“Our mission is to serve students, to help students rise up economically, to close the achievement gap, to create California’s next leaders, and to educate society. The On the Rise campaign is helping us do all of this and more every day.”

President Robert S. Nelsen
Momentum is building at Sacramento State

We are improving lives in ways that will impact generations. We believe that when we work together to lift others up, we all rise.
Sacramento State graduates are improving the quality of life for themselves, their families, and their communities on a daily basis. Alongside Sacramento State students and faculty, our more than 250,000 alumni are strengthening our city, region, and world. They are living proof that when higher education is accessible, relevant, inclusive, and student-centered, the very fabric of society is transformed.

Today, Sacramento boasts California’s fastest-growing economy, and it is one of the most diverse cities in the nation. It is a dynamic epicenter of impactful policy and decision-making, economic vitality, cultural diversity, artistic expression, agricultural richness, and entrepreneurial excitement. The Sacramento State community continues to play an integral role in making all this happen, with 60 percent of our graduates staying in the region and adding value to the private and public sectors. Everything Sacramento State does for its students can be amplified with your investment. Together, we can seize this moment. Through On the Rise: The Campaign for Sacramento State, we are building a partnership with our alumni, friends, and community. We invite you to invest in our students and their futures the way the University invests in our region and beyond.

Spotlight

Yomira Palacios ’20
College of Natural Sciences and Mathematics

Yomira grew up attending Sacramento public schools and wasn’t sure she would attend college. She will soon become the first person in her family to earn a higher education degree. Yomira worked closely with her professors in research labs and mentored for the Science Educational Equity (SEE) program. She is proud to be an example for women and students of color reaching for excellence at Sacramento State.
Our goals

On the Rise: The Campaign for Sacramento State

In July 2015, Sacramento State embarked upon its first comprehensive campaign with a goal to raise $225 million.

We believe a sense of belonging and balance is vital to the health, wellness, and success of our students, our alumni, and our region. To achieve this, we are enhancing and reinforcing our resources for social, physical, and mental health, as well as academic support. On the Rise: The Campaign for Sacramento State provides a foundation for a student-centric academic environment, bringing the dream of a college education within reach for thousands of students.

Our faculty and staff are passionate about student success. We see our students as whole persons and support them through mentorship, personalized instruction, and introductions to professional networks. At the same time, we are expanding our students’ knowledge as we engage in innovative research across campus. Sacramento State faculty are esteemed leaders and experts in their fields, but above all, they are teachers.

As a donor to the On the Rise campaign, you are funding additional programs that enable our diverse student population to thrive.

Examples of impact include:

Students

- Doubling the number of student scholarships.
- Expanding courses, programs, and equipment in the Center for Health Practice, Policy, and Research within the College of Health and Human Services. This center is a dedicated place for students, faculty, healthcare providers, community health practitioners, policymakers, and community members to engage together and collectively impact community health by promoting collaboration, interdisciplinary practice, and innovation to reduce health inequities in California’s capital region.
- Replicating the applied learning methodologies of our nationally ranked Gerontology program more broadly to produce graduates who have both theoretical knowledge and valuable hands-on experience to excel in a variety of career fields.

Knowledge

- Establishing new and engaging learning environments throughout campus to better accommodate people of all learning types, abilities, and ages. The University Library, which touches virtually every student on our campus, provides a student-centered experience complete with active learning environments to support team projects and interdisciplinary collaboration.
- Increasing endowments to support various student support and enhanced learning programs such as visiting lecturers, internship opportunities, and study-abroad programs.
- Accelerating the expansion of laboratories and research areas to ensure that our students have access to the latest learning technologies. This will help future graduates continue to be highly competitive recruits in rapidly changing fields that are integral to modern society.

Community

- Creating new centers and enhancing current facilities to support enrichment activities for students, faculty, staff, alumni, and the greater Sacramento region. Building enhancements and development will bring greater access to engaging speakers in the arts, letters, sciences, and other topics of public interest.
- Enhancing athletic and performance spaces that honor and uplift our burgeoning competitiveness, expand recreational opportunities to improve health and wellness for all students, and solidify Sac State’s position as a cornerstone of diversity in our region and a place that celebrates cultural and global influences.
In fall 2019, we celebrated the opening of the Ernest E. Tschannen Science Complex. In this modern, light-filled building, students and faculty are studying and addressing issues that are critical to our generation, such as climate change, healthy aging, and microbiome research, with cutting-edge resources at their fingertips. The On the Rise campaign has directed private philanthropic dollars toward scientific research initiatives (including hands-on experiences for undergraduates), faculty development, upgrades and renovations to labs and instrumentation, and seed money for innovative new programs that will keep students and faculty at the forefront of scientific knowledge.

The crown jewel of the complex is our 2,500-square-foot planetarium which serves around 40,000 regional K–12 students every year. It’s an exciting entry point for our neighbors and community members to enjoy everything our campus has to offer.

Your gift to the campaign allows students in STEM fields to delve deep into discovery — to participate in research that will have a lasting impact for generations to come — all while firmly defining Sacramento State as home to an excellent public education and lifelong community learning.
Sacramento State is home to more than 30,000 students — and nearly one-third are first-generation students.
Change-makers are ‘Made at Sac State’

Together, we help future leaders reach their potential.
Our alumni drive the regional economy and represent the finest in their disciplines, including civil service, technology, entrepreneurship, healthcare, teaching, and the arts. Individually, alumni are pursuing influential careers; collectively, they are building a strong economy in Sacramento, Northern California, and beyond.

The culture of engaged learning and involvement that pervades Sacramento State produces alumni committed to making a difference in their communities. We ensure that learning and professional development experiences are accessible and inclusive for our students. Throughout their course of study, students take advantage of the unique opportunities Sacramento State creates for immersive learning with community organizations, policymaking entities, and businesses working at the center of issues vital to all our lives. These hands-on experiences lead students to discover their passions, hone their strengths, and build lasting professional relationships. With increased philanthropic support, Sacramento State students will become future leaders who will tackle worldwide challenges such as climate change, economic insecurities, healthy aging, global citizenship, and a variety of issues yet to emerge.

Here, we encourage bold innovation and model cultural leadership. Sacramento State formed a chapter of the Society of Women Engineers to support an increase in the number of female students seeking engineering degrees. As companies awaken to the importance of hiring more women in engineering and hiring a more diverse workforce, Sacramento State graduates are prepared to meet this need.

Sacramento State students are resourceful, ambitious, and resilient. Many are the first in their families to attend college and are changing the course of their lives and the lives of generations to come. They are driven to make the most of every connection, every learning experience, and every new challenge we offer them. Your gift to On the Rise supports ambitious and passionate students by expanding hands-on opportunities in the high-demand fields that are changing our region and world.

Individually, alumni are shaping influential careers; collectively, they are building a strong economy in Sacramento, Northern California, and beyond.
Sacramento State contributes to a growing economy

The region is attracting new investors, employers, and residents. At Sacramento State, where rich diversity and academic strength go hand in hand, the region’s future leaders are rising, making the most of every new opportunity.

Sacramento State is a welcoming and inclusive campus. Our unique learning environment attracts students who bring high expectations, a wide variety of perspectives, and ambitions of every type. This diversity informs, enriches, and drives the university experience at Sacramento State. Our student-centered approach means we are committed to giving our students whatever support they need.

We are passionate about creating paths to success for our students and supporting them on their journey. Whether they are pursuing a degree, a certificate program, or continuing education classes; whether they enroll directly after high school or later in life; whether they are setting their sights on a traditional career or are pursuing an entrepreneurial venture; whether they live on campus or commute from an off-campus residence — everyone belongs at Sacramento State.

More than ever, our campus reflects the constantly changing demographics of the United States. Situated in the capital of California — the most diverse state in the country when it comes to race, ethnicity, economic situation, religion, and politics — Sacramento State affirms that diversity is an integral and celebrated aspect of our campus culture.

At Sacramento State, we are deliberate about producing graduates who are influencing far-reaching policy and legislative decisions, directing powerful social justice conversations, creating technical innovations, and providing compassionate healthcare in a rapidly aging world. Educated in a thoughtful and inclusive environment, our students graduate with the diverse perspectives needed to become the insightful leaders our society deserves.
Long-snappers are usually among the least-known players in the NFL because of their highly specialized and relatively unseen role on the field. Lonie was an exception to the rule. His extraordinary talent and dedication to spot-on consistency allowed him to become a key player in earning three Super Bowl championship rings with the New England Patriots.

In spring 2000, Lonie Paxton was welcomed into the National Football League. He was a few credits short of graduating, but this was the opportunity of a lifetime. He knew that he was ready both for a professional football career and to graduate with his degree in Communication Studies. At the time, he could not complete his coursework due to the demands of summer training with the Patriots.

With his solid academic foundation from Sac State, he successfully completed a 12-year career in the NFL and was able to seamlessly transition to the position of Global Entertainment Marketing Manager for GoPro, Inc. His next goal? Completing his Bachelor of Arts degree at Sac State through the help of a new and innovative degree completion program.

The College of Continuing Education created the degree completion program based on recent data that an estimated 400,000 adults in the Sacramento region have some college but no degree, and more than 50,000 adults are less than one semester short of earning a degree. These students are often dealing with other significant financial or food insecurity issues, a family employment or health crisis, loss of transportation, or other catastrophic events that require them to leave prior to graduation.

Your gift to the On the Rise campaign provides students facing these difficult decisions the safety net needed to keep them on track for graduation or gives them a positive, realistic path to completing their degree and changing the trajectory of their lives/families for generations to come. Sacramento State is transforming the educational institution to adapt to real-life challenges and obstacles facing students in the 21st century.
Hornets power the future
You make their triumphs possible.

**Lester Holt ’79, Journalist**
“How rewarding to know that we each have the opportunity to transform the lives of Sac State students, and ultimately our city itself. As I walk the tree-filled campus buzzing with activity, I am proud of the University’s evolution and the fact that Sacramento looks to our graduates as integral to innovation and growth.”

**Elaine Welteroth ’07, Author**
*New York Times* best-selling author and journalist, Ms. Welteroth is proud to be a Hornet lifting others up. She cultivated her love of storytelling at Sacramento State, where a challenge from her journalism professor jump-started her career in magazines. In 2016, she became Editor-in-Chief at *Teen Vogue*, and in 2019, Viking published her bestselling book *More Than Enough: Claiming Space for Who You Are (No Matter What They Say).*

**Dale Carlsen ’84, Entrepreneur**
As the founder of Sleep Train, Dr. Carlsen reimagined how mattresses were sold. He exemplifies entrepreneurial risk-taking, the innovation to solve complex problems, and the drive to build sustainable solutions. Now, Dr. Carlsen and his wife, Katy, are sharing their expertise with Sacramento State students on campus, helping more of them stay *On the Rise.*
Sacramento State is *On the Rise.* Join us.

Dear Friends,

Your support makes a difference for our students and our community. Every dollar and every contribution counts. We know that private philanthropy is the most direct way to sustain and accelerate Sacramento State’s upward trajectory — and the trajectory students are working hard to create in their own lives.

We invite you to join us as we strengthen our campus community and magnify our collective impact in the region and beyond. Thank you.

Sincerely,

Robert S. Nelsen

*Robert S. Nelsen*

*President*