



**CAMERON
INSTITUTE**
FOR STUDENT-ATHLETE DEVELOPMENT

POSITIONING CAL STUDENT-ATHLETES TO PERFORM TO THEIR FULL POTENTIAL AND THRIVE FOR A LIFETIME

2022-23

ANNUAL REPORT

YEAR 3



TO BERKELEY  **THIS IS BEAR**



LETTER OF INTRODUCTION



Dear Friends of the Cameron Institute,

As we celebrate the culmination of three years of the Cameron Institute for Student-Athlete Development, one fundamental truth resonates — it's not just a program; it's a movement! We take immense pride in our journey toward becoming a beacon of growth and accomplishment in intercollegiate student-athlete development. Our objectives remain clear: to champion the pursuit of athletic and personal excellence, actively engage with East Bay communities, and foster career and professional skill sets to pave the way for our student-athletes to secure "golden opportunities" post-Cal. These objectives are encapsulated in a model, *The California Way*, that undergoes continuous evaluation to align our goals, measurements, services, and overall execution.

We are so grateful to be winning with our people. Under the steadfast leadership of Dr. Marissa Nichols, the Cameron Institute's three pillars — Career Development, Community Engagement, and Mental Performance — continue to thrive. We are incredibly fortunate to have a dynamic team that sets high expectations and exhibits a fervent passion for innovation, improvement, and excellence. Our heartfelt appreciation goes to Dr. Graig Chow, Dr. Binetti Vitta, and Jessie Stewart for their instrumental roles in elevating our three pillars to unprecedented heights. We extend our gratitude to the dedicated teammates surrounding them — Diana White, Ryan Rodriguez, Zac Bocian, Tayler Perez, Dr. Lenny Wiersma, and Samantha Gilmore — who consistently deliver best-in-class services to Cal student-athletes.

As we look ahead toward year four, we anticipate new initiatives, including team expansion, the evolution and fortification of services and delivery, and the introduction of personalized profiles for each student-athlete that track their progress and outcomes. Our alumni will play an even more integral role in supporting Cal student-athletes. Collaborating with the Cal Athletics Fund, we are actively fundraising to ensure the sustainability of our model to fully endow the Cameron Institute. Additionally, efforts are underway to establish a brick-and-mortar walk-in location — the future home of the Cameron Institute. Our quest is to be a true differentiator for today's most promising recruits, thereby supporting one of our most valued stakeholders: our Cal coaches.

It brings us great joy to share the 2022-23 Year 3 Annual Report, capturing ultimate outcomes, behaviors, insights, and the perceived value of our student-athletes and coaches. As an organization, we take pride in our measurable success — our version of Wins/Losses.

Our heartfelt thanks for being integral to the Cameron Institute's entrepreneurial journey. The realization of our goal to become the premier student-athlete development program in the country is made possible by the unwavering support of our Advisory Board, alumni, donors, and fans. Our foremost thanks go to Bryan Cameron for his incredible generosity and support. And continued thanks to our Advisory Board members: Shareef Abdur-Rahim, Arnoldo Avalos, Eric Berridge, Dr. Panos Papadopoulos, Dr. Jennifer Prah-Ruger, Staci Slaughter, and Mark Stephens. As we look forward to years four, five, and beyond, we invite you to explore ways to contribute to the Cameron Institute's success through your time, talent, or treasure. Your involvement makes a significant impact on the lives of our student-athletes.

Go Bears!

Warmly,

A handwritten signature in black ink that reads 'Dr. Marissa Nichols'.

Dr. Marissa Nichols
Associate Athletics Director, Student-Athlete Development
Director, Cameron Institute

A handwritten signature in black ink that reads 'Jim Knowlton'.

Jim Knowlton
Director of Athletics

A handwritten signature in black ink that reads 'C. Bryan Cameron'.

C. Bryan Cameron
Chair, Cameron Institute Advisory Board

The Cameron Institute for Student-Athlete Development at the University of California, Berkeley, aims to be a world-class model for the holistic development of student-athletes within intercollegiate athletics.

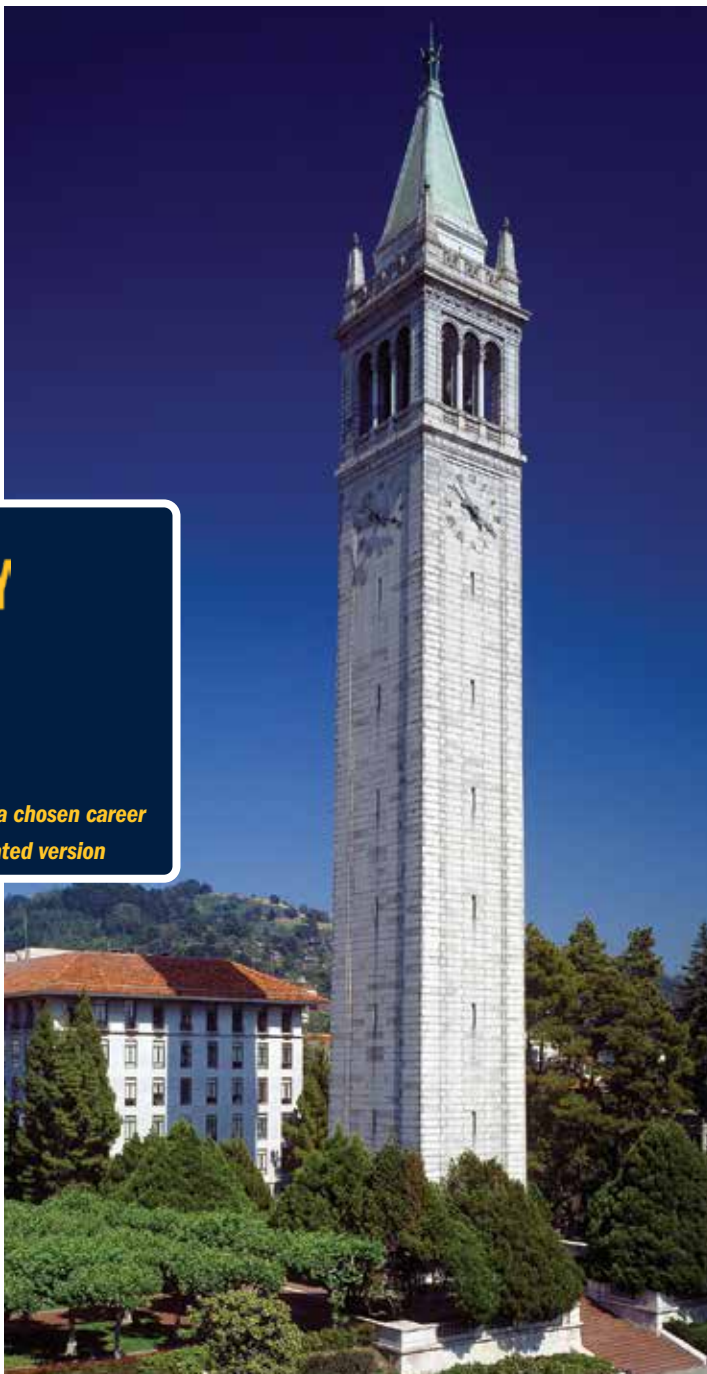
Utilizing an original framework, ***The California Way***, Cal student-athletes receive high-impact specialized services across three pillars: **Career Development, Community Engagement, and Mental Performance.**

* THE *California* WAY

FOUR ASPIRATIONAL OUTCOMES FOR CAL STUDENT-ATHLETES:

- *An impactful leader who inspires others toward a collective purpose*
- *Committed to excellence with a high performance mindset*
- *Inspired and equipped to make critical contributions in the community*
- *Positioned to land a golden opportunity upon graduation and flourish in a chosen career*

**Abbreviated version*



Cameron Institute Team 2022-23



Student-Athlete Advisory Committee (SAAC) Executive Board

"I would not be able to do everything I do without the Cameron Institute. The fostering of leadership, change-makers, and so much more has enhanced not only my time here as a student-athlete but also one that goes beyond Berkeley...I am so proud to be a Cal Bear and an advocate for all things Cameron Institute."

**- Cal Student-Athlete,
Women's Gymnastics**

Five Strategic Priorities of the Cameron Institute:

1. **Student-Athlete Achievement:** 90%+ “Golden” Achievement: 9/10 student-athletes who matriculate through Cal Athletics have: landed a golden opportunity; will have made a positive contribution to their community and have the knowledge/skillset/perspective/commitment to do it again; increased their athletic performance and sport well-being.
2. **Talent/Recruits:** Be the #1 choice for today’s highest potential student-athletes and coaches nationwide - perceived as the best place to grow by recruits and coaches, and sets the developmental benchmark at UC Berkeley and beyond.
3. **Culture/People:** Become the preferred place to work in student-athlete development and sport and performance psychology - attract, land, position, and retain an outstanding constituency of professionals to deliver the model.
4. **Philanthropy/Sustainability:** Achieve a \$25 million endowment by 2029 (10-year Cameron Institute anniversary) to help create everlasting sustainability.
5. **Infrastructure:** Become the model and benchmark for holistic student-athlete development by 2025 that transforms how athletic departments nationwide develop their student-athletes and coaches.



70%

(23) of student-athletes in their first semester who received a recruiting presentation from the Cameron Institute indicated that the Cameron Institute was a factor in their decision to attend Cal (n=33).



“I am so grateful for the Cameron Institute. It has helped me in so many ways, and I recommend using it as much as possible to all of my teammates and friends who are student-athletes. It is honestly Cal’s biggest selling point, in my opinion, and every time I speak with a recruit from any team, I make sure to tell them all about the Cameron Institute, as I think it makes a huge difference and is very unique to Cal Athletics.”

- Cal Student-Athlete,
Women’s Water Polo

“The addition of the Cameron Institute has been incredible for student-athletes and Cal Athletics as a whole. The members within the Cameron Institute are approachable, professional, and the most supportive people I have met. They provide student-athletes resources around community engagement, leadership development, and career preparation. I’ve engaged with the Cameron Institute on a handful of occasions and have only great things to say about it - I only wish I had started engaging earlier!”

- Cal Student-Athlete, Men’s Gymnastics

76%

(467) have at least one meaningful relationship in the Cameron Institute (n=618).



CAREER DEVELOPMENT

- Positioned to land a **golden opportunity** upon graduation and flourish in a chosen career

Utilization of the Career Development pillar's services during the 2022-23 academic year:

- 176 student-athletes across 285 sessions** received personalized advising to support their professional development and preparedness.
- 70 student-athletes across 21 teams** enrolled in our Career Readiness Seminar - a hands-on, two-credit course designed to help student-athletes learn about their career path, the world of work, and create polished career tools.
- 84 student-athletes across three mentorship programs** have been connected to mentors who can provide insight, knowledge, and support their career goals.
- Created 22 world of work experiences including 12 internships, seven student jobs, two job shadows, and one project** by partnering with various companies and organizations.
- 1,790 total users including 635 professionals in The Golden Bear Network (GoldenBearNetwork.com)**, the signature online platform that connects Cal student-athletes to professionals and alumni for career support.

88%

(21/24) said they would recommend the Career Readiness Seminar to a teammate or Cal student-athlete.

"I feel like the institute has opened my eyes to how many options there are for careers, and I feel safe knowing when the time comes, I will be able to get the help I need to take the next steps."

- Cal Student Athlete, Women's Swimming and Diving

\$83,000

Average Starting Salary

ENGAGING WITH THE CAREER DEVELOPMENT PILLAR HELPED:

ALLEVIATE CAREER - RELATED STRESS		ALLEVIATE GENERAL STRESS		IMPROVE FOCUS ON SPORT		PERFORM BETTER IN SPORT	
43%	57%	33%	41%	21%	16%	14%	10%
(149)	(161)	(113)	(117)	(71)	(45)	(49)	(29)
FALL 2022	SPRING 2023	FALL 2022	SPRING 2023	FALL 2022	SPRING 2023	FALL 2022	SPRING 2023



Cal Football Networking Event



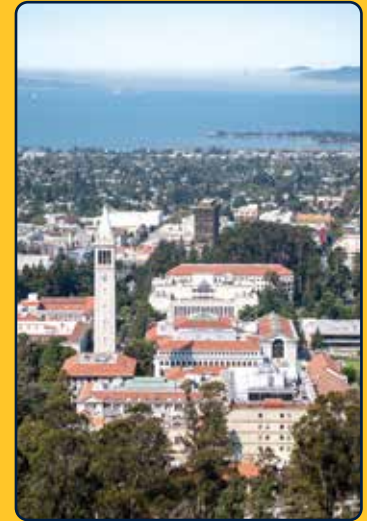
Maya Griffin, Women's Soccer, at her World of Work Experience at the San Francisco Giants



Cal Women's Basketball Networking Event



Haas <> Cameron Institute Mentorship Program



SAMPLE OF EMPLOYERS OF 2022-23 STUDENT-ATHLETE GRADUATES

Abbes Construction
 Advantage Capital
 AlphaSights
 CBRE Group, Inc.
 Coldwell Banker
 Deloitte
 J.P. Morgan
 Keyence
 Kieckhafer Schiffer LLC
 Lehmers
 Northwestern Mutual
 Professional Athlete - Men's Tennis
 Rowing New Zealand
 Savills
 Smith
 TL Squared
 USA Rugby 7s

SAMPLE OF GRADUATE SCHOOLS OF 2022-23 STUDENT-ATHLETE GRADUATES

Brigham Young University
 Cal Poly San Luis Obispo
 Indiana University Bloomington
 Iona University
 Oxford University
 Sonoma State University
 Southern Methodist University
 University of California, Berkeley (14)
 University of California, Los Angeles
 University of California, San Francisco
 University of Cambridge
 University of Florida
 University of North Carolina
 University of San Diego
 University of San Francisco
 University of Southern California
 University of Texas at Austin

COMMUNITY ENGAGEMENT

• Inspired and equipped to make critical contributions in the community

Utilization of the Community Engagement pillar's services during the 2022-23 academic year:

- **600+ student-athletes across 30 teams contributed 1,000+ hours** of service across projects that increase access to opportunity within the East Bay.
- **24 teams** engaged in a Strand 2 team-based projects and partnerships.
- **4,000+ young people** interacted with a Cal Student-Athlete and have visited Cal's campus through a Cameron Institute and/or team-based engagement.
- **19+ diverse community and campus-based partnerships formalized**, focusing on equity and access to opportunity.
- **Nine student-athletes across six teams** led original Strand 3 social impact projects leading to meaningful campus and community contributions, including the SAAC Blood Drive, Strong Girls United, Cal Football Reading Challenge, and Golden Buddies Football Clinic.



Explore The Community Engagement Hub

"I think that Cal Student-Athletes are great role models in and of themselves, but working with KIPP Bridge Schools has been a reciprocal relationship where the students teach and inspire us, maybe even more than the other way around."

- Cal Student-Athlete, Women's Soccer

89%

of student-athletes reported knowing how to get involved/make a positive difference in the community (25% increase from Year 2).

83%

of student-athletes reported having a community issue/problem identified that they want to support.

ENGAGING WITH THE COMMUNITY ENGAGEMENT PILLAR:

STRENGTHENED TEAM CULTURE		RELIEVED STRESS		INCREASED PERSPECTIVE/GRATITUDE	
43%	57%	33%	41%	21%	16%
(149)	(161)	(113)	(117)	(71)	(45)
FALL 2022	SPRING 2023	FALL 2022	SPRING 2023	FALL 2022	SPRING 2023

STRAND 1:

Cal in the Community - Universal Volunteer Experiences in the East Bay

Exploration and exposure to short and long-term volunteer opportunities through two main initiatives that leverage our unique strengths as a Cal Athletics community.

STRAND 2:

The Team-Based Community Engagement Cycle

Connecting service and sport. Intentional community collaborations are supported by the Cameron Institute, where an entire Cal Athletics team comes together to learn, plan, and make a positive difference in our East Bay community.

STRAND 3:

Student-Led Service Projects

Innovative solutions or consistent service that leverage strengths and meet a community need.



Cal Volleyball Workshop with East Bay youth



Cal Men's Golf Workshop with Ace Kids Golf



Cal Softball on the Richmond Greenway for Dr. Martin Luther King Day



Cal Men's Soccer at Sylvia Mendez Elementary School



Cal Women's Gymnastics Leading a Campus Tour for East Bay Youth

7

Student-Athlete Led Organizations renewed and engaged over 300 student-athletes across teams, building community and positive impact within Cal Athletics.

"It was truly inspiring to see the student-athletes interact with our students. I watched students build their confidence...students SEEING a diverse group of near peer-aged students and young adult women giving back to their community through sport and teamwork was a huge strength."

- Kacy Hatcher-Robinson, Principal, Summit K2

MENTAL PERFORMANCE

- An impactful leader who influences others to work selflessly toward a collective purpose
- Committed to excellence with a high-performance mindset

Utilization of the Mental Performance pillar's services during the 2022-23 academic year:

- **795 one-on-one sessions** delivered. Sessions are designed for student-athletes to enhance their mindset, performance, leadership, and experience in sport.
- **239 team & small group sessions** delivered to enhance the team's culture, cohesion, leadership, communication, and confidence.
- **215 coach sessions** delivered to enhance the mental performance of coaches and the leadership of their student-athletes.

STUDENT-ATHLETES WHO RECEIVED ONE-ON-ONE SESSIONS REPORTED THE FOLLOWING IMPROVEMENTS:

BEFORE/AFTER DATA BASED ON A 1-10-POINT SCALE

ITEM MEASURED	FALL 2022	SPRING 2023
ATHLETIC PERFORMANCE	Before/After: 5.96/8.00 51% improvement	Average (3 Practitioners): Before/After: 6.1/7.9 46% improvement
MINDSET	Before/After: 5.05/7.88 97% improvement	Average (3 Practitioners): Before/After: 5.7/7.8 84% improvement
SPORT EXPERIENCE	Before/After: 5.62/7.76 67% improvement	Average (3 Practitioners): Before/After: 5.9/8.0 68% improvement

STUDENT-ATHLETES WHO RECEIVED TEAM AND SMALL GROUP SESSIONS REPORTED THE FOLLOWING IMPROVEMENTS:

BEFORE/AFTER DATA BASED ON A 1-10-POINT SCALE

ITEM MEASURED	FALL 2022	SPRING 2023
TEAM PERFORMANCE	Before/After: 5.64/7.36 41% improvement	Average (3 Practitioners): Before/After: 5.9/8.0 51% improvement
TEAM MINDSET	Before/After: 5.48/7.51 55% improvement	Average (3 Practitioners): Before/After: 5.6/8 64% improvement
TEAM CULTURE	Before/After: 6.47/7.88 36% improvement	Average (3 Practitioners): Before/After: 6.4/8.0 47% improvement

"Lenny (Senior Mental Performance Consultant) has had an immediate and significant impact on our team. His presence at our workouts and eagerness to help with group talks or one-on-one sessions really helped the coaches and athletes focus on what matters most with a workout or in preparation for a big race. Lenny brings a sense of calm and confidence to everything that he says; he clearly knows what he is talking about and loves what he does. We are very lucky to have him working with our team."

- Scott Frandsen,
Head Coach, Cal Men's Rowing

"Dr. Chow (Director, Mental Performance) was instrumental to our success last season. Heading into Pac-12 and NCAA championships, my athletes felt as though they were the most mentally resilient players on the sand. They had the tools and strategies to thrive under high-pressure moments throughout the entirety of the season. From a coaching perspective, Dr. Chow was able to help us navigate the various challenges we faced as a coaching staff, navigate different obstacles with our team culture, and prepare to upset higher-ranked opponents. Undoubtedly, Dr. Chow's addition to our team was a major key to our success with our record-breaking season."

- Meagan Owusu,
Head Coach, Cal Beach Volleyball

"Lenny is seriously AMAZING. He is incredible at what he does and supports each individual he works with on every team. He had an immensely positive impact on my mental well-being and significantly helped me with my sport."

- Cal Student-Athlete

"Working with Dr. Chow has been life-changing and is one of the most impactful experiences I've had throughout my time at Cal. It has not only improved my sport performance but also positively impacted my academic performance, relationships, and overall well-being. I couldn't recommend this more to other athletes!"

- Cal Student-Athlete



Dr. Graig Chow at NCAA Tournament with Beach Volleyball



Team Mental Performance Session with Lacrosse

Data about student-athletes self-reported through The California Way Reflection



CAMERON INSTITUTE

2023-24 TEAM

Dr. Marissa Nichols

Director, Cameron Institute

Zac Bocian

Senior Director of Football Affairs & Cameron Institute Advisor

Dr. Graig Chow

Director, Mental Performance

Samantha Gilmore

Mental Performance Consultant

Taylor Perez

Community Engagement Specialist & Student-Athlete Development Advisor

Ryan Rodriguez

Student-Athlete Development Advisor

Jessie Stewart

Director, Community Engagement & Partnerships

Dr. Bineti Vitta

Director, Career Development

Diana White

Associate Director of Executive Operations & Cameron Institute Advisor

Dr. Lenny Wiersma

Senior Mental Performance Consultant

2022-23 ADVISORY BOARD

C. Bryan Cameron, Board Chairman

Shareef Abdur-Rahim, Cal Athletics Alum

Arnoldo Avalos, UC Berkeley Alum

Eric Berridge, UC Berkeley Alum

Dr. Panos Papadopoulos, Faculty Representative

Dr. Jennifer Prah-Ruger, Cal Athletics Alum

Staci Slaughter, UC Berkeley Alum

Mark Stephens, Cal Athletics Alum

WEBSITE CalBears.com/CameronInstitute

X [@CalCameronInst](https://twitter.com/CalCameronInst)

INSTAGRAM [@CalCameronInst](https://www.instagram.com/CalCameronInst)

YOUTUBE [CalBears.com/CameronYT](https://www.youtube.com/CalBears.com/CameronYT)

EMAIL CameronInstitute@berkeley.edu

NETWORK GoldenBearNetwork.com

COMMUNITY ENGAGEMENT HUB calbea.rs/community-hub

Additional student-athlete assessment data points can be provided upon request



HOW TO GET INVOLVED!

- Follow on Instagram & X
- Join *The Golden Bear Network* and give back through mentorship, internship, and job opportunities
- Make a donation to support Cal student-athletes
- Prospective Cal student-athletes - engage with us on campus visits