

**TRANSFORM**   
**TOMORROW**

**THE CAMPAIGN FOR CHICO STATE**



***“Together, we will  
unite for a common cause.***

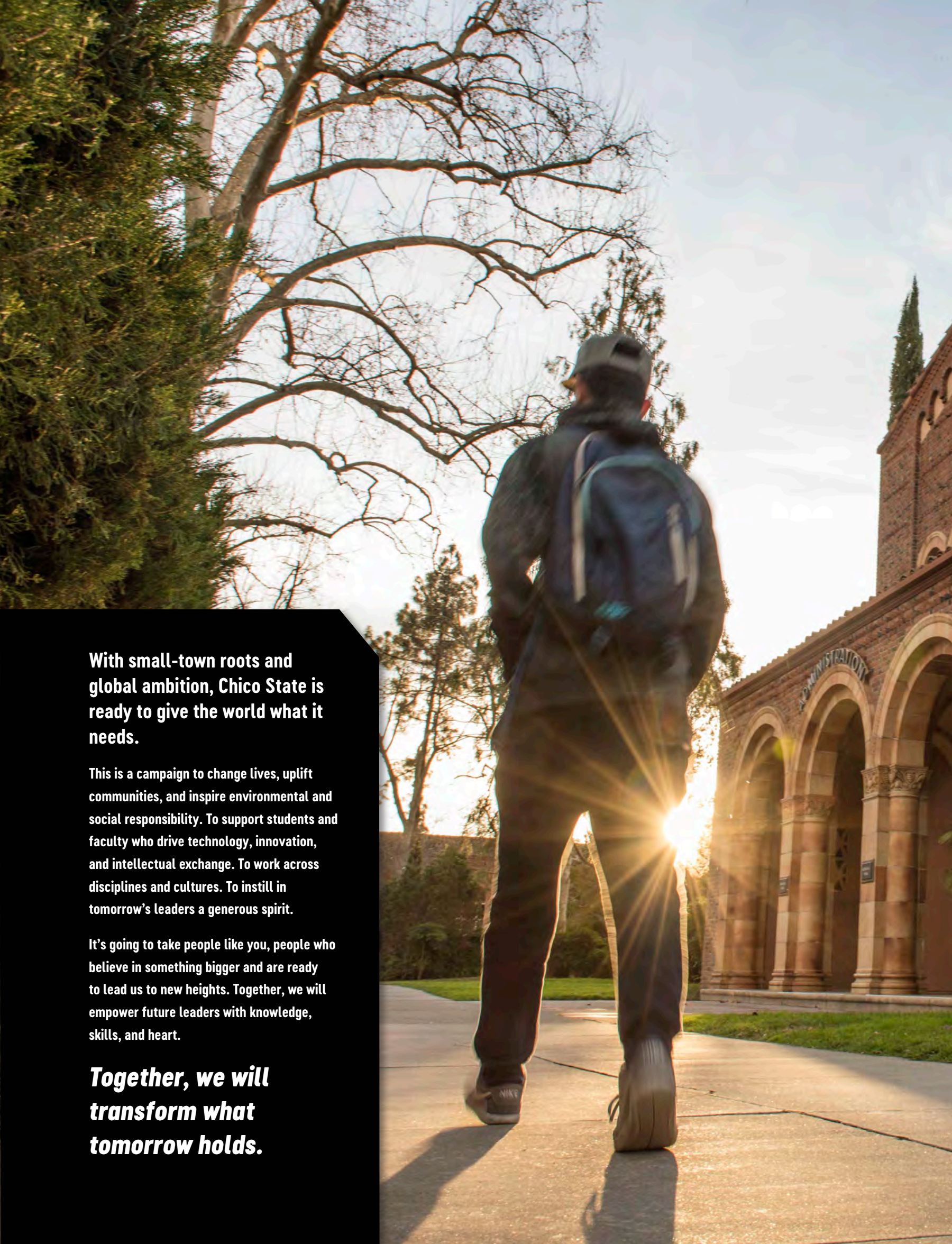
***Together, we will  
build dreams.***

***Together, we will  
Transform Tomorrow.”***

***—Gayle E. Hutchinson, President***





A person wearing a dark jacket, a cap, and a backpack is walking away from the camera on a paved path. The sun is low on the horizon, creating a bright lens flare effect. In the background, there are trees and a brick building with arches. The word "ADMINISTRATION" is visible on the building's facade.

**With small-town roots and global ambition, Chico State is ready to give the world what it needs.**

This is a campaign to change lives, uplift communities, and inspire environmental and social responsibility. To support students and faculty who drive technology, innovation, and intellectual exchange. To work across disciplines and cultures. To instill in tomorrow's leaders a generous spirit.

It's going to take people like you, people who believe in something bigger and are ready to lead us to new heights. Together, we will empower future leaders with knowledge, skills, and heart.

***Together, we will transform what tomorrow holds.***





***We have transformed lives  
and communities  
for more than a century.***

***US News & World Report has named us a top-10 public university in the West for 18 years running.***

***Among the 23 CSU campuses, we're in the top-three for graduation rates for first-time-freshman.***

***The Sierra Club ranked us the "greenest" school in the CSU system and No. 39 in the nation.***

***We're a top-value school, says Money magazine. They compared Chico State to universities nationwide, naming us No. 8 for adding the most value.***

***We've made the President's Higher Education Community Service Honor Roll eight times, and students volunteer more than 130,000 service hours each year.***

***Chico State claims a number of firsts, including the world's first graduate degree offered via satellite; the nation's first legal clinic operated by undergraduates; the state's first business information systems degree; and the West's first concrete industry management program and college-based organic dairy.***





Each year, nearly 135,000 alumni across California and around the globe contribute their ingenuity, passion for people, and collaborative mindset to build up the socioeconomic success of their families and communities.

**And there is still more to be done.**





***We have set our sights  
on a bold goal.***

***Join us as we raise  
\$100 million by 2020.***



***“We want to live our lives  
paying it forward, not just to  
benefit our own children but  
every student who wants an  
education.”***

***—Tom Villa ('82) and Karyl Villa,  
Chico State Parents and Tower Society Members***


## PRIORITY 1:

# EMPOWER STUDENT SUCCESS THROUGH ANNUAL GIVING.

***Goal for annual fund support: \$35 million***

More than 17,000 students count on us to give them the immersive experiences they need to excel.

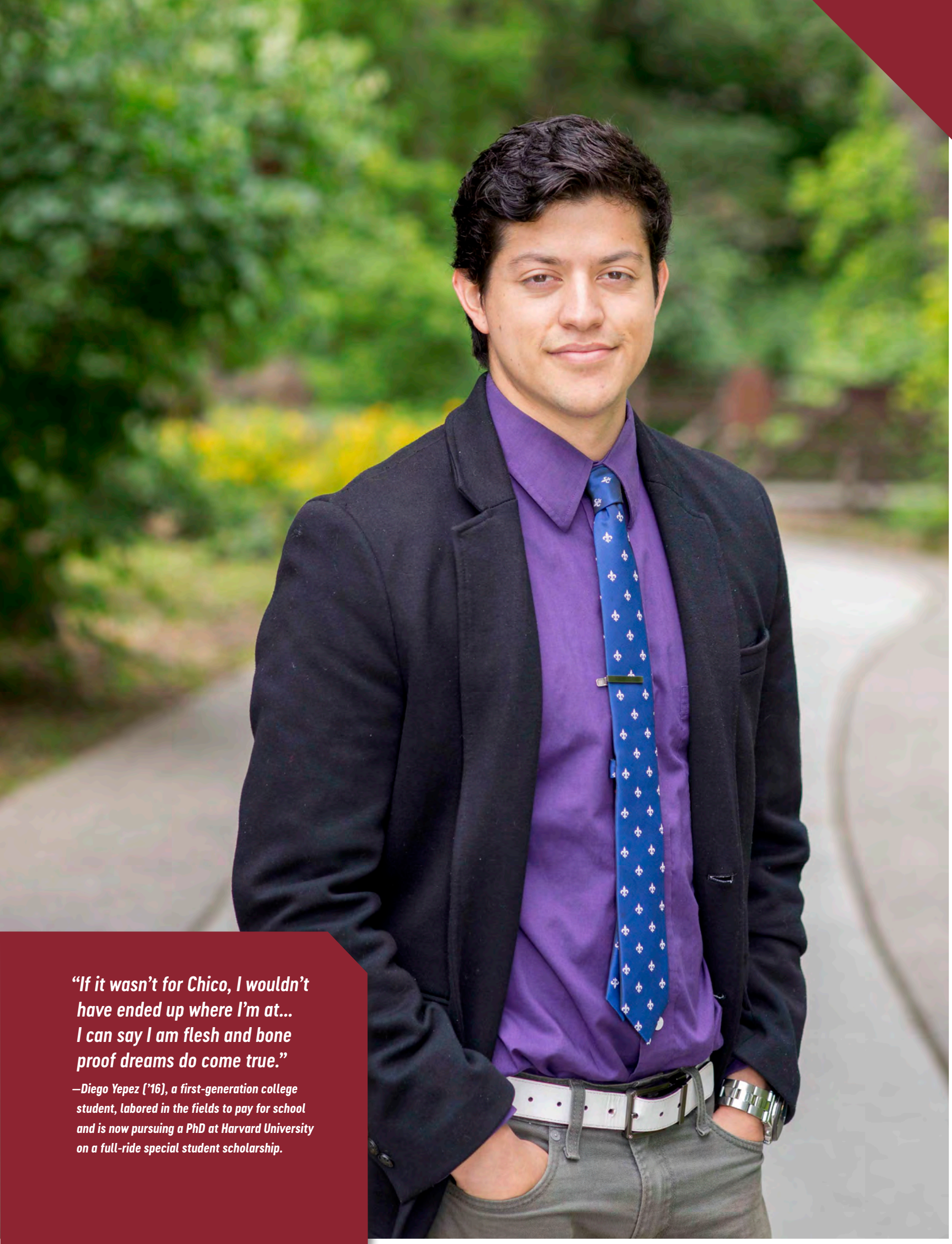
***You can ensure our students have the support to fulfill their dreams—every single one of them.***



***“People want to make a change, they want to be part of something bigger than themselves.”***

— Brenda Gutierrez, President  
Chico State Student Philanthropy Council





*“If it wasn’t for Chico, I wouldn’t have ended up where I’m at... I can say I am flesh and bone proof dreams do come true.”*

*—Diego Yepes ('16), a first-generation college student, labored in the fields to pay for school and is now pursuing a PhD at Harvard University on a full-ride special student scholarship.*



**PRIORITY 1: EMPOWER STUDENT SUCCESS THROUGH ANNUAL GIVING.**



*“We get a lot of opportunities that people at larger schools don’t get—the research we’re doing is basically the equivalent of a grad program. And every professor knows your name.”*

*—All-America student-athlete Lindsay Quigley ('16), a double-major in chemistry, led a team of two other students to develop five compounds previously unknown to science.*





Since 2010, students have partnered with faculty and staff to make more dozens of documentaries and 12 films for public broadcast in the Advanced Laboratory for Visual Anthropology. Matt Ritenour ('13) won a California-area Emmy Award for the ALVA-produced film, *Impact of the Frolic*.

***“It really motivates students to do their best when you give them the tools to work with.”***

***– Brian Brazeal, Professor of Anthropology, established the world’s first facility to incorporate digital cinema into social science research. Matt Ritenour ('13) won a California-area Emmy Award for the ALVA-produced film, *Impact of the Frolic* in 2015.***



## PRIORITY 2:

# BUILD CUTTING-EDGE FACILITIES

***Goal for new and renovated facilities: \$35 million***

It's time to modernize and expand our classrooms, laboratories, studios, lecture halls, and learning spaces for innovation, collaborative research, and project-driven learning.

***You can help us ensure our facilities are designed to attract top talent, harness ambition, and catalyze real-world success.***







PRIORITY 2: BUILD CUTTING-EDGE FACILITIES

## **College of Business Building**

***You can give our students and faculty a new College of Business building that attracts top talent, helps solve real-world problems, and catalyzes lifelong success.***

***“Technology in the business world has advanced so rapidly—we have to do something.”***

*—College of Business Distinguished Alumnus Keith Bewley ('85), the president of NEx Systems and successful entrepreneur and venture capitalist, was told by a high school counselor that he would never go to college. He says he's fortunate for opportunities he had to apply his learning outside of the classroom and for the support he found in the unlikeliest of places—the janitorial staff in Butte Hall, who let him study beyond open hours so he could make passing grades.*



**Our professional sales students dominate competitors at our home-grown Western States Collegiate Sales Competition, which attracts more than 50 competitors from 14 universities and 23 corporate judges to campus annually.**





*Exterior view from the bridge, facing East*



*Exterior view on the path from Big Chico Creek, facing South.*



*Exterior view from Meriam Library, facing North.*



*Exterior view from the north side of Trinity Hall, facing West.*





*Interior view of the Business Student Success Center and classroom.*



*Interior view of the main lobby.*



*Interior view of collaborative space.*

***“Those social interactions we have, and teamwork, are so important in the working world.”***

*—Cheyne Thompson ('16), an Air Force veteran, is one of 60 accounting and business students to annually provide low-income residents with free tax services through the College's award-winning partnership with the IRS.*





***Together, we will give our students  
a state-of-the-art learning environment that:***

**INTEGRATES LEADING TECHNOLOGIES**, including smart classrooms, learning labs, tech-ready presentation spaces, stock trading rooms, advanced software and equipment, and the infrastructure to adapt quickly to new advances.

**FACILITATES CORPORATE AND CROSS-DISCIPLINARY PARTNERSHIPS** by bringing all departments and centers into one space; adding professional conference and board rooms; and designing communal spaces to invite idea-exchange.

**PROMOTES PROJECT-BASED LEARNING** by creating interdisciplinary spaces equipped with free materials and professional-grade equipment, and configurable classrooms that grow or shrink to any purpose.

**ESTABLISHES LIFELONG CAREER PATHWAYS** by growing our capacity to host industry and alumni leaders, expert speakers, high-end networking events, student competitions, and professional development activities.

**CREATES A COMMON RESOURCE-RICH CORE** that centralizes our career advancement programs, internship services, multidisciplinary tutoring, and advising, as well as increases students' proximity to real-world opportunities available through our signature centers.



***“The act of doing is a great teacher.  
The notion of entrepreneurship  
means finding solutions. And that  
transcends all disciplines.”***

***—Judy Hennessey, Dean  
College of Business***

## PRIORITY 2: BUILD CUTTING-EDGE FACILITIES

### ***Agriculture Center***

***You can help us modernize and expand our  
University Farm to keep pace with industry and student  
demands.***



***“Everything you consume—  
whether it’s food or  
products—comes from  
agriculture. It’s probably the  
single most important thing  
needed to run our nation, as  
well as the world smoothly.”***

***— Austin Dowse ('20) is a Bell Family  
Presidential Scholarship Recipient.***

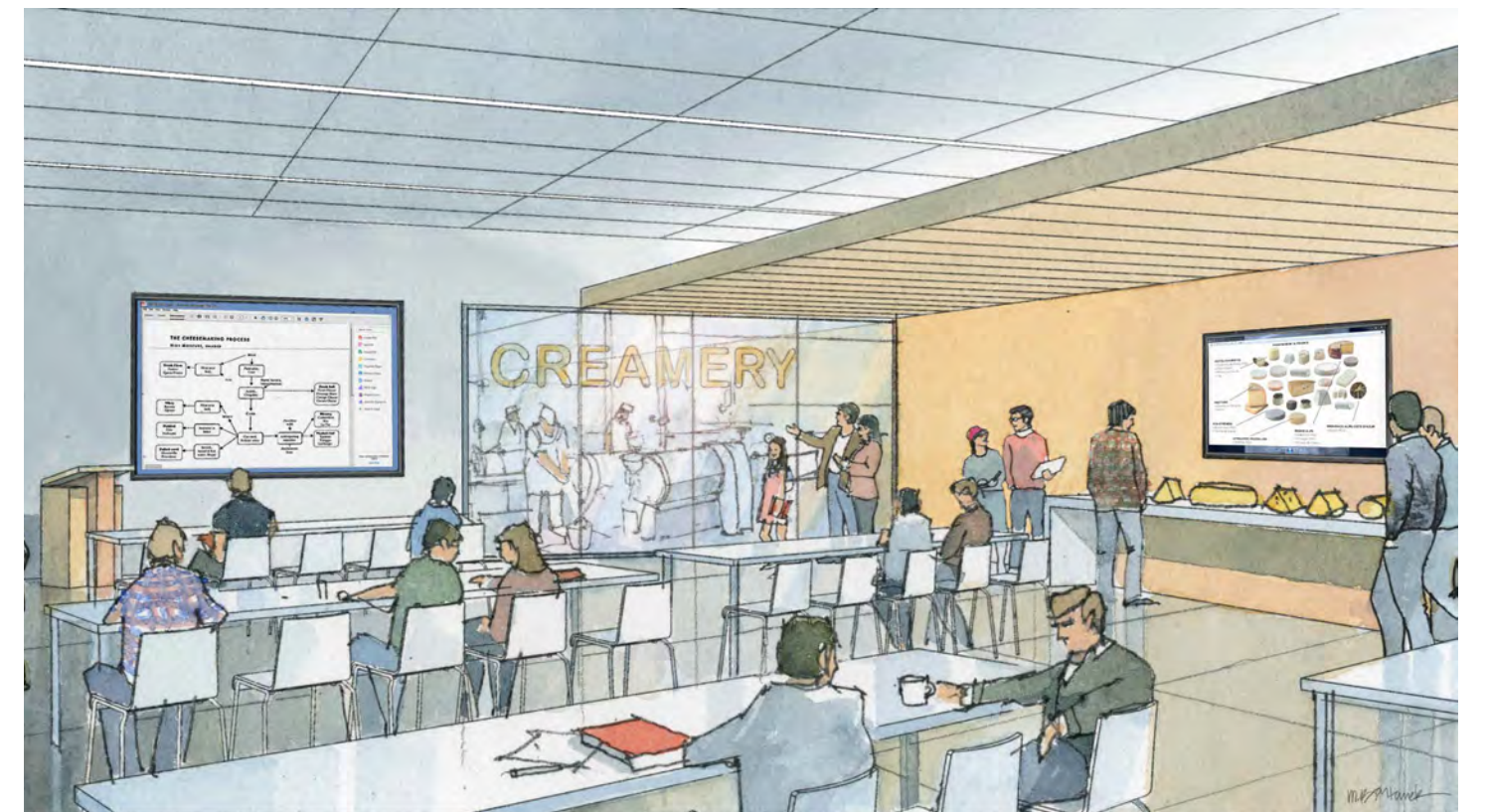




Exterior view of the farm store and organic creamery.



Interior view of the farm store, which will centralize the sale of direct-to-consumer products and provide local farmers with specialized market access.



Interior view of the on-view organic creamery and real-world presentation space for public education.



*Together, we will create solutions to global problems.*



**The Agriculture Center will:**

**GIVE STUDENTS A FULL-SPECTRUM, FARM-TO-FORK EDUCATION** by expanding the number of farm classrooms and promoting multidisciplinary training and collaboration

**BUILD A FARM STORE** that will serve as a real-world agriculture marketing and sales lab and centralize the sale of our direct-to-consumer products.

**CREATE A CUTTING-EDGE FOOD PROCESSING LAB** (i.e., organic creamery) that will expand the curriculum currently supported by our Organic Dairy.

**SERVE AS A STATE-OF-THE-ART VENUE** for the cross-disciplinary study of food systems to develop a leading model for farm diversification, sustainable and organic practices, value-added agriculture, and small- to large-scale agricultural entrepreneurship.

**DEVELOP HIGH-DEMAND COURSES** in dairy food processing, fermented foods, sustainable production methods, local food networks, technology, engineering, logistics and distribution, ag communications, and food safety and regulation.

**ENRICH OUR CAMPUS AND REGION** by facilitating access to specialized markets for local consumers and farmers; expanding the breadth and depth of our public agricultural literacy programs

**ATTRACT TOP TALENT AND INDUSTRY EXPERTS** with new research technologies and flexible educational space to accommodate conferences, networking events, speaker series, competitions, and more.

*“Learning—the kind that sticks with you—happens when you get involved, when you compete, and when you’re forced to solve real problems. The farm gives that opportunity to students.”*

*—John Unruh, Dean  
College of Agriculture*

PRIORITY 2: BUILD CUTTING-EDGE FACILITIES

## Facilities Renovations

**You can help us renovate spaces across campus to inspire active learning.**

At Chico State, we develop real-world curriculum that connects education to social responsibility; theory to practice; and one discipline to another.

**By investing in facilities renovations, you can create active learning spaces across campus that are:**

**DESIGNED** for project-based learning and multidisciplinary collaboration

**OUTFITTED** with professional-grade equipment

**READY** for advanced technologies

**DESIGNED** for evolving educational, industry, community, and cross-sector demands



*“Chico State gave me a huge gift, so it’s my duty, my honor, my responsibility, to help Chico State.”*

*—Dennis Murphy ('94)*



**PRIORITY 2: BUILD CUTTING-EDGE FACILITIES**

*Together, we will transform outdated classrooms, lecture halls, laboratories, libraries, study rooms, educational centers, and venues for artistic expression—for students in every discipline.*



*“Your contributions are making a difference. Not just here on the Chico State campus and in the lives of students, but in the community at large.”*

*— Joey Regino ('15), a first-generation college student, started the Chico chapter of the American Assembly of Men in Nursing, which partnered with a local nonprofit to offer a foot-washing clinic for the homeless.*



**PRIORITY 3:**  
**INVEST IN PEOPLE**

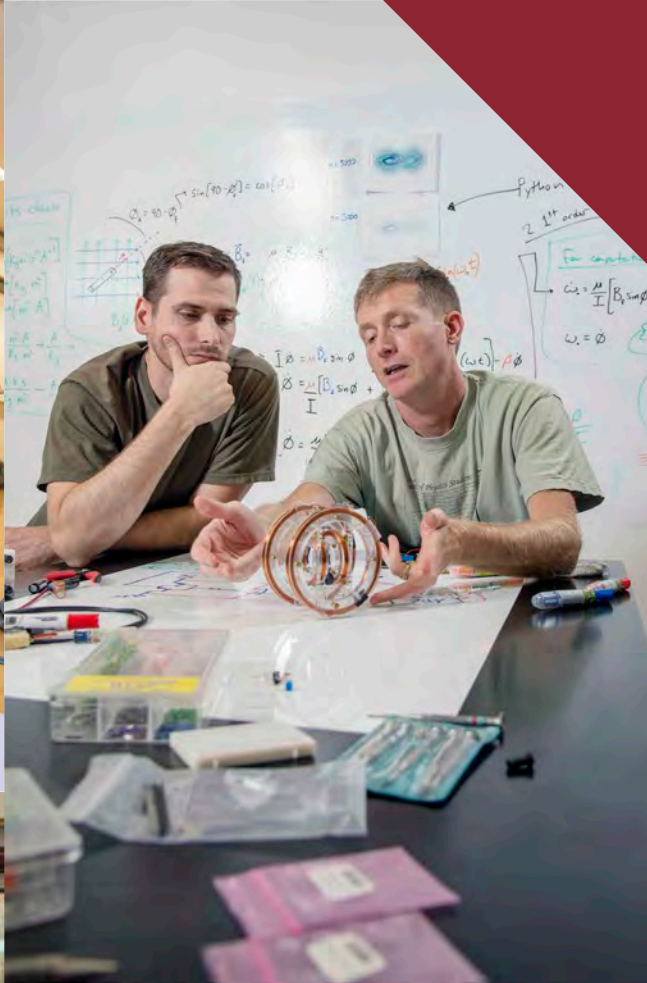
*Goal for new endowments: \$30 million*

***You can invest in the people who will  
Transform Tomorrow by endowing a scholarship,  
faculty fellowship, or program.***

Nothing is more central to student learning and success than our outstanding faculty. And there is no greater honor than for a dean, chair, or professor to be awarded an endowed fellowship.











***“You are solving real-world problems, and it’s letting you leave a mark on the world in some way.”***

*— Scholarship Recipient Salam Ali ('16), led student efforts to promote women’s leadership and diversity in science, technology, engineering, and math, and helped build the University’s first solar charging station.*



## ***You can create scholarships for deserving students.***

Today, 75 percent of Chico State students receive some sort of financial aid. By endowing a scholarship, you give the gift of education and fuel the potential of our students now and always.



***“By nominating me for a scholarship, my professors enabled me to pursue a PhD.”***

***—Angela Trethewey ('88), dean of the College of Communication and Education, is a second-generation Wildcat and recipient of the endowed Lieutenant Robert Merton Rawlins Merit Award. She credits her success to the University that invested in her and the faculty who encouraged her to explore her passions.***



**PRIORITY 3: INVEST IN PEOPLE**



*“To get that experience working with different programs, teams, and events—I don’t think you can put a price tag on that.”*

*—Kristen Gruneisen ('96), program supervisor for the University’s Center for Healthy Communities, which trains students, like those above, to increase access to healthy foods and nutrition education for thousands of children and residents in North State.*



***You can create endowed programs  
that transform how we live.***

Chico State transforms thousands of lives every year through our academic, co-curricular, applied research, and public service programs. By endowing a program, you can ensure the impact hands-on learning and community impact are far-reaching and endless.

***Join us as we shape what tomorrow holds.***



***“My professors allowed us to see  
a work environment and work  
culture beyond college.”***

*—Distinguished Alumna Debra Hook ('85)  
grew up in a one-stoplight town and once  
thought higher education was out of reach.  
She has spent most of her career treating  
rare DNA diseases in children and joined the  
Tower Society to support the professional  
development of today's students.*





CHICO

2016



WE DID



RISIANA MORENO  
MVP  
of Studies Program



STATE

***Together,  
we will  
Transform  
Tomorrow.***

**DO IT!**





**TRANSFORM**   
**TOMORROW**

**THE CAMPAIGN FOR CHICO STATE**