

THE CAMPAIGN FOR

RISE



RUNNERS ON THE

CALIFORNIA STATE UNIVERSITY, BAKERSFIELD

'RUNNERS ON THE RISE

THE CAMPAIGN FOR CALIFORNIA STATE UNIVERSITY, BAKERSFIELD



As the sun rises east of the Sierra Nevada mountains, the view of California's southern San Joaquin Valley is beautiful — lush with green agriculture that feeds the world, rich with cultural diversity and humming with opportunity for innovation and growth.

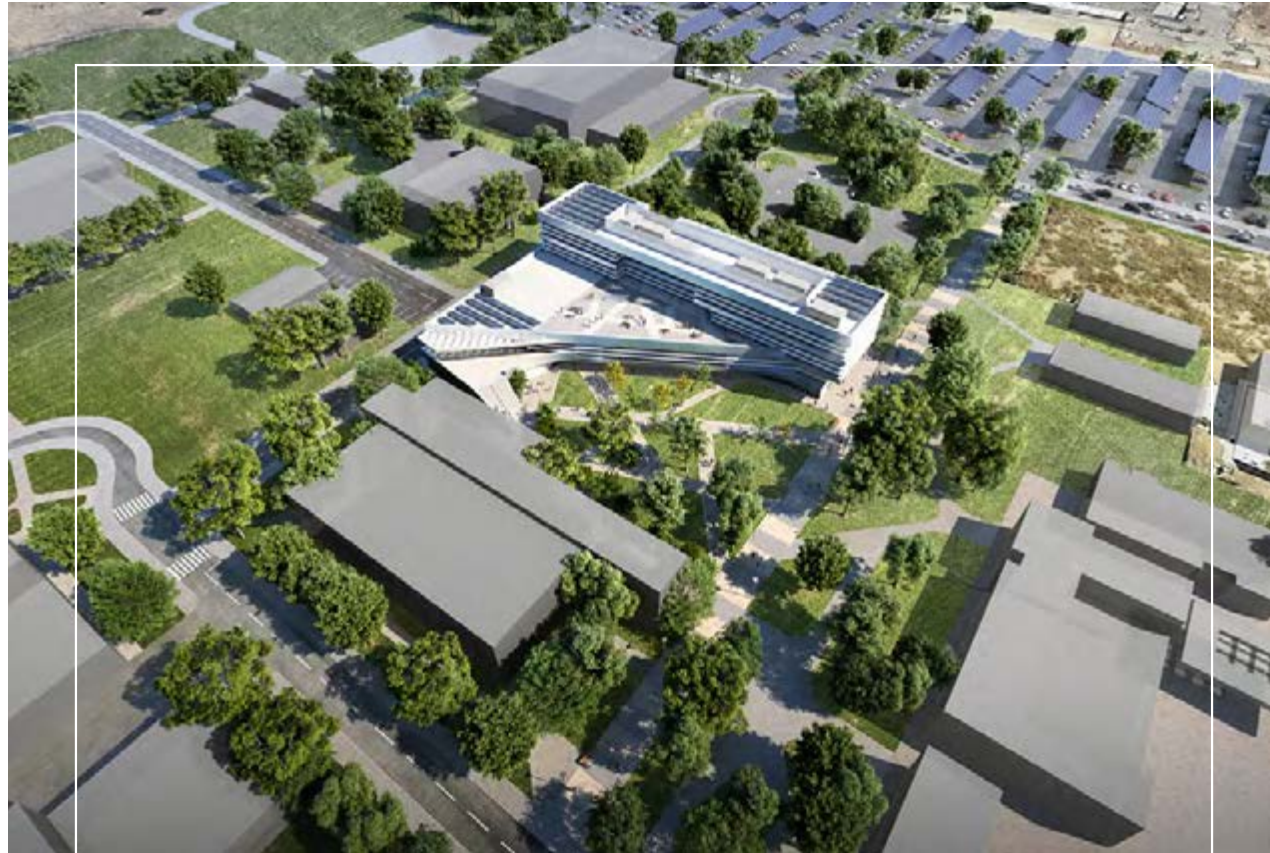
California State University, Bakersfield is settled in this beautiful Valley and is home to the Roadrunners. Building on a legacy of educating future leaders in our community, CSUB continues its commitment to moving forward at lightning speed and championing intellectual progress.

For the last 50 years, CSUB has risen in national rankings for its economic value and commitment to student success. Its students are brilliant and increasingly diverse, and its graduates continue to rise up and serve the region and the world by solving some of our most complex challenges.

Although this region abounds in beauty, it also faces immense challenges, including extreme poverty and the lowest educational attainment in the nation. That is why CSUB is working collaboratively with partners like you to address the systemic issues facing our community, while focusing on what is centrally important — students.

There is no doubt that the success of our region and the success of CSUB students are inextricably intertwined. When CSUB rises, we all rise, and now is the time to rise up!





REACHING NEW HEIGHTS

A MESSAGE FROM PRESIDENT LYNNETTE ZELEZNY



At CSUB, we are always uplifting students to reach new heights of success.

We pride ourselves on encouraging them to think big and dream even bigger, and along the way, we work with leaders like you to advance local industries — from health care, to engineering to education, and every field in between.

We know the southern Valley has nurtured a culture of imagination, attracting inventive minds in pursuit of the next big idea. CSUB students have joined alumni and faculty at the epicenter of that innovation.

Our impact has been possible thanks to generous supporters like you, who know that it takes collective action to ensure the success of thousands of students.

TODAY, WE ASK YOU TO CONTINUE SUPPORTING STUDENTS ON THEIR UPWARD TRAJECTORY.

Together, we are embarking on CSUB's first-ever comprehensive fundraising campaign to move the university forward like it has never been done before. **You will find in the priorities that follow that we are centrally focused on what is most important: students.** Our ambitious vision will provide the highest-quality education imaginable to students, our future leaders. In turn, our entire region will benefit.

IT TAKES A COMMUNITY COMING TOGETHER TO REACH NEW HEIGHTS. JOIN US IN THE CAMPAIGN FOR CALIFORNIA STATE UNIVERSITY, BAKERSFIELD.

RISING UP IN NUMBERS.

Bakersfield may be known for its small town feeling, but the numbers defy the odds. Because of your support, CSUB has a 50-year history of excellence and continues to rise in the ranks.

2,000

DEGREES CONFERRED ANNUALLY
ON TWO CAMPUSES

11,000+

STUDENTS

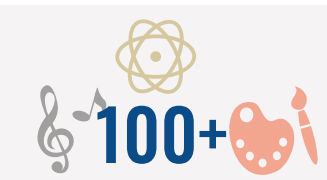


57

UNDERGRADUATE
AND GRADUATE
DEGREE PROGRAMS

NO. 2

BEST BANG FOR THE BUCK:
WEST, WASHINGTON
MONTHLY, 2018



100+

STUDENT CLUBS AND
ORGANIZATIONS

60,000+

ALUMNI

60%

STAY IN THE REGION



FOUR

SCHOOLS
ACROSS ALL
ACADEMIC
DISCIPLINES

ONLY

PUBLIC UNIVERSITY WITHIN

90 MILES



16

ATHLETIC TEAMS
COMPETING IN
NCAA DIVISION I



**A TOP
PUBLIC
SCHOOL**

U.S. NEWS AND
WORLD REPORT, 2019

**NO. 3
FOR UPWARD
MOBILITY**

THE EQUALITY OF
OPPORTUNITY PROJECT, 2017

CAMPAIGN PRIORITY ONE: STUDENTS

SUPPORT FUTURE LEADERS

Our campaign focuses on the priorities that are centrally important to CSUB — our students!

The priorities align with CSUB’s strategic plan and vision. Our commitment is clear: **we are investing in programs that develop our students into leaders who will shape the future** — bold thinkers and problem solvers who are able to adapt to rapid change and address the complex issues facing our community and our world.

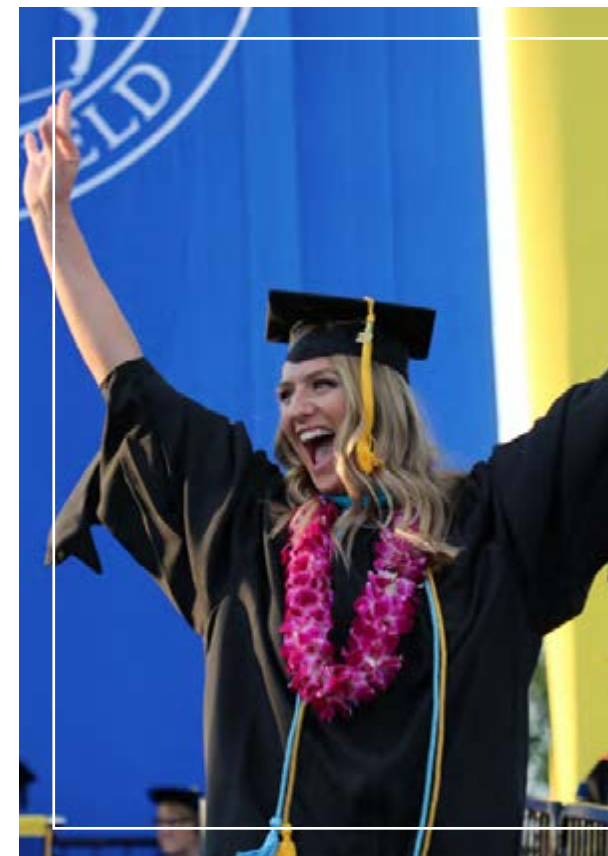
STUDENT ACCESS AND SUPPORT

CSUB serves a diverse region, and we recognize there is talent in every household, across all income levels. CSUB offers access and opportunity for students who otherwise would not be able to further their education. Many of CSUB’s students are the first members of their families to attend college, changing the trajectory of their families’ futures forever.

But we need your support to grow and continue providing educational opportunities to students in our region and help them succeed while in college.

YOUR SUPPORT OF THE CAMPAIGN WILL:

- Grow the CSUB Fund**, which allows university leadership the flexibility to quickly address unforeseen and immediate needs
- Ensure CSUB meets students’ basic needs** during unexpected catastrophic events, like homelessness or food insecurity
- Invest additional resources** into services for underrepresented students, continuing to close the achievement gap
- Strengthen programs and activities** that provide students with the support and resources they need to successfully navigate their path to graduation
- Engage students** through wrap-around support services, meeting each student’s unique needs



SCHOLAR-ATHLETE SUCCESS, ON AND OFF THE FIELD

Both on the field and in the classroom, CSUB scholar-athletes are champions. These Roadrunners represent the university in our community and on the national stage. They tackle the rigors of practice, travel, competition and NCAA academic requirements while in school.

We are proud to have over 300 scholar-athletes representing 16 NCAA Division I sports. They have been recognized both athletically and academically. `Runner scholar-athletes have won seven conference championships, donated over 3,000 community service hours in one year, and achieved a GPA of 3.0 or higher in 10 consecutive semesters.

YOUR SUPPORT OF THE CAMPAIGN WILL:

- Increase scholarships** for scholar-athletes through the Roadrunner Scholarship Fund
- Grow the Athletics Excellence Fund**, which allocates resources for unfunded team projects and operations



RUNNERS ON THE

CAMPAIGN PRIORITY TWO: STUDENTS

FOSTER ACADEMIC EXCELLENCE

CSUB is committed to ensuring every student — regardless of socioeconomic background — receives a world-class education. The second priority for the campaign is academic excellence, which ensures that CSUB students receive the highest quality instruction across several majors and disciplines.

STUDENT AND FACULTY RESEARCH

CSUB's vibrant, multi-disciplinary research program is a magnet for brilliant students and faculty who collaborate with local industry partners to find innovative solutions for our region, nation and world. These partnerships create a supportive campus culture and can often be tied to higher graduation rates.

With support from donors like you, student researchers and faculty work to advance engineering, cancer research, education, energy, agriculture and earth science discoveries.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Expand research opportunities for students by providing seed funding for innovative and collaborative research projects

Invest in research technology and computing resources to ensure students are able work on cutting-edge projects that positively impact the community now and in the future

Support faculty as they sponsor and mentor student-led research projects, including rewarding researcher-student partnerships through a campus-wide recognition program

Ensure underrepresented students have equitable hands-on educational opportunities

ADVANCE FACULTY AND STAFF SUCCESS

Nearly 650 CSUB faculty members provide exceptional education and instruction in the classroom, through research and through the publication of important literature. They are recognized as expert sources of information in the media and community.

But even faculty and staff as exceptional as ours need ongoing professional development.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Increase student-centered tools and trainings for faculty and staff members, ensuring they are providing a world-class education to students

Focus efforts on recruiting and retaining the best, brightest and most diverse faculty in the world

Increase endowed professorships, which are permanently-named positions dedicated for faculty with specific expertise



STEM INITIATIVES

Supporters like you ensure that CSUB continues to be an engine of social mobility for all graduates to become innovative scientists, engineers, teachers and researchers that directly transform our region and beyond.

CSUB has a vision to close the achievement gap of all learners and focus on science, technology, engineering and mathematics (STEM) education. Research shows that there is a shortage of STEM graduates in the nation. CSUB's culture of access and providing opportunity for underrepresented populations has led to over 2,100 diverse students majoring in STEM fields, making these academic programs among the most popular on campus.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Ensure students benefit from mentorship and support programs linked to STEM careers

Increase high-tech experiences and undergraduate research opportunities for students studying STEM fields

Invest in a world-class master's in nursing program filling a critical need in our community's workforce

Create a science building with state-of-the-art classroom space and laboratories that will enhance the student experience

Provide funding for CSUB summer camps to focus on STEM education for interested high school students representing diverse life experiences

Increase funding for the Fab Lab, a community center with tools and technology that serves as both a learning and demonstration laboratory and is the first of its kind in the California State University system

Enhance innovative centers where faculty and students engage with the community to solve regional problems with applied, high-impact research





CAMPAIGN PRIORITY THREE: STUDENTS

BUILD THE COMMUNITY

CSUB is at the crossroads of Kern County and the surrounding community. Its students are the lifeblood of that community both now and for the future. The third priority of this campaign focuses on meeting the needs of students by meeting the needs of our community.

ADVANCING CSUB CENTERS OF EXCELLENCE

Centers and institutes at CSUB provide education, research and training to those beyond our campus community. They are the ultimate resource to both students and community members, providing advanced knowledge and experiential learning in the areas of agricultural business, entrepreneurship, ethics education, social justice and more.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Establish the Grimm Family Center for Agricultural Business, which will provide critical solutions for farmers in the richest agricultural region on the planet

Create the Center for Entrepreneurship to enhance educational opportunities through startup and accelerator programs for innovative students with bold visions

Advance the Kegley Institute of Ethics, the nationally-acclaimed center that teaches ethics education to students, faculty, staff, K-12 schools and the community



INVESTING IN CSUB-AV

Antelope Valley has been a world leader in aerospace since the 1950s. The CSUB Antelope Valley (CSub-AV) campus is a satellite campus approximately 90 miles south of the main campus. CSUB's proximity provides opportunities for students to partner with paramount companies and industry leaders.

These collaborations increase the region's overall educational attainment, enhance residents' quality of life and support economic development. CSUB-AV offers critical higher education opportunities in the region, allowing students to pursue bachelor's degrees, master's degrees or teaching credentials where they live and work.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Increase academic program offerings for students

Enhance state-of-the-art facilities and campus infrastructure to create a world-class learning environment

Provide additional resources and support services to elevate student success



BUILDING INFRASTRUCTURE

Where students learn impacts how they learn and what they learn. With 50 years of storied history, it is critical that CSUB enters its next half century with state-of-the-art facilities that rival its peer institutions, encourage interdisciplinary collaboration, increase students' sense of belonging and foster innovation.

CSUB is growing. Your investment builds the infrastructure that our expanding student body needs to succeed.

YOUR SUPPORT OF THE CAMPAIGN WILL:

Ensure buildings, amenities and facilities remain world-class environments for students and faculty

Attract the best, brightest and most diverse minds to CSUB through the Energy and Innovation Building, a hub focused on engineering programming and STEM-related majors

Create the state-of-the-art Innovation Building's four teaching labs, student project space, computer lab, lecture rooms and community areas for events

Introduce critical athletic facilities, such as new areas for sports medicine and strength and conditioning, to offer the best care possible for scholar-athletes

Renovate the university's track and field complex, which will support our hard-working runners and promote public health



LET'S RISE TOGETHER FROM HERE.



It is clear that `Runners are on the rise. CSUB is recognized as a university on an upward trajectory, offering access and excellence to students who are creating a vibrant future for our community.

CSUB's students are joining an esteemed group of alumni who are revealing that `Runners are rising up and setting the pace.

WITH PARTNERS LIKE YOU, WE ARE BUILDING A BRIGHT FUTURE FOR OUR STUDENTS AND OUR COMMUNITY. JOIN US IN THE CAMPAIGN FOR CALIFORNIA STATE UNIVERSITY, BAKERSFIELD, AND WE WILL RISE TOGETHER FROM HERE.



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