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Our newsletter demonstrating the impact of our donors' generosity

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This artist's rendering of the forthcoming Applied Sciences Center shows collaborative outdoor areas leading into the purpose-designed spaces that will foster student and faculty collaborations. The new building will feature interdisciplinary classrooms and laboratories for student and faculty research projects; innovation space to explore new methods and technologies; and well-equipped labs to support more students working on research projects with their professors.

Marvin and Susan Remmich Commit \$5 Million to Support Applied Sciences Center

Cal State East Bay received its largest individual gift on record from Marvin Remmich (BS '69, Business Administration), a community business leader and president of RAM Properties, and his wife, Susan. The couple have committed \$5 million toward the creation of the university's Applied Sciences Center.

The 20,000 square foot Applied Sciences Center will have two floors with a unified theme of providing

spaces for students to engage in their learning actively—whether in the classroom or research laboratory—with up-to-date technology as a hallmark of each lab and learning space. It will also house the newly-created Green Biome Institute, the first plant conservation and genomic profiling institute in the California State University system. Students who participate in the Green Biome Institute or any of the

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A New Heart of Campus



When completed in 2021, the CORE will become a center for learning, engagement and collaboration located at the heart of Cal State East Bay's hilltop campus. The CORE's 21st-century academic library will teach students how to navigate the information age economy and become self-directed learners, while its Hub for Entrepreneurship — prominently placed on the ground floor — will provide a nexus for students and faculty to explore innovations that will propel the creative economy into the next generation and beyond.

To say that Cal State East Bay is one of the most diverse public institutions in the country means something different to those who actually walk its campus. From the outside, diversity might speak to the range of ethnicities on campus—the look of the students—or even the incredible number of first-generation graduates the university produces each year (62 percent in 2020).

But for the students and faculty who call Cal State East Bay home, diversity is more than a statistic; it's an engine. It drives discussion within classrooms, it poses questions inside research labs and it responds to global and national challenges from a distinct perspective. It fuels dreams and aspirations. It enriches our region and our world.

At Cal State East Bay, we believe diversity is the answer to the urgent demand in the Bay Area and beyond for qualified industry professionals who are fluent in technology; can approach new digital tools with

curiosity and confidence; work collaboratively; and who understand the inherent value of varied perspectives. Being able to enter those careers will likewise have a direct impact on our economy and surrounding communities, as more than half of Cal State East Bay students are residents of Alameda and Contra Costa counties—and 80 percent of our graduates spend their careers here at home.

"There is research to show that industries that recruit and retain diverse employees tend to have better problem-solving, creative, and teamwork skills," said Edward Inch, provost and vice president of Academic Affairs.

CORE is a reflection of all those things. A purpose-built home for academic inquiry and exploration, designed to meet the future needs of our region and student population, and fulfill the things they strive to achieve. CORE is a nucleus of innovation that synthesizes the offerings of a traditional library

with opportunities for students to test their coursework in the outside world; find critical services and assistance located in one place; take advantage of dedicated space for group projects, presentations, and research; gain direct exposure to technologies that promote digital literacy and critical thinking skills; and consider questions of social justice and community engagement.

"This is the only place where we are actually creating an incubator-type environment that promotes inquiry beyond the classroom," Inch said. "A place where students think and learn together to extend learning beyond their courses, beyond the curriculum and beyond disciplinary boundaries. A place purposely designed to promote student learning outside the classroom has not existed on this campus until now."

OUR STUDENTS' ASPIRATIONS

A career at a hot tech startup. Work as a digital artist, project manager, or physicist. To create

life-saving drug therapies. Perform research. Become an entrepreneur. Or a teacher. Or a social worker or computer programmer or data analyst. Find a way to support their families and contribute to their communities.

No matter what our students aspire to do, the skills they need to enter the workforce are only partly found in the classroom. Being able to decipher fact from alternative fact in a complex digital world, collaborate with people from different backgrounds, and articulate ideas with clarity and conviction are what differentiates one job candidate from another.

“The CORE serves as a launch pad for our students’ personal and professional success in a knowledge-rich, technology-enhanced world,” Inch said. “It engages us as a community to grapple with the world’s great issues and challenges in new and engaging ways.”

While hands-on learning opportunities and research have long been hallmarks of an education from Cal State East Bay, CORE creates a landscape for students to hone the soft skill sets they need to be competitive in today’s world, while also accessing support in specific areas of need. For instance, librarian-taught digital literacy classes that give students a foundation for parsing vast quantities of information will be offered to all sophomores in CORE.

As well, CORE will be home to the university’s Student Center for Academic Achievement, a dedicated, purpose-built space that is immediately visible to students as they enter the building. It’s a well-deserved boost for a service that transforms personal outcomes, with

analytics showing that an ongoing tutoring session of once per week can spike student performance by half a letter grade.

THE LIBRARY OF TOMORROW

The library has long been considered the “heart” or “core” of any university campus. By transforming Cal State East Bay’s library to meet the needs of its students and faculty, CORE will become the intellectual hub of our university.

The need is urgent. More than one million visits to the library are made each year, making it the busiest in the California State University system. Beyond that, the current university library, built in 1972, was meant to accommodate about half of today’s current student population.

The way CORE will use space will also be vastly different—and more efficient. For example, rather than large static areas devoted to books and siloed services, CORE will showcase architectural flexibility, enabling spaces to be repurposed according to changing needs. It will also feature three

times as many rooms dedicated to student use as the current library has, and only about 20 percent of Cal State East Bay’s books will make the transition: Those that are most important, most popular, and most current will be placed in CORE, while the remainder stay in their current location. An online retrieval system is in the works. Technologies that exist on campus but are typically tied to departments will be a part of CORE as well. One possibility is “maker” labs where cross-disciplinary projects—perhaps media and business students working together to simulate a product launch—will come to life through shared resources such as a 3-D printer or plasma cutter.

While CORE offers pragmatic services that are increasingly essential to student success, Dean of University Libraries John Wenzler believes the new building will play an even greater role in enriching campus life.

“The library is a home away from home for our students,” Wenzler said. “Many of our students, especially with a large commuting

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Giving Tuesday Scholarship Success

On Giving Tuesday 2019, the Annual Fund at Cal State East Bay focused its resources on increasing awareness and support to the Hayward Promise Neighborhoods (HPNs) Scholarship. The scholarship is awarded to a student living in South Hayward or the Jackson Triangle neighborhood who meets the academic criteria for the scholarship.

Not only did the Annual Fund increase awareness of this important scholarship, donors generously gave over \$3,000, so the HPNs Scholarship was expanded. This means two deserving Cal State East Bay students will receive financial support in the 2020-21 academic year.

"I am so grateful to have received this scholarship because I am low-income and do not have much financial support."

— Lesley Valdes Gaeta



Lesley Valdes Gaeta

"We are very excited to see the interest in the Giving Tuesday scholarship opportunity from our college-going student community," said Melinda Hall, executive director of Hayward Promise Neighborhoods. "HPNs is committed to providing whatever it takes to support our students to successfully and seamlessly transition from their high school or community college experience to Cal State East Bay."

Emergency Fund Provides Aid to Students Affected by COVID-19

When California Governor Gavin Newsom launched the statewide shelter-in-place order on March 17, it left many of our students struggling. Their hourly jobs disappeared. The H.O.P.E. pantry, where many students shop for food necessities, had to close down. Classes on campus were transformed to be strictly online. This sudden change in their way of life, and the demands of everyday living, meant that many of our students needed additional help.

President Leroy M. Morishita founded the Presidential Pioneers Emergency Fund, where students could apply for assistance in obtaining money for groceries, technology needs, and meeting their monthly rent.

Once the fund was established, over 200 students applied for help every week.

"My family has experienced significant financial distress due to the COVID-19 pandemic. As a mother of four children—the youngest born just before the start of the Spring semester—we are having a hard time making ends meet. Food expenses have significantly increased, and are even unavailable many times. Now that everyone in my family is home full time, the food budget has had to almost double. I worry that we will not be able to find or afford formula because people keep buying it out and the prices increase. Our utilities have increased significantly as well," explained one student in need.

ANNUAL FUND AT A GLANCE

2019

400 Total Gifts
 \$225,500 in Challenges
 \$64,525 in Donations
 289 Total Donors
 118 New Donors



PURPOSE	GIFTS	AMOUNT
Athletics	78	\$6,992.00
Pioneers for H.O.P.E.	58	\$5,598.00
CORE	12	\$10,990.00
Center for Community Engagement (PfC)	11	\$1,095.00
Green Biome Fund in Science	45	\$1,339.20
Hayward Promise Neighborhood	10	\$3,145.00
Pioneers Pathfinder Scholarships	10	\$380.00
Renaissance Scholars Program	32	\$2,425.00
Applied Science Center	20	\$2,217.00
Library-Cameron's Collection	10	\$520.00
Other Areas	96	\$25,323.01
2020 Senior Class Gift	65	\$1,436.00

CALL CENTER (COLLEGE OF BUSINESS)

Credit Cards	17	\$1,890.10
Pledges	11	\$1,175.00
Grand Total	475	\$64,525.40*

*money collected from online donations on Tuesday, December 3.



The Pioneers for H.O.P.E. pantry provides basic needs such as food for students, and has been an essential resource during the pandemic.

Because of stories like these and others, the Cal State East Bay Educational Foundation board of trustees pledged 100 percent participation to support the Presidential Pioneers Emergency Fund with their donations. Likewise, over 500 faculty and staff members made gifts to the fund.

Currently, the Presidential Pioneers Emergency Fund has distributed \$140,000 to assist students in meeting their basic living needs. The future effects of COVID-19 are still unknown, but the fund will continue to assist students as long as there is a need for additional help.



The Pioneers for H.O.P.E. pantry

Remmich *(continued from pg 1)*

research labs will graduate having had a unique faculty mentored research experience that will boost their confidence as scientists and their career prospects.

“Marv and Susan’s commitment to our students’ futures and the university’s aspirations is not just commendable, but remarkable,” said President Leroy M. Morishita. “Their generosity leaves a legacy that will benefit generations of budding scientists and our faculty researchers through best-in-class facilities. We are grateful for their dedication to Cal State East Bay.” Remmich has a long history with Cal State East Bay both as a student and as a member of the Cal State East Bay Educational Foundation Board of Trustees, which he has served on since 2005. He was Board Chair from 2017-2019.

“The university has meant a great deal to me, and Susan and I are pleased to support an area that will become a beacon for the entire East Bay region,” said Remmich. “Not only will this new space be a state-of-the-art learning environment, but it will inspire the work that will solve today’s

and tomorrow’s pressing issues in healthy living, natural resources and environmental sustainability. We are honored to have a role in those possibilities.”

The university has raised more than \$24 million toward this \$30 million project and seeks further private support to complete the facility, as well as install fixtures and equipment. The new facility, planned for the Hayward campus, is expected to open in late 2022. The Remmichs’ gift is part of Cal State East Bay’s Rising in the East campaign, which concludes with more than \$71 million—well above its \$60 million goal—raised for the ideas of “people, place, and purpose.”

“The Rising in the East campaign provided the resources to elevate our students’ experiences through improved facilities and further support for our faculty,” said Bill Johnson, vice president for University Advancement. “Marv and Susan’s support is evidence that these efforts are essential to the university, but more so, the people of the East Bay region.”

THANK YOU

Cal State East Bay is grateful to those who have donated to the **Applied Sciences Center**, and who will have a named space in the finished building. Thank you for sharing our foresight and commitment to furthering the success of our students!

Jack Acosta

**Randall W. and
Patricia Davis**

Cherrie Nanninga

**Marvin A. and
Susan P. Remmich**

**Rich Robbins, The Nancy
P. and Richard K. Robbins
Family Foundation**

Richard Sherratt

If you are interested in naming opportunities within the Applied Sciences Center, contact **William Johnson**, Vice President of University Advancement, at william.johnson@csueastbay.edu or by calling (510) 885-4170.

“Marv and Susan’s commitment to our students’ futures and the university’s aspirations is not just commendable, but remarkable ... their generosity leaves a legacy that will benefit generations of budding scientists and our faculty researchers through best-in-class facilities. We are grateful for their dedication to Cal State East Bay.”

— Leroy M. Morishita; President, Cal State East Bay

Turning Business Ideas into Reality

One afternoon in late November 2019, business students participated in Pitch Day, the culmination of a month-long series of workshops entitled Start-It-Up to take classroom concepts and turn them into businesses with the potential for real investment and growth.

Start-it-Up was created by the donor-funded Smith Center for Private Enterprise Studies and the Up Club student organization of Cal State East Bay. The vision for Start-it-Up came from Economics Professor Christian Roessler and Management Professor Izzet Darendeli, directors of the Smith Center for Private Enterprise Studies.

"When I became interim director of the Smith Center, my view was that this mission should be primarily achieved not by theoretical advocacy, but by letting students immerse themselves in the market economy and see how they can create value for society through markets," said Roessler. "Supporting student entrepreneurship fits naturally with the Smith Center for that reason."

Professor Izzet Darendeli said, "We started back in 2018, thanks to generous support by the Smith family. We are trying to create an ecosystem in the College of Business and Economics [CBE], and it takes a village. It takes time, but I'm really excited that we are kick-starting it."

Coming up with a thought-out business plan can usually take months or years, but students were able to do it in only a few weeks with supervision from faculty. One of the first steps in creating a business plan is identifying a need that isn't being met and coming up with a product or service. After that, it's a matter of addressing different areas such as the current market, target audience, and labor or material

costs. These interactive workshops allowed teams to look at their idea from every possible angle, filling in the gaps and getting additional expert advice from faculty and mentors.

Similar to Shark Tank, each group presented and answered questions in front of a panel of judges consisting of alumni and community leaders that were CEOs, venture capitalists, and entrepreneurs. Instead of a "handshake deal" and direct investment from the judges themselves, the teams that placed won prizes donated by CBE.

Each team had amazing ideas, but only one stood out from the rest to win first place. That team was Bonty. Bonty is "an electric facial cleansing brush designed to reach target areas that traditional brushes cannot," said founder Elizabeth Reyes. "It is

sustainable, effective, and gentle for all skin types."

"My experience with Start-it-Up has been life-changing," Reyes continued. "I've gotten the chance to view some individuals as mentors and truly witness their strong suits...I got to make great connections and work with admiring individuals, such as my teammate, Gabriella Johnson! Thank you Start-it-Up and the Smith Center for giving CSUEB students such a great opportunity!"

"This inaugural event was a huge success and aligns perfectly with the missions of the College and of the Smith Center," said CBE Dean George Low. "We look forward to future Pitch Days and the impact that this program will have on building an entrepreneurship ecosystem for Cal State East Bay students."



From left to right are: Dr. Izzet Darendeli, Assistant Management Professor, Associate Director of the Smith Center for Private Enterprise Studies; George Low, Dean of the College of Business and Economics; Gabriella Johnson, BSBA student, Director of Marketing & Product Management for Bonty; Elizabeth Reyes, Founder of Bonty; Dr. Christian Roessler, Associate Economics Professor and Director of the Smith Center for Private Enterprise Studies; and Maryam Alexandrian-Adams, BS Computer Science Alum, CEO and founder of Adams Global Partners, Pitch Day Judge.

"We look forward to future Pitch Days and the impact that this program will have on building an entrepreneurship ecosystem for Cal State East Bay students."

— George Low; Dean, College of Business and Economics

CORE (continued from pg 3)

population, spend most of their time on campus here. By making CORE the focus of the university's attention, by creating an inspiring, innovative building, and by investing in a place at the center of their campus life, we are telling students how committed we are to their futures. And for faculty, we want to also give them an attractive new environment that draws them into the hub of campus and promotes interacting with each other and students in new and different ways."

THANK YOU

Cal State East Bay is grateful to those who have donated to **CORE**, and who will have a named space in the finished building.

Jack Acosta

Debbie Chaw

Patrick Devine

Linda Dobb

Elizabeth and

Richard Graw

James Hannan

Edward Inch

Leroy M. Morishita

Michelle Rippy

Richard Sherratt

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Rosemary and Matthew Spitzer Distinguished Science Faculty Award

The recipient of this year's Rosemary and Matthew Spitzer Distinguished Science Faculty Award is Dr. Kathy Hann, a faculty member in the Mathematics Department. She was nominated by Dr. Julie Glass, chair of the Mathematics Department. "Dr. Hann is a quiet superstar in the department of mathematics. She is a deeply caring, creative, and effective teacher. All of her courses are taught using an active learning approach. Students consistently comment on her helpfulness and clarity."

Outside of the classroom, Dr. Hann's work addresses the shortage of high school mathematics and science teachers. She has secured over \$3.5 million in external funding to support the training of future teachers and carries out extensive service and advising activities. As the recipient of this prestigious award, Dr. Hann said, "I was surprised and honored. I plan to use it to collaborate on scholarly work related to recruiting and supporting future STEM teachers who will work in high-needs schools."

Dr. Hann is just one example of the outstanding College of Science faculty honored by the Rosemary



Dr. Kathy Hann

and Matthew Spitzer Distinguished Science Faculty Award, created in 2015 by Rosemary Spitzer. A big proponent of physics, Matthew Spitzer was friends with several Cal State East Bay faculty members, all of whom would gather monthly for lunch and lengthy discussions about physics and other science topics. When Matthew passed away in 2013, Rosemary turned to her husband's friends for guidance as to how she could make an impact on the university and the faculty members her husband was so fond of.

"Students receive recognition, but faculty less so," explained Rosemary. "Dean Singley is doing a great job in the College of Science and I wanted to help him to be able to recognize outstanding faculty and provide them with additional resources."

"I know budgets are tight in the CSU system," she continued. "If this award helps a faculty member, it is well worth it."

"Faculty are a multiplier force; anything you do for them impacts many people."

Rosemary Spitzer

A Question and Answer with Doris Duncan

Longtime faculty member Doris Duncan thought it was the perfect time to make a charitable gift annuity (CGA) and create the Doris G. Duncan Technology Research Fund. We recently interviewed Dr. Duncan to find out more about her planned gift.



Doris Duncan, Emerita Faculty

WHAT MOTIVATED YOU TO MAKE A GIFT?

As a former faculty member for nearly 40 years at Cal State East Bay, I know how challenging it can be to get much needed funding to support research, journal publications, and to present academic papers at conferences. Yet research and writing are integral parts of academic life, especially for faculty seeking tenure and promotion.

I believe in the mission and values of Cal State East Bay and the College of Business and Economics, and I wanted to do something positive after retiring from my professorship in Computer Information Systems. My endowment gift seems like an excellent way to encourage faculty research in collaboration with students while making effective use of technology.

Many students and some faculty are like me in being the first ones in their families to complete college. My gift will have more impact at Cal State East Bay than it would at a well-endowed top tier university or an Ivy League school. In short, my gift is a modest way I can help to make the world a better place one faculty member and one student at a time.

WHY DID YOU DECIDE ON A CHARITABLE GIFT ANNUITY AS THE VEHICLE FOR YOUR GIFT?

A charitable gift annuity is a win-win proposition. Cal State East Bay can use my gift to support my stated purpose. I received an income tax deduction for the year I made my gift. I will also receive income from the CSU Education Foundation for the rest of my life. I will point out that the rate of interest paid by the annuity is noticeably higher than interest rates paid by banks and financial institutions today. I consider the annuity to be a form of longevity insurance. A charitable gift annuity makes good sense if the donor has a long life expectancy.

IN YOUR OWN WORDS, WHAT IS IT ABOUT CAL STATE EAST BAY THAT MAKES YOU WANT TO DONATE?

I invested nearly 40 years of my professional life at Cal State East Bay and wanted to continue contributing in some way after retirement. Part of the fun of my position was the research and writing. My gift is a way to share my passion by encouraging others to research and write. This is my way of letting my peers and future faculty and students know I believe in them. Their lives matter. I believe in Cal State East Bay's mission and the diverse community it serves. My values align well with the mission and values of the College of Business and Economics. By making a planned gift, my legacy will help support CBE for the rest of my life and beyond. I have more say in how the money gets used by making the gift while I'm alive and well, plus I earn dividends in the form of psychic income for the rest of my life!

WOULD YOU RECOMMEND OTHERS GIVE THROUGH A CHARITABLE GIFT ANNUITY?

The guaranteed fixed income stream for life enabled through a charitable gift annuity provides longevity insurance. One has less reason to worry about running out of money if blessed by a long life. A gift annuity combined with having more than one income stream also provides peace of mind.

IS THERE ANYTHING ELSE YOU WOULD LIKE OUR READERS TO KNOW?

Planned giving is a wonderful vehicle for supporting the people and programs you love with the potential of a significant savings on income taxes. Among the many ways to create a legacy are outright cash gifts, appreciated property, charitable gift annuities, IRA charitable rollovers, bequests, and more. Estate planning has many dimensions. I would advise anyone thinking about making a significant gift to explore the possibilities by meeting with one of the knowledgeable members of University Advancement. They can help you find a meaningful purpose to support with more impact than you may ever have imagined.

If you are interested in setting up a charitable gift annuity, or a different planned gift, please contact **Holly Stanco**, Associate Vice President for Development, at holly.stanco@csueastbay.edu or (510) 885-3183.

Alumni Mike and Shirley Coke Donate to Launch Student Investment Fund



“I think anytime a student can spend time thinking through investment rationale, that is applicable all across their life.” — Mike Coke '90

Today's students can do just that, thanks to a generous donation of stock worth over \$100,000 by Cal State East Bay alumni Mike and Shirley Coke.

Starting this fall, students in the College of Business and Economics will learn what it's like to work at an investment firm through a new program called the Student Investment Fund (SIF). The program will focus on investing in Bay Area companies and include an elective course in accounting and finance.

“The SIF will give students hands-on experience in how to effectively invest in the stock market, using real money, with real profits and losses,” said Dr. George Low, dean of the College of Business and Economics. “These investment decisions will be based on data analytics, in-depth economic analysis of industry sectors, and a thorough analysis of companies' past, current, and future financial performance. There is no better way to learn how the stock market, industry sectors, and overall economy interact and work than by making financial decisions that result in immediate feedback.”

As students go through the program, they will have the opportunity to gain additional leadership experience by taking on investment firm roles such as “Sector Leader,” “Assistant Fund Manager,” and “Fund Manager.” Students from other majors are also allowed to become “Analysts.”

By definition, investing is putting down money with the expectation that it will grow and multiply.

“The basic idea is to ‘buy low, sell high,’” said Dean Low. “This particular fund will have a long-term investment objective, so that the overall portfolio will increase in value over time, at a rate higher than the market average.”

ABOUT THE STUDENT INVESTMENT FUND

Dean Low has worked to establish the Student Investment Fund since he joined the College of Business & Economics in 2018.

“When I discovered that we did not have such a fund, something most leading business schools have had for many years, I worked with our associate dean, finance faculty, and the chair of the Accounting & Finance Department, to develop a proposal based on best practices around the country,” Low said.

With the framework in place, the next step was to find investment capital—the fundraising goal is \$500,000. Connecting with Mike Coke was truly a moment of kismet.

“Mike understands the benefit this program will bring to our students, as he has experience with a similar fund elsewhere,” Low said. “He was immediately interested in helping us make it happen with his founding gift. He is also staying involved as a volunteer and advisor and we are grateful to be able to draw upon his expertise.”

“Donors of any amount can support programs that are meaningful to them—and know that their gifts will have an

impact," said Penny Peak, director of development. "Some donors choose to invest at Cal State East Bay because their degree helped them in their careers, they appreciate their time as students, or they want to help current students afford an education or have a special educational experience. I think several of these factors were true for Mike and Shirley in choosing to make this generous gift."

ABOUT MIKE AND SHIRLEY

Mike initially started at UC Davis studying math. He quickly realized huge class sizes weren't for him, but he knew he wanted to do something with numbers. After finding out that Cal State East Bay (then Hayward) had a business program, and that his high school girlfriend Shirley was going to school there, he made his way to the Bay Area where the two would eventually settle down and marry. An accounting class taught by lecturer Bruce Raine sparked his interest in accounting and put his penchant for numbers to use.

After graduating in 1990 with a B.S. in Business Administration, Accounting, Mike worked for the accounting firm Arthur Andersen and continued in the

ultimately create a little bit of wealth so you can take care of your family and retire. All those decisions along the way, how you invest your 401(k) money, buy a piece of real estate for your house...all those things to me are investment decisions."

Mike continued, "I think the rationale and thought process that can be taught in the program can have a wider impact on a student. I feel like experience with the investment fund would be a great way to get a broader view on life and get something that's applicable to their whole lives."

SHIFT EXPECTATIONS WHEN STARTING YOUR CAREER

"There's a lot of practical things that I tell kids. But as far as a more philosophical piece of advice... People are so focused right now on: 'I want the perfect job to be my first job.' It just doesn't exist."

"I recommend that students do well in school, work hard, get out, and get a job," said Mike. "Do that first job for a couple of years and start figuring out what you really like and enjoy, then figure out how to tweak your

"I think anytime a student can spend time thinking through investment rationale, that is applicable all across their life."

— Mike Coke '90

accounting and real estate fields at companies including AMB Property Corp. In 2007, Mike co-founded Terreno Realty Corporation, a nationally traded industrial real estate company.

Shirley graduated with a B.A. in Liberal Studies, minor in sociology. She became a counselor and social worker and then transitioned into focusing on raising their family. "She's more than 50 percent of our success," Mike shared.

Launching the Student Investment Fund is Mike and Shirley's way of sharing some of the good fortunes they had after graduating and growing in their careers.

In a conversation, Mike revealed why he is passionate about sharing the knowledge of investing with students, and the pieces of wisdom he's acquired throughout his decades of experience.

INVESTING IS A SKILL APPLICABLE TO LIFE

When discussing investing, Mike said, "The whole goal in life is to go to school, try to earn a living, and

career path to do something you really enjoy. I think ultimately when you approach growth in your career strategically, you can be much more successful in life, rather than trying to hunt down enjoyment first thing out of the box. Because you're just going to be disappointed."

CONTINUING THE LEGACY

The College of Business and Economics strives to equip business leaders with the skills to create an impact in their lives, companies, and communities. Mike and Shirley's generous support of the Student Investment Fund ensures that students will be able to develop significant and practical new skills while they are still in school, which will benefit them for decades to come.

To support the Student Investment Fund or learn how a gift of securities or assets can impact Cal State East Bay's programs, please contact **Penny Peak**, Director of Development, at (510) 885-4156 or penny.peak@csueastbay.edu.

We are grateful to those who have included Cal State East Bay in their estate plans

Theodore Goodman Alper	David J. Madson
Virginia Ireys Anderson	Adina Baraze Magill
Patricia Anne Baran	Lindy Li Mark
Stephen C. Benson	Ellis E. McCune
Michael Edward Berumen	Hilda McCune
Robert W. Burt	Kristi K. Miramontes
Alan Beach-Nelson	Louis Paul Miramontes
Daren J. Beach-Nelson	Janet Gwendolyn Mitchell
Sandy Benson	Claris M. Moore
Ramon Montoya Brusuelas	David W. Moore
Richard Glenn Carson	Cherrie Lynne Nanninga
Hale Conklin	Mordechai Olcha
Howard Alan Davis	Beatrice O. Pressley
Doris Gottschalk Duncan	Stan Jay Pisle
Lynne O. Elkin	Mohammad H. Qayoumi
Barry Feldscher	Marvin Alvin Remmich
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Bruce Kern	Joanna Dee Servatius
Johan Mahler Klehs	Richard Harry Sherratt
James Edward Klescewski	Joan Sieber
Karla Kobelt	Scott R. Sochar
Klaudia Evelyn Kobelt	James Howard Songey
Leland D. Levy	Judith M. Stanley
Richard F. Lopez	Carrie Eve Stewart
Sally L. Lopez	Carol Ann Sughrue
	Henry A. Tombari
	Norma Urcuyo-Siani



James "Jim" DeLacy and Ruth Shaps Scholarship

Jim DeLacy coached both swimming and water polo for Pioneer Athletics, before embarking on a career with the Oakland Fire Department. Both Jim and Ruth are active Masters swimmers and still compete, and they have both set world records in swimming for their age groups.

The DeLacy-Shaps endowment will award an annual scholarship to student-athletes in the Pioneer women's swimming program who have strong potential, but need financial assistance. Jim and Ruth created their

endowment in order to provide a “helping hand” to Pioneer swimmers because, looking back, many of their life achievements wouldn’t have been possible without the support they received as students and young adults.

Head Swimming Coach Shane Pelton acknowledged the significance of this scholarship. “Jim’s and Ruth’s generous gift ensures permanent scholarship support for swimmers with talent and commitment, and it will help ease the financial burden of paying for college for selected students,” he said. “Jim and Ruth both have a lifelong commitment to swimming and we are honored to have their support.”



Kira Sullivan Hernandez Memorial Scholarship

Kira’s gift was her musical talent. From the time she could talk, she was singing. Her formal music education included two years at the San Francisco Conservatory of Music, Preparatory Division, during high school. She went on to the University of Toledo and then, after one year, transferred to Cal State East Bay. She received her bachelor’s degree, majoring in vocal studies. She performed in many opera and musical theater productions throughout the Bay Area.

After graduation, Kira became a piano and voice teacher. She operated a successful business, Sullivan Studio, with her husband Jorge, another Pioneer. A rare form of kidney cancer cut her life short four days before her 30th birthday. Her parents, Tim and Calli Sullivan, raised money for the Kira

Sullivan Hernandez Memorial Scholarship through crowdfunding and their personal donations. The scholarship is awarded to a voice major at Cal State East Bay in good academic standing who is eligible for financial aid.

Orinda Women’s Club Renaissance Scholars Scholarship

The Orinda Women’s Club is a nonprofit, community-based organization that focuses on addressing urgent and ongoing needs of families in both Contra Costa and Alameda counties. The club has a long history of community involvement and enrichment. Club members organize fundraisers, exciting community-building events, and fun, social get-togethers.

One of the club’s major projects is its annual Festival of the Trees, which primarily benefits one or two organizations annually. Last fall, the club selected the Renaissance Scholars Program, which supports former foster youth at Cal State East Bay and helps keep them on track to graduate.

Elene Lee, M.S. ’76 and Chair of the Community Service Committee of the club, explains, “I decided to come to campus for a tour; I hadn’t been at Cal State East Bay for years until then, and I was so impressed. As alumni, I feel we can all help by connecting great programs on campus to the philanthropic resources we have access to in our own circles.”

Caroline Calloway, former president of the Orinda Women’s Club, says, “Many of our members have children and even grandchildren; we thought of what we had done to support them through college and as young adults. Thinking about students who don’t have that support struck such a cord with us. For me, it hit my heart when I heard about a student who could not afford to see a dentist.”

“Cal State East Bay is close to home,” she said “We know the campus. This was about helping people in our home community. We knew that our dollars would make a real impact on students through the Renaissance Scholars program.”

(continued on next page)

Pay It Forward Scholarship

The Pay It Forward Scholarship was established by Stephen and Karen Beck. Karen graduated from Cal State East Bay in 1980 with a BA in English. She continued to study at CSUEB and received a teaching credential in 1981. Stephen Beck graduated from San Jose State University in 1969 with a BS degree in Mechanical Engineering.

“We were both the first in our families to graduate from college and our public education served us well,” explained Stephen. “This influenced us to help others—who may not be able to afford this same opportunity—to do so.”

The donors wish to help give students of low financial means the same opportunity that they had to attend and graduate from college, and thereby achieve their full potential and improve their financial status. Karen Beck



Stephen and Karen Beck

THANK YOU SCHOLARSHIP DONORS!

These scholarships were created between July 1, 2019 and June 30, 2020. Thank you so much for your generosity in giving back to Cal State East Bay!

CLASS OF 2020 SCHOLARSHIP

College of Business and Economics
Student Investment Club

Crankstart Transfer Scholarship

James DeLacy and Ruth Shaps
Scholarship in Swimming

Delta Sigma Pi Scholarship in the
College of Business and Economics

Doris G. Duncan Technology
Research Fund in the College of
Business and Economics

Kira Sullivan Hernandez
Memorial Scholarship in Music

Karen Long Scholarship

Michael D. Love Memorial
Scholarship in Accounting

Moving Forward Scholarship

Mel and Leta Ramos Family Fund for
Educational Opportunities in the Arts

Oswald G. Rodriguez Memorial
Scholarship in Human
Resources Management

Barbara Scheifler Scholarship
for the Renaissance
Scholars Program

Carrie Rohlfing
Stewart Scholarship
for Developing Student
Leadership

Dean Jay Tonz Memorial
Award for International
Business Experience

Professor John Villarreal
University Scholarship



said, “We know college is more expensive than when we attended and we wanted to provide a scholarship that would cover more than half of a student’s tuition. We hope that these scholarships help to give the recipients the chance to achieve their full potential in a career and in life in general. And ultimately, we hope that the recipients will also be able to use their success to pay it forward and help others.”

“We know college is more expensive than when we attended ... ultimately, we hope that the recipients will also be able to use their success to pay it forward and help others.”

— Karen Beck

Carol Sughrue Scholarship for International Peace and Understanding

Cal State East Bay alumna Carol Sughrue '69 is a retired journalist, activist, and humanitarian. Sughrue said it was her then-Cal State Hayward professor John Gothberg who convinced her not to drop out of college. The professor also helped set her up with her first job as a reporter at the Argus in Fremont, which she says changed the trajectory of her life and demonstrated how vital student-faculty relationships can be.

After reconnecting with the university years later, Carol was happy to hear it was still the life-changing place she remembered. She said it's the students she heard about that ultimately led her to establish a planned bequest for the Carol Sughrue Scholarship for International Peace and Understanding, inspired by their drive and commitment to serving their communities, a value that hit home for her.

“Students today face challenges I didn’t have to overcome in my quest for an education,” Sughrue said. “For one, costs are much higher now, and students often leave college mired in debt. It takes a very determined person to embark on a college degree these days, especially with little or no financial support from one’s family. And that’s exactly why scholarships are so important. The opportunity is there—California

is a wonderful state where education is valued and available—but it takes money to achieve the goal of a college education.”

Sughrue explained, “Education is so important today. While a college degree doesn’t necessarily make one smarter, it does help develop critical thinking, something that will be so necessary to the future of our communities, country, and world as we face increased threats to daily life from disease, the quest for essential food, housing and medical care, income disparity, environmental threats, racial bias, global warming, etc. And it’s imperative that we find solutions that don’t involve war and more destruction of our fragile planet.”

“While I can’t control the future,” Sughrue continued, “I can assist a few of those who will face these challenges by helping sponsor their education with a scholarship.”

By turning her required IRA distribution into a gift to the university, Sughrue was able to support four scholarships. This year, she was able to increase her distribution so that her scholarship could expand to support five scholarships for five different students.

“My hope is these scholarships will be used by students to achieve their dreams of a college education,” Sughrue said. “It’s apparent they have the desire and are willing to put in the effort. It’s a privilege to provide a little seed money.”



Jose Menjivar Martinez, 2019 recipient of the Carol Sughrue Scholarship for International Peace and Understanding

CAL STATE EAST BAY

BECAUSE OF YOU

VOLUME 1, NO. 1 • FALL 2020

Challenge Grant Helps Meet Basic Needs of Students

Of the many ways Cal State East Bay supports students, perhaps the most important one is to end student hunger. The John Muir Community Health Fund has partnered with our Concord Pioneers for H.O.P.E. (Helping Our Pioneers Excel) program since 2017 to address food insecurity needs of students in central and eastern Contra Costa County. Over the past three years, the fund has contributed to create the College Pantry Initiative, a collaboration between Cal State East Bay, Concord; the Food Bank of Contra Costa and Solano Counties; and the Contra Costa Community College District.

Pioneers for H.O.P.E. ensures students have access to the food pantry, and provides temporary housing assistance,

emergency funds, and referrals to resources that correlate to students' success, health, and wellness.

In 2019, the John Muir Community Health Fund issued a challenge grant to Cal State East Bay: raise \$15,000 in donations in five months, and the foundation would match the funds. Over \$22,000 was raised by the challenge deadline and many friends joined us as new donors!

The goal of the challenge was to make Pioneers for H.O.P.E. in Concord self-sustaining by providing individual support to end campus hunger, provide for basic needs, and assist with other obstacles such as housing insecurity for students. Our thanks to the John Muir Community Health Fund for their generosity, and to our donors for helping us address food insecurity and exceed the grant challenge.

