



THE CALIFORNIA STATE UNIVERSITY

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

Code: AA-2004-12
Date: April 26, 2004

To: Provosts/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 in September 2004 at several sites.

One of the most important and popular booklets distributed at the conferences is the CSU Campus Highlights publication for educators. This publication provides critical information about campus policies and programs. 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 2004-05 edition. In response to high school and community college 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 2004-2005.

Text

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

- (1) campus profile
- (2) academic profile
- (3) student life
- (4) 2004-2005 calendar
- (5) EPT/ELM examination dates
- (6) campus tours
- (7) fees

Campuses designated by the chancellor as impacted are encouraged to include information about competitive admission policies 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, or that will not be admitting any students spring term 2006 are urged to provide such information. Effective fall 2005, all upper-division transfer students must complete 60 semester units (90 quarter units) prior to transfer to the CSU.

In addition, please update information under “Quick Facts”, including the “Information Resources” section that contains 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 of “Quick Facts” should include the following:

- (1) General Information
- (2) Admission
- (3) Athletics
- (4) Campus Tours
- (5) Disabled Student Services
- (6) Educational Opportunity Program
- (7) Extended Education
- (8) Financial Aid (please indicate if scholarship office is 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 import the text into QuarkXpress (Macintosh platform). Therefore, elaborate formatting is not required.

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Photographs

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

Please forward your campus' information by **May 26, 2004** to Ms. Tarita Varner, Office Manager/Multimedia Coordinator, Academic Affairs, Student Academic Support. Electronic files must be submitted on CD or Zip diskettes. You may 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: CSU Presidents
Directors, Admission and Records (w/o attachment)
Directors, Outreach (w/o attachment)
Directors, Public Affairs