Arts and Humanities Building

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

18 YEARS

AS A TOP-10 PUBLIC
UNIVERSITY IN THE WEST

US News & World Report

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*.

3

NORTH STATE HIGH SCHOOL
STUDENTS SERVED

Upward Bound

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.

100%

GRADUATE JOB PLACEMENT
IN MULTIPLE DISCIPLINES

TheBestSchools.org

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.

NO. 14

ONLINE BACHELOR'S
PROGRAM, SOCIOLOGY

TheBestSchools.org

We rank No. 14 in the US for our online bachelor's in sociology program, says *TheBestSchools.org*.

30%

OF ENROLLED STUDENTS IDENTIFY
AS HISPANIC OR LATINO

Designated Hispanic-Serving Institution

We are now a federally designated Hispanic-Serving Institution (HSI)—a distinction held by 13 percent of universities nationwide. Last year, we established a position in the Office of Diversity and Inclusion to carry out HSI initiatives and identify new funding opportunities.

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

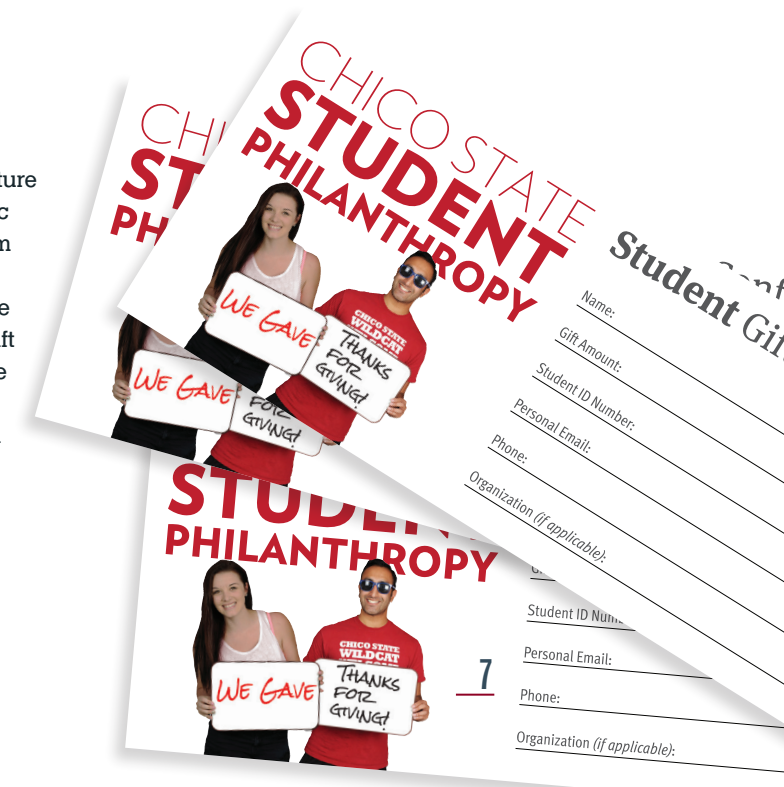
—Brenda Gutierrez, President
Chico State Student Philanthropy Council

GIVING AT A GLANCE

Number of student donors increased from last year by

428%
That's **1,700+** student donors.

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 University senior 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.



Total gifts and pledges
\$7,736,944

Total student giving grew by
150%
\$6,500+ in student gifts

Total endowment value
\$53,938,220

Largest single gift
\$501,572

Smallest gift
\$1

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**

Average gift, grew by 48 percent from last year
\$381.73*

Individual donors, increased 13 percent from last year
14,832

Total net assets
\$73,300,961

* 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 evolves the way we teach, learn, work, 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 1,700 in 2015–16. See page 12 for a closer look at how members are empowering 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 Governors shows how endowed gifts can support innovative programs across campus (page 26), and longtime industry 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.

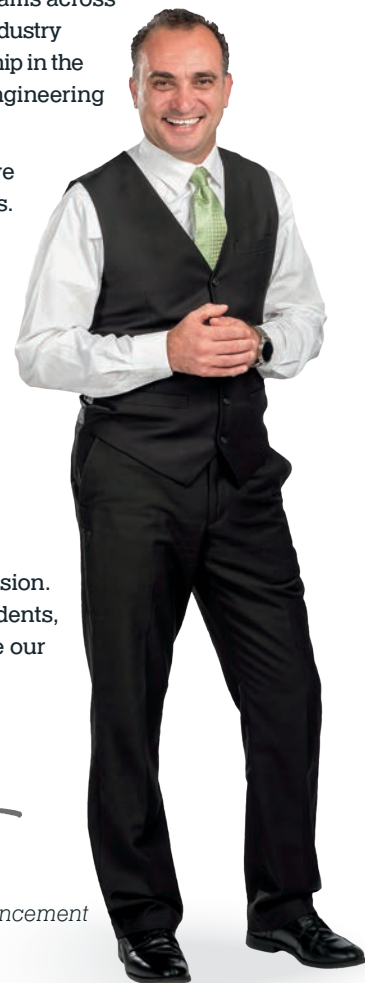
This is the culture of philanthropy you—our donors—are building for Chico State. This is what we can achieve together. And this is just the start.

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



From the CEO **TRANSFORM TOMORROW**

CONNECTING OUR COMMUNITY OF SUPPORTERS ▶

Tower Society events allow members to connect with each other, standout students, and campus leaders.





NEW LEADERSHIP GIFTS CHANGE LIVES

Civil engineering major Maria Mullio is the first in her family to go to college. “It’s a really big, brave step,” said Heather Schlaff, who met the sophomore in spring 2016 at a dinner for students in Raising Educational Achievement in Collaborative Hubs (REACH)—a new program she supports as a Tower Society member.

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 bank account and coordinating household bills. 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 I would’ve been by myself of a lot,” said the Santa Maria native, who learned about REACH after receiving a letter from the Chico State Student Success Center (CSSC).

The CSSC launched REACH in fall 2015 to create a learning community for first-generation, low-income, and under-represented minority (URM) students, said Gary McMahon, center director. It focuses on first-year students like Mullio, connecting them to resources, faculty, and other students during a critical time in college.

“Because we all came from similar backgrounds and had the same classes, we were all kind of lost together,” Mullio said.

An important component of REACH is its peer and faculty

◀ REACH MENTORS AND STUDENTS

Students enjoy games, networking, and celebrating each other’s successes at a REACH-sponsored dinner. Donors like Heather Schlaff attended the event and saw firsthand how the program was impacting student success.

mentoring program, which pairs juniors and seniors with one of 21 faculty mentors, including history professor Kate Transchel, who first told Schlaff about the program.

Together, peer and faculty mentors organize biweekly “study jams” for their “hub” of 10 students. REACH students also enroll in U-Courses, which otherwise have historically high fail rates for URM students, and they participate in monthly community events.

McMahon says about half of the 200-plus participants were recruited from partner high schools like Mullio’s, while the rest were referred by faculty or staff across campus.

“We all have a biologically engineered need to connect,” McMahon said. “If you don’t have that, the experience in the classroom is greatly going to suffer.”

In the program’s first year, half of REACH students earned a GPA of 3.0 or higher, said McMahon. Compared to their URM cohort, they completed an average of three more course units, had a 5.5 percent higher GPA, and achieved a 16 percent higher pass rate for math remediation classes. They also had a 98 percent pass rate in their U-Courses.

For its success at addressing educational disparities faced by first-generation and low-income college freshmen, REACH earned the 2015 Nicholas Michelli Award for Promoting Social Justice. The award was established by the National Network for Educational



Renewal, an organization dedicated to preparing educators and promoting school-university partnerships.

“This is part of the American dream,” Schlaff said. “It’s so important to remember this country was founded on diversity—and without education you are really stuck.”

Mullio said she spoke up more in the classes that she had with fellow REACH students, learned how to purchase and borrow textbooks from her peer mentor, and was taught a key lesson that she didn’t know she needed—the importance of developing relationships with faculty outside of class.

“At first it was strange, because I was really only used to getting

help from people in my immediate family,” Mullio said. But throughout her first year, she met regularly with Transchel, who pushed her to engage with other professors, and found comfort that she was always a phone call away.

McMahon and other CSSC staff attribute the tremendous success of REACH and their other programs to the center’s family environment.

“Sometimes you just need someone,” said Mullio, who moved into her first apartment this summer.

Hearing the news, Schlaff teamed up with Transchel to get Mullio established for the school year, giving her a used desk and some chairs for her kitchen table.

◀ REACHING FOR THE STARS

Staff and students from REACH and other programs for underrepresented and minority students share success stories with CSU Chancellor Timothy P. White during his visit to campus in May 2016.



▲ STUDY JAM

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

“It’s really what we’re here for,” Schlaff said. “If you’re fortunate to have something to give you need to give—otherwise I don’t know what the purpose is for being here.”

And Schlaff isn’t the only Tower Society member who is helping Chico State change lives every day.

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.

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 most 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. For him to have a position like that—and to be as humble and as much of a team player that he is—is 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 holiday performances and a local youth concert series at Laxson Auditorium, the Cascade Theatre in Redding, and the State Theatre in Red Bluff.

"It's not just important to me, it's important to the institution of orchestras as a whole," he said. "That's where our new audiences are going to come from."

The goal is to raise enough private support to participate in Carnegie Hall's Link Up program, which will send NSS musicians to teach weekly at local schools, culminating in a concert at Laxson 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—how much they should have this in their lives."





MADE IN CHICO

*Alumna's memory lives on
in new gallery*



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 loved what she did.”

—Graham Hutton

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 know a lot of the reason they have excelled is because of her example,” Hutton said. “She was never too busy to be involved in a big way.”

Tears collected as he described his wife, who was diagnosed with a terminal brain tumor in April 2011. “She was an incredibly hard worker, had complete integrity, and was totally honest.”

Since her death in 2012, he’s found comfort and reward in volunteering every October at the Milton Marks Family Camp near Calistoga, which offers support, counseling, and restorative activities for parents with brain tumors and their families.

“It can be very isolating to have a terminal illness in the family,” said Hutton, who drives participants around the hilly campgrounds and enjoys talking with them one-on-one. “The parents and kids realize that they’re not the only ones who are going through this, so they find support, make new friends, and when they leave are just so grateful.”

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 Jacki Headley University Art Gallery, solidifying her legacy as a force who shaped the Chico Experience in so many ways.

In addition to founding and running Woof & 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 board for the Janet Turner Print Museum.

“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.

His favorite part of the new building is the window-lined courtyard, which showcases the ceramic and glassblowing studios. It exposes everyone—not just art students—to the making of art.

“I love watching people work and watching things being made,” he said, in a way that evokes a picture of him watching Headley at her Sears sewing machine 40 years ago.

“Looking through the windows of glass may inspire someone to attempt a creative

pursuit outside their major or career,” he said. “Here I am, a marine biologist, and now I’m a woodworker and furniture maker and wannabe sculptor.”

That’s why Hutton supports Chico State, the Chico Art Center, 1078 Gallery, the Museum of Northern California Art (monca), and the Mendocino Art Center—to honor those who inspire art in others.

The Headley gallery provides a platform for new and established artists to showcase their work—a role she herself played in so many people’s lives.

“I think if Jacki had a message for students and artists it would be, ‘Don’t just create work—sell your work, and be self-sufficient,’” he said, pointing to her other brainchild, Made in Chico, a store that helps local artists sell their goods.

“She just loved the store, and Chico,” he said. “She sort of never wanted to leave.”



ARTS BY THE NUMBERS

5 CONFIGURABLE SMART CLASSROOMS WITH MORE THAN 330 SEATS
4 DEPARTMENTS
167 CLASS SECTIONS HELD IN FALL 2016

\$60 MILLION BUILDING COST
3 ART SPACES
 JACKI HEADLEY UNIVERSITY ART GALLERY
 JANET TURNER PRINT MUSEUM
 MFA GALLERY

21 CERAMIC KILNS

24/7 RECORDING ARTS STUDIO

500 HOURS JOHN PUGH SPENT RECREATING THE MURAL *ACADEME*
196 SEATS PAUL AND YASUKO ZINGG RECITAL HALL
2,961 SQUARE FEET DANCE REHEARSAL STUDIO
3 SNOW GOOSE FLOWERING CHERRY TREES PLANTED IN HONOR OF JOHN BIDWELL



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 right). **Bottom left:** The *Shaker* exhibit marked the first show in the Jacki Headley University Art Gallery in August 2016.

ALL IT'S CRACKED UP TO BE

New lab renovation yields sustainable solutions

Water, 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."

Working in the newly expanded lab, students ran mixers and molded concrete into cylinders and beams to be cured and tested weekly for three months. They used several machines to test pressures ranging from 60,000 up to 674,000 pounds, comparing results against historical data for damage to sidewalks and parking garages.

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 until 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 Guerrero helped establish in 2006.

"The opportunities for students are endless," Guerrero 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—there are not many labs out there and few opportunities within the industry."



▲ REAL-WORLD RESEARCH

Concrete industry management major Joanne O'Hara shovels concrete into a hardening case as part of a research project that aims to transform agricultural waste into a solution for concrete cracking issues.

"It's just cool to be part of something that could one day change the way we do everything."

—Joanne O'Hara, Senior

WINNING STUDENT TEAM

Matt Hall (front left) with his teammates and faculty advisor Chris Souder (back right) finished second place in the heavy civil category at the Associated Schools of Construction regional student competition in Sparks, Nevada. The four-day event drew more than 13,000 students from 46 universities.



▲ DEMONSTRATING SKILLS

Construction management majors Grant Morgan (left) and Beavers scholarship recipient Matt Hall (right) build concrete forms outside the O'Connell Technology Center during a demonstration for more than 1,500 prospective students and their families during the 20th annual Chico Preview Day.

LONGTIME PARTNER BUILDS NEW FRAMEWORK FOR FACULTY SUPPORT

Industry benefactor establishes faculty endowment

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 go 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, rapid transit, and other civil 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.

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 Bakhra Dam in India.

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—starting day one.

“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.

Woods added that The Beavers' faculty endowments inspire broader support by matching funds from at least one of its members or the University's supporters, such as the Chico State CM Industry Advisory Council.

“There's a lot more benefit for the student if their faculty has come from the field—they know what it's like to be in the entry role, the management role, and up,” said Hall, who says at least 80 percent of Teichert's area managers—the position he aspires to hold—are fellow Wildcats.

“It's pretty cool because we talk about the faculty—they had the same classes, learned the same stuff,” said Hall, who says he and his Wildcat coworkers are examples of how investing in students produces better workers. “The industry is booming, and I would recommend Chico to anyone.”



NEW WAYS TO CAPTURE STUDENT POTENTIAL

Donors empower the Board of Governors to create awards for innovative programs

A new program is turning donor dollars into real-world successes for students—just ask anthropology professor Brian Brazeal, founder of the University’s groundbreaking Advanced Laboratory for Visual Anthropology (ALVA).

In July, ALVA was one of 19 programs across campus to receive an inaugural University Foundation Special Endowment Award.

CEO Ahmad Boura says by entrusting endowed gifts to the board’s discretion, several donors collectively funded more than \$250,000 in projects. Together, they’re helping students and faculty reach beyond the limits of state support.

ALVA was the first facility in the world to incorporate digital cinema into social science research, Brazeal said. Since 2010, students, professors, alumni, and staff have had unparalleled access to Hollywood-grade cameras and the technology needed to produce television-ready documentaries.

“Professional film people thought I was crazy,” said Brazeal, who’s helped ALVA films appear on public television channels and prominent film festival screens.

As he and students “fumbled” through how to use the Red One and Red Scarlett cameras, he says professional studios were reluctant to put the same equipment in the hands of less-than-senior technicians. But the outcomes were worth it.

Going into her final year, Erin Gillette (’11) says she was struggling to manage the heavy course load she needed to overcome failed classes and a change in major. ALVA offered her a chance to do work that mattered.

◀ ADVANCED LABORATORY FOR VISUAL ANTHROPOLOGY

Top left: Kelsea Rossow (’13), operating the Red One Camera in Lava Beds National Monument, while filming *The Beginning of the End*, a story on Captain Jack and the Modoc War. She later interned at Harvard University’s Peabody Museum and the Smithsonian. **Top right:** ALVA Laboratory Technician Dan Bruns shoots for *Treading Water*—a documentary on California’s water issues. **Bottom:** Matthew Ritenour (’13) and Jesse Dizard, chair of the anthropology department, filming on site for *Treading Water*.

“I wasn’t just cramming for a test—the information to be lost as soon as the class was over,” said Gillette, who discovered ALVA after taking Brazeal’s visual anthropology class. “I cared about my projects, and what I learned stuck with me.”

Her transformation was remarkable, Brazeal said. “She was incredibly gifted,” spending hundreds of hours in the lab and volunteering to work on various projects, including going abroad to Antigua to film Caribbean archeology with professor Georgia Fox.

“It was just surreal to have that experience,” said Gillette, who described her pre-ALVA college experience as solely focused on attending class, doing homework, and going to work. “I just feel that without the lab, without them trusting us with professional equipment, I wouldn’t have had that opportunity.”

Professors add scientific rigor to students’ films, while ALVA’s technology

allows students to produce compelling content that challenges dangerous misperceptions of marginalized people, Brazeal said.

For her upper-division theme capstone course, Gillette produced *Voices of Tolerance*, a documentary about violence against the LGBTQ+ community. Brazeal helped her secure a grant to create DVDs that she sent to 100 high schools and universities in California to support violence prevention efforts.

As the impact of ALVA grows, Brazeal is using the new Special Endowment Award to build servers better equipped to handle the massive amounts of data the Red cameras generate (two gigabytes per minute).

“I tried to make it as future-proof as possible, but technology is always advancing by leaps and bounds,” said Brazeal, who is also buying new computers and smaller cameras that can be used

in conjunction with the Reds, which output five times the resolution of HD.

“You would think a program like this would be at Harvard, or MIT, or UCLA, or USC,” said Matthew Ritenour (’13), who discovered anthropology in community college. He searched for a school to pursue his two passions—moviemaking and studying the physical and sociopolitical evolution of people across time, cultures, and environments.

“I believe the best program for doing (documentary) film is right here,” said Ritenour, who worked as a Foundation-funded ALVA employee after graduation.

His film *Impact of the Frolic*, which won a Northern California Emmy Award in 2015, is one of 12 ALVA documentaries that have appeared

“...what I learned stuck with me.”

—Erin Gillette (’11)

on public television channels up and down California, Brazeal said. The goal of ALVA is to broaden the impact of anthropological research, which is often confined to undergraduate classrooms and academic journals.

“I’ll teach my whole life and I won’t teach a million people,” he said. “Through documentaries, someone sitting on their couch will get a taste of what anthropological research means.”

Dozens of student documentaries have been created, he said. Their work is incorporated into course curricula and used by community groups and schools to raise awareness of important topics, such as Sikhs in California, Hmong textiles, and the local Mechoopda tribe. Last year, Matt Purifoy (’16) created a film about drag queens, *Putting on Face*, which was screened at the 2016 International Ethnographic Film Festival of Quebec.

Boura says ALVA exemplifies the strong leadership, innovative education, and cross-campus collaboration in which the University is asking donors to invest.

Brazeal says ALVA has been supported by the College of Behavioral and Social Sciences (BSS), the College of Communication and Education (CME), and the University’s departments of Facilities Management and Services, Telecommunications Services, and Computing and Communications Services.

“In fact, it was Gayle Hutchinson who really created the institutional will to make this work,” Brazeal said of the University’s new president, who returned to campus in July 2016. As dean of BSS, she worked with the provost, the dean of CME, and the various department heads

to put together the lab’s infrastructure.

He says the Special Endowment Award-funded upgrades to ALVA’s servers

and video editing lab ensure that these cross-departmental efforts continue to give students world-class experiences.

“This is the promise a culture of philanthropy can deliver year after year,” said Boura, who explains why growing the number of endowments is a priority in *Transform Tomorrow | The Campaign for Chico State*. “By investing their gifts, donors give us the resources to change lives—not just today, but for generations.”

The Foundation board is composed of alumni, parents, and community leaders who serve because they care about the future of Chico State, said Mike Prime, chair of the board of governors.

“We believe students are the heart and soul of Chico State,” Prime said. “And that’s why the board is so committed to their success.”

Other 2016–17 University Special Endowment Award projects

Professional communications lab

Quantum optics equipment for physics education

Virtual technology to showcase the Chico Experience to prospective students

Student grants for summer research

Tutoring for science, technology, engineering, and math (STEM)

Library technology lending program

Tutoring for underrepresented minorities in behavioral and social sciences

Science guest lecture series

New technology for livestreaming campus events

Engineering student retention center

Marketing materials to promote out-of-classroom learning opportunities

Faculty development funding

Mentoring for underrepresented minorities in agriculture

Student and faculty training in new audiovisual software

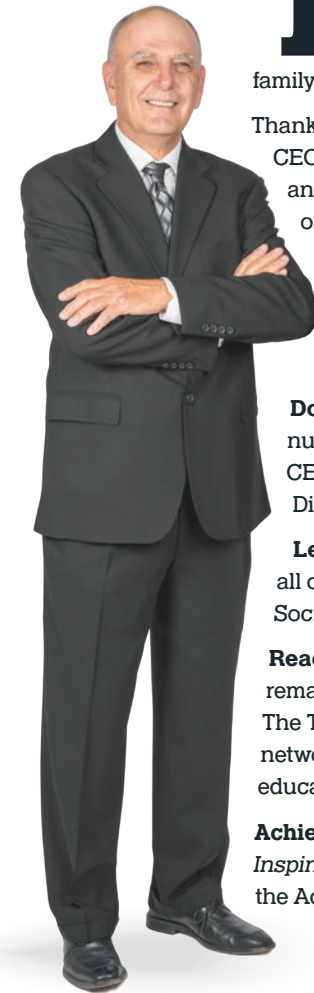
Arts and humanities course development in digital skills

Advanced sports medicine technology for student-athletes

Expansion of free tutoring through the Student Learning Center

Support for former foster youth attending Chico State

NEW SUPPORT, NEW STRENGTH



The impact of Chico State is not confined within campus borders or felt in the lives of only those who study, teach, and work here. I know this because, while I'm not an alumnus of Chico State, the University's students, coaches, faculty, and staff have enriched my life, supported my family, and promoted the success of the North State region I'm proud to call home.

Thanks to the restructuring of the board in 2015–16 and the leadership of CEO Ahmad Boura, 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 No. 1 goal for the 2015–16 Board of Governors was to put in place new expertise, new expectations, and new mechanisms to build a culture of philanthropy at Chico State. Here is an overview of what we achieved last year with the help of our entire community of donors.

Doubling up: We added five new members in 2015–16, nearly doubling our number of alumni, parent, and community volunteers. New members included CEOs and successful entrepreneurs as well as past recipients of the University's Distinguished Alumni Award.

Leading the way: In response to our charge to lead a culture change by example, all of the board's alumni, parent, and community volunteers joined the Tower Society to support *The Campaign for Chico State*.

Reaching out: While ensuring proper financial oversight of gifts to the University remains a top priority, the board greatly expanded the breadth of our volunteerism. The Tower Society offered a new mechanism for members to engage with our networks of friends and colleagues, inspiring new support for Chico's hands-on education, applied research, and community programs.

Achieving excellence: The 2014–15 University Foundation Annual Report, *Inspiring Impact*, earned us international recognition, winning the 2016 Council for the Advancement and Support of Education (CASE) Circle of Excellence Silver Award.

Giving thanks: 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.

Honoring service: The new Governor Emeritus Program was established to recognize past board volunteers whose passion, dedication, and service to Chico State's education exemplify what it means to invest in tomorrow's leaders. Please join me in honoring our inaugural Governors Emeriti John Burghardt and Tod Kimmelshue.

Continuing on: In 2016–17 we plan to build on last year's successes and take even greater strides. Please join me in welcoming the following volunteers to the 2016–17 Board of Governors: Susan Vukovatz, Chico State Parent and Independent Human Resources Professional, and David Hodson ('90, '92), Partner, Director of Development, Microsoft Corporation–Skype.

Thank you for joining the board in our efforts to build a bold tomorrow for Chico State's students, faculty, staff, and the communities we are proud to serve. See the CEO's column on page 10 for the priorities and progress we've made in 2015–16 for *Transform Tomorrow | The Campaign for Chico State*.

As President Hutchinson said, this is a new day for Chico State—one where we all have the power to impart knowledge with our philanthropy, to lead by example, and to invest in what the future will bring. Thank you again for your support and service.

Sincerely,

Mike Prime
Chair, 2015–16 University Foundation Board of Governors

BOARD OF GOVERNORS



Mike Prime
Board Chair
Retired Vice President of Franchise Operations and Co-Founder, Option Care
Third Term: Year Three



Karl Bakhtiari ('75, '77)
President and CEO, Stonesfair Financial Corporation
First Term: Year Two



Debra Cannon ('77)
Co-Owner and CEO, Lulus.com
First Term: Year Three



Stuart Casillas ('96)
Partner, Kirkland & Ellis LLP
Second Term: Year One



Doug Guerrero
Retired Vice President of Sales and Marketing, CEMEX
Third Term: Year Two



David Hodson ('90, '92)
Partner, Director of Development, Microsoft Corporation–Skype
First Term: Year One



Rand Hutchison ('73, '77)
Founder and Former CEO, Travidia; Faculty, College of Business
Second Term: Year One



Robert Kittredge ('69)
Retired Managing Partner, PricewaterhouseCoopers LLP
Special Term: Immediate Past Chair



Lance Lew ('79)
Director, Community Marketing and Producer, Asian Pacific America, NBC Bay Area
First Term: Year Two



Tom Martin ('66)
Owner, Martin Orchards, Retired President and CEO, Durham Pump, Inc.
First Term: Year Three



Dr. Marcia Moore
Cardiologist and Former Chief of Medicine, Enloe Medical Center; President, Western States Affiliate, American Heart Association
First Term: Year Three



JoAnn Morgan
Member, Board of Directors, Museum of Northern California Art; Retired Executive Director, Great North Valley Chapter, Alzheimer's Association
Third Term: Year Three



Tom Villa ('82)
Director, Business Development and Content, Verizon Communications, Inc.
First Term: Year Two



Susan Vukovatz
Independent Human Resources Professional
First Term: Year One

EX OFFICIO MEMBERS AND REPRESENTATIVES



Gayle E. Hutchinson
President



Ahmad Boura
CEO, University Foundation and Vice President for University Advancement



Mike Ward
Interim Vice President for Academic Affairs and Provost



James Hyatt
Board Treasurer
Interim Vice President for Business and Finance



Jimmy Reed ('03, '08)
Chico State Alumni Association Representative



Emilyn Sheffield
Faculty Representative



Sami Elamad
Student Representative



CREDITS

Writer/Editor

Designer

Creative Director/Designer

University Photographer

Contributors

President, California State University, Chico

CEO, University Foundation and
Vice President for University Advancement

Director, Public Affairs and Publications

NICOLE WILLIAMS

ERIC MATHIAS

ALAN RELAFORD

JASON HALLEY

BRIAN BRAZEAL

ASHLEY GEBB

ROBBY NORCIO

GAYLE E. HUTCHINSON

AHMAD BOURA

JOE WILLS

COLOPHON

Paper

Typestyles

STERLING PREMIUM

HELSEFIF

PHIL MARTIN, 1978

AKZIDENZ-GROTESK B.E.

BERTHOLD FOUNDRY, 1896

California State University, Chico

400 West First Street

Chico, California 95929

Make a gift at www.csuchico.edu/giving.



TODAY