May 19, 2015

To: The Campus Community

Title IX
Perhaps of greatest significance and a source of true pride for our campus, CSU Stanislaus has done a great job with its Title IX efforts. We have put in place the structures and policies that permit compliance with legal mandates. More important, however, is the realization that student culture must change if we are to see a significant reduction in the spectrum of behaviors that constitute or encourage sexual assault. Here we have become leaders in the CSU in the effort to make students part of the solution rather than the target of reform. I want to thank Warrior Watch, ASI, Peer Health Educators, the Student Health Advisory Committee, members of various other student organizations, and the many individuals who have taken a leadership role in shaping a new campus culture regarding not only sexual assault but also responsible alcohol use. The key: there is no such thing as the disinterested bystander. Intervene.

Health and Safety
Of related interest, we have become a lead campus in our approach to risk management, health, and safety. My thanks go out to everyone who is formally involved – our Risk Management Committee and campus leadership in the risk-management area, our newly reconstituted campus Safety Committee, and our ongoing initiative to promote health and safety on campus. My appreciation also goes to the rest of our campus community more generally. Cultural change is critical to health and safety. We need to look out for each other.

Identity
On the matter of connection to the community, I am pleased to note the progress made by the Brand & Identity Enhancement Project Committee. Members have worked tirelessly to shape recommendations regarding names by which to refer to
our university within official communications, a logo design, and a tagline (slogan) that captures much of what we are and aspire to be. The work will continue through the summer, and we hope to have the final product ready for community introduction as the fall semester begins. I am grateful to everyone who has participated in committee work and in focus groups for this project.

Alumni
This has been a good year for our alumni relations team. Our Vines event came back better than ever; it was a great night. Stan State has gotten its name out into the community, has seen an uptick in alumni interest and pride in their alma mater, and has demonstrated that we can play with the big kids -- we stand at number three in the system (behind Long Beach and Fullerton) in the number of our alumni who posted on the CSU 3 Million Alumni website. And there’s cause for celebration. One of our alumni, Dana Stemig, was among three chosen randomly from those who posted on the 3 Million site to receive a $10,000 scholarship! Congratulations, Dana.

One Purpose
The connection to the community was evidenced further this past year through the successful One Purpose Campaign. A large, committed, hard-working group of volunteers raised over $500,000 in scholarship funds for our students. This year's campaign efforts have started -- leaders and teams in place, team training underway. Pledges are sought during a fast-paced six weeks beginning in September.

External Public Art
Finally, one of our goals this year has been the creation of a policy and a plan to guide selection and placement of external art pieces on campus grounds. We are close to accomplishing that goal and will introduce the proposed policy and plan at the start of the fall semester.

Again, thank you for your hard work. It always is aimed at helping our students succeed. Have a great summer, and congratulations to our graduates.

Sincerely,

Joseph F. Sheley, President