

Dr. Robert C. Maxson
President
Sierra Nevada College

Dr. Robert C. Maxson is president of Sierra Nevada College, Nevada's only four-year private liberal arts college, located on the north shore of beautiful Lake Tahoe. Prior to coming to Sierra Nevada College, President Maxson served as president of California State University, Long Beach, for twelve years before retiring in 2006. It was the best of times for both the college and Dr. Maxson.

While at Cal State Long Beach—a campus with an enrollment of 36,000 students—Dr. Maxson was named President of the Year four consecutive years by the student body presidents from the 23 campuses in The California State University System, the largest university system in the nation (after the fourth year, the award was permanently named for him). During President Maxson's tenure at Long Beach, the college received almost \$300 million in private gifts.

Before coming to Cal State Long Beach, Dr. Maxson was president of the University of Nevada, Las Vegas (UNLV) for ten years. He earned his doctorate from Mississippi State University in 1970 and began his career as a college professor at Auburn University in Montgomery, Alabama. He has written two college textbooks, which together have been adopted in approximately 100 colleges and universities.

A man of principle, direction, and strength, President Maxson's message has been straightforward and consistent, one that has been clearly heard and understood. He is, not surprisingly, in high demand as a speaker, and speaks on such topics as organizational and personal leadership, as well as other motivational subjects. The vision he had for the institutions he has served—and subsequently transformed—has now been brought to Sierra Nevada College, firmly intact. When asked what his top three priorities were at Sierra Nevada College, Dr. Maxson's consistent response has been, in order: students, students, and students.