

PRESIDENT'S
ANNUAL REPORT

2020-21



TABLE OF CONTENTS

President's Message	1
Academics	2
Students	6
Faculty and Staff	9
Community	12
Philanthropy	16
Endowment	18
Athletics	19

PRESIDENT'S MESSAGE

Milestone anniversaries are rare opportunities for self-reflection that come along just when we need them. At CSUB, our yearlong 50th celebration presented an occasion for pride as we continued to thrive and grow, even as we worked to meet unprecedented challenges.

We marveled at the determination of the community leaders who worked so hard for so long to make the dream of higher education a reality in Kern County. Those leaders continue to inspire us. By studying and honoring their resolve and resilience in the face of incredible challenges, we are inspired to rededicate ourselves to the mission that guides us: Offering hope and enrichment to our students and support and partnership to our communities.

It is with deep pride that I report that 2020-21 was a landmark year in that quest.

As our `Runner community and region faced a worldwide pandemic, CSUB collaborated with health partners to open a mass vaccination hub on campus. Governor Gavin Newsom visited the operation and said it was among the most efficient sites in the state, thanking CSUB and our partners for taking action to prioritize the safety of our community.

In the spirit of working together, CSUB responded to our region's urgent need for public health professionals by announcing the addition of a public health bachelor's degree. The new degree follows a years-long effort to build a public health program that will advance the well-being of our communities for generations.

CSUB Athletics achieved a milestone when we officially joined the Big West Conference. A tremendous benefit of the Big West Conference is that the schools are all in California, except Hawaii. That means less travel time for our scholar-athletes, and more time spent on academics and service to the community.

Looking back on this extraordinary year, it is the people who give CSUB its heart and work to make us a beacon of light in the region. There isn't room enough in this report to list everyone, but four strong women stand out for their contributions in 2020-21.



LYNNETTE ZELEZNY, PH.D., MBA PRESIDENT, CSU BAKERSFIELD

- CSUB student **Krystal Raynes** was selected to represent the students of the CSU on the Board of Trustees, an honor that fills all of us with pride. Krystal speaks for students who face obstacles in their path to a university degree but find the strength and resolve to persevere.

- Civil rights icon **Dolores Huerta** was honored at CSUB and throughout the CSU on her 90th birthday. Just outside CSUB's Dreamers Resource Center is a bench dedicated to our friend, and on that bench is a quote of Dolores' that we strive to impart to students: "Every minute is a chance to change the world."

- Community philanthropist and business leader **Lavonne C. Hall** was awarded the 2021 President's Medal for her tireless work in support of students at CSUB. Lavonne never seeks recognition for her many acts of kindness to our community, but we are so grateful for her friendship.

- Business leader, philanthropist and CSUB alumna **Raji Brar** made history as the first woman of color to lead the CSUB Foundation Board, a signal to all young woman that there are no glass ceilings at this university.

As we close our observance of our first 50 years, we look ahead, to the horizon, just as our founders would have wanted. And what we see is the rising road.

May the next 50 years be even brighter than the first.

ACADEMICS



CSUB is nationally recognized as an affordable institution that offers a world-class education. The institution is known for social mobility; it has a history of helping low-income students graduate with a college degree, changing the trajectory of future generations. CSUB offers 38 undergraduate programs, 16 master's degree programs and a doctoral program in educational leadership. Here are just a few academic highlights from the year.

NATIONAL RANKINGS

NO. 8

Best Counseling Psychology Master's Degree Programs, Psychology Degree Guide 2021

NO. 9

Best Bang for the Buck College: West, Washington Monthly 2020

NO. 14

Top 20 Social Mobility Index, CollegeNet

NO. 18

Best Return on Investment College, Business Insider 2020

NO. 19

Top Master's University, Washington Monthly 2020

\$3 MILLION GRANT FOR PUBLIC HEALTH AND PRE-HEALTH PROGRAMS

With a global pandemic shining a spotlight on the field, the importance of health professionals has never been more evident. CSUB's School of Natural Sciences, Mathematics and Engineering received a \$3 million, five-year Title V grant from the Department of Education that will launch students on paths toward a variety of health careers and develop a new major in public health.

The public health program is especially meaningful in Kern County. Kern County has consistently ranked low among California counties when it comes to overall health (the Robert Wood Johnson Foundation placed the county 52 out of 57). Kern County also has among the lowest ratio of health professionals per 100,000 in population.



NO. 21

Most Affordable Four-Year Colleges in 2021, Best Value Schools

NO. 24

Top Public School, US News and World Report 2020

NO. 26

Top 100 Most Affordable Public Schools With the Highest Return on Investment, Great Value Colleges, LendEDU

NO. 31

Top Performers on Social Mobility, US News and World Report 2020

NATIONAL RANKINGS



GROWTH IN KINESIOLOGY

Over the last few years, the Kinesiology Department has been able to expand their facilities and has grown from 200 to nearly 500 students majoring in the subject.

The department allows students to give back to the Kern County community, as many of them have become occupational therapists, cardiac rehabilitation specialists and physical therapists in Bakersfield.

Faculty have recently revised the curriculum so that students who graduate with degrees in kinesiology are better prepared for graduate programs. In addition to classroom time, students take part in lab activities and research projects.



ETHICS LECTURE FEATURING DR. IBRAM X. KENDI

The Kegley Institute of Ethics at CSUB hosted Dr. Ibram X. Kendi, historian, antiracist scholar and author of the international bestseller “How to Be an Antiracist,” as the featured speaker for the 34th Annual Charles W. Kegley Memorial Lecture. Dr. Kendi’s virtual visit, which occurred during Black History Month, was open to students, faculty, staff and the greater community.

“We saw this as an opportunity to bring in a pioneering historian and thought leader in the area of racial justice, as well as someone who will help us to have productive and informed conversations on race in America as a campus and community,” noted Dr. Michael Burroughs, director of the Kegley Institute of Ethics.

THE CENTER FOR ECONOMIC EDUCATION AND RESEARCH RECEIVES GRANT



The Center for Economic Education and Research was awarded with a \$250,000 grant award to support undergraduate students and underrepresented groups preparing to work in agriculture-related fields. The funding for this project will provide students with opportunities to conduct research with CSUB faculty and internships with the local United States Department of Agriculture offices.

“CSUB is uniquely positioned in the community to serve the region. It’s what a lot of our colleagues have been doing in the past and we’re building on that,” said Dr. Nyakundi Michieka, the principal investigator of the project and co-director of CEER.

STUDENTS

Over 11,000 students are educated at CSUB's main campus and the Antelope Valley campus. These students represent all disciplines but share a common goal: to graduate and make a better life for themselves and the communities in which they live. Here are a few of their stories.

11,397
STUDENTS

60%
STAY IN THE REGION
AFTER GRADUATION

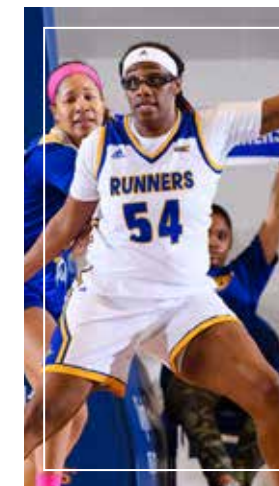
2,600
DEGREES CONFERRED ANNUALLY



KRYSTAL RAYNES

CSUB senior Krystal Raynes became the second student in university history to serve on the California State University Board of Trustees. Her appointment was announced by Gov. Gavin Newsom in August 2021. Raynes, a computer science and business major, is able to vote on matters reshaping the face of higher education, such as distance learning and curriculum.

"The Central Valley has the biggest gap when it comes to college degrees," Raynes said. "I really want to help Central Valley students get into college and stay in college."



VANESSA AUSTIN

Vanessa Austin is a student-athlete representing CSUB on the national stage in women's basketball. She serves on a number committees in the Big West Conference, including the Diversity, Equity and Inclusion Committee, the Education Committee and the Student-Athlete Advisory Committee. In addition to being a Division I student-athlete, Austin is a kinesiology major who said scholarships enriched her experience at CSUB.

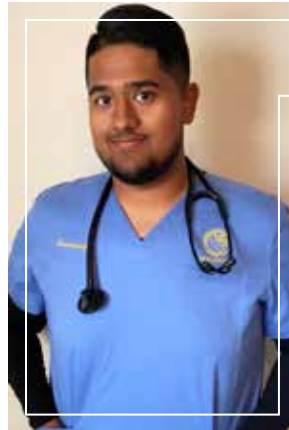
"My time at CSUB has been amazing ... without this scholarship, I don't know what I would have done for college."



VANESSA CHICAIZA

Vanessa Chicaiza completed her MPA in May 2021 with a 4.0 GPA and was named the President's Outstanding Graduate Student. Chicaiza served as the 2020-21 Associated Students, Inc. president. In this role, she served as an advocate and leader of CSUB's student body during the COVID-19 pandemic.

Chicaiza plans to pursue leadership roles in public administration and public policy, and will use her education to improve the lives of marginalized groups in the Central Valley.

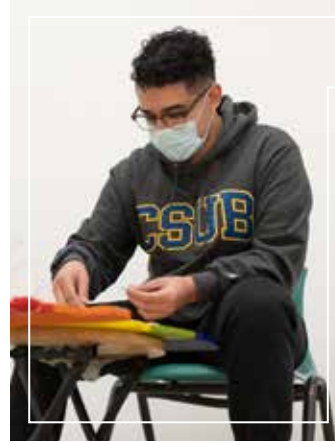


RANDEEP GILL

Randeep Gill is a first-generation college student and president of the 2022 nursing class. Gill is working toward his goal of becoming an emergency room or trauma unit nurse.

Gill's interest in the medical field started when his grandfather received hospice care at the family's home. Seeing the care with which one nurse tended to his grandfather, who had Parkinson's disease, inspired him to consider a nursing career.

Born and raised in Bakersfield to immigrant parents, Gill has gained clinical experience at Mercy Hospitals and Kern Medical. Seeing health care professionals rise to the challenge during the COVID-19 pandemic continues to motivate him to reach his career goals.



CHRISTIAN RODRIGUEZ

Christian Rodriguez, a senior majoring in studio art, produces artwork that tells the story of the LGBTQ+ community. He is inspired by his personal experiences growing up, as well as the stories of other members of the community.

"His subtle touch, daily practice and thorough research of art history have resulted in a beautiful, poignant body of work," said Professor Sarah Vanderlip. "Designed to rectify issues of injustice and discrimination and champion the LGBTQ+ community at large, his work reminds us that equality is still to come."

FACULTY AND STAFF



At CSUB, over 1,300 faculty and staff dedicate their lives to student success. They offer services to advance students' academic and personal growth, while engaging in research that impacts our region, nation and world. Here are just a few faculty and staff stories.



DR. REBECCA WELLER

Dr. Rebecca Weller is an art history professor who developed a professional development course to help faculty teach online classes during the COVID-19 pandemic. Through the Faculty Teaching and Learning Center, Dr. Weller hosted workshops to teach instructors on topics such as technology, learning management systems, and synchronous/asynchronous courses. Over 300 faculty members attended her summer workshops, as well as 85 faculty members from other universities.



DR. ZACHARY ZENKO

Dr. Zachary Zenko received the Dr. G. Arthur Broten Young Scholars Recognition Award for his contributions and research in the kinesiology field. Over the years, Dr. Zenko has been recognized for his research and published in several journals, including "Journal of Sport & Exercise Psychology," "Frontiers in Public Health," "Psychology of Sport and Exercise," and "Annals of Behavioral Medicine."

He has served in several roles for field-related organizations, such as the Society for Transparency, Openness and Replication in Kinesiology and the American College of Sports Medicine, among others. At CSUB, he developed and teaches several courses while mentoring students.

1,314
FACULTY AND STAFF



DR. BRE EVANS-SANTIAGO

Dr. Bre Evans-Santiago, chair and assistant professor in the Teacher Education Department, released a book entitled "Mistakes We Have Made: Implications for Social Justice Educators." The book features 11 authors and 14 chapters, including three sections by themes of inclusive classrooms, curriculum implementation and professionalism.

"It's definitely practitioner-based, for teachers or teacher educators. And it's focused solely on social justice. It's taking everyday situations, but making us think about it in a social justice perspective," said Dr. Evans-Santiago.



QUEEN KING

Queen King, associate vice president of financial services and controller at CSUB, serves with the Bakersfield chapter of The Links, Incorporated. The nonprofit organization consists of women committed to enriching the lives of African Americans and others of African ancestry.

"I wanted to become more involved in the Bakersfield community and have an impact in the community I live and work in," King said. "The members of this organization are dedicated to improving the community through a variety of programming such as their youth programming STEAM – science, technology, engineering, arts and math. The group also focuses on those who may not have similar resources as they do."

FOUR
SCHOOLS ACROSS ALL
ACADEMIC DISCIPLINES

TWO
CAMPUSES IN BAKERSFIELD
AND ANTELOPE VALLEY



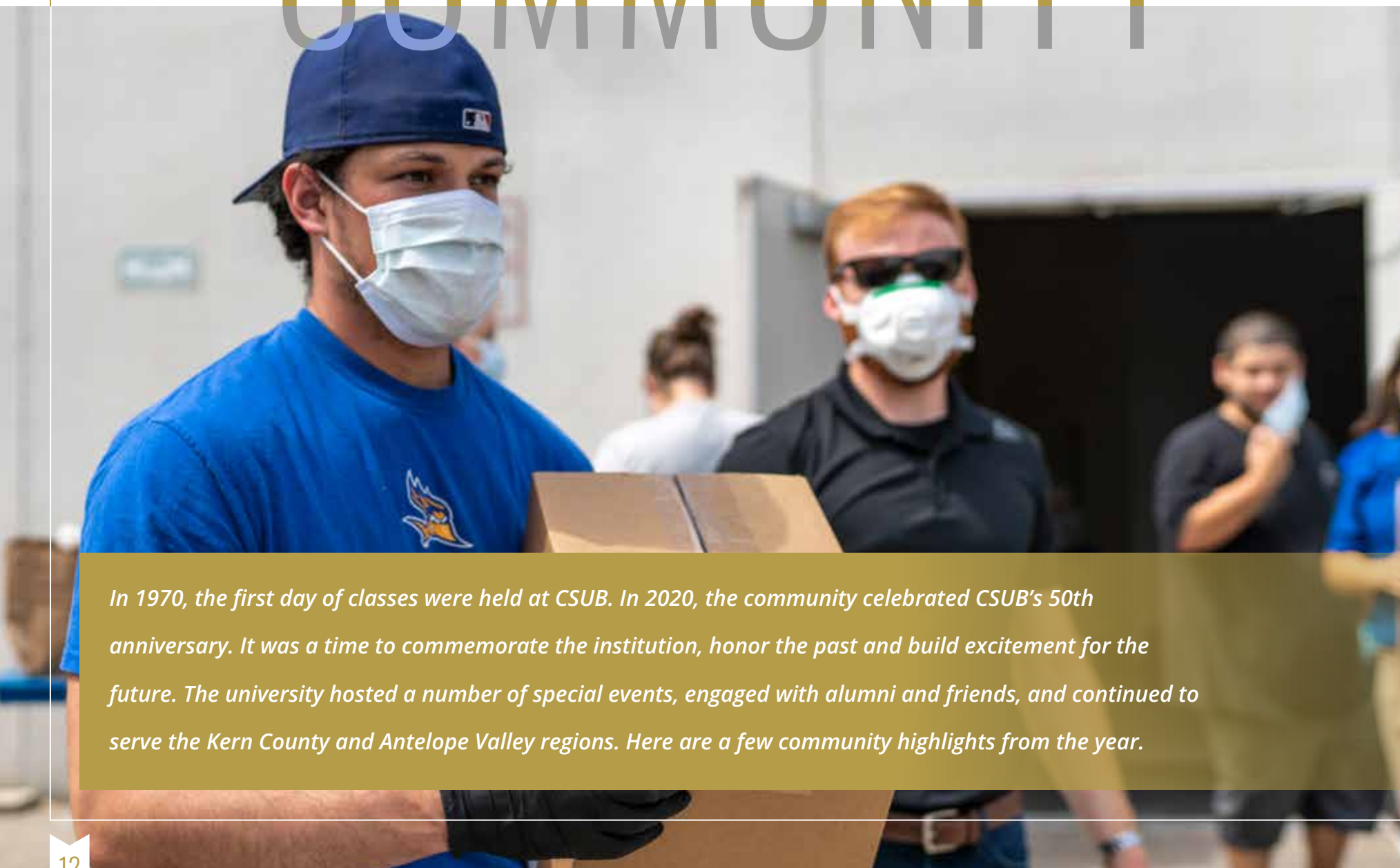
DR. HEIDI HE

Dr. Heidi He, a faculty member in CSUB's graduate nursing program, earned the Nurse Practitioner of the Year award.

The award was given to Dr. He by the Kern/Tulare chapter of the California Association for Nurse Practitioners. It honors Dr. He's work both in her clinical practice and in education, training future nurse practitioners.

"Under the leadership of Dr. He, our [Family Nurse Practitioner] Program has enjoyed tremendous success, graduating 50 family nurse practitioners since reopening in 2014, hosting positive accreditation visits, and securing millions of dollars in grants and donor gifts to improve access to quality healthcare in our region," Dr. Debbie Boschini, department chair, said.

COMMUNITY



In 1970, the first day of classes were held at CSUB. In 2020, the community celebrated CSUB's 50th anniversary. It was a time to commemorate the institution, honor the past and build excitement for the future. The university hosted a number of special events, engaged with alumni and friends, and continued to serve the Kern County and Antelope Valley regions. Here are a few community highlights from the year.



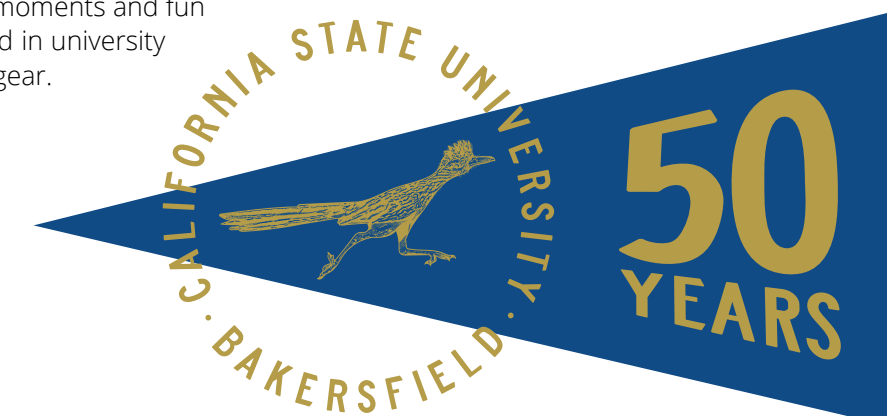
50TH ANNIVERSARY

The yearlong campaign was kicked off on Oct. 1, 2020 — the anniversary of the first day of classes in 1970 — with a virtual celebration. The event featured guest appearances from Sir Richard Branson, founder of the Virgin Group, prominent alumni, elected officials, musicians like T-Pain, Gregory Porter and Monty Byrom, and social justice leader Dolores Huerta, among others.

The kickoff celebration was one of several virtual events held throughout the year to commemorate the 50th anniversary. Other events included a conversation with authors in honor of the newly published book, "Rising: The First Fifty Years at California State University, Bakersfield." In the spring, the university's 50th anniversary was recognized at the Kern County Board of Supervisors meeting.

Thousands celebrated the golden anniversary by viewing historical moments and fun facts on the university's 50th anniversary website. Students engaged in university trivia on social media and won exclusive 50th anniversary-branded gear.

The university's 50th anniversary celebration earned four awards from the Council of Advancement and Support of Education, including an international gold award for its kickoff event.





VACCINATION SITE

Gov. Gavin Newsom visited CSUB's mass vaccination hub in April 2021.

The university joined the statewide COVID-19 vaccination effort in partnership with a consortium of statewide health organizations. The consortium, initiated by Kaiser Permanente, included Adventist Health, and Dignity Health Hospitals. Hall Ambulance provided services as well.

"CSU Bakersfield has put together one of the finest vaccination sites I have seen," said Gov. Newsom.



CELEBRATING DOLORES HUERTA

CSUB and the CSU Chancellor's Office honored Dolores Huerta, American labor leader and civil rights activist, for her many contributions to our community, to students, to California and to farm workers' rights

A CSUB bench with a plaque was established in recognition of Huerta, next to a tree planted in her honor. In addition, Huerta was presented with a book produced by CSUB detailing the ways in which each CSU campus celebrates her impact.

The event was a belated birthday gift to Huerta, who celebrated her 91st birthday on April 10, 2021.



ALUMNI HONORS

The CSUB Alumni Association inducted five of its standout graduates, leaders in education, sports, philanthropy and business, into its 2021 Alumni Hall of Fame class in February.

Inductees included Dr. Mary Barlow, Kern County Superintendent of Schools; Jeremy Gunn, head men's soccer coach at Stanford University, John Means, a Kern Community College District vice chancellor; Clark Jensen, a nonprofit entrepreneur with international reach; and Raji Brar, a Bakersfield businesswoman and philanthropist.

In June, Brar was also appointed to serve as chair of the CSUB Foundation Board, along with vice chair Connie Perez-Andreesen. Brar is the first woman of color to serve in this role in the history of the Foundation.



FREE SERVICES TO THE COMMUNITY

Each week, the university offered free food distributions to students and community members in need through its campus Food Pantry. Distributions included fresh vegetables, which were grown at CSUB's Edible Garden.

Additionally, in the spring, CSUB offered free income tax services to the community. Accounting student volunteers, who were fully trained and have passed certification tests by the IRS, assisted the community in this effort.

"I am very proud of our students' excellent and dedicated services," said Dr. Benjamin Bae, director and site coordinator of the CSUB Volunteer Income Tax Assistance program. "Without this free service, many low-income families would not have their taxes done due to the upfront expense of hiring an accountant."



HALL FAMILY PLAZA

CSUB President Dr. Lynnette Zelezny joined Lavonne C. Hall on the concourse of the Icardo Center for an intimate ceremony to break ground on the Harvey L. Hall Family Plaza project.

Announced in 2019, Harvey L. Hall Family Plaza envisioned an improved gathering place for students and Roadrunner fans attending athletics and university events. Lavonne C. Hall presented the gift for the plaza to CSUB to honor her husband and former Bakersfield Mayor Harvey L. Hall, a passionate supporter of CSUB Athletics.

President Zelezny also awarded the university's highest honor — the President's Medal — to Lavonne C. Hall. Hall is a philanthropist and businesswoman who serves as president and chief executive officer of Hall Ambulance Service, Inc., which provides 911 paramedic service to residents of Kern County.

PHILANTHROPY

Thanks to the support of generous community partners, CSUB raised \$8,463,053 from 1,383 donors in the 2020-21 fiscal year.



"My experiences here at CSUB have been life-changing ... I've been lucky to get several scholarships, and each scholarship has given me the privilege to just focus on my education and get my college education debt free."

- Clarice Poblete, nursing major



SEVERAL FUNDRAISING RECORDS WERE SET, INCLUDING:

- A record number of faculty and staff donors supported CSUB through the Faculty and Staff Initiative; 381 donors gave \$212,029.25 in support of scholarships, the Food Pantry, technology for virtual learning and other areas on campus.
- The President's Associates, the longest-standing giving society at CSUB, raised \$214,000 to support the Student Research Scholars Program. This is the highest amount in President's Associates history.
- The Roadrunner Scholarship Fund, which supports CSUB's 320 scholar-athletes, raised \$938,433, the highest amount in CSUB history.
- For the first time in university history, graduating seniors raised money for fellow students through the Senior Class Gift program.
- The university hosted its first-ever Giving Day, a 24-hour online fundraising marathon, in October 2020, raising over \$124,000.
- The Alumni Association awarded a record amount and number of scholarships to graduate students

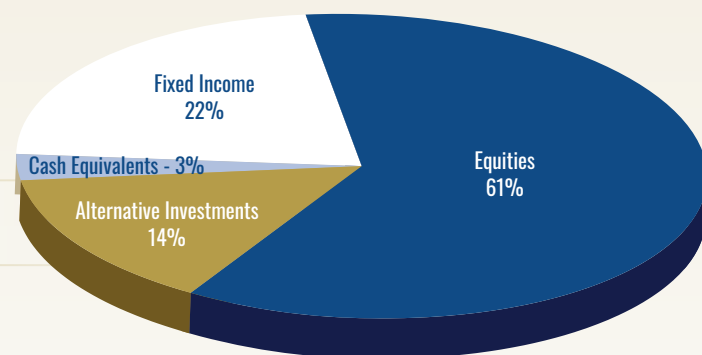
NOTABLE GIFTS INCLUDED:

- Dr. Uma R. Varanasi and Sita Varanasi donated \$1 million to support the Family Nurse Practitioner Program.
- Valley Strong Credit Union pledged \$1 million to establish an endowment, which will create a rotating fellowship for research projects related to the economic growth and prosperity of the Kern County region.
- Shelly Carlin committed \$500,000 in support of women's athletics.
- Connie Perez-Andreesen and Joel Andreesen donated a combined gift of \$150,000 to support the Center for Social Justice and the Roadrunner Scholarship Fund.

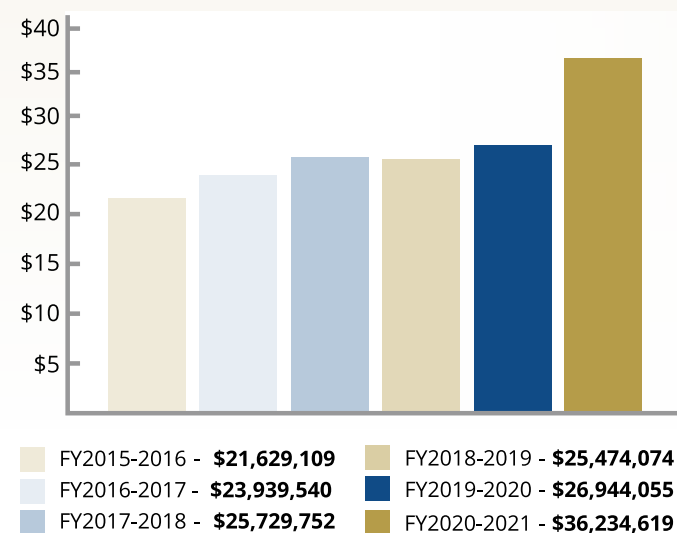
Philanthropic gifts for endowments are critical to ensure a permanent source of support for CSUB students. Endowments create an enduring legacy for donors while transforming the lives and futures of many bright, promising students, and the exceptional faculty who teach and mentor them.

ENDOWMENT FUND ASSET ALLOCATION

The endowment pool is invested in accordance with the CSUB Foundation's investment policy, which is designed with principal preservation and controlled growth as the main focus. With this long-term, objective in mind, the portfolio is a diversified mix of investments across a broad range of asset classes, including equities (stocks), fixed income (bonds) and alternative investments. The assets are managed externally by professional investment managers hired by the CSUB Foundation and are closely monitored by the Foundation's Finance Committee.



CSUB Foundation Endowment Net Assets (In Millions)



ATHLETICS



Over 300 student-athletes have excelled in competition and in the classroom. Here are 10 Roadrunner highlights from the 2020-21 year.



1 For the 13th consecutive time, student-athletes earned departmental GPA of a 3.0 or higher. The departmental GPA (3.13) and spring term GPA (3.12) were both record highs.

2 Thanks to donor support, the Roadrunner Scholarship Fund earned a record of \$938,433, an increase of more than 50% from the previous year. The university also set a new Division I overall athletics fundraising record with more than \$2.8 million in total commitments.

3 CSUB Athletics completed upgrades to a new sports medicine space to further promote the health and safety of CSUB student-athletes.

4 In response to the social injustices across the country, CSUB Athletics spear-headed many initiatives to raise awareness and provide action in addressing the issues. Basketball coaches Greg McCall and Rod Barnes were part of a panel discussion of local coaches discussing social injustice. In addition, CSUB student-athletes spoke their minds about important topics in a new digital publication, The Marathon.



5 Miranda Miller (women's track and field) reset the program's pole vaulting record.

6 In their first season in the Big West Conference, the women's (4th) and the men's (5th) basketball teams far outperformed their predicted finishes in league standings.

7 The swim and dive program sent six Roadrunners to Olympic qualifying events.



8 CSUB sent three wrestlers to the NCAA Championships, extending the program's streak of sending at least one qualifier for 47-straight seasons.

9 Jacen Roberson (baseball) was selected by the Arizona Diamondbacks in the MLB Draft.

10 The beach volleyball team had two pairs of `Runners earn All-Big West Conference honors for the first time in program history.





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