Memorandum

Date: April 8, 2008

To: Provosts/Vice Presidents, Academic Affairs
    Vice Presidents for Student Affairs
    Directors, Public Affairs/Communication Office

From: Allison G. Jones
      Assistant Vice Chancellor

Subject: Academic Year Update of Campus Highlights Online Publication

The annual fall counselor conferences for high school and community college counselors and educators will be offered in September 2008 at several sites.

One of the most important and popular online publications made accessible at the conferences is the CSU Campus Highlights for educators. This online publication provides critical information about campus policies and programs. To ensure the accuracy of information and common data presented in this online publication, we are requesting your assistance by updating last year’s campus information for the 2008-09 Campus Highlights. In response to high school and community college counselor requests, we will continue to provide date and information in a uniform format to facilitate the comparison of campus information more easily.

Guidelines for submitting campus information are provided below. In order to assist you in preparing your campus updates for the upcoming 2008-09 edition, the online version of the 2007-2008 Campus Highlights may be downloaded at www.calstate.edu/SAS/campushighlights2007-08.pdf.

Text

Each campus will have two pages of information for the narrative text with a maximum of 1,000 words (campus photographs included). The text should include the following categories:

1. Campus Profile
2. Campus Tours Information
3. Academic Life
4. Ethnicity Profile
5. Campus Enrollment AY 2007-08 (Total, subtotal for undergraduates and graduates)
Campuses designated by the CSU Office of the Chancellor as impacted are encouraged to include information about competitive admission policies under the academic profile subheading.

In addition, please update information under “Ethnicity Profile” section including the “Information Resources” in the last section. The Ethnicity section should include percentage data for the following:

1. African American
2. American Indian
3. Asian Pacific American
4. Hispanic or Latino/a
5. White

The Information Resources section should include the campus and web address (also address and phone number of off-campus sites) and phone number and web address of the following:

6. General Information
7. Admission
8. Athletics
9. Campus Tours
10. Educational Opportunity Program (EOP)
11. Early Assessment Program (EAP)
12. Extended Education
13. Financial Aid (please indicate if scholarship office is not part of financial aid office)
14. Housing
15. International Student Services & Programs
16. Outreach Services and Recruitment
17. Pre-Admission Advising
18. Scholarship Office
19. Services to Students with Disabilities
20. Student Health Center
21. Testing Office
22. Veterans Affairs/Troops to College

For 2008-2009 edition, we are no longer publishing the section of campus calendar and the fee information for each campus. However, the estimated average cost of attendance and the summary of standard student expenses budget for all 23 campuses will still be published.
Photographs/Campus Images

Please submit electronically at least six or seven high quality color photos (in jpeg format) of campus life, students in action, and buildings/landmarks. Photos must be in a resolution that is no less than 72 dpi.

Deadline

Please forward your campus information and digital photos on or before May 12, 2008. You may electronically send the text files as an attachment and the image files to Jed DeRama at jderama@calstate.edu. Courtesy of your prompt reply is highly appreciated as deadline to this request is sensitive to the timely distribution of this material for the counselors and students. If your updated campus information is not received by the deadline, we will use the 2007-2008 edition (and probably some of the unused images from last year’s request).

Your campus may designate one person as the point of contact for the text information and one person (normally from Public Affairs/Communication) for the photographs. If possible, you may assign one contact person for both to avoid duplication of tasks. Please include the name and telephone number of the contact person who can answer questions that may arise about the information you provided. Questions about the information requested may be directed to Mr. DeRama at (562) 951-4731 or via e-mail indicated above.

Thank you for your attention to this request.

AGJ:ccccjd

cc: CSU Presidents
    Directors, Admission and Records
    Directors, Outreach and Recruitment
    Campus Art Directors/Graphic Designers
    Dr. James Blackburn
    Ms. Carolina Cardenas