



THE CALIFORNIA STATE UNIVERSITY


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ALLISON G. JONES
Assistant Vice Chancellor
Academic Affairs, Student Academic Support

Code: AA-2003-15
Date: May 14, 2003

Reply Requested by
June 15, 2003

To: Provost/Vice Presidents, Academic Affairs
Vice Presidents, Student Affairs

From: Allison G. Jones 

Subject: Annual Update of *Campus Highlights* Publication

The annual fall counselor conferences for high school and community college counselors and educators will be offered during September 2003 at several sites.

One of the most important and popular booklets distributed at the conferences is the CSU *Campus Highlights* publication for educators to learn about CSU's 23 campuses. To ensure the accuracy of the information and common data presented in the publication, we are requesting your assistance by updating last year's campus information for the 2003-04 edition. In response to counselor requests, we will continue to provide data and information in a uniform format to facilitate the comparison of campus information more easily.

Guidelines for submitting campus information are provided below. Last year's information is attached to assist you in preparing your campus update for 2003-04.

Each campus will have two pages to provide a maximum of 850 words total of narrative text. The categories of information to be included are as follows:

- (1) campus profile
- (2) academic profile
- (3) student life
- (4) 2003-04 calendar
- (5) EPT/ELM examination dates
- (6) campus tours
- (7) fees (registration fees per term)

Campuses designated by the Chancellor as impacted are encouraged to include information about competitive admissions under the academic profile subheading. Campuses that will require students to apply during the initial filing period, that will not accept any lower division transfer students, that will require upper division transfer students to complete a minimum of 60 semester

(90 quarter) units effective fall 2004, or that will not be admitting any students spring term 2004 are urged to provide such information.

In addition, please update information under "Quick Facts" and "Information Resources" containing important campus phone numbers.

The "Quick Facts" section should be no more than 150 words. The Ethnicity section of "Quick Facts" should include the following:

- (1) African American
- (2) American Indian
- (3) Asian Pacific American
- (4) Latino
- (5) White

The "Information Resources" section should include contact information for the following areas:

- (1) General Information
- (2) Admissions
- (3) Athletics
- (4) Campus Tours
- (5) Disabled Student Services
- (6) Educational Opportunity Program (EOP)
- (7) Extended Education
- (8) Financial Aid (indicate if scholarship office is a part of financial aid office)
- (9) Housing
- (10) International Student Services & Programs
- (11) Pre-Admission Advising
- (12) Testing Office
- (13) Outreach Services and Recruitment
- (14) Scholarship Office

Campuses may wish to include the addresses and phone numbers of off-campus sites in the Information Resources section.

Please include your campus address, mailing address, central telephone number, and World Wide Web address for inclusion in the Information Resources section.

Text may be submitted in Microsoft Word for Macintosh or PC platforms. Please include a hard copy printout for reference. Our graphic design staff will place the text into QuarkXpress (Macintosh platform). Therefore, elaborate formatting is not required.

Photographs

Please submit at least three or four good quality color photos of campus life or buildings. Photos must be in a resolution that is no less than 300 dpi and they must be at least 8 ½' W x 5 ½' H in size. Hard copies of your photos are always welcome.

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Please forward your campus' information by **June 15, 2003** to Ms. Tarita Varner, Office Manager, Academic Affairs, Student Academic Support. Electronic files may be submitted on CD or Zip diskettes. You may also email the text files as an attachment to Ms. Tarita Varner at <tvarner@calstate.edu>.

Please include the name and telephone number of the contact person at your campus who can answer questions that may arise about the information your campus provides. Questions about the information requested may be directed to Ms. Varner at tvarner@calstate.edu or (562) 951-4732.

Thank you for your attention to this request.

AGJ:tjv

Attachment

cc: Presidents (w/o attachment)
Vice Presidents, Enrollment Management
Directors, Admission and Records (w/o attachment)
Directors, Outreach (w/o attachment)
Directors, Public Affairs