October 17, 2014

To: The Campus Community

Our region — residents, businesses, many of you — did something special this fall. Over a six-week period, its members contributed $521,255 to scholarships for CSU Stanislaus students. The One Purpose campaign, the envy of most other CSU campuses, was over a year in the making. It involved an exceptional effort by the members of our Division of University Advancement and 170 community and campus volunteers. They were led by campaign chairs John and June Rogers (who themselves gave $100,000) and campaign division leaders George and Karna Harrigfeld Petrulakis and Steve and Nancy Jaureguy. As well, Matt and Maria Swanson initiated a related $250,000 One Purpose endowment; the interest produced by the endowment will also be used for One Purpose scholarships.

The dollars contributed by more than 700 donors are astounding both as a sum and as a statement of confidence in CSU Stanislaus, its employees and students. Not to be overlooked is One Purpose's ability to produce advocates (all those volunteers telling our story) who in turn found willing listeners. Those listeners not only gave to One Purpose; they spread the word to still more people, including alumni whose passion for their alma mater has been rekindled. We are no longer a well-kept secret, and the region increasingly speaks of its university with great pride and of our students as the community’s future.
None of this works without you. I am continually impressed and inspired by the way you truly care about our students. They are the center of your attention. You want them to succeed. You take tremendous pride in our graduates and the fact that a huge portion of them are the first in their families to complete a college degree. You serve on important committees with our students. You advise and mentor them. You focus on their individual and collective welfare and eventual success. You respect them. Perhaps most important, you stay engaged in conversations about how we can do still more to make a difference in students' lives and the development of the region. It does not go unnoticed. That's why One Purpose was such a success.

Have a great weekend.

Sincerely,

Joseph F. Sheley, President
California State University, Stanislaus