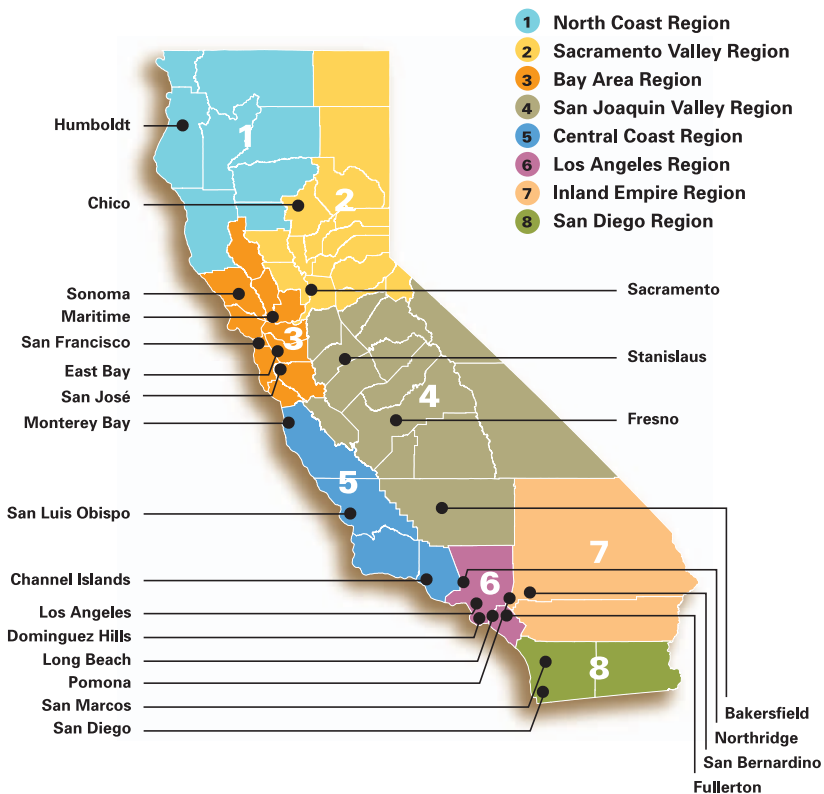


The California State University is the country's largest four-year university system, its most diverse, and the most affordable. A leader in providing access to quality education, the CSU graduates 82,000 students each year. Preparing more students than any other university in the fields that make California work—agriculture, information technology, communications, business, tourism, life sciences, and education—the CSU is vital to California's economic growth and prosperity. Investing in the California State University is an investment in California.



The California State University



With 23 campuses statewide, the CSU is—

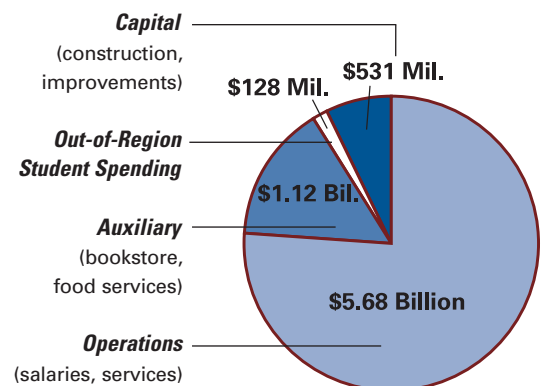
- The country's largest four-year university system—more than 400,000 students.
- The country's most diverse university system—minority enrollment tops 53 percent, twice the national average for four-year universities.
- The lowest-cost university in relation to comparable institutions nationwide.

High Magnitude Economic Impact

The California State University's direct economic impact on the state of California is enormous—\$7.46 billion.

- This direct spending in California generates a total impact of \$13.6 billion in the state's economy.
- This impact sustains more than 207,000 jobs in California, and it generates more than \$760 million a year in state and local annual taxes.
- In 2002/03, the 1.7 million CSU alumni working in California earned an estimated \$89 billion in income, of which \$25.3 billion is attributable to their CSU degrees.
- When the impact of enhanced alumni earnings is taken into account, the CSU's impact reaches \$53 billion.

Direct Economic Impact • \$7.46 Billion



The CSU improves California's economy with research, education and an entrepreneurial spirit.

- For every \$1 the state invests in the California State University, the California State University returns \$4.41. That's a four-fold return on investment.
- The California State University sustains more than 207,000 jobs in California. Imagine what the jobless rate and the state's economy would be like without the California State University.
- Everything from television programs to films to apparel to produce has likely been influenced by a California State University graduate.
- In fact, the teacher who teaches your children, the architect who built your local library, or the engineer who helped design the roads you travel is likely the product of the California State University.
- The CSU performs more than \$500 million a year in applied research in grants and contracts relating to industries and services that are vital to the state.
- The CSU ensures California's future prosperity by supplying the skilled employees knowledge-based industries need.

The California State University improves life in California through community service, arts, culture and sports.

- The California State University believes in improving local communities. Students on the CSU's 23 campuses contribute 30 million hours a year to community service activities ranging from preschool reading programs to public art preservation to health education and literacy projects.
- The CSU's cultural offerings are highly valued and widely used by the community: More than 1.2 million people attend CSU performances, lectures, museums and galleries each year.
- The CSU's NCAA athletic programs draw more than 1.9 million spectators annually to home games. These programs have also produced a number of high-profile athletes who have gone on to compete professionally and at the Olympics.

A University for All Californians—

- The California State University is at the forefront of ensuring the opportunity of a college education for the state's growingly diverse population. More than half of all undergraduate degrees granted to Latino, African American and Native American students in California were awarded by the California State University in 2002/03.



"The California State University is a national leader in providing accessible, affordable, high-quality education for students. We are leaders in diversity. We are leaders in preparing outstanding teachers. We are leaders in preparing California's workforce for the 21st century."

Charles B. Reed • Chancellor • The California State University