

RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE! RUNNERS ON THE RISE!

# PRESIDENT'S ANNUAL REPORT



CALIFORNIA STATE UNIVERSITY  
**BAKERSFIELD**™

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2021-22

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# PRESIDENT'S MESSAGE

In a year defined by resilience, fortitude and hard work, California State University, Bakersfield looked to the future and saw our hopes — and the hopes of the entire region — reflected in the glow of the rising sun.

At the start of the 2021-22 academic year, fresh from our yearlong 50th anniversary celebration and the example set by our early champions, CSUB walked forward into the light of that new day with a rejuvenated brand and the launch of *Runners on the Rise*, the first comprehensive fundraising campaign in the history of this beloved institution.

Both the new brand and fundraising campaign represent major strides for CSUB and signal a bold vision for progress and prosperity.

For the first time ever, CSUB has set an ambitious fundraising goal and articulated a comprehensive, detailed plan that connects the dots between support for our students and the advancement of our region. At CSUB, we know there is no boundary where the community ends and the university begins:

**We are one. And we rise together.**

Just in time for the launch of our fundraising campaign, CSUB unveiled a new logo and seal, the result of a collaborative examination of our brand — both its visual component and the spirit of what we hope CSUB conveys to members of the Roadrunner family and the entire community.

What we discovered filled us with pride: CSUB is associated with new beginnings and personal transformation. We believe we have captured that spirit in the image of the rising sun, whose brilliant light has moved our people forward for generations.

In this annual report, you will find details on the many generous contributions of our supporters, abundant evidence of the brilliance of our faculty and ingenuity of our staff, and other highlights of an extraordinary academic year.

But I would like to close with an expression of my personal gratitude to Shelly Carlin, the recipient of the 2022 President's Medal, bestowed upon the most dedicated champions of CSUB. In 2021, Shelly made a transformational gift to women's athletics at CSUB with a \$500,000 commitment to establish the Athletic Director's Women's Excellence Fund, which directly supports CSUB's 10 women's athletic programs. That generous gift has raised the bar for philanthropy at the university, taking Shelly's support for CSUB beyond the \$1 million mark.

Shelly's belief in CSUB and the power of philanthropy to change lives and communities is a humbling example of selfless service.

Thank you to Shelly and to all of our CSUB supporters for helping our students discover their own rising sun, one that will light the path forward toward their hopes and dreams.



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

# ACADEMICS



*CSUB is recognized nationally for providing affordable educational opportunities to diverse students in California's southern San Joaquin Valley. Faculty and students conduct research that directly affects the community, and the institution graduates bright alumni who have a positive economic impact on the region. CSUB offers 39 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. 5

Economic Mobility  
Third Way 2022

NO. 20

Social Mobility Index  
CollegeNet 2021

NO. 21

Most Affordable 4-Year College  
Best Value Schools 2021

## STATE BUDGET SUPPORTS ENERGY INNOVATION CENTER

Governor Gavin Newsom and the state Legislature announced the allocation of \$83 million to build the Energy Innovation Center, an incubator for science, research and technology that will bring together CSUB faculty and students, in partnership with industry and community leaders. CSUB President Lynnette Zelezny welcomed the support, saying the Energy Innovation Center will be a catalyst for ingenuity, regional collaboration, job growth and progress on climate science.



## NATIONAL RANKINGS

NO. **25**

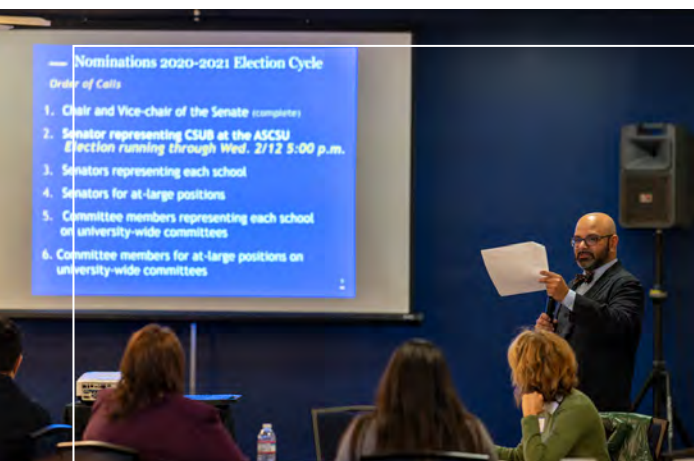
Best Bang for the Buck: West  
Washington Monthly 2021

NO. **25**

Top Public Schools  
US News and World Report 2021

NO. **28**

Top Performers on Social Mobility  
US News and World Report 2021



## NEW ETHNIC STUDIES DEPARTMENT

In December 2021, the CSUB Academic Senate unanimously approved a proposal for the formation of an Ethnic Studies Department on campus. The department is housed within the School of Social Sciences and Education.

*“The creation of a Department of Ethnic Studies is a significant milestone,” said Associate Vice President for Academic Affairs and Dean of Academic Programs Dr. Debra Jackson. “This new department will not only support faculty and student research in the field — it will also provide an anchor for CSUB to become an anti-racist institution.”*

## BACK ON STAGE: LIVE THEATER RETURNS

After being limited to virtual performances for a year due to the COVID-19 pandemic, in-person productions returned to CSUB in fall 2021 with the performance of “The First Degree,” written by alumnus Michael Mejia. “The First Degree” is about four first-generation CSUB students with different backgrounds and focuses on the challenges they face while pursuing a degree, such as a struggle for financial and parental support and deciding on a career path.

Student performer Brianna Garcia said the play is relatable to CSUB students, who can “see themselves in every character.”





## CSUB IS A LEADER IN GETTING TEACHERS OF COLOR INTO CLASSROOMS

As a part of the California State University Center for Transformational Educator Preparation Programs (CTEPP), CSUB launched an ambitious, comprehensive campaign designed to put more teachers of color in the classroom. The program aims to deepen understanding and appreciation for the racial, ethnic and cultural diversity of our region's schoolchildren.


CSUB received \$386,000 to fund a diversity learning lab developed to prepare and recruit future teachers of color, particularly Black students. A CTEPP team at CSUB will work together to transform the educator prep programs in the next five to seven years.

## \$5 MILLION GRANT TO INCREASE STEM OPPORTUNITIES

The United States Department of Education awarded CSUB's School of Natural Sciences, Mathematics and Engineering \$5 million over five years to expand the university's innovative and inclusive initiatives to increase science, technology, engineering and mathematics (STEM) opportunities for the benefit of students and the region. The grant focuses on internships, career-planning services and strengthening CSUB's relationships with local industry employers who are in need of qualified STEM employees.



# STUDENTS

A close-up photograph of a young Black man with curly hair, smiling broadly. He is wearing a blue graduation cap and an orange stole over a blue gown and a black shirt. He is making a peace sign with his right hand. The background is blurred, showing other graduates in blue gowns.

*Nearly 11,000 students are educated at CSUB's main campus and its Antelope Valley campus. The majority are first-generation college students. They represent a wide array of 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.*



# 10,624

STUDENTS

# 60%

STAY IN THE REGION  
AFTER GRADUATION

# 3,000

DEGREES CONFERRED ANNUALLY

## JAZMIN BARRITA BARRITA

Jazmin Barrita Barrita did not know English when she arrived in the U.S. from Mexico at age 13, and rather than attend school, she rose at 4 a.m. daily to help her family work in the fields. She ultimately attended and graduated from East Bakersfield High School. In 2022, the first-generation college student graduated with her bachelor's degree in business administration and was named as Outstanding Undergraduate Student for the School of Business and Public Administration.

At CSUB, she participated in the College Assistant Migrant Program, where she later became an ambassador and worked as an academic mentor. Barrita earned the California State University Trustees' Award for Outstanding Achievement in 2021. She plans to become a certified public accountant.



## RICCO REYNOLDS

Ricco Reynolds is a clinical nurse shift leader in Kern Medical's emergency department, where he has worked on the frontlines of COVID-19 while pursuing his family nurse practitioner graduate degree at CSUB.

Reynolds took a leadership role among his peers for a research project titled "Comparing Stress and Anxiety of Parents and Non-Parents During COVID-19," which won first place in the Student Research Competition in the Health, Nutrition and Clinical Sciences category. A father of two, Reynolds is looking forward to providing health care access to underserved populations as a family nurse practitioner.



## JAIDYN CONNER

Jaidyn Conner was just 17 years old when she graduated from CSUB with a bachelor's degree in business administration. She started college at age 13, after graduating from high school early. Conner said campus culture made her feel at home at CSUB. She held leadership roles in clubs and organizations and was involved in student government. Conner hopes to become a college professor.

*"It's so rare that a kid that starts undergrad at 13 is as great and well-adjusted as Jaidyn," said Dr. Jeremy Woods, associate professor of management. "Jaidyn has so much talent, so much initiative and so much passion to make a positive impact in the world."*



## ELIZABETH TRUJILLO

Kinesiology graduate student Elizabeth Trujillo gained hands-on training at CSUB's Student Recreation Center. As a part-time manager at the center, Trujillo made sure all programs and services were running smoothly.

The center helps prepare its student workers by conducting emergency scenarios as well as offering CPR training, networking opportunities, leadership programs and other professional development. Trujillo was one of nearly 100 student workers at the center; student employees are able to work their way through school. After graduation, she plans to use the skills she learned at CSUB in the field of sports medicine.

## REYNA GARCIA CABRERA



Reyna Garcia Cabrera aims to become a music teacher in the Kern County area. The music education graduate is earning her teaching credential and says music helped her form a sense of community as a child. While she was not able to access a music program until eighth grade in the low-income community she grew up in, she is hoping to grow music programs for elementary school children locally.

*"I want to give back to my community," she said. "The reward you get from teaching young children something new is like nothing else. I want to build better citizens for this world who are going to have good values and be proud of themselves. I feel the best way to do that is through music."*

# FACULTY AND STAFF



*CSUB employs over 1,400 faculty and staff. They work together 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.*

# FOUR

SCHOOLS ACROSS ALL  
ACADEMIC DISCIPLINES



**CLAUDIA COTOTA**

Claudia Cotota, chief diversity officer at CSUB, was highlighted in Bakersfield Life magazine for her contributions to the community. Cotota leads a division at CSUB responsible for creating an inclusive, diverse and equitable campus community. In 2021, her division established the Indigenous Faculty and Staff Association, one of six affinity groups that provide faculty and staff a place to gather around shared interests and common goals.



**DR. BRITTNEY BECK**

Dr. Brittney Beck, assistant professor of teacher education, received a \$50,000 grant through the National Geographic Society for a project in which a group of Kern High School District students worked to develop an environmental justice literacy course for educators. Through this new project, students completed three online courses offered by National Geographic and created photo, video and audio stories focused on environmental justice issues in their community. They collected their own data and used that to inform the stories they told.

*"This is part of a broader initiative to engage in youth-informed teacher education," Dr. Beck said.*



## NATASHA HARRIS

Natasha Harris serves as the transfer student success coordinator and senior admissions officer at CSUB. In 2021, CSUB opened the Transfer Resource Center to help potential and current transfer students. Harris and her team of peer mentors connect students to resources and services.

*"We want transfer students to know that they belong here at the university," she said. "Our transfer students have a lot of barriers that the freshmen don't. Part of our goal is to remove some of those barriers and fight battles for them that they can't fight."*



## DR. KIM FLACHMANN

Dr. Kim Flachmann, writing program coordinator, celebrated 50 years of service to CSUB. Dr. Flachmann was first hired as a part-time faculty member at CSUB in 1972, back when the university was just a state college. She has spent the last half-century helping students develop their expository reading and writing skills.

*"Dr. Flachmann's commitment to literacy is unparalleled," said Dr. Debra Jackson, associate vice president for academic affairs and dean of academic programs. "She tirelessly works to improve learning outcomes not only for students at CSUB, but for K-12 learners throughout the region."*

# TWO

CAMPUSES IN BAKERSFIELD AND ANTELOPE VALLEY

# 1,427

FACULTY AND STAFF



## DR. EDUARDO MONTOYA

Dr. Eduardo Montoya is a statistics professor who has mentored first-generation college students on their paths to pursue graduate degrees. Dr. Montoya was a first-generation college student himself who spent his youth working in agriculture before attending CSUB. After obtaining his Ph.D., he returned to the university as a professor.

*"Having a research adviser who was also Mexican, who I could see as a professor, it made him sort of a role model," said former student Dr. Vianey Leos Barajas. "He really invested in the students, invested in me, he took time to explain things, and it was really encouraging."*

# COMMUNITY



*CSUB regularly offers special events, educational opportunities and services for the community. The institution works to engage alumni and friends to enhance quality of life in the Kern County and Antelope Valley regions. Here are a few community highlights from the year.*



## NEW BRAND

After a year of research with alumni, students, faculty, staff and community members, CSUB unveiled its new brand, including a new logo and academic seal, in October 2021. The logo depicts a shield featuring a sun rising over a field, representing the growth of the university and the fertile lands of Kern County and the entire San Joaquin Valley.

*"We are looking ahead, to the horizon, and see hope and renewal in the rising sun. And like the sun, we, too, are rising: Rising to serve our students, rising to move our region forward, and rising to summon a future of opportunities, prosperity and excellence for all," said President Lynnette Zelezny.*

## ALUMNI HALL OF FAME

The 2022 CSUB Alumni Hall of Fame class included nursing administrator Terri Church, educator Paula Parks, retired NFL star Stephen Neal and farmworker union leader Connie Perez-Andreesen. Created in 2006, the Alumni Hall of Fame recognizes graduates whose career accomplishments, community service and/or support of the university have made their alma mater proud; 68 alumni have been honored since 2006 out of approximately 60,000 people who have graduated from the university.

*"This is an outstanding group of alumni," said CSUB Director of Alumni Engagement Sarah Hendrick. "They represent diversity among CSUB graduates, advocate for underrepresented communities, empower through education, have reached the greatest heights in professional sports and led our community through the worst health crisis of our lifetime. We are honored to welcome them into the CSUB Alumni Hall of Fame."*



Photo (L-R): Connie Perez-Andreesen, Terri Church, Paula Parks, Stephen Neal



## LOW-COST COUNSELING OFFERED TO THE PUBLIC

The University Counselor Training Clinic (UCTC) continued to offer individual, couple, family and group counseling services to the public. Services were provided by student clinicians and supervised by a licensed therapist. The clinic offered confidential counseling relating to issues such as stress management, career changes and relationship problems.

*“For me, it’s a lot about giving back to the community and helping people like I was helped,” said Sarah Rhodes, a student manager at the clinic.*

## CARBON SEQUESTRATION SYMPOSIUM

CSUB hosted experts from multiple disciplines for the inaugural Carbon Sequestration Symposium. Organized by the university’s California Energy Research Center (CERC), the event featured speakers and panelists discussing the unique opportunities and challenges of carbon sequestration in the Central Valley. Carbon sequestration is a way to reduce the amount of carbon dioxide (CO<sub>2</sub>) in the atmosphere, an important industry tool to help mitigate global climate change.







## WENDY WAYNE DAY OF SERVICE

CSUB alumna Wendy Wayne devoted her life to community service, teaching in Kenya as a Peace Corps volunteer, practicing nursing at a safety-net hospital, and expanding childcare options for working mothers like her. After years of honoring recipients of the Wendy Wayne Ethics Awards with a country club dinner, the CSUB Kegley Institute of Ethics staff and board of directors decided to celebrate Wayne's legacy with a day of service.

More than 40 volunteers, including CSUB alumni, staff, students and friends of the university, assembled nearly 900 boxes of food for local food-insecure seniors to be distributed by Community Action Partnership of Kern. The Kegley Institute of Ethics also accepted donations to support the annual Wendy Wayne Awards and programming in her honor.



## MICHELE (SHELLY) CARLIN RECEIVES PRESIDENT'S MEDAL

Successful executive, philanthropist and Bakersfield native Michele (Shelly) Carlin received the 2022 President's Medal. Since 1997, the medal has been conferred on a member of the community whose support has taken the university to the next level.

In 2021, Carlin made a transformational gift to women's athletics at CSUB with a \$500,000 commitment to establish the Athletic Director's Women's Excellence Fund, which directly supports CSUB's 10 women's athletic programs. That generous gift has raised the bar for philanthropy at the university, taking her support for CSUB beyond the \$1 million mark.



# PHILANTHROPY



*CSUB raised approximately \$4.9 million during the 2021-22 fiscal year in its effort to support student success, from over 1,000 generous donors.*

## NOTABLE GIFTS PROVIDED DURING THE 2021-22 FISCAL YEAR INCLUDE:

- The Ravi and Naina Patel Foundation pledged \$1 million to establish a Mahatma Gandhi Fellowship for Social Entrepreneurship.
- The Skeet Varner Foundation committed \$500,000 to support the creation of a Center for Entrepreneurship and Innovation (CEI).
- Valley Strong Credit Union pledged \$287,000 to support initiatives including the Valley Strong Scholarship and Kegley Institute of Ethics Student Fellowship program.
- CSUB alumnus Chris Hayden provided a \$250,000 gift to support athletic scholarships and the creation of the CEI.
- The Tobin family donated \$125,000 to establish the Tobin Wrestling Scholarship.
- The CSUB Alumni Association awarded \$25,000 in scholarships to 17 alumni pursuing their graduate degrees.



*“This scholarship not only has helped me have more peace of mind about paying tuition and loans but also has given me even more motivation to further my education.”*

*- Maria Silva, graduate student*

*This fiscal year saw the public launch of the university's first-ever comprehensive fundraising campaign. The `Runners on the Rise campaign aims to raise \$55 million by July 2024 to transform the lives of students, faculty and staff.*

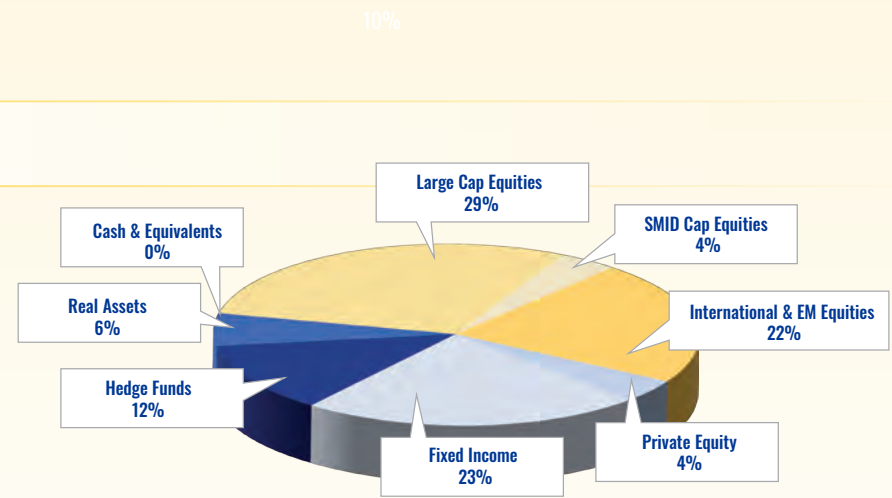
*The campaign has three priorities: supporting future leaders, fostering academic excellence and building the community. Donor support will increase student access to higher education, support student-athletes and strengthen programs and support services.*

*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.*

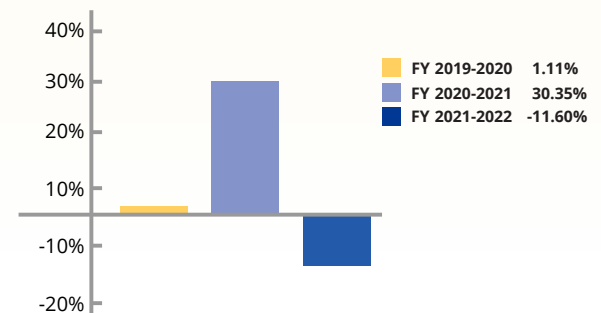
## ENDOWMENT FUND ASSET ALLOCATION\*

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.

*\*As of June 30, 2022*



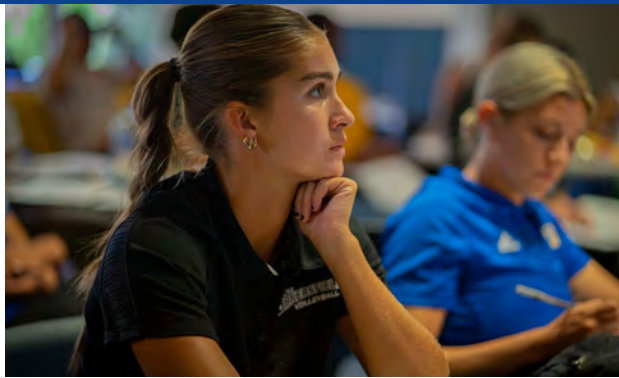
## RATE OF RETURN



# ATHLETICS

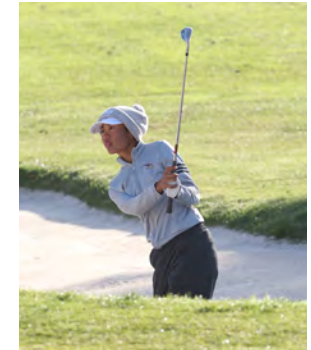
*Over 300 student-athletes have excelled in competition and in the classroom.*

*Here are 10 Roadrunner highlights from the 2021-22 year.*



1

Scholar-athletes continued an annual departmental GPA of 3.0 cumulative or higher, a streak that now runs for 15-consecutive terms and culminated in spring 2022 with the highest GPA in CSUB Athletics history of 3.25.



2

CSUB Athletics raised a total of \$1.29 million in support of scholar-athlete success.

3

CSUB hit 10-year highs for ticket revenue in five different sports: Men's soccer, women's soccer, volleyball, baseball and softball.

4

CSUB Athletics negotiated a five-year team apparel contract with Under Armour.



5

Autumn D'Arcy concluded the most decorated career of a CSUB female swimmer at the Division I level by breaking the program's career wins record, earning two Mountain Pacific Sports Federation Gold Medals and the league's Female Swimmer of the Year award, and becoming CSUB's first female swimmer to compete at the NCAA Division I Championships.





6

Miranda Miller (women's track and field) became a Big West Champion in the pole vault and represented CSUB well on the national stage. Among college athletes, Bakersfield's sophomore finished the season with the 16th-best pole vault mark in the country while ranking 45th among all athletes, including professionals.



7

Women's volleyball and men's soccer both finished fourth place in their first competitive seasons in the Big West. Volleyball accepted an invitation to the National Invitational Volleyball Championship for postseason play and men's soccer hosted the first round of Big West playoffs in Bakersfield.



8

The swim and dive program sent four runners to the Croatian National Championships while two student-athletes competed in a World Championships qualifier.



9

Chance Rich nearly earned All-American honors at the NCAA Wrestling Championships while also extending the program's streak of sending at least one qualifier for 48-straight seasons.



10

The beach volleyball team earned a spot in the American Volleyball Coaches Association top 20 poll in back-to-back weeks, ranking as the No. 20 team in the nation both weeks.



## OFFICE OF THE PRESIDENT

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