

DISTINGUISHED SERVICE AWARD

2022 Distinguished Alumni Award Nomination

Date submitted: 4/11/2022 3:57:44 PM (Deferred to 2023 due to honoree availability)

Nominee: Robin Carter

Grad info: BA 1977 (Social Work); MSW 1992

Is the nominee aware of the nomination? No

Nominated for: Distinguished Service Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

See cover letter

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

See cover letter

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

See cover letter

Nominator: Mary Maguire

Address: 6000 J St, Sacramento, CA, 95819

Email: maguirem@csus.edu



**SACRAMENTO
STATE**

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College of Health & Human Services
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April 11, 2022

Dear Alumni Awards Committee:

It is with tremendous pleasure and pride that I nominate Robin Carter, Class of 1977 (BSW) and class of 1984 (MSW) for the Lifetime Achievement Award. Robin is the epitome of “Made at Sac State.” Robin earned two of her three degrees at Sac State and upon completion of her PhD at the University of Southern California returned to Sacramento State as a faculty member in Social Work. Robin was a student, faculty, department chair, associate dean, director, vice provost, and dean at Sac State – serving over 31 years before her retirement.

Robin has been a key figure in many important Sacramento State initiatives. In 2016, while also maintaining some responsibility to the College of Health and Human Services, Robin served as the founding Executive Director of the Office of Diversity and Inclusion. This was a herculean task, and partly because of Robin’s foundational work, we have a thriving antiracist campus initiative now. She then moved to the Provost Office where she served as the Interim Vice Provost for Faculty Affairs. In 2019 she returned to the College of Health and Human Services to assume the role of Interim Dean and then Dean. Even in retirement, Robin continues to serve as the Special Assistant to the President where she is leading the strategic planning process for the University. Most notably, in addition to her formal roles, Robin has mentored hundreds of students, staff, and faculty over her thirty plus years. Her impact on the policies, practices, and culture of Sacramento State is formidable.

Robin also supports the University in important financial ways, generously giving since 1991 to various funds, including HHS, Social Work, the Equal Opportunity Program, the Black Staff and Faculty Association, Cooper Woodson College, and the Student Emergency Fund. In addition, in 2021, Robin started the Robin Carter Justice in Action Scholarship which will support many Social Work students for generations to come.

Thirty-one years to one campus is an incredible accomplishment, but Robin Carter’s 31 years seem like a century of work! Her contributions will impact students for decades. Thank you for your hard work in selecting recipients of the Alumni Awards.

Sincerely,

Mary Maguire
Interim Dean
College of Health and Human Services

2023 Distinguished Alumni Award Nomination

Nominee: Viridiana Diaz

Grad info: 2012 - Ed.D. Educational Leadership and Policy, concentration in Higher Education (Best Dissertation of the Year Award for Cohort: A Cultural Adaptive Navigation Model for College Success)

2011 - M.A. History, concentration in Public History

2005 - M.A. Spanish, concentration in Latin American Literature

2003 - B.A. Communication Studies, concentration in Broadcast Journalism

Is the nominee aware of the nomination? No

Nominated for: Lifetime Achievement Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

Dr. Viridiana Diaz, a transformative and inclusive leader, is a four-time alumna of Sacramento State. Dr. Diaz earned a bachelor's degree in communications studies, a master's degree in Latin American literature, a second master's degree in history, and a doctorate in educational leadership and policy. Her dissertation, A Study of Latino Migrant and Seasonal Farmworker College Students: The Emergence of a Culturally Adaptive Navigation Model for Success, received the best dissertation of the Year award at Sacramento State. She is also a graduate of UC Berkeley's Executive Leadership Academy, Stanford University's Executive Leadership Management Institute, and the Harvard Institutes for Higher Education, and a Carlos J. Vallejo fellow for the American Educational Research Association (AERA).

Her career in higher education has spanned 20 years, all dedicated to creating a more inclusive campus for first-generation, Pell Grant-eligible, migrant, immigrant, undocumented, LGBTQIA+, and out-of-school youth. Dr. Diaz proudly serves as the Vice President for Student Affairs at California State University San Marcos. In this role, she forms part of the President's Administrative Team (PAT) Cabinet and reports directly to the University President. She provides vital, creative, and adaptable vision and leadership to the University in support of integrated student services, initiatives, programs, and co-curricular experiences that support the success and well-being of 16,000 + students. Dr. Diaz has administrative oversight of approximately 200 administrators, staff, faculty, and student employees and an annual budget of \$18 million in state, federal, and private grants, endowments, scholarships, one-time funding, and other revenue. Responsible for Enrollment Management Services, Student Development Services, Student Academic Support Services, Student Life, Athletics, Title IX/DHR, and Associated Students Incorporated. One of her primary goals is to ensure the division's programs, services, policies, and initiatives align with the mission, vision, goals, and objectives of the University's Strategic Plan using knowledge of current trends of effective practices and evidence-based data and research. Dr. Diaz holds a strong partnership across all divisions, including Academic Affairs, to support the student lifecycle from the first point of contact through graduation.

During her time at Sacramento State, Dr. Diaz held various positions where she was responsible for developing support, programming, and services to address the needs of the diverse student population, including first-generation students, students of color, students from various socio-economic backgrounds, students from diverse cultural, religious, and ethnic backgrounds, students with

disabilities, veterans, undocumented students, immigrant, and refugees, LGBTQIA+ and students pursuing degrees at various stages in their careers and lives.

Beyond her professional experience, her experience as a first-generation, low-income, and English-learner student gave her a unique perspective on the academic and external factors needed to establish inclusive, supportive, and culturally relevant environments to promote student success and social mobility.

As the Associate Vice President of Strategic Student Support Programs (SSSP) at Sacramento State, she was responsible for the leadership of nine Student Affairs departments offering admissions and outreach, academic advising, financial advising, career counseling, experiential learning, leadership development, health and counseling services, tutoring, mentoring, peer-based support, and population-specific interventions. She had oversight of the planning, implementation, and evaluation of the services and programming offered by each department. She ensured the mission, goals, and objectives aligned with the Division of Student Affairs and the University's Strategic Plan. In addition, she practiced data-informed approaches to evaluate the effectiveness of services by continuously assessing progress indicators and reallocating resources as needed. Dr. Diaz has a strong record of collaborative leadership built on trust, nurturing relationships, and building learning communities of leaders with a sharp focus on continuous improvement through reflection.

At an institutional level, Dr. Diaz was directly involved in planning the last two strategic plans. The University President appointed her to serve on the 2021-2022 Strategic Planning Taskforce as the Student Affairs representative.

Dr. Diaz's educational journey was challenging due to the systematic inequities that created situations where many wrongly felt her lack of language fluency equated to a lack of intellectual capacity. In their minds, a young woman learning English as a second language meant she was immediately disregarded as "college material." To this day, those experiences fuel her desire to ensure an equitable student-centric environment is provided to all students, meeting them where they are from the first point of contact through graduation and beyond. Her professional experience, personal background, and dedication to the transformative power of education have prepared her to serve as a progressive, effective leader and Vice President for Student Affairs at Cal State San Marcos.

From being a young student to a seasoned professional, Dr. Diaz was truly Made at Sac State.

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

During Dr. Viridiana Diaz's time in Sacramento, she was involved with a number of community organizations.

Dr. Diaz chaired the Feria de Educación Planning Committee, an educational fair in partnership with Univision 19 and the California State University Office of the Chancellor to provide resources in Spanish to students and their families, promote a college-going culture, and increase the number of Latinx students pursuing a college degree. Approximately 5,000 - 7,000 students and their families attend the event annually. To date, the event continues to generate \$50K in revenue annually, and a portion is used to fund scholarships for Sacramento State students.

In partnership with The Coalition for Humane Immigrant Rights (CHIRLA) and the FUEL Network, Dr. Diaz established a campus Immigration Clinic, serving 200+ students and their family members as well as

staff and faculty through immigration attorneys offering pro-bono legal consultations and representation when needed.

Served as the keynote speaker, where she empowered students and their families to make decisions that increase their college participation, persistence, and graduation rates, particularly for those from underserved and minority backgrounds.

Dr. Diaz was elected as president of the National High School Equivalency Program (HEP) and College Assistance Migrant Program (CAMP) Association for a two-year term and represented the association and its 150 member institutions across the country in a leadership and educational role before the U.S. Senate and Congress, U.S. Department of Education, and White House Initiative on Educational Excellence.

- Sacramento Hispanic Chamber of Commerce
- Mexican Consulate in Sacramento
- Steps to College
- La Ventanilla
- California Department of Education
- Migrant Parent Annual Conference
- California Mini-Corps
- Cesar Chavez Blood Drive
- Chicano Latino Youth Leadership Project
- Migrant Education Programs (MEP)
- Mexican-Cultural Center (MCC) of Northern California
- Parent Institute for Quality Education (PIQE)
- California Student Aid Commission (CSAC)
- Univision 19

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

Dr. Viridiana Diaz consistently seeks opportunities to improve upon or reimagine existing programs and to create truly innovative solutions that attempt to solve persistent problems affecting students. Through her various roles at Sacramento State, she secured over 15 million dollars through public, private, and foundation grants, gifts, planned/estate giving, gifts, and cultivating relationships with individual donors.

In 2021, Dr. Diaz co-authored and was successfully awarded a \$3 million U.S. Department of Education, Developing Hispanic Serving Institution (DHSI) grant to launch a new project called "Degree with a Purpose: Integration of Career Development and Financial Wellness into the College Experience." In

2019, she authored and was successfully awarded a U.S. Department of Education High School Equivalency Program (HEP) grant to assist out-of-school youth and other adult learners in completing their high school equivalency and pursuing higher education, a vocational career, or military entrance. In 2018, she co-authored and was awarded a \$2.1 million U.S. Department of Education College Assistance Migrant Program grant to support students from migrant and seasonal backgrounds to enroll and be supported throughout their first year of college and beyond. Beyond successfully obtaining programmatic grant funding, she is also passionate about raising funds to support student scholarships and program enhancement. Through multiple efforts, between 2019-2021 alone, Dr. Diaz raised over \$200,000 to develop early outreach residential programs, scholarships, and emergency grants for undocumented students and other vulnerable students. Throughout her career at Sacramento State, she worked collaboratively with University Advancement at all levels of fund development, including the planning and implementation of crowd-funding activities, individual donor cultivation, wealth screening, engagement, and reporting on the impact of investments.

Below are additional long-lasting contributions and the positive impact she had at Sacramento State:

- In collaboration with all university divisions, Dr. Diaz authored and submitted the application that led to Sacramento State being awarded the Seal of Excelencia by Excelencia in Education for its commitment to accelerating Latinx student success in higher education.
- Dr. Diaz fundraised \$100,000 in gifts, donations, and sponsorships (excluding grants).
- In partnership with Human Resource's Organizational and Learning Development, Dr. Diaz established an Effective Grant Proposal Writing Certification Program for the Division of Student Affairs to help Student Affairs professionals develop the skills and build a culture and commitment to grant writing aimed at enhancing services/ programming for all students.
- In partnership with Human Resource's Organizational and Learning Development, Dr. Diaz developed and facilitated a researched-based seminar series on the critical skills to become mindful communicator leaders in the workplace and trained over 100+ managers across campus.
- Dr. Diaz implemented cross-training for professional staff leading equity and affinity centers in the areas of academic advising, financial guidance, and career coaching to add much-needed integrated support and services in the spaces students feel most at home while maximizing knowledge, resources, and personnel.
- Dr. Diaz established the Dreamer Resource Center designed to address the needs of undocumented, mixed-status, and refugee students offering a comprehensive range of services encompassing mental, physical, and emotional well-being.
- Dr. Diaz established a Campus-wide Emergency Grant for Undocumented Students and the Dreamer Resource Center Scholarship and fundraised \$70,000+ for both funds.
- Dr. Diaz launched the Annual Keeping the Dream Alive Conference, a national conference celebrating its tenth year of bringing together educators to share knowledge, expertise, and emerging practice to better serve undocumented, mixed-status, and refugee students. To date, the conference continues to generate \$30K in revenue annually to fund scholarships.

- Dr. Diaz was awarded a \$500,000 California Department of Education grant to host summer residential programs for first-generation high school students aimed at helping them become competitive for a four-year institution following high school graduation.

- Dr. Diaz chaired the campus-wide U.S. Census Collaborative Group to coordinate efforts and ensure synergy across campus for census engagement with a particular focus on hard-to-count populations, including but not limited to developing a single-wide calendar of events and activities, establishing targeted recruitment strategies, launching social media campaigns, and establishing a student ambassador program.

Nominator: Erica Perez

May 2, 2023

Dear 2023 Distinguished Alumni Award Selection Committee,

It is with great enthusiasm that I submit this nomination for Dr. Viridiana Diaz for the **2023 Lifetime Achievement Award**. I have had the pleasure of knowing Dr. Diaz for over 12 years.

Based on the description of the award, Lifetime Achievement Awards are given to alums for exceptional career achievements, exceptional contributions to the campus and community, and for setting high standards of excellence in their personal and professional lives. Dr. Diaz is, without reservation, an embodiment of this award.

Dr. Viridiana Diaz is a four-time alumna of California State University, Sacramento. She earned a bachelor's degree in communications studies, a master's degree in Latin American literature, a second master's degree in history, and a doctorate in educational leadership and policy. She is also a graduate of UC Berkeley's Executive Leadership Academy, Stanford University's Executive Leadership Management Institute, and the Harvard Institutes for Higher Education. Dr. Diaz reflects the diversity of Sacramento State and is herself of migrant background. She learned English as a second language and is the first in her family to attend and graduate college.

Dr. Viridiana Diaz began her tenure as Vice President for Student Affairs at California State University San Marcos in January 2022. Before joining Cal State San Marcos, she served as associate vice president for Strategic Student Support Programs at California State University, Sacramento, where she served as one of the primary vehicles for leveraging student success initiatives, breaking down systemic barriers to success, tending to equity gaps, and achieving goals set for by the CSU Graduation Initiative 2025 through program development, implementation, assessment, project management, and fundraising.

Her career in higher education has spanned 20 years, all dedicated to creating a more inclusive campus for first-generation, Pell Grant-eligible, migrant, immigrant, undocumented, LGBTQIA+, and out-of-school youth. While at Sacramento State, she held various positions, including assistant vice president for strategic diversity initiatives, special assistant to the president, co-director for the DEGREES (Dedicated to Educating, Graduating, and Retaining Educational Equity Students) program, director of the College Assistance Migrant Program (CAMP), career counselor/coordinator and admissions and outreach counselor.

Dr. Diaz brings a strong commitment to equity, diversity, and inclusion, as well as cross-divisional campus partnerships and community engagement. Her impressive career perfectly aligns with the collective dedication to student success across the California State University (CSU) system.

In 2022, Dr. Diaz received the San Diego Business Journal Woman of the Year Rising Star Award. She also served as a 2020-2021 Hispanic Association of Colleges and Universities (HACU) Leadership Academy fellow and a 2021-2022 American Leadership Forum Mountain Valley Chapter Class of XXV fellow. Furthermore, she is a recipient of the Sacramento Hispanic Chamber of Commerce Latina Star Award and was named by the Sacramento Bee's *Vida en el Valle* newspaper as one of the "People Who Have Left a Mark in the Sacramento Area."

Dr. Diaz's leadership style is one of collaboration. Her natural tendency is to build collaboration and partnerships within the campus, local high schools, public and private sector, and the community at large to improve access, orientation, remediation, retention, instruction, degree completion, and transfer rates. The same approach applies to her relationships with peers and subordinates. She makes a great effort to include the voices of all parts of campus in her decision-making. Despite her busy schedule, Dr. Diaz spends her time as a speaker empowering youth and their families (at high schools, colleges, community organizations, and faith-based institutions) to make decisions that increase their college participation, persistence, and graduation rates, particularly those from underserved and minority backgrounds.

Given the myriad accomplishments and strides she has made within the campus and the growth I have witnessed professionally and educationally, I am pleased to nominate her for the Lifetime Achievement Award. Feel free to contact me if you have any questions.

ATTACHMENT A: Closing the Opportunity Gap: Sac State receives Seal of *Excelencia*

ATTACHMENT B: Sac State receives \$8 Million in new funding to support Latinx Students

ATTACHMENT C: Dr. Diaz selected as San Diego's Business Rising Star Women of the Year

ATTACHMENT D: Dr. Diaz selected as one of the people who have left a mark in the Sacramento area

Sincerely,



Erica Perez
Director, Marketing & Communications
California State University San Marcos



DEMOGRAPHICS | LATINX

Closing the Opportunity Gap: California State University, Sacramento Earns 2020 Seal of Excelencia

Diverse: Issues In Higher Education and Excelencia in Education have partnered to exclusively release names of the institutions that have earned the 2020 Seal of Excelencia, a national certification that confirms an institution goes beyond enrollment to intentionally serve Latino students. California State University, Sacramento, one of the five institutions to earn the 2020 Seal of Excelencia, has changed the trajectories of many Latinx families by creating programs to serve students who often have no support.

By — Lois Elfman, cmaadmin (EDU)

Oct 7th, 2020

In creating programs to serve students who often have no supports, California State University, Sacramento (CSUS or Sacramento State) has changed the trajectories of many Latinx families.

Deborah A. Santiago, CEO of *Excelencia* in Education, says CSUS' focus on Dreamers and migrant students stands out on this very diverse campus.

"Their comfort levels in serving community students where they're at — especially these students who are seen as so much more vulnerable because they don't have the support systems or structures that are generally assumed or expected in higher ed — speak to why they've seen such a powerful impact," says Santiago.

When assessing the impact of CSUS' programming, people need to look no further than the person overseeing much of that programming, says Dr. Viridiana Diaz, associate vice president for strategic student support programs at CSUS. As an undergraduate, she participated in the College Assistance Migrant Program (CAMP), a federally funded program designed to help students from migrant and seasonal farmworker backgrounds succeed at CSUS.

"For me to oversee the CAMP program, when they're the ones who recruited me out of high school and provided me with the support that I needed through my undergrad, is full circle for me," Diaz says. "Now I create programs and services that serve people that I can very much connect with and understand."

"It's reassuring to help students that typically don't have these opportunities to advance their lives, and, by doing that, transforming their families and communities," she adds. "The people at Sac State are incredibly invested and personally committed to the work that they do."

Campus engagement

"The Seal of *Excelencia* reinforces our commitment in a public and national way," says Diaz. "Our institution and particularly our president have prioritized becoming a caring university. It's always been about truly caring about the wellbeing of our students in a very holistic way."



With approximately 34% of its student body identifying as Latinx — freshmen through graduate students — the Latinx population is the largest ethnic group on a diverse campus. In his address to open the fall semester, Dr. Robert S. Nelsen, CSUS' president, emphasized the importance of eliminating racial bias on campus and creating an anti-racist environment.

Nelsen, president of CSUS since 2015 (the year CSUS became an HSI), says a university has a moral responsibility to believe in all of its students.

"If we do not see our world and their world through a lens of equity; if we do not adopt equitable practices, our educational mission will fail because our students won't succeed and won't graduate in a timely fashion without the debt that comes from spending too many semesters in the classroom," he says.

Embedded within CSUS' overall recruitment strategy is an understanding of the importance family plays in Latinx students' decision-making.

"We work closely with families by offering Spanish-speaking and culturally relevant presentations in schools and in the community as well as offering family-oriented on-campus programming," says Diaz.

"In 2018-2019, Sacramento State conducted approximately 500 school and community presentations, hosted 300 on-campus fieldtrips and welcomed over 10,000 Spanish-speaking students and parents to our campus," she adds. Issues important to Latinx families, such as housing arrangements and having elements of a home environment, are taken into consideration.

CAMP is funded to serve incoming freshmen. It conducts extensive outreach to rural communities, and staff members make direct contact with Latinx students and their families through bilingual presentations in schools and at community events. These presentations focus on the admission process, the benefits of pursuing higher education and parental support. Each year, CAMP directly serves about 80 students; approximately 98% of these students are Latinx.

In addition to its own programming, CSUS partners with community organizations. Univision 19 hosts Feria de Educación, an educational fair that introduces Spanish-speaking high school students and their families to information and resources. Univision also partners with CSUS on disseminating information.

"We're able to speak with our Spanish-speaking community through media," Diaz says. "We start educating the community on what students need to have ready when making an application."

While many campus programs are designed to meet the needs of a range of underserved populations and don't specifically serve Latinx students, CSUS still manages to effectively impact Latinx students.

"They feel they can serve all the diverse groups and they can also disaggregate and show how they're serving them individually," says Santiago. "That really stood out to us because that's a way to show influence and impact and that you know who you're serving.

"Each program is unique, but that ability to know who you're serving in the students and creating a sense of belonging — that matters for students of color overall, especially when you think of higher education as being so traditional and not inviting, and the onus is on the student to transform to be successful."



Dr. Viridiana Diaz

There is definite attention on specific ways to impact the Latinx community.

"We look at areas where Latinx students are not represented," Diaz says. "We prioritize our services, supports and outreach to ensure that Latinx students are pursuing those careers. Also, creating community for Latinx students in those fields."

For example, Latinx students are underrepresented in criminal justice, engineering and the sciences.

"The Law Enforcement Candidate Scholars (LECS) is an educational and professional pre-academy program for students interested in a career in law enforcement," says Diaz. "LECS works with local and state law enforcement agencies to provide academic, career and leadership development and to prepare diverse students to become sworn law enforcement officers."

MESA Engineering Program (MEP) supports underrepresented students in engineering, computer science and construction management programs. MEP activities include a five-week summer math boot camp for incoming freshmen, workshops on tools and strategies for academic success, scholarships, an emergency loan fund, tutoring and group study sessions.

The Peer-Assisted Learning (PAL) program serves Latinx students in STEM courses through peer-to-peer support. Students participating in PAL enroll in a



credit-bearing supplementary course where they work in small groups on faculty-designed worksheets under the guidance of a student facilitator. PAL facilitators complete training in intercultural competence and apply the principles of inclusive practice during PAL sessions.

Psychological and counseling services are available in several locations, not just the Health Center, making it easier for students to access.

“This model acknowledges the negative perception around psychological services that exists in many Latinx communities and demystifies psychological services as a necessity to overall wellbeing,” Diaz says.

CSUS has several spaces where Latinx students can connect and build community. These include the Serna Center (focusing on civic engagement), the Dreamer Resource Center, the Multi-Cultural Center, the PRIDE Center, the Women’s Resource Center, the Full Circle Project and the Martin Luther King Jr. Center.

“Latinx students can build long-term social connections and they can experience elements of their home environment, language and culture,” Diaz says. “That helps with a sense of belonging and retention.”

Moving forward

Latinx students had an 8.8% four-year graduation rate in 2016 and a 20.7% four-year graduation rate in 2019. The six-year graduation rate rose from 48.1% in 2016 to 49% in 2019.

Diaz says CSUS is proactive about diversifying its faculty and staff. The university has received grants to enable additional outreach for difficult-to-fill positions. Anti-bias training is integrated into the search process, and diversity officers have input throughout the search process. There is ongoing professional development for faculty.

CSUS has more than 15 peer-support programs that help students succeed academically and persist to graduation. Latinx students receive individualized support in academic advising, career counseling, tutoring, financial aid/scholarship matters and leadership development in spaces designed to have a familial feeling with trained Latinx student peers.

The Dreamer Resource Center offers services for undocumented students, including no-cost immigration consultations open to students and their families. Career Tracks provides career counseling and prepares students to successfully transition to the workforce.

“INSPIRE Peer Programs are a network of student-to-student support programs that maximize collective impact to increase the number and proportion of Latinx and high-need students who are successful at Sacramento State and attain timely degree completion,” says Diaz. “INSPIRE Peer Programs encompass academic support, mentoring and advising. In 2018-2019, 58% of the students participating were Latinx.”

CSUS has supported students throughout the COVID-19 pandemic, with programming taking place virtually. There is even programming in Spanish for parents on how to best support students as they take classes online.

“We are supporting our Latinx students and providing them opportunities for leadership and service,” says Nelsen. “We are closing the achievement gap — what is better called the opportunity gap — and creating the next generation of leaders.”

This article originally appeared in the October 1, 2020 edition of Diverse. You can find it [here](#).

Newsroom

Sac State receives \$8 million in new funding to support Latinx students



The Department of Education grants will provide Sac State with more resources to expand educational opportunities and eliminate educational and economic barriers for Latinx and other underrepresented students. (Sacramento State/Bibiana Ortiz)

By Jonathan Morales

September 23, 2021

Sacramento State's work to support Latinx and other underrepresented groups is getting a significant boost, thanks to \$8 million in new funding from two five-year U.S. Department of Education grants.

The grants, announced today by the Department of Education, are available only to colleges and universities designated as Hispanic Serving Institutions (HSIs). They bring the total funding Sac State has received since earning the federal designation in 2015 to more than \$16 million.

Approximately 30% of Sac State students identify as Latinx.

[U.S. Department of Education announces fiscal year 2021 grant awards to showcase commitment to equity, excellence, and opportunity \(https://www.ed.gov/news/press-releases/us-department-education-announces-fiscal-year-2021-grant-awards-showcase-commitment-equity-excellence-and-opportunity\)](https://www.ed.gov/news/press-releases/us-department-education-announces-fiscal-year-2021-grant-awards-showcase-commitment-equity-excellence-and-opportunity)

“A key part of our work to become an antiracist and inclusive campus is to enact systemic changes that eliminate inequities and promote our students’ success, and the projects funded by these grants will do just that,” University President Robert S. Nelsen said.

“That Sacramento State has received not just one but two HSI grants is a testament to the work being done by our faculty and staff not only to help our students realize their dream of a college degree but prepare them to have successful and fulfilling careers after graduation.”

The first grant, a \$3 million Developing Hispanic-Serving Institutions (DHSI) grant, will launch a new project called “Degree with a Purpose: Integration of Career Development and Financial Wellness into the College Experience.”

“These grants from the U.S. Department of Education are further proof that Sac State is on the rise and continues to put students first.” - Congresswoman Doris Matsui

The DHSI program provides HSIs funding to expand educational opportunities for Latinx students and help them persist to graduation. The Degree with a Purpose project aims to address educational and economic barriers for underrepresented and low-income students by prioritizing career development throughout their college experience.

The project will incorporate early-career preparedness, financial wellness, and work-based learning into programs, such as new-student orientation, for incoming students; help faculty integrate these topics into existing courses and programs; and provide students with dedicated counseling and individual career planning.

“Students, particularly first-generation and other underrepresented students, are often unaware of where help and career exploration opportunities are available,” said Viridiana Diaz, associate vice president of Strategic Student Support Programs and a co-director of the grant. “Degree with a Purpose will establish career development and readiness as the central priority of a college education by supporting students in making informed choices early on while building momentum towards a degree of value and a rewarding career.”

Melissa Repa, director of Sac State’s Career Center and the grant’s co-director, said research shows a disconnect between students’ classroom learning and employer and community needs.

“This DHSI grant provides resources not readily available to help students succeed throughout their academic journeys to help them achieve their career and financial goals,” Repa said.

The second grant, a \$5 million HSI STEM grant, will fund a new program called “STEM4Equity,” which aims to increase the number of Latinx and low-income students graduating with science, technology, engineering and mathematics (STEM) degrees.

The project will assist faculty in redesigning courses to be culturally responsive and to align with employer needs; expand the Peer Assisted Learning Program to serve students in four high-enrollment, high-fail-rate STEM courses; create a STEM transfer hub to support transfer students; and promote leadership activities, micro-internships, and traditional paid internships to develop STEM identity for Latinx and low-income students and prepare them for their careers.

The latter strategy, in particular, aligns with the DHSI grant, connecting the projects as student-support efforts.

“STEM4Equity aspires to transform STEM education at Sac State by creating equity and workplace relevance in courses, student peer programs, and degree programs,” said Lynn Tashiro, director of the Center for Teaching and Learning, and the principal investigator on the HSI STEM grant with Vice President for Student Affairs Ed Mills.

“The program brings resources to the University that will enable faculty to create equitable learning environments and expand the curriculum to give students real-world skills,” Tashiro said.

The DHSI and HSI STEM grants are the fifth and sixth awarded to Sac State as an HSI. In 2015, the University received \$2.4 million from the U.S. Department of Education to launch Project INSPIRE (<https://www.csus.edu/news/articles/2018/12/10/Project-to-improve-Hispanic-graduation-rates-paying-off.shtml>), a program to improve the academic success of underrepresented students.

In 2017, the University was awarded an additional \$2.6 million Department of Education grant for *Comprometid@s* (<https://www.csus.edu/college/education/engagement/comprometid-a-o-s.html>), a project to increase the number of Hispanic and bilingual teachers and in 2018, Sac State received \$1.5 million from the National Science Foundation ([https://www.csus.edu/news/articles/2018/8/14/University-wins-\\$1.5-million-NSF-grant-for-STEM-programs.shtml](https://www.csus.edu/news/articles/2018/8/14/University-wins-$1.5-million-NSF-grant-for-STEM-programs.shtml)) for professional development for STEM faculty. The University in 2019 received an additional \$1.8 million from NSF (<https://www.csus.edu/news/articles/2020/8/18/Federal-grant-will-build-bridges-between-NSM,-CEC-colleges.shtml>) to launch a Peer-Assisted Learning program in the College of Engineering and Computer Science and create a leadership academy uniting science and engineering faculty and students.

“Sacramento State is a hub of intellectual and personal growth, propelling our region forward with innovative programs that remove barriers for first-generation, low-income, and minority students, while also providing vital support for the career development,” Congresswoman Doris Matsui said. “While we work to build back better and create the opportunities of tomorrow, it is essential that we provide the tools to foster our next generation of innovators and leaders, including in STEM fields.”

“I thank President Nelsen and the entire University community for their dedication to providing these opportunities and making sure that our region’s students continue to thrive well into the future. These grants from the U.S. Department of Education are further proof that Sac State is on the rise and continues to put students first.”

About Jonathan Morales

Jonathan Morales joined the Sac State communications team in 2017 as a writer and editor. He previously worked at San Francisco State University and as a newspaper reporter and editor. He enjoys local beer, Bay Area sports teams, and spending time outdoors with his family and dog.

- jonathan.morales@csus.edu

SAN DIEGO BUSINESS JOURNAL BUSINESS WOMEN of the year awards 2022 WINNERS

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of the year awards 2022
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Dean of the Division of Extended Studies (retired)
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Founder, Chairman & CEO
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San Marcos



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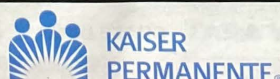


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Diaz Shines Bright in First Year at CSUSM

EDUCATION: Student Affairs VP Raises Millions for Programs

■ By JEFF CLEMETSON

Dr. Viridiana Diaz began her tenure as Vice President for Student Affairs at California State University San Marcos (CSUSM) in January of this year and in her short time at CSUSM has already made a tremendous impact on student's lives.

She has demonstrated a solid commitment to removing systematic barriers for all students, and has worked across departments, programs and divisions to advance student success. She has also identified opportunities for synergetic partnerships while elevating the vital work and contributions of Student Affairs across the student life cycle.

Dr. Diaz was named by the *San Diego Business Journal* as the 2022 Business Woman of the Year Rising Star.

Fundraising Success

This year, Dr. Diaz has been successful in securing a variety of funding for CSUSM.

She led CSUSM through a renewal of the TRIO Student Success Services grant – a competitive \$1.74 million grant over a five-year period. TRIO offers academic, personal, and professional support to first-generation, students with low-income, and/or disabled backgrounds who persist and graduate.

The *Latin@ Center* received a CSU Student Success Equity grant to expand on the success and impact of the Unidos: Latinx Leadership Certificate program at CSUSM as well as a \$40,000 CSU STEM Vista-AmeriCorp grant to support Latinx students pursuing STEM fields.

CSUSM Associated Student, Inc. received a \$39,000 Basic Needs & College Success Grant from the *San Diego Foundation* to support expanded services in the Cougar Pantry. The Cougar Pantry serves, on average, 600 students each year experiencing food insecurity.

Veterans Services at CSUSM renewed the Veterans to

Rising Star



Dr. Viridiana Diaz

Energy Careers (VTEC) Program grant from the *Office of Naval Research* in the amount of \$6 million over three years. This grant will help student veterans translate their military experience into sustainable energy careers through internships and professional development.

Diaz also helped secure a \$50,000 grant award for *Project Rebound* to work with *At Promise Youth*. The grant will

empower the formerly incarcerated and those impacted by the criminal justice system by advocating for access to higher education and offering support services.

CSUSM's College Assistance Migrant Program secured another five-year grant, providing \$2.4 million over five years to serve students from migrant and seasonal farm working backgrounds. This summer, the school also received a \$3.4 million Child Care Access Means Parents in School grant from the U.S. Department of Education to supplement the childcare fees for our neediest student parents with children.

And CSUSM Readiness and Success Services received a \$45,000 grant to work with high school personnel to promote academic preparation and success.

Commitment to DEI in Education

Throughout her 20-year career in higher education, Dr. Diaz has exemplified a strong commitment to equity, diversity, and inclusion, as well as cross-divisional campus partnerships and community engagement.

Previously, she served at *California State University, Sacramento* as assistant vice president for strategic diversity initiatives, special assistant to the president, co-director for the DEGREES (Dedicated to Educating, Graduating and Retaining Educational Equity Students) program, director of the College Assistance Migrant Program (CAMP), career counselor/coordinator and admissions and outreach counselor.

Dr. Diaz is a first-generation college student holding a bachelor's degree in communications studies, a master's degree in Latin American literature, a second master's degree in history, and a doctorate in educational leadership and policy. She is also a graduate of the UC Berkeley Executive Leadership Academy, Stanford University Executive Leadership Management Institute, and the Harvard Institutes for Higher Education.



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SDBJ celebrates the 2022 Business Women of the Year Awards

The 2022 Business Women of the Year Awards celebrating at the Hyatt Regency La Jolla At Aventine on November 15, 2022.



The winners of the San Diego Business Journal 2022 Business Women of the Year Awards celebrate being honored.



Panelists Diane Hansen (left), Jane Finley and Maria Chan



Lifetime Achievement recipient Mary Walshok



Tom Bui (left), Maly E'K-Doungpanya and Sergio Alcalde (City Heights CDC)



Denise Scatena (left), Rachel Luis Y Prado, Keshia Jarvis-Jones and Arika Daniels (Scatena Daniels Communications and Workshop for Warriors)



Sarah Hassaine (ResMed)



DermTech's Claudia Ibarra (left) and Kellie Hill



JPMorgan Chase VP of Media Relations Peter Kelley and San Diego Business Journal publisher Barb Chodos



Jasmine Leflore (Greater Than Tech) and Maya Madsen (Maya's Cookies)



Patricia Prado-Olmos (left), Dr. Viridiana Diaz and Erica Perez (Cal State San Marcos)



Ilo Nuekam (The Collective) and Mark Sukenik (SAS)



Claudia Ibarra (DermTech)



Mary Kate Flatley (Deloitte) and Neeti Chauhan (Withum Smith + Brown, PC)



Deloitte Managing Director Juli Moran



Susanne de la Flor (Express Network)



Radicle Science founders Jeff Chen and Pelin Thorogood



Tanya Duggan (Rincon Band of Luiseño Indians)



Rodger Dogherty (Kaiser Permanente San Diego)



Beauty Lounge owner Shawnda Dorantes



Kelly and Daemon Feuillet (San Diego Foundation)



The event drew a packed house at the Hyatt Regency La Jolla.

SAN DIEGO BUSINESS JOURNAL

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THE COMMUNITY OF BUSINESS™

November 28 – December 4, 2022 • \$5.00



The 2022 Business Women of the Year: (from left) Tanya Duggan, Juli Moran, Kelly Feuillet, Denise DeMan, Claudia Ibarra, Nancy Sasaki, Mary Walshok, Danielle Carpenter, Viridiana Diaz, Alexis Volen, Shawnda Dorantes and Lisa Ordonez. Photo by Bob Hoffman Video & Photography

Celebrating San Diego's Business Women of the Year

Thirteen Exemplary Leaders Recognized at 2022 SDBJ Event

■ By GEORGE LURIE

A capacity crowd of more than 400 business community members gathered at the Hyatt Regency in La Jolla earlier this month to honor 13 of San Diego's brightest and most influential female business luminaries at the 2022 San Diego Business Journal's Business Women of the Year event.

This year's event theme, "Speak Up and Stand Up," was inspired by a quote from Melinda Gates, a vocal proponent of women making their voices heard in the business world, which Gates called "the strongest force we have to change the world."

In introducing the day's honorees, chosen by a panel of judges from hundreds of nominations, Barb Chodos, publisher and president of the San Diego Business Journal, said, "These amazing, inspiring, successful women are speaking up for themselves – and

those around them – to make a real difference and positive impact in our community."

Tribute to Mary

The celebration kicked off with an emotional, star-studded tribute to longtime University of California San Diego administrator Mary Walshok, who was presented with a Lifetime Achievement Award by San Diego business icon Malin Burnham and Mark Cafferty, CEO of the San Diego Regional Economic Development Corporation.

Walshok, who for a half century has been one of San Diego's most elegantly effective and quietly influential business leaders, both at UCSD and in the region at large, recently retired after overseeing the opening of UCSD's new \$60 million Park & Market center in downtown San Diego, the area's newest cultural and academic hub.

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THIS YEAR'S HONOREES:

Mary Walshok	page 16
Viridiana Diaz	page 18
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Kelly Feuillet	page 22
Nancy L. Sasaki	page 24
Danielle Carpenter	page 26
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Denise DeMan	page 30
Carolina Bravo-Karimi	page 31
Claudia Ibarra	page 32
Lisa Ordoñez	page 33
Juli Moran	page 34
Alexis Volen	page 35
Sarah Hassaine	page 36

Work Starts on New \$101M University Ctr.

EDUCATION:

Southwestern to Offer 4-Year Degrees

■ By RAY HUARD

Southwestern College has started construction of a \$101 million University Center in Chula Vista that promises to give South County students a place to earn a bachelor's degree – without the commute.

"The vision for the University Center is to increase access for students in the South County for a four-year degree program," said Mark Sanchez, superintendent and president of the Southwestern Community College District.

➔ Work page 52

KULR Tech Blasting Off

TECH: Deals Power 'Record Quarter'

■ By JEFF CLEMETSON

San Diego-based KULR Technology Group Inc. is blowing up with its technology that keeps lithium-ion batteries from, well, blowing up.

In the last two months, KULR (NYSE American: KULR) announced the launch of its CubeSat, SmallSat Lithium-ion battery pack format to



Michael Mo
Co-founder & CEO
KULR Technology Group Inc.

➔ Deals page 53

P.5 DEVELOPMENT: 259-Unit Apartment Project Proposed for Del Mar Coastal Site

P.40 CYBERSECURITY: Network Infrastructure Brought Headlines, Work Opportunities in 2022

THE LISTS

PUBLIC COMPANIES
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LARGEST PUBLIC COMPANIES

Ranking by market capitalization as of June 30, 2022

Rank	Company	Market Cap (\$B)
1	Qualcomm	122.2
2	SEMPRA	63.3
3	HEALTHCARE	52.1
4	DEXCOM	41.1
5	illumina	35.1
6	IONIS	22.1

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These people left a mark in the Sacramento area

◀ 9 of 14 ▶



BY CYNTHIA MORENO

cmoreno@vidaenelvalle.com

Dr. Viridiana Díaz: She is the director of the College Assistance Migrant Program (CAMP) at Sacramento State. Díaz has worked in higher education for the past 15 years and has served as Director of the College Assistance Migrant Program (CAMP) since 2006. CAMP is a federally funded program designed to provide college and advancement opportunities to students from migrant and seasonal farmworker backgrounds. Viridiana is also responsible for the Migrant Student Leadership Institute (MSLI), a summer program designed to recruit and prepare high school students from migrant and seasonal farmworker backgrounds for entry into a four-year institution to pursue degrees in the science, technology, engineering and math (STEM) disciplines, as well as the CAMP Scholars Internship Program, a year-long academic program designed to train the next generation of migrant leaders. Viridiana earned a BA in Communication Studies, an MA in Spanish, and a second MA in Public History from Sacramento State. In 2012, she completed a doctorate in Educational Leadership and Policy from the same institution. She is also a 2009 graduate of the Stanford Executive Leadership Management Institute and a 2013 Carlos J. Vallejo fellow for the American Educational Research Association (AERA). Viridiana's dissertation research received the Best Dissertation of the Year Award at Sac State in 2013. She married Ramon Porter in 2006, a fellow Sac State graduate, and they have a 3-year-old son, Mateo.



MORE SACRAMENTO

2023 Distinguished Alumni Award Nomination

Nominee: Daniel Hahn

Grad info: 1995 BA in Business Administration; (FYI – MA in Public Administration, National University)

Is the nominee aware of the nomination? No

Nominated for: Distinguished Service Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

Dan Hahn is an exemplary example of an outstanding graduate of Sacramento State. He was not only the first African American police chief of the City of Roseville but the first African American police chief in the City of Sacramento's 170-year history. He served on the Sacramento State Alumni Association Board of Directors prior to his appointment in Roseville.

Hahn serves as an Adjunct Professor at Sacramento State and teaches a history and an implied bias course at the University. He is also the Dean of the Public Safety Center at American River College.

Hahn is also a committed and proud father of two incredible daughters, and dedicated husband to his beautiful and supportive wife, Katrina.

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

Dan Hahn was hired as a Sacramento Police Department community service officer in 1987 and rose to the rank of captain. He served in numerous assignments, including public information officer, high school criminal justice academy coordinator, watch commander, special investigations commander, patrol commander, and personnel division commander. He is a graduate of the FBI National Academy, Peace Officers Standards Training Command College, Sierra Health Foundation Leadership Program, American Leadership Forum, and Stanford University's Local Governance Summer Institute.

Throughout his professional life, his focus has always been on open dialogue and communication and involving community-based partners to look at new ideas, options, and alternatives. He is skilled in Crisis Management, Community Relations, Law Enforcement, Community Engagement, and Leadership. Facilitate classes on history and Implicit Bias. He is always willing to share his knowledge and expertise with community groups and organizations. He also volunteers his time and talent on many boards and organizations throughout our community.

From the California Police Chiefs' Association: "Throughout his career, Chief Hahn has been honored with many awards. He is a member

of numerous organizations such as the California Police Chiefs Association, and volunteers his time on numerous boards throughout the region.

Chief Hahn has demonstrated model leadership through several high-profile crises, all the while being focused on the vitality of the Sacramento community and the fidelity of the

police department to be at its professional best. He genuinely believes that by working in true partnership with the community, Sacramento will remain a great city in which to live, work and play."

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

Dan Hahn grew up in a neighborhood that was probably one of the most crime-ridden neighborhoods in Sacramento. The first street gang originated in his neighborhood when he was in junior high. Numerous friends went to prison or were killed, and he was arrested when he was 16. He witnessed his first homicide in front of his house when he was nine. So he's someone who grew up in a neighborhood that didn't care for the police too much. So he sees it both as a kid growing up and [then] as a police officer.

He had the opportunity to start a criminal justice academy at one of Sacramento's inner-city high schools--Grant High School--and he ran and taught that for three years, got a teaching credential and, as a police officer, taught this program where he was with kids every day.

As part of his implicit bias courses, he teaches the history of the United States all the way to the history of Sacramento and how its neighborhoods were created, the way they were and how racism and bias played its role into that because it's important that people know the truth about how things became the way they are. One of Hahn demonstrates how any Sacramento neighborhood--such as Oak Park, for example--became the way they are now. It wasn't always poor and somewhat dilapidated. It used to be thriving, was a wealthy neighborhood, but decisions made here and there - redlining, housing discrimination, freeway construction - changed this neighborhood and destroyed the vitality of that neighborhood.

Another example of his selflessness: A young African American security officer at the Crocker Art Museum wasn't sure what to do with her future, knowing she did not want to be a security officer forever. In a conversation with Dan Hahn, when he came to the Museum to give two lectures to docents on Implicit Bias, she agreed to attend American River College and begin her studies with his encouragement. This in the Fall of 2022 and she is still a student at ARC and I (Margot Bach) can get a testimonial from this person as to how Dan Hahn has changed her life in a positive way.

Nominator: Margot Shinnamon Bach

April 20, 2023

To the Nominating Committee Members
Distinguished Service Awards 2023

**Nomination of Daniel Hahn, Business Administration 1995
Distinguished Alumni Award 2023**

Please accept my nomination of Alumni Daniel Hahn for a Distinguished Alumni Award 2023. Mr. Hahn served as the Chief of Police for the City of Roseville and the City of Sacramento, the first African American in the role in both cities. He grew up in Sacramento and, by his own admission, was not destined for a life of peace officer, having been arrested at the age of 16.

He born into a biracial family and because of that, his mother's family could not accept him and he was put up for adoption. He was adopted by a white family and his adopted mother Mary (she was twice widowed) decided to move him and their family into the Oak Park neighborhood of Sacramento because Mary wanted her son to know and embrace others who looked like him.

Dan Hahn wasn't an exemplary child and was in and out of trouble as a youth. He eventually straightened up and graduated from high school and attended Sacramento City College. While at City College, he was persuaded to apply for the Sacramento Police Department. He was hired in 1987, and served in many roles over the next 23 years rising to the rank of Captain. He is a graduate of the FBI National Academy, Peace Officers Standards Training Command College, Sierra Health Foundation Leadership Program, American Leadership Forum, and Stanford University's Local Governance Summer Institute.

While serving on the Sacramento State Alumni Association Board of Directors, he was sworn in as the City of Roseville's Police Chief, where he served for six years. In 2017, he returned to his roots in Sacramento as its first African American Chief of Police. He retired in 2022.

Dan Hahn currently serves as an Adjunct Professor at Sacramento State University, teaching courses in history and implied bias. He is also the Dean of the Public Safety Center at American River College.

Throughout his professional life, his focus has always been on open dialogue and communication and involving community-based partners to look at new ideas, options, and alternatives. He is skilled in Crisis Management, Community Relations, Law Enforcement, Community Engagement, and Leadership. Facilitate classes on history and Implicit Bias. He is always willing to share his knowledge and expertise with community groups and organizations. He also volunteers his time and talent on many boards and organizations throughout our community.

Thank you in advance for considering my nomination of Daniel Hahn for the Distinguished Alumni Award in 2023.

Margot Shinnamon Bach

2023 Distinguished Alumni Award Nomination

Date submitted: 4/24/2023 4:15:39 PM

Nominee: Scott Robertson

Grad info: 1993 in business administration and a concentration in marketing and finance

Is the nominee aware of the nomination? Yes

Nominated for: Distinguished Service or Lifetime Achievement Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

The world would be a different place without Scott Robertson and his team. Scott is an exceptional Sacramento State Alumnus because of the dedication that he demonstrates to his community daily, especially his passion to ensure that students graduating Sacramento State are well equipped for the future.

While Scott Robertson moved around often growing up because of his father's career in the air force, Sacramento is where Scott calls home. When his father's final assignment at McClellan Air Force Base (1984) landed their family back in Sacramento, there was never any question in Scott's mind that he would make a permanent home in the area and attend Sacramento State. He graduated from Sacramento State in 1993 with a degree in business administration and a concentration in marketing and finance and has remained in the area ever since.

Scott loves to say that he didn't find banking, banking found him. He began his career as a teller at Wells Fargo while attending Sacramento State in 1992 and quickly accelerated to hold multiple senior leadership positions over his 22-year tenure with the bank. Prior to leaving Wells Fargo, Scott managed all retail bank operations in the greater Sacramento and surrounding areas, including 14 cities, four counties, 42 banking stores, and over \$3BB in assets. At Tri Counties Bank, he currently serves as Senior Vice President (SVP), Chief Community Banking Officer, where he oversees 70 branches in 27 counties, home mortgage, wealth management, direct banking and customer service, totaling almost 600 employees. Scott's leadership has played a major role in growing Tri Counties Bank from \$2.7 billion in assets in 2014 to nearly \$10 billion in assets in 2023.

Scott is leading the way for Tri Counties Bank to help Sacramento State provide free financial education information to current students. Currently, Scott is partnering with Sacramento State to launch a financial literacy program through the wellness center. He and his team will be meeting with and training wellness counselors (who are students looking to pursue a career in finance) on financial success, as well as hosting workshops for students to teach them about financial wellness. In addition, he is exploring internship options, so students can work and learn directly from bankers in Tri Counties Bank branches.

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

To say that Scott Robertson has a heart for the Sacramento community would be an understatement. In the nearly 40 years that he has lived in the greater Sacramento area, Scott has built deep, meaningful relationships with major non-profits and leaders to make a significant difference in the community.

Scott currently serves on three boards: Center for Fathers and Families (2005), California Musical Theater (2005) and The Salvation Army Sacramento Metro (2018). In his drive to see others succeed, he has found a calling to join boards that specifically support youth and those who are less fortunate, to bless them the way he has been blessed.

In Scott's 18-year tenure with the Center for Fathers and Families, he has served in all executive positions (included board president). He strives to help children who don't have a father at home and need a role model, or help fathers become the role model they want to be for their children. Due to his extraordinary service, the board presented him with the "Father of the Year" award, what Scott calls "one of the greatest honors of my life."

Scott's advocacy for The Salvation Army's mission led to Tri Counties Bank receiving the "Spirit of Caring" award in 2021 due to the more than \$500,000 donated to aid the nonprofit with disaster response, bolster existing programs, build a new community center in Chico, and more. Scott takes the Army's mission of "Doing the Most Good" to heart and he actively spearheads employee volunteer events with the Army year-round - including financial education workshops, food drives, toy distribution, and other acts of service.

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

As Chief Community Banking Officer, Scott embodies the phrase "community banking." He strives to lead the way with Tri Counties Bank's mission of "Service with Solutions" and advocates for a culture of caring and giving back to the community. This has been especially helpful as Tri Counties Bank has grown and purchased other banks, most recently Valley Republic Bank (VRB) - a community Bank in Bakersfield. Scott's devotion to serving the greater community assisted in smoothing the transition when VRB converted over to Tri Counties Bank because it assured VRB employees that they could continue in their passion with giving back to the greater community.

Scott Robertson has impacted thousands of lives through his service in the community, and he actively encourages all Tri Counties Bank employees to volunteer and give up their time and resources to make a positive difference in the greater Sacramento Area. With the Center for Fathers and Families, he has helped hundreds of men and thousands of children each year, through the MASTERS (Making After School Time Enriching, Rewarding & Successful) program and the "Daddy's Here" fatherhood support program. Through California Musical Theater and Broadway Sacramento, Scott has helped bring Broadway shows to young people who might never get a chance to see one, including low-to-moderate income and foster children.

Nominator: Jane Einhorn

Dear Jennifer Barber & Alumni Awards Nomination Committee,

It is with great honor that I nominate Scott Robertson for the Sacramento State's Distinguished Alumni Awards, in the category of Lifetime Achievement Award.

As Chief Community Banking Officer at Tri Counties Bank, Scott embodies the phrase "community banking." He advocates for a culture of caring and giving back to the community, both at the bank and in his personal life, which has resulted in exceptional career achievements, exceptional contributions to the campus and community, leading with high standards of excellence in his personal and professional life.

Scott is proud to boast Sacramento State as his alma mater and ensuring the successful future of Hornet graduates is a high priority for him. He is currently partnering with the wellness center to launch a financial literacy program that will provide free financial education information to current students. He and his team will be meeting with and training wellness counselors (who are students looking to pursue a career in finance) on financial success, as well as hosting workshops for students to teach them about financial wellness. In addition, he is exploring internship options, so students can work and learn directly from bankers in Tri Counties Bank branches.

To say that Scott Robertson has a heart for the Sacramento community would be an understatement. He has built deep, meaningful relationships with major non-profits and leaders in his nearly 40 years residing in the community. This has resulted in helping hundreds of men and thousands of children each year through Center for Fathers and Families, serving the needs of low-to-moderate income families through The Salvation Army, and bringing the arts to low-income children and foster youth through California Musical Theater and Broadway Sacramento.

Scott's commitment to the greater Sacramento community has resulted in multiple awards for his service. The Center for Fathers and Families presented him with the "Father of the Year Award" for his extraordinary service as mentor for fathers who want to become a better role model for their children. He was also presented the "Spirit of Giving Award" (alongside Tri Counties Bank) in 2021 by The Salvation Army due to the more than \$500,000 donated to aid the nonprofit with disaster response, bolster existing programs, and more.

The best attribute about Scott is his humility and humble nature – you will never hear him brag about his achievements. He is driven to see others succeed and feels called to help them along in their journey. He is a shining role model for Tri Counties Bank employees, who actively volunteer and give up their time and resources to make a positive difference in the greater Sacramento Area.

It is for these reasons and more that Scott Robertson should receive the Lifetime Achievement Award from Sacramento State in 2023.

Stingers up!

Jane Einhorn
JE Communications
JaneEinhorn@gmail.com
(916) 792-0025

RISING STAR AWARD

2023 Distinguished Alumni Award Nomination

Date submitted: 4/28/2023 8:48:24 AM (NOTE: She was nominated two times.)

Nominee: Elizabeth Gabler

Grad info: Class of 2019. BS Physics

Is the nominee aware of the nomination? No

Nominated for: Rising Star Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

Elizabeth has continued to be active on the Sac State campus since graduation in 2019. She continues to work in the Sac State Planetarium as a volunteer every Halloween season, hosting her extremely popular Harry Potter planetarium show. This is one of the most popular shows the Planetarium puts on and draws hundreds of Harry Potter and astronomy fans, both young and old, to Sac State every year. Featured here: <https://www.csus.edu/news/made/stories/2022/10/elizabeth-gabler.html>

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

Elizabeth volunteers at the Sac State Planetarium, hosting the Harry Potter planetarium show she created for us every Halloween season to sold out crowds. She also volunteers as a docent at the Community Observatory in Cameron Park, sharing her enthusiasm for astronomy at open viewing sessions for the general public.

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

The biggest positive and lasting impact of Elizabeth's activities has been as a role model for young girls in science. Through her volunteer activities as at the Planetarium and at the Community Observatory, and through sharing her experience with NASA's DART mission in television interviews, Elizabeth is living evidence that women can thrive in traditionally male-dominated fields like Physics.

<https://www.kcra.com/article/elizabeth-gabler-mars-generation-24-under-24-list/34286289>

<https://www.mt democrat.com/prospecting/local-former-student-receives-worldwide-award/>

Nominator: Lisa Hammersley

April 28, 2023

To the Alumni Association,

It is my great pleasure to nominate Elizabeth Gabler for the Alumni Association Rising Star Award. Elizabeth is a former Physics major who graduated from Sac State in 2019. Before arriving at Sac State, and during her time on our campus, she has been heavily involved in public outreach relating to astronomy. She volunteered for many years at the Community Observatory in Cameron Park hosting public observing sessions under the dark skies in the foothills.

At Sac State she was a member of the Society of Physics Students and continued her outreach activities with that club, participating especially in our solar observing sessions for the campus community. She also worked as a field trip host in the Sac State Planetarium, where she hosted many K12 students for STEM fieldtrips. In this role she created her very popular Harry Potter Planetarium show, hosting it for both the campus community and the general public. Even after graduating, she returns to campus every year around Halloween, volunteering to continue to host this one-of-a-kind show for the Sacramento community. Without question Elizabeth's Harry Potters show are some of the most popular events at the Planetarium, having completely sold out every one of the 20 showings she has hosted. Guests often come dressed as their favorite Harry Potter characters when they attend.

As a student, Elizabeth was an intern at Aerojet, eventually taking a full-time position with the Double Asteroid Redirection Test (DART) team, becoming the youngest member of the team tasked with initial development of a system to protect the Earth from collisions with asteroids. When the DART spacecraft crashed into an asteroid in September 2022, Elizabeth played the role of unofficial mission spokesperson to the Sacramento community, appearing on KCRA 3 news to share her enthusiasm for space science with the general public.

After graduating from Sac State with a degree in Physics in 2019, she has kept active in space exploration, having worked at the McClellan Nuclear Research Center, where she has used neutron radiography to inspect spacecraft parts for the upcoming Artemis mission to the Moon.

Elizabeth's contributions have been both in the area of space science and in public outreach. She is dedicated to her work in both these areas and is an excellent candidate for the Rising Star Award.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Hammersley', followed by a horizontal line.

Lisa Hammersley, Dean
College of Natural Sciences & Mathematics

2023 Distinguished Alumni Award Nomination

Nominee: Elizabeth Gabler (Second submission)

Grad info: Graduated Fall 2019 - Applied Physics with an Astronomy minor

Is the nominee aware of the nomination? No

Nominated for: Rising Star Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

Elizabeth has given countless hours to advance the awareness and impact of astronomy at CSUS. As a student, Elizabeth worked as an Outreach Coordinator at the CSUS Society of Physics Students, where she helped run the new CSUS planetarium, putting on shows for the public and managing four field trips a week for grade school students. In addition, she volunteered in the physics tutoring center, worked the Expanding Your Horizons Conference for sixth-grade girls 2018 and 2019 and served as Master of Ceremony for the Ernest Tschannen science building grand opening. While attending CSUS, Elizabeth was Lead Docent at the world-class Community Observatory in Placerville, CA, where the public can visit to tour the night sky or attend events that include guest speaker from NASA.

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

Since 2012, Elizabeth has volunteered as a docent and solar docent at the Community Observatory. She has worked a lot of smaller STEM outreach events, the Launchpad at the California Capital Airshow 2014-2018, and the Girls STEM Expo for the 2021 California Capitol Airshow. She attended the airshow as a STEM mentor, had lunch with approximately 300 girls, and worked a Saturday Airshow tour speaking with mostly high school girls about career options.

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

Elizabeth truly enjoys educating the public on astronomy, as she believes aerospace can inspire anyone, anywhere in the world. Her work at the Community Observatory over the years has impacted thousands of visitors of all ages, as she taught them about all of the elements we can experience in the sky. Elizabeth worked as an Outreach Coordinator at the CSUS Society of Physics Students, where she helped run the new CSUS planetarium, putting on shows for the public and managing four field trips a week for grade school students.

Nominator: Dina Gentry

April 12, 2023

Dina Gentry
Communications Director
El Dorado County Office of Education
SSAA Board Member

Dear Selection Committee,

I am writing to nominate Elizabeth Gabler '19 for the Distinguished Alumni Rising Star Award. She is passionate about astronomy, which is demonstrated in her personal and professional life. She achieved her degree from Sacramento State in Applied Physics along with a minor in Astronomy.

Growing up, Elizabeth became interested in space when her high school science class was visited by a docent from the area's world-class Community Observatory. She was fascinated and quickly became a volunteer at the Observatory. For Elizabeth, volunteering at the Community Observatory was what helped shape her career path around the aerospace industry. She then attended Sacramento State and achieved her degree in Applied Physics with an Astronomy minor. Her studies led her to an internship at Aerojet Rocketdyne during her sophomore year, where she hosted many STEM events and became the youngest member of NASA's DART (Double Asteroid Redirection Test) team. Additionally, Elizabeth has worked as an Outreach Coordinator for the Sacramento State Society of Physics Students, where she helped run the new CSUS planetarium, put on shows for the public, and managed four field trips per week for grade school students.

Elizabeth truly enjoys educating the public on astronomy, as she believes aerospace can inspire anyone, anywhere in the world. After graduating from Sacramento State, she accepted the position of Research and Development Engineer at McClellan Nuclear Research Center, administered by the University of California, Davis. Elizabeth's long-term goal is to work with NASA, and to make a difference in inspiring the next generation of space explorers. She has expressed, "The space industry has become a large field after the moon landing and the desire to go to Mars. There is a wide variety of well-paying job opportunities for individuals who like to discover new things."

Elizabeth was also named one of The Mars Generation's 24 Under 24 Leaders and Innovators in STEAM and Space Award recipients. This is a worldwide, annual program that recognizes young people making an incredible impact and effecting change in the world through science, technology, engineering, arts, mathematics (STEAM) and/or space. The Mars Generation is a one-of-a-kind nonprofit organization founded in 2015 by then-18-year-old Abigail Harrison, known to many as Astronaut Abby. At 13 years old, Abby was embraced by the space community as a leader of her generation, the Mars generation.

Elizabeth currently works as a Level II Neutron Radiographer, a Nuclear Reactor Operator trainee, and she administers the STEM outreach program at McClellan Nuclear Research Center. Her team works to provide necessary, non-destructive testing services to NASA, department of defense, and SpaceX.

I wholeheartedly nominate Elizabeth for this award. If you have any questions, please do not hesitate to contact me at (530) 457-7597. Elizabeth is truly a rising star!

Sincerely,

Dina Gentry

HONORARY ALUMNUS/A AWARD

2022 Distinguished Alumni Award Nomination

Date submitted: 4/11/2022 8:13:37 AM (Deferred to 2023 due to honoree availability)

Nominee: Robert Olsen

Grad info: N/A

Is the nominee aware of the nomination? No

Nominated for: Honorary Alumnus/na Award

Question 1: What makes your nominee an exceptional Sacramento State alumnus/na or friend of the University?

Bob has dedicated nearly two decades to the success of Sac State through his involvement in developing, improving and supporting the Construction Management program. Bob's efforts include serving as an industry advisor, mentoring students, and most notably working on accreditation for the Construction Management program. Bob developed personal relationships with Students and faculty and demonstrates a deep connection with the Sac State family and the success of the university

Question 2: What is your nominee's community involvement? Please list affiliations, volunteer work and activities beyond the normal scope of his or her work.

Aside from Bob's work in the construction industry, Bob has served on the Board of Directors for Pride Industries for many years. With Bob's leadership the organization has grown significantly. (Please refer to attached Pride Industries annual reports and supporting letter from Jeff Dern, CEO of Pride Industries)

Question 3: What is the lasting and positive impact of your nominee's contributions and who has been affected by his or her efforts?

There are two major continued impacts that are difficult to quantify. One is the continued growth in both number of students and the University's reputation as a model Construction Management program. The other is the numerous lives improved through the mission and employment that Pride Industries provides and supports. Our community is richer because of the inclusion of these individuals.

—○ JODY L. BUSSEY ○—
CLASS OF 2009
CONSTRUCTION MANAGEMENT ALUMNI CHAPTER

April 5, 2022

Dear Selection Committee:

I would like to nominate Bob Olsen for the Distinguished Alumni Honorary Alumnus Award.

I enrolled in the Construction Management program in Fall of 2006. At that time Bob was president of the Sacramento Construction Management Education Foundations (SCMEF), an industry advisory board that from a student's perspective was focused on mentoring and engaging the construction management students.

During my time as a student, Bob was the resident Master of Ceremonies at numerous industry hosted events, but Bob was not just the person standing at the podium. Bob was getting to know each student individually. One of my fondest memories of Bob was during an Evening with Industry reception, he stopped mid conversation to greet me and brag to the person he had been speaking to that I had 3 children and was enrolled in the vigorous program. As a re-entering student this enthusiastic support had a lasting impact on my sense of belonging in the program and inspired me to continue to stay involved with the program after my graduation. Many students were impacted by Bob's warmth and encouragement.

As time passed, I learned that Bob was deeply involved in assisting with the accreditation process for the Construction Management program. Bob's community building efforts were not limited to Sac State. Bob mentioned in conversation one day was Chairman of the Board at Pride Industries, a company devoted to creating jobs for people with disabilities. It was clear that he took great joy in this role. I could not fully detail Bob's efforts so I reached out to Mikael Anderson, Department Chair, Construction Management Department, and Jeff Dern ('98), President, Pride Industries, who both graciously provided letters.

It is difficult to quantify the full extent of Bob's contributions and the lasting effects of his efforts upon both the Sac State and Greater Sacramento communities. Bob frequently expressed his genuine love for Sac State and its students, noting he truly wished he was Sac State Alumni. He is truly one of our own in spirit and in deed. I hope you will take the opportunity to formally recognize Bob as an Honorary Alumni of Sac State.

Sincerely,



Jody Bussey

April 5, 2022

Dear Selection Committee:

I can think of no better person for this year's honorary alumni award than Bob Olsen. His impact on PRIDE Industries mission to create jobs for people with disabilities has been immeasurable, as demonstrated by PRIDE's success during Bob's time as our Board of Directors Chairperson:

When Bob joined PRIDE Industries' Board of Directors in 1992, PRIDE's annual revenues totaled \$11 million dollars and we employed 706 people with disabilities. As of our fiscal year end June 2021, 29 years later, our annual revenue was \$370 million dollars with 3,600 employees with disabilities employed. Bob's support and leadership as PRIDE's Board Chairman helped to grow PRIDE into the company we are today. Bob has always jumped at the chance to talk to our employees. Whether that be locally, or at one of our many sites throughout the country, Bob engages with them and always makes each employee feel valued and appreciated.

For me personally, Bob has been a mentor and friend. He shares his knowledge and experience of business generously, with a sincere heart to help others. With Bob, he will always make you smile and laugh with his witty and light-hearted sense of humor. He knows that to help someone, it's important to speak to their heart and mind. I have personally experienced Bob in this way as a recipient of his mentorship at PRIDE Industries. With the passing of PRIDE's longtime CEO Michael Ziegler in May 2020, Bob has provided me with invaluable support and steady encouragement during this past year of great change.

I can attest to Bob's deep sense of purpose to better our community. Bob's long history of service and impact in our community, love of helping others and the integrity he operates in make him a perfect candidate to receive this award.

If there is any other information that the selection committee would find helpful, please do not hesitate to contact me.

Yours truly,



Jeff Dern
President / Chief Executive Officer



CALIFORNIA STATE UNIVERSITY, SACRAMENTO
Department of Construction Management

MEMORANDUM

April 4, 2022

Jennifer Barber, Assistant Vice President
Sacramento State Alumni Association
California State University, Sacramento

SUBJECT: Honorary Distinguished Alumni Nomination – **Robert Olsen**

Mrs. Barber,

On behalf of the Department of Construction Management, as Department Chair, I am nominating Mr. Robert "Bob" Olsen for the Distinguished Alumni Award in the category of Honorary Alumni. I have known Bob since I began teaching full-time in the fall 2003 semester. For a long time, I had assumed Bob was an alumni of our Construction Management program due to his level of engagement with our faculty, staff, students, and administration. I got to know Bob much more clearly after I became Department Chair in 2009. It was during the moment that I was made aware that Bob was not an alumni, but more of a very generous person with his time to our CM program. To me, this realization was even more humbling.

I learned very early in my professional relationship with Bob on how well respected he was amongst the construction industry. As co-founders to two very successful companies early in his career, Bob brought invaluable industry and business experience to our department. He hired our graduates on a regular basis and employed interns from our program throughout the school year. When I got hired by Sacramento State fulltime in 2003, the program was experiencing some challenges under the current leadership. Bob was part of a small group of local industry leaders that served on our industry advisory council, which at the time was more of a committee that the CM program coordinator reported to each semester. With dwindling enrollment and graduation numbers as low as 8 students in 2003, these industry leaders had to make a decision on whether or not to continue supporting the CM program. Bob and his colleagues treated this situation like they do their business, by doing their own legwork to determine if the CM program was still viable. They compared our CM program to the other CM programs in the California State University system, in terms of rigor of the curriculum, college support, students, faculty, job placement, etc. Bob and his colleagues made the conclusion that the CM program at Sacramento State was worth salvaging, and they decided they would reinvent what the role of an

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industry advisory board should be defined as moving forward. They wanted to establish a board comprised of high level associates in the construction industry, such business owners, CEOs, project executives, and others that are decision makers in their companies. Bob and 9 other local industry leaders established a non-profit entity in the fall of 2004 called the Sacramento Construction Management Education Foundation (SCMEF) with a mission, vision, and a set of goals for the next 10 years. The SCMEF model was supported by our university president as an outside organization raising funds and engaging industry with the CM program. The rest is history, as SCMEF has thrived for nearly 18 years now. The SCMEF organization reached all their original goals by 2014, and the original 10 founders were awarded the highest honor at the university by President Gonzalez called the President's Medal Award. The SCMEF board continues to grow and remain very active to this day, arguably the most active CM industry advisory board in the country. They have helped increase visibility, provide mentoring for students, raise hundreds of thousands of dollars each year, increase our number of annual graduates from 8 in 2003 to over 60 in 2021, market our program, hire our graduates (100% placement for over 10 years), host events and awards receptions, and many more activities each year. Although Bob no longer is active on our board, his legacy continues with the vice president of his company serving as a board member with SCMEF.

Bob is known to our program and the industry as the "ice breaker." We have two industry sponsored events each year, a fall welcome event and a spring awards reception. These events are attended by students, staff, faculty, administration, industry and other program sponsors. With such a diversity of attendees, many not knowing each other, one of the objectives is for these students to socially interact with industry, faculty, and the University president, provost and dean at the event. These events can be awkward at first for students, but Bob was always tasked with opening remarks. Bob was great at opening remarks by breaking the ice in the room with one of his joke, but he also has that personality that gets people excited about the program as he is a great public speaker. There were a couple times over the years when Bob could not make the event, and the vibe was definitely off in the room. People expected him to break the ice, it became our tradition. Another example that comes to mind to describe Bob's personality is when he serves on the SCMEF scholarship committee. Bob's company built the minor league baseball arena in West Sacramento, formerly called Raley Field for the Sacramento River Cats. During these scholarship interviews with students, a favorite amongst SCMEF board members by the way, Bob would ask a question to throw off the students from the usual scholarship questions to make the interview more fun (aka break the ice). Bob would ask the students how many square feet of sod (lawn) was needed to build Raley Field. Students would think for a bit, do some calculations in their head, and come up with crazy ballpark numbers. Once in a while they would get close, but often they were way low and way high. It was fun for the students and the SCMEF scholarship committee.

My most recent interactions with Bob over the past 13 years as department chair are on the level of accreditation. Our program is accredited with the American Council for Construction Accreditation (ACCE), comprised of volunteers from academia and industry. Bob has served as the industry representative for our program during this time. Bob participates in our mid-year ACCE meetings over

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several days in February, held at different locations across the country each year. The mid-year meeting begins with a day-long meeting of industry advisory board representatives from over 100 universities accredited in the nation. Bob has served on panels for these meetings, he is very engaging sharing best practices on success SCMEF has had with our program, and he has much to offer the others in the meeting with his experience running two very successful construction companies. Additionally, Bob has been trained to be the industry representative for visiting teams to other universities for reaccreditation. I am able to travel with Bob to the mid-year meetings, and we have gotten to know each other pretty well during these meetings. Bob has volunteered on several accreditation visiting teams over the year, which requires an extensive amount of work prior to the visit, as well as 4 days physically at the university being reaccredited, and followed by writing a formal visiting team report. One of the biggest challenges faced by ACCE is engaging industry representatives across the country. When Bob first started over 13 years ago with ACCE, he would count how many people at the meetings were academia and how many were industry. I recall it being about 15% industry and 85% academia. Over the years as momentum grew with industry support at ACCE, the ratio shifted to closer to 40% industry at the meetings something Bob was proud to promote. Lead by example, this is Bob's way.

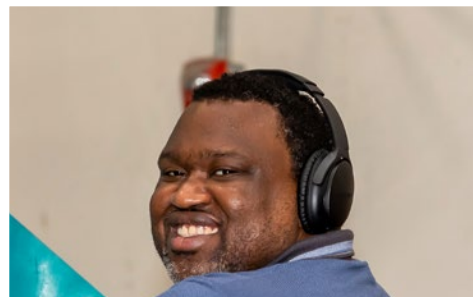
Another example of Bob's commitment to our program over the years takes place at the annual region 7 student competitions, held in Sparks, Nevada by the Associated Schools of Construction. Bob graduated from construction management at Oregon State. We compete in our region against Oregon State, and I remember the first time we beat Oregon State at a competition of how proud Bob was of the school he has dedicated so many years of support winning out his alma mater. It became a thing over the years, for him to have a healthy banter with his friends at Oregon State when we lost or won in competitions. Bob is very deserving of this Honorary Award as a Distinguished Alumni at Sacramento State, and without reservation I recommend him for this nomination.

Sincerely,

Professor Mikael J. Anderson, PE, Chair
Department of Construction Management
College of Engineering & Computer Science
(916) 217-0023, email: mikael@csus.edu



PRIDE
INDUSTRIES



ANNUAL REPORT 2020

CHANGING PERCEPTIONS, ONE JOB AT A TIME

For millions of people with disabilities, finding a job is no easy task. Today, 70% of working-age Americans with disabilities are unemployed. It's a reality that leaves many people unable to live up to their full potential. But it doesn't have to be this way.

At PRIDE, we create jobs through our businesses and amazing customer focus, and we empower our employees with disabilities with innovative, industry-leading support services.

With over five decades of innovation and proven results, we've learned a fundamental truth: Breaking down barriers to employment through the dignity of a paycheck is a winning formula for all of us. And it's a formula that any organization can model to include people with disabilities in the workforce.



OUR MISSION

For 54 years, we have made substantial progress on the journey started by a small group of parents in the basement of St. Luke's Episcopal Church in Auburn, CA, determined to create employment opportunities for their adult children with disabilities.

Those pioneering parents could not have imagined their vision would grow into an organization that is the leading employer of people with disabilities in the world today.

And with your help, our mission continues to change the lives of so many.

Honorary Alum Award



2020 AT A GLANCE



TOTAL REVENUE



NET ASSETS



MISSION-DRIVEN RESILIENCE – A POWERFUL COMBINATION

A LETTER FROM BOB AND JEFF

PRIDE Industries was founded in the basement of St. Luke's Church in Auburn, California, in 1966 with the sole purpose of creating jobs for people with disabilities. Since our humble beginnings, we have ignited hope for thousands of individuals nationwide through access to meaningful jobs and increased independence. Today, PRIDE is the leading employer of people with disabilities in America.

Our fiscal year 2019-2020 was a momentous year for PRIDE. We achieved a net profit of \$3.7 million on total revenues of \$340 million. Our most important measure of success, our mission, employs 5,432 total team members, including 3,202 team members with disabilities.

This year tested our resilience after the loss of our beloved CEO of 37 years, Michael "Zig" Ziegler. Zig inspired us with his entrepreneurial spirit, zany personality, and love of people. His exemplary focus on PRIDE's mission and customer relationships reverberate throughout our company – this is our true north. We carry on Zig's legacy with our BHAG (Big Hairy Audacious Goal) to create 100,000 jobs for people with disabilities.

PRIDE's resilience is also demonstrated through our response to the pandemic. We stood firm in our commitments to our customers, adapting our service models with rigorous COVID-19 safety protocols. We expanded our environmental services with our nontoxic, hospital-grade cleaning and disinfectant solutions. We partnered with the California Medical Association to package and distribute millions of pieces of personal protective equipment to thousands of medical clinics throughout California. And we provided daily online training and support services to our team members with developmental disabilities.

This year, PRIDE launched Inclusive Talent Solutions (ITS), our service that matches employers with the talents of people with disabilities and other barriers to employment. At the heart of ITS is PRIDE's proprietary training and employment services model honed over 50+ years of creating access to jobs for thousands of people across the country. As the world embraces socially responsible business practices known as Environmental, Social and Governance (ESG), companies committed to ESG are capturing the attention of consumers, investors, and employees. We're proud to offer ITS to boost our customers' socially responsible employment practices and business results.

We are investing in our future growth in all our lines of business. People are our most important resource. We are dedicated to growing leaders from within the company and attracting new talent to drive our growth. We are investing in systems and technology that are secure and agile to support scalable growth in our operational programs. We will stay focused on our social mission of job creation while delivering the highest quality products and services for our customers and remaining competitive in the global marketplace.

PRIDE's success is owed to the cumulative impact of our many partners — customers, employees, Board members, donors, and supporters. PRIDE truly is a community effort. Thank you for your faith in the power of PRIDE's mission. We hope this annual report serves as a testament to all that we will continue to achieve together!



Bob Olsen
Chairman



Jeff Dern
CEO & President
Page: 80

A handwritten signature in black ink, appearing to read "Jeff Dern".

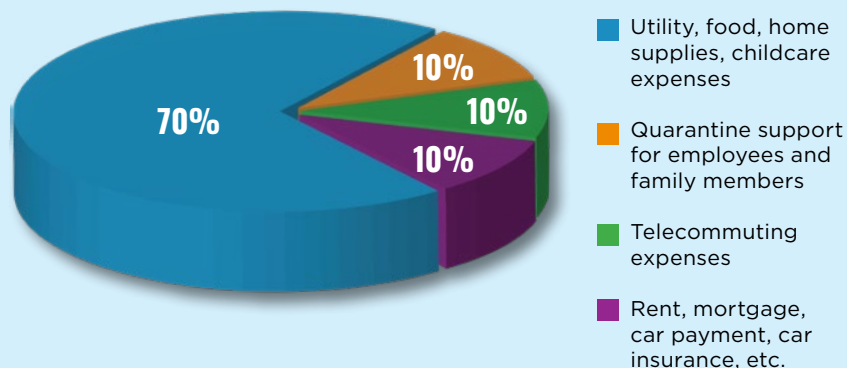
A handwritten signature in black ink, appearing to read "Bob Olsen".

THE MICHAEL ZIEGLER PRIDE INDUSTRIES FOUNDATION

PRIDE's Foundation funds vocational training, job coaching, internships, job support technology, and accommodations so that individuals of all abilities can realize their true potential, become self-sufficient, and contribute to their communities.

Earlier this year, the Foundation was officially renamed The Michael Ziegler PRIDE Industries Foundation in honor of Michael "Zig" Ziegler, PRIDE Industries' CEO for 37 years. Zig passed in May 2020, after dedicating his life to creating jobs for people with disabilities and barriers to employment, including veterans, former foster youth, and trafficking survivors.

COVID-19 Disaster Relief Funds



Highlights

95 employees received COVID-19 disaster relief funds.

Like the rest of the country, COVID-19 presented challenges to our organization and impacted many of our employees. PRIDE's Foundation acted immediately by shifting its focus and raising \$55,000 in community funds to provide emergency assistance.

50 at-risk foster youth received paid internships.

PRIDE partnered with 3Strands Global Foundation (3SGF) to provide workforce development training to 50 youth ages 18-24 as part of 3SGF's goal to protect at-risk individuals from exploitation through meaningful employment. PRIDE Job Developers worked with each individual to complete a needs assessment, career exploration/interest assessment, and develop specific goals toward advanced education, trade skill training, or employment.

PRIDE is grateful to the many community employers that partner with PRIDE, providing internships and job opportunities. Grant funds provided survivors of human trafficking with 90-250 hours of internship experience paid at a minimum wage.

27,060 hours of employment support.

Through our community employment programs, PRIDE partners with businesses to build a reliable workforce that adds value to the community and creates meaningful jobs for people with disabilities.

Our services support people with disabilities to overcome employment barriers and develop the skills they need to lead more independent lives. Donated funds provide assistive technologies, transportation, internships, training, job coaches, and other essential job accommodations. Together with our network of community employers, we create sustainable employment outcomes that change lives.

Community Partners Include:



Honorary Alum Award

THANK YOU DONORS

We would like to thank our funders whose investments advanced our mission of creating jobs for people with disabilities.

Endowments

Ethan Allen Herr Memorial Endowment Fund
Placer Community Foundation
Power of Purpose Fund

Foundation

Our Little Light Foundation
Sacramento Region Community Foundation
Ticket to Dream Foundation
United Auburn Indian Community (UAIC)

Corporate

GAP Inc.
Kelly Foundation
Teichert
Union Bank
U.S. Bank
Wells Fargo

Major Donors (\$10,000+):

Anonymous
Eric and Kate Stille

And a special thanks to all those who contributed in memory of Michael Ziegler

Total Amount Raised:

\$692,127



PRIDE Industries ranked 14 out of 615 nonprofits that participated in Big Day of Giving 2020 with contributions totaling \$101,186.

1

IDENTIFY

PRIDE sources qualified applicants.

2

TRAIN

Proprietary programs assess skills, providing workforce training for employment success.

3

SUPPORT

Ongoing coaching and job training ensuring long-term career success.

4

EDUCATE

Customer workforce planning, company training, and regulatory compliance assistance.

A NEW PATH TO EXPAND OPPORTUNITY: INCLUSIVE TALENT SOLUTIONS

PRIDE is now leveraging its 50+ years of expertise, employing thousands of people with disabilities, to help companies build inclusive workforces.

PRIDE is dedicated to shifting the paradigm about the value people with disabilities bring to a high-performance workforce. Studies show what we've always known—employees with disabilities have high retention rates, low absenteeism, and contribute to a positive workplace culture.

It's no surprise that company leaders are now open to an inclusive workforce, and PRIDE's performance excellence and continuous growth are proof that an inclusive workforce employment model works. To show others how to create a workplace where people of all abilities can thrive, PRIDE is pleased to launch Inclusive Talent Solutions (ITS), which leverages our decades of experience in inclusive hiring.

ITS recruits, trains, and provides ongoing coaching for people with disabilities at our partner companies.

We make it easy for businesses to create an inclusive workforce and decrease employment barriers faced by people with disabilities - offering workforce planning, internal training tools, and regulatory compliance support.

PRIDE is now leveraging its 50+ years of expertise, employing thousands of people with disabilities, to help companies build inclusive workforces.

The idea grew out of PRIDE's inclusion in Amazon's Alternative Workforce Staffing program in 2017. Since then, we've trained and coached hundreds of Amazon employees with diverse abilities throughout California. Amazon expanded our contract in 2020 to include Amazon sites in Nevada.

ITS has unlimited potential to help companies expand their talent pool to employees of all abilities. It is critical to achieving our Big Hairy Audacious Goal of creating 100,000 jobs for people with disabilities.

2019-2020 FISCAL YEAR HIGHLIGHTS



Gutterglove

AUGUST

Supported employment group contracts began at Gutterglove & SF Bay Coffee.

OCTOBER

Awarded Berkeley, CA Custodial & Environmental Services contract, maintaining 512k sq. ft. at 33 locations.



JANUARY

Expanded our partnership with Intermotive Inc., providing electronic manufacturing for their new ADA Talking Bus system.

MARCH

Developed digital programs and resources to stay connected to our team members with disabilities who could not physically be in our offices due to COVID-19.



MARCH

71 PRIDE employees loaded 151 pallets of food, unpacked pallets, and stocked supplies on the United States Naval Ship Mercy hospital ship, deployed to provide medical resources during the pandemic.

AVANOS

APRIL

Avanos expanded its contract with PRIDE Electronics to manufacture their new Med4 Elite Class II medical devices.

2019

JULY

Launched PRIDE's new service offering, Inclusive Talent Solutions (ITS).

OCTOBER

PRIDE's team in Honolulu, HI, partners with the VA's Homeless Veterans Employment Services to host monthly job fairs for veterans.



JANUARY

Launched Personal Care Aide Pilot program for people with disabilities to earn certification to work with senior citizens.

JANUARY

PRIDE's Electronics team hosted a tour for visitors from the Hong Kong Electronic Industries Association, Hong Kong Polytechnic University, and AML Comtech International Limited.



MARCH

Commissioned by LA Air Force Base to repair a gas station and bring its operation up to code. After years of non-compliance, PRIDE's hard work resulted in zero findings during the inspection.



APRIL

The PRIDE Facilities team at Fort Polk, LA installed a crucial temporary emergency generator, eliminating power interruptions at their medical facilities treating COVID-19 patients.

Click on each story to read more!



MAY

Our Outsourced Workforce team contracted with the new Hard Rock Hotel & Casino Sacramento at Fire Mountain, providing cleaning and decontamination services.



MAY

PRIDE was awarded a contract from Lawrence Livermore National Laboratories (LLNL) to manufacture cables and printed circuit board assemblies.



MAY

BrilliantPad/Chicago PPE petitioned PRIDE for the warehousing and shipping of over 2 million protective masks across the nation.



JUNE

PRIDE was thrilled to be part of the first private rocket launch at Cape Canaveral. Our employees have maintained more than 2,600 acres on the Cape Canaveral Air Force Station grounds for over a decade.

Honorary Alum Award



JUNE

PRIDE announced it will combine operations with Crossroads Diversified Services.

2020

APRIL

PRIDE manufactured thousands of reusable face shields for our employees in the field and Federal customers across the country.



MAY

Deployed PRIDE's enhanced Coronavirus Cleaning and Disinfection services at clinical, government, and commercial locations.



MAY

TAGCarts partnered with PRIDE to assemble and ship hundreds of their single-use medical "HEROCarts" to areas highly impacted by COVID-19, including Los Angeles County, CA & the Navajo Nation Indian Reservations in AZ and NM.



JUNE

Awarded the distinguished CIMS-GB certification with honors for PRIDE's commitment to sustainable cleaning practices.



JUNE

PRIDE joined forces with the California State Council on Developmental Disabilities to distribute more than 1 million pieces of lifesaving PPE to facilities serving people with disabilities across Northern CA.



LEADERSHIP

BOARD OF DIRECTORS

Bob Olsen, Chair ^{1, 4}

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Retired Chairman / CEO

Judson Riggs, Vice-Chair ^{1, 2, 5}

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Mike Snegg, Treasurer ^{1, 2, 4, 5}

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Sandy Smoley, Secretary ^{1, 6}

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Larry Welch,

Member-at-Large ^{1, 3}

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President of Indirect Procurement

Walt Payne ^{3, 4}

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President/CEO

Ed Bonner ⁶

Placer County Sheriff, Retired

Rob Lynch ⁴

VSP Global, President/CEO

Ronald J. Mittelstaedt ³

Waste Connections, Inc.,
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Rick Maya ²

U.S. Bank, Mortgage Sales Manager

Dorene Dominguez ^{3, 5}

Vanir Group of Companies, Chairman

Jim Barone ^{1, 2}

Senior Executive Service, U.S.
Air Force, Retired Past Chair,
SourceAmerica Board of Directors

H. Rao Unnava ^{3, 6}

Dean and Professor at UC Davis
Graduate School of Management

Dawn Clayton ⁵

General Manager,
Thunder Valley Casino Resort

- COMMITTEES -

1. Executive 2. Finance 3. Audit 4. Compensation 5. Real Estate 6. Personnel

EXECUTIVE TEAM

Jeff Dern ^{1, 2, 5, 6}

President/CEO

Leah Burdick

Chief Growth Officer

Alan McMillan

Chief Information Officer

Vic Wursten

Chief Rehabilitation Officer

Casey Blake

Chief Operating Officer

Everett Crane

Chief Financial Officer

Tina Oliveira

Chief Human Resources Officer

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Wealth Management

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Community Colleges

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Edward J. Quinn

Partner, Best Best & Krieger

Nadder Mirsepassi

Assistant Treasurer, Sutter Health

Louis A. Vismara M.D.

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