

2017-18 Recipient: Beau Menchaca (Century High School)



From left to right: ECMC Representative Mai P. Tran from ECMC; Commissioner Alejandro Lomeli; Commissioner Catalina Cifuentes; Beau Menchaca; Executive Director Lupita Cortez Alcalá; Commissioner Jose Solorio.

A veteran high school counselor in Santa Ana has been selected as the winner of the Arthur S. Marmaduke Award for outstanding achievements in high school counseling. Beau Menchaca has been honored in a ceremony at Century High School, during the Senior Breakfast, for his dedication in encouraging students to pursue their higher education dreams.

Mr. Menchaca was presented the award on May 25, 2018, which included a California Assembly resolution, a commemorative plaque and a cash prize of \$1500.00 sponsored by the Education Credit Management Corporation (ECMC). The event was attended by California Student Aid Commissioners Catalina Cifuentes, Jose Solorio, and Alejandro Lomeli along with U.S. Congressman Leo Correa, a representative from California Assembly member Tom Daly's office and Mai P. Tran of ECMC.

Mr. Menchaca, who was nominated by his colleague, Louisa Ruiz, was unaware that he was the recipient. In her nomination Ms. Ruiz listed several of Mr. Menchaca's achievements at Century High School such as:

- Revitalizing the campus Higher Education Center (HEC), inviting the participation of 9th through 12th grade students;

- Establishing a financial aid goal luncheon inviting all stakeholders including counselors, teachers, parents, higher education partners; alumni, community members and elected officials;
- Responsible for double-digit increases in financial aid applications at Century High School;
- Creating individualized Cal Grant Eligibility Flyers for students including potential grant dollar amounts;
- Repurposing the Commission-sponsored Cash for College Workshop incentive dollars into student cash scholarships.

“Every year it is so difficult to choose from the many deserving high school counselors that are nominated. This year we selected Beau Menchaca for his dedicated advocacy for *all* students,” said Lupita Cortez Alcalá, Executive Director of the California Student Aid Commission. “We heard from students who described his extraordinary commitment in assisting them in applying to colleges and encouraging them to complete applications for state and federal financial aid.” Cortez Alcalá went on to praise Mr. Menchaca’s work, saying “his efforts have resulted in many students pursuing their education dreams and he has truly made a difference in the lives of his students and their families.”

During the ceremony, Mr. Menchaca quoted, "If you want to go fast, go alone; but if you want to go far, go together." Spoken like a true Leader. Mr. Menchaca also expressed the importance of building and maintaining parent/counselor relationships throughout a student’s four-year term of high school.

Marmaduke Award nominations are sought annually by the California Student Aid Commission and is named after the first, and longest serving executive directors of the Commission: Arthur S. Marmaduke. He served the Commission for 25 years from 1960 to 1985 and the award was established in 1985 to carry on his legacy of *“making education beyond high school financially accessible to all Californians.”*