The mission of University Communications is to raise awareness and build a positive perception of Sacramento State with local, regional, state, and national audiences through news, stories and visuals, while boosting campus and community pride.

With the anxiety and uncertainty of the COVID-19 pandemic, the need to foster familiarity and maintain trust with all of the University’s audiences was clear.

The following highlights several of the ways University Communications accomplished this in 2021.
In the News

Little-known gems among Sac State’s eye-catching landmarks offer plenty of reasons to visit

Sac State’s campus is a garden spot in the capital. Along with the high-profile Guy West Bridge and the Planetarium, it boasts many other lesser-known but significant points of interest. (Published 12/16/21)

Path leading to where monkeys roam was set early for Sac State Anthropology professor

Clara Scarry roams the forests of Argentina to study the behaviors of capuchin monkeys. Now she is bringing students into the fold in a powerful example of educational collaboration and creativity. (Published 1/10/22)

Sac State celebrates 25 years of students giving back to their community

Through the Community Engagement Center, thousands of Hornets annually give their time and efforts to support and advance the missions of local nonprofits and other agencies. (Published 10/12/21)

Top Viewed Stories

1 CSU, UC to require COVID-19 vaccinations for people returning to campuses in the fall (3,074 views)

2 Ceremony marks addition of Hornet Commons to Sac State student-housing options (2,529 views)

3 “CARmencement” salutes 2020, 2021 graduates with unconventional and joyous celebration (2,071 views)

4 Sac State prepares to safely welcome the Hornet Family back to campus (2,050 views)

5 Top students of 2021 honored with Deans’ Awards and President’s Medal (2,020 views)

csus.edu/news/newsroom
Signature Projects

Sac State Magazine
The Spring 2021 edition of Sac State Magazine became a significant vehicle for telling the public about On The Rise: The Campaign for Sacramento State. Production and publication were undertaken and completed through broad collaboration between University Communications and Advancement, resulting in content that reflects the best of the University and the community’s support for students and important programs.

Mailed to 27,352 homes

csus.edu/news/magazine

Unified News Platform
In collaboration with Information Resources & Technology, an updated version of the newsroom pages and enhanced search capabilities were developed. This presentation of news stories, magazine stories, Made at Sac State features, and the Beyond J podcast allows great content to be more easily found and cross-promoted.

csus.edu/news/newsroom
COVID-19 Communications
It was critical to keep the campus community updated during the lockdown. One way was through a set of web pages linked from the University’s home page, which were updated regularly with news and information, images, and FAQs. When appropriate, the University Communications team also produced stories and videos and worked with the media to share important news with the greater Sacramento region.

60,258 page views
[csus.edu/return-to-campus](csus.edu/return-to-campus)

Beyond J Podcast
Beyond J is a podcast that highlights Sacramento State’s connections to our region through the personal stories of people connected to the University. It can be enjoyed on most major podcast platforms, including: Anchor.fm, Apple, Google, and Spotify.

640 page views
20,366 social media impressions | 181 engagements
[csus.edu/news/beyondj](csus.edu/news/beyondj)

The Hub logo
Symbolic of the urban and industrialized area in which this innovation park is located, this logo was designed by University Communications to represent interconnected spaces, with a feeling of sustainability and a visual tie to the University.
2021 Sacramento State Fact Book

The Fact Book includes the statistics and figures from the calendar year 2020, including enrollment and graduation numbers, student demographics, among others, as well as other highlights, achievements, and rankings. It was distributed to various campus locations, and select statistics were shared through social media and on the Highway 50 billboard.

3,445 page views

[csus.edu/experience/fact-book](csus.edu/experience/fact-book)
CARmencement Celebration
University Communications helped to promote and cover the unique CARmencement celebration for the graduating classes of 2020 and 2021, including the development of the artwork, sharing via social media, coordinating media outreach and coverage, and video highlights.

31,690 social media impressions
8,385 views | 1,868 engagements
sacstate.me/CARmencement_Video

CARmencement Media Highlights

Sacramento Bee
sacstate.me/SacBeeCarmencement

CBS 13
sacstate.me/CBS13Carmencement

FOX40
sacstate.me/FOX40Carmencement

Points of Pride
73,398 social media impressions
13,205 views
2,539 engagements
sacstate.me/PointsofPride
Seven of our alumni were recognized in the Sacramento Business Journal’s 40 Under 40 list, including:

- Juliana Almanza ’11, Chief of Staff, Associated General Contractors of California
- Michael Casper ’10, Co-Founder and COO, Improve Your Tomorrow Inc.
- Mariah Davis ’09, President, Oakview Insurance Services Inc.
- Maritza Davis ’07, Vice President of Experiences and Social Responsibility, Sacramento Kings
- Kara Greene ’08, MA ’14, Sr. Manager, Strategic Communications, Western States Petroleum Association
- Carter Todd ’14, Assistant Nurse Manager, Kaiser Permanente Roseville
- Anya-Jael Woods ’16, Strategic Business Planner, Sacramento Municipal Utility District
For Our Community

Wide Open Walls
As a wall sponsor of the annual festival in 2021, we supported McClatchy High School—one of Sac State’s largest feeder schools. Sacramento State is recognized on the permanent signage. The project was covered by Good Day Sacramento and The Sacramento Bee.

sacstate.me/WOWMcClatchy_GoodDay
sacstate.me/WOWMcClatchy_SacBee

Sacramento Republic FC
During the course of the pandemic, the opportunity for in-person presence at Sacramento Republic FC games was not available, but we continued to show our support and have visibility with the community through signage on the sidelines and on the scoreboard.

Sacramento Kings
Signage also was our primary Kings connection in 2021. We had courtside branded signage, visible on televised games, and we leveraged the external-facing Golden 1 Center digital signage to communicate our support of our community. Using Herky, of course.

More Made at Sac State alumni in 2021:

Beatriz Aurelio-Saguin ’16, Co-Founder, Tuk Tuk Box
Sean de Guzman ’10, MS ’14, Chief, California Department of Water Resources’ Snow Survey and Water Supply Forecasting Section
Ann Edwards ’91, MS ’93, County Executive, Sacramento County
Brandon Henry ’07, Physician, Riverside Medical Clinic
Nicole Hill ’13, Contact Tracer, Department of State Hospitals
Shadi Khattab ’18, Founder, Onit Coffee
Jon Patane ’11, Physician, Kaiser South Sacramento
Tiffani Sharp ’97, Attorney and Founder, Willow Tree Roots
Bryan Valenzuela ’03, Visual Artist
Brand Center Update

The online brand center is a campus-wide resource for identity style guidelines and assets, including logos, colors, fonts, graphic elements, templates, and more. It received a face lift and improved functionality with a move into the University’s content management system. These brand elements now require the use of single sign-on (SSO) to be accessed and downloaded. Assets and guidelines will continue to be updated in 2022.

800+ unique page views per month

[csus.edu/brand]
Top Social Posts

Sac State’s newest student housing complex started filling its 284 apartments and 1,100 beds on Thursday, July 29.

115,948 impressions
5,793 likes | 127 comments
656 shares

We Love Move-In Day because it means our Hornets are back on campus!

70,727 impressions
3,831 likes | 32 comments
120 shares

Diana Contreras and DeAndre Wiltz met during “Frosh Night” at the Sac State Aquatic Center, the location where Wiltz proposed.

174,756 impressions
4,686 likes | 66 comments
169 shares

At Homecoming, the Hornets football team shut out Northern Arizona 44-0!

75,319 impressions
3,756 likes | 41 comments
162 shares

“We’re having a blast celebrating the Classes of 2020 and 2021 at CARmencement!”

103,860 impressions
6,497 likes | 110 comments
233 shares

“It started with two of us entering Sac State and now there are three of us leaving.” (Instagram only)

43,896 impressions
7,815 likes | 64 comments
603 shares

facebook.com/sacstate
59K followers

youtube.com/user/SacStateVideo
2K subscribers

instagram.com/sacstate
47K followers

linkedin.com/school/sacstate
174K followers

twitter.com/sacstate
40K followers
University Communications

Jeannie Wong  Senior Associate Vice President
Becky Repka  Director of Marketing & Strategic Communications
Brian Blomster  Director of News & Communications
Jessica Vernone  Interim Director, Multimedia & Digital Communications

Ahmed Ortiz  Writer and Content Editor
Andrea Price  Media Production Specialist
Angela Andrews  Administrative Support Coordinator
Anita Fitzhugh  Public Information Officer & Senior Writer
Cynthia Hubert  Senior Writer
Dixie Reid  Senior Writer
Hazart Sanker  Multimedia Student Assistant
Hrach Avetisyan  Visual Communications Specialist
Jody Helm  Graphic Designer
Jonathan Morales  Senior Writer & Content Editor
Kannon Phipps  Student Assistant
Karen Booth  Senior Brand Officer
Phillip Altstatt  Senior Digital Media Specialist
Robert Neep  Photographer & Multimedia Coordinator
Sam Church  Digital Communications Specialist
Sam Macapagal  Graphic Designer

csus.edu/president/university-communications

Campus committees and task forces on which University Communications served:

Administrative Council
Anchor University Advisory Council (AUAC)
AUAC Communications Subcommittee (Lead)
Asian Pacific Islander Desi American (APIDA) Center Steering Committee
APIDA Faculty and Staff Association
Building Emergency Team (Sacramento Hall)
California Mobility Center Marketing Group
Clergy Committee
Commencement Planning Committee
Communications and Marketing Council (Lead)
COVID Team
Computer Security Incident Response Team (CSIRT)
Critical Response Team
CSU Communicators / Public Affairs Leaders
CSU Social Media
Division of the President Executive Leadership Team
Emergency Operations Center (EOC) Team
Homecoming Planning Committee
Honorary Degrees Committee (Non-Voting)
Hornet Brand Refresh
Hornet Social (Lead)
Information Resources & Technology (IRT) Advisory Board
Minor Design Change Committee (MDCC)
Placer Center Identity Working Group
President’s Cabinet
Ramona Master Plan Working Group
Sac State Scholars
Sacramento State Strategic Planning Task Force
Voter Engagement Working Group
Web Advisory Committee
Web Publishers Work Group