



## Jonathan & Judy Hoff *Scholar-Athlete* of the Week



### Derek Wilkins

Recognized for cultivating a sense of belonging within the academic and athletic community via deliberate engagement that defines holistic identity, authentic interests, and transferable skills with a game plan driven by passion, purpose, and pursuit. Derek has done a great job embracing his Berkeley experience thus far, demonstrating measurable growth each semester. He is someone who works hard in the classroom, uses various resources to his advantage, and makes the most out of engaging with professors and the generous time they offer to undergraduate students. In his pursuit of gaining admittance into the Economics academic program, he is maintaining a disciplined mindset, staying committed to the process, and taking care of business. Derek has been praised by advising staff for exemplifying what the Athletic Study Center looks for when it comes to transformative academic development. He is cognizant of the importance of the degree that he is seeking to obtain and truly embodies a "student-first" mentality. His leadership traits are both valued and applauded by his peers and teammates, who look to him for reliability and accountability.



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### Fernando Mendoza

Recognized for cultivating a multidimensional identity as a scholar and athlete, leveraging his personal skills and professional interests to explore disciplinary and interdisciplinary opportunities. Fernando sets the highest expectations for himself both within the classroom and on the field. His inner drive and motivation to excel in several facets of life pushes his peers to bring their "A" game and strive to exceed beyond their comfort zones. Fernando actively engages in community-defined needs, via the UC Berkeley Student-Athlete Advisory Committee, spearheading the "Adopt a Week" program, which allocates each Cal athletics team to complete a set amount of community service hours per day in their week. Specifically, he created a Google Form to facilitate volunteer sign-ups, contacted 2-3 team reps to promote opportunities and convey expectations, and collaborated with committee members to create a prize for the most hours volunteered by a Cal Athletics team. Beyond the campus borders, he serves as a Head Football Coach for Next Level Sports, introducing elementary school students to fundamental football and leadership concepts; developing a set of drills and a playbook to work on specific football and athletic attributes; and communicating with parents to properly schedule and manage the team, and provide feedback on their child's performance.



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### Nohl Williams

Recognized for embracing impactful growth in leadership potential, both on and off the field. Even though he was a recent transfer to Cal, Nohl seamlessly adjusted to the expectations of being a Berkeley scholar and athlete. By engaging with academic support, attending office hours, and remaining accountable to his sport and academic commitments, he has set an example for his teammates, particularly the first-year student-athletes who look up to him.

He takes his schoolwork seriously and regularly makes appointments with academic support staff to ensure he is getting any help that he needs, often staying longer than required in order to be his most productive and focused self.

Nohl has challenged himself to find alternate paths outside of football to coincide with his personal interests, seeking purpose and connection beyond the field. In the classroom, he has embraced exploration of professional interests within and across disciplines; examined academic mindset via evidence-based practices; formed an intellectual identity through interdisciplinary engagement principles; and gained a stronger sense of critical research prowess for both individual and communal platforms. His positive energy serves the Cal community and his teammates well as he continues to enhance his sense of belonging on and off campus.



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## Andy Alfieri

Recognized for embracing self-efficacy via application of knowledge, expansion of network, and pursuit of co-curricular opportunity paths to supplement his professional interests in Business Leadership and Entrepreneurship. Andy is very intentional about seeking purposeful content that aligns with his desired endeavors within financial planning and wealth management, sales, national security, and property development. He has clearly taken the time to reflect upon the impact of his choices and values, along with the skills, attitude, and discipline he has acquired through sports, leveraging his lived journey to advance his current goals with a clear sense of why in relation to the how. Andy is a self-driven and creative practitioner who has amassed some research experience with Athvest, assisting in the development of a reliable banking system for NCAA athletes which has raised \$2.5 million in seed funding. He maintains a growth mindset via weekly 1 on 1 meetings with content creators to enhance product development. Andy also has acquired a significant amount of traction as an Advertising Manager with Blitz Media, LLC – taking the lead on contacting and negotiating sponsorship and advertising deals with companies and brands on behalf of content creators; and assisting with the management of YouTube marketing and content creation focused on brand growth and influence of an account with 100,000 subscribers. With regard to his interest in property development, he has served as an Acquisition Intern with ACRE Investment Company, LLC - researching value-add commercial real estate opportunities across the country utilizing the CoStar research platform and assisting with data compilation using Excel by creating organized spreadsheets including information, such as, tenant details, rent rolls, debt/equity, and bank deposits to help streamline future property acquisitions.



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## Wesley Brown

Recognized for demonstrating resilience in the transitional journey to Berkeley as a transfer scholar and athlete. Wesley made the difficult transfer from community college to Cal last spring. In addition to the significant increase in academic rigor, he has worked diligently to establish himself on a new team while maintaining an open mindset in pursuit of a new major. Wesley has embraced the academic and advising support process and reaches out for help, knowing that he can maximize his potential within interdisciplinary courses by utilizing resources accordingly. The ASC staff team members have expressed that he is consistently punctual, agreeable, and a hardworking individual, who demonstrates self-reliance, yet is open and conscientious of his peers and support network. Wesley is making a push to graduate early, so that he can pursue the next chapter of his personal and professional interests. Whether it's on the field or in the classroom, he holds himself to a high standard and has realistic expectations with specific and measurable goals. Thus far, he has acquired solid marks and has been commended by his professors for being engaged with the curriculum, collaborating with his peers, and submitting quality assignments. Despite being derailed by an injury, Wesley maintains focus holistically and stays dedicated to his team and teammates, supporting them in their academic and athletic journey. His ability to manage his time, embrace his opportunities, and follow through on his commitments serves as an excellent example for his peers. Despite some uphill battles, Wesley's work ethic remains intact and he maintains integrity and respect in everything he does, on and off the field. These traits paired with his strong sense of motivation will allow him to achieve success in any future endeavors.