

LANCER MEDAL FOR LIFETIME ACHIEVEMENT - Dr. James Forkum

Hall-of-Fame Athlete, Award-Winning Leader, Fearless Adventurer

The members of CBU's Discipline Committee couldn't imagine the long list of accomplishments awaiting Jim Forkum, who was facing possible expulsion in 1967. "I liked to have fun, so I was always stretching the rules," Jim admitted. And this time he had stretched them a bit too far. Only one committee member was willing to give him another chance - Dr. Dorothy Argo.

Dr. Argo was Jim's Political Science professor, and had already made a strong impression on the young CBU basketball player. But it was her courage on his behalf that would change the course of his life. "She stood up for me, she saw something in me," Jim recalled. And thanks to Dr. Argo, Jim was allowed to remain at CBU as a student and an athlete. "I finished up and did a good job," Jim said. "But we always laughed, because they took her off of the discipline committee after that."

And this is how it all began for the 2014 recipient of the Lancer Medal for Lifetime Achievement. Since graduating from what was then California Baptist College in 1969, Jim went on to complete his Master's Degree and Ph.D. in Education. His career has included positions as professor, men's and women's basketball coach, academic and athletic administrator, admissions director and recruiter at numerous colleges around the United States.

During his 33 years coaching, Jim received 11 Coach-of-the-Year awards, and was the runner-up for a national award. As Athletic Director at Santa Rosa Junior College, his teams won over 35 Big 8 Conference championships, ten Nor Cal titles and five state championships. "Coaching offers an opportunity to work with kids in a different way, and I think in a very important way," Jim said. "I was blessed with a very rewarding coaching career."

But Dr. Argo wasn't the only lady who helped Jim turn things around while he was at CBU. "I did just enough to get by and stay eligible to play [basketball]," Jim recalled. "I was horsing around and spent a lot of time at the beach. I didn't start to take class seriously until my senior year, when I got married."

Jim met his wife, Sherry, when she was a freshman at CBU, and the two have been married for 47 years. With his new wife by his side, Jim made the president's honor roll with a 4.0 G.P.A. his final year. "I was able to justify that confidence [Dr. Argo] had in me, and I'll always be grateful to her for seeing something in me that was good," Jim reflected.

Jim has never stopped proving himself worthy of that second chance. He was inducted into CBU's Athletics Hall of Fame in 1987 for men's basketball, and was later inducted

into the Sierra College Athletics Hall of Fame in 2010, for his achievements in coaching. He also received the Under Armour National Two Year College Athletics Director of the Year Award in 2013, and he was named the California State Health Educator of the Year in 2005.

Jim has also served in leadership roles on numerous collegiate athletic associations, including a term as President of the National Alliance of Two Year College Athletic Administrators in 2012-13, and President and executive board member of the California Community College Athletics Directors Association from 2008-12.

After 33 years of coaching, Jim returned to graduate school to obtain his doctorate. And once again, his wife was by his side, also pursuing her doctorate. During this time the couple gained expertise in the area of generational learning, and they now travel nationwide to educate educators, coaches, law enforcement, military, labor unions and many other audiences on how to effectively reach the Millennial and Homeland generations.

“That opened up a whole new opportunity for us to witness, to be missionaries, and to reach people in different ways,” Jim said. “You hear all the time, ‘these kids today, they feel entitled, they don’t want to do anything,’” Jim explained. “We have gotten people to understand that you need to focus on their strengths. It has been a rewarding effort for us to do that.”

But perhaps their greatest adventure of all has just begun. In August 2014, Jim and Sherry assumed their new roles at Schutz American School in Alexandria, Egypt. As the Athletic Director and P.E. Instructor for the school, Jim will establish and oversee the first official interscholastic athletics league in Alexandria. “This is something I have a passion about and background in, so I’m very excited about that opportunity,” Jim said. “And Sherry has been teaching graduate school - now she’s going back to teaching first grade, and she’s really excited about it.”

When their time in Egypt concludes, Jim and Sherry will return to their home in Carmel-by-the-Sea, where they will continue their work speaking on generational differences. “We don’t see ourselves retiring,” Jim said. “The lord has blessed us with great health, great energy, and an adventurous spirit.”

Jim also hopes to become more involved in CBU’s alumni efforts. “We do feel compelled to give back [to CBU],” Jim said. “We credit the school with helping to formulate our careers and to get us off to a great start. The college has always been in our hearts.”