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## Memorandum

Code: AA-2008-12

**Date:** April 8, 2008

**Response Requested on  
or before May 12, 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 data 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](http://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)

#### CSU Campuses

Bakersfield • Channel Islands • Chico • Dominguez Hills • East Bay • Fresno • Fullerton • Humboldt • Long Beach • Los Angeles • Maritime Academy • Monterey Bay  
Northridge • Pomona • Sacramento • San Bernardino • San Diego • San Francisco • San José • San Luis Obispo • San Marcos • Sonoma • Stanislaus

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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.

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**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](mailto: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:ccc:jd

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