January 20, 2015

To: The Campus Community

It is hard to believe we are nearing the end of January, and that my best wishes to you for the new year are already a bit belated. I hope you had a restful MLK day but also had a chance to ponder Dr. King's legacy for society in general and for higher education in particular.

I write today to note another legacy and to ask for your help. 50,000 alumni carry forward a rich history of pride and purpose for CSU Stanislaus. You've heard me say that a large part of our potential to make a difference in the region rests not only with the contributions of our alumni but also with them actively telling our (and their) story. My request today is that each person employed at Stan State reach out to one alumni or alumna and ask him or her to take five minutes to join the CSU Alumni Yearbook. Post a photo, identify yourself as a CSU Stanislaus alum, list your current town. That's it -- one alum, five minutes: https://classof3million.calstate.edu/.

This is important. After years of being off the system's radar (which is okay until resources become scarce), people are beginning to notice us. If we can get about 500 posts on the Yearbook, we likely will lead the CSU and hear the recent system refrain: "Who are those people?!!" How about, "They are the campus with the most loyal alumni!"

A special request of our employees who are alumni (all 300+ of you): please go online and enter yourself into the Yearbook. We'll make it easy for you. Come to the University Advancement Office, MSR 300, anytime between 8 and 5 on January 28. They will take your photo professionally and enter it into the Yearbook for you. Please do it; it matters a lot.
The alumni focus will be particularly meaningful over the next few weeks on our campus. Homecoming is near -- employee alumni luncheon on February 3, wearing Warrior Red on February 4, college alumni lunch and campus tour on February 5, student homecoming basketball game on February 6, alumni pregame social before the February 7 basketball game with Athletic Hall of Fame inductions at halftime. Details at [https://www.csustan.edu/homecoming](https://www.csustan.edu/homecoming).

So walk down memory lane, proud alums, and let your alma mater celebrate with you. We applaud your accomplishments and are thankful for everything you do to support the University.

Sincerely,

Joseph F. Sheley, President