



Vicki L. Krantz, M.A., SPHR, was Assistant Dean of Academic Planning at UC San Diego Extension.

Vicki Krantz was a remarkable woman with inspiring business acumen. She had an innate ability to put people at ease and uplift them; she saw the best in others even when they didn't see it in themselves. "The finest human being I've ever known", "An amazing mentor", "We all wanted to be like Vicki, strong, smart, and kind" – just a few snippets from those who knew her.

Vicki received a Lifetime Achievement Award at the inaugural San Diego's HR Professional of the Year sponsored by the San Diego Business Journal and Manpower. As Associate Dean, at UC San Diego Extension, she touched the lives of life-long learners throughout San Diego and beyond.

With a BA in journalism and a MA in communication from Cal State University Northridge, she ran the RCA Corporation employee publications group, then earned her stripes as an HR generalist handling assignments throughout the U.S., including NBC and Random House books.

After six years with RCA, she returned home to California to join Title Insurance & Trust, as vice president of personnel. Later, when she and her new husband, Fred Krantz, moved to San Diego, she joined Central Federal Savings & Loan as vice president of human resources, eventually becoming the firm's chief administrative officer and president of several of its subsidiaries.

When Central was merged with Coast Savings & Loan, she opted to create an audio news service to help busy HR professionals stay abreast of this ever-changing field. In six months, HR Newsscan acquired over 2000 subscribers and grew steadily over the next dozen years. As editor and publisher, she relished the opportunity to scour industry publications, attend conferences regularly, interview thought leaders and report key industry trends to subscribers. She brought many of the best ideas back to the classroom at UC San Diego and, after she sold her company to SHRM, UC San Diego Extension offered her the chance to expand their HR Certificate program, along with many other programs in their business portfolio.

Vicki was an extraordinary woman. The most approachable warm-hearted person you could hope to meet; she inspired others to dream more, learn more, do more and become more. Vicki loved to celebrate the triumphs of others, both big and small - from birthdays to graduations, promotions to newborns, 360 assessments to career changes, new office space to new homes, new team members to retirements. She loved life and her joy was contagious. Simply a wonderful, kind, and generous person, who also happened to be brilliant and accomplished – she was the best combination of all that is good in this world.

Vicki desired to help individuals who encounter a crossroad later in life, and face a need to retool, reinvent, and support themselves. To honor our beloved friend, colleague and mentor, we announce the Vicki Lee Krantz Human Resources Scholarship, University of California, San Diego, Extension.