

CSU EAST BAY

CSU East Bay's remarkable diversity mirrors the region it serves. While more than 85 percent of its students are residents of Alameda and Contra Costa Counties—and the vast majority of its 90,000 alumni reside and work in the region—the university also attracts students from across the county and more than 80 countries. Named a "Best in the West" college by The Princeton Review, the university received national attention for its innovative freshman year experience and learning communities. The university's commitment to meeting the region's workforce needs is reflected in its recent designation as the site of the East Bay Biotechnology Center.



CSU East Bay—Serving the Bay Area

CSU East Bay serves more than 13,000 students and graduates more than 3,600 into the workforce each year.

- 1 North Coast Region
- 2 Sacramento Valley Region
- 3 Bay Area Region
- 4 San Joaquin Valley Region
- 5 Central Coast Region
- 6 Los Angeles Region
- 7 Inland Empire Region
- 8 San Diego Region



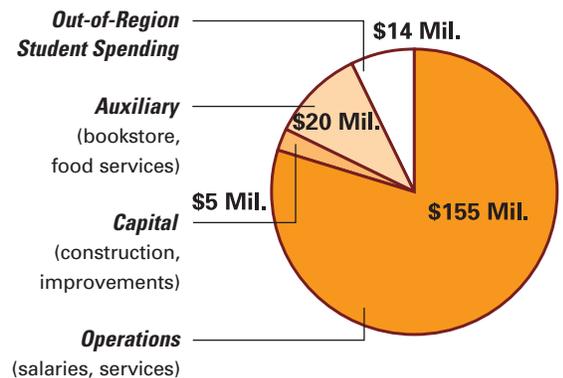
The CSU divides its 23 campuses statewide into eight geographic regions whose areas share a common economic base. CSU East Bay, the California Maritime Academy, San Francisco State University, San José State University and Sonoma State University comprise the Bay Area region (number 3 on the map).

High Magnitude Economic Impact

CSU East Bay's annual impact on the Bay Area region is enormous:

- Annual spending related to CSU East Bay in the Bay Area region (\$194 million) generates a total impact of \$341 million on the regional economy.
- This impact sustains more than 4,600 jobs in the region, and generates \$19 million per year in tax revenue.
- Even greater—\$1 billion of the earnings by alumni from CSU East Bay are attributable to their CSU degrees.

CSU East Bay's Annual Spending • \$194 Million



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

- CSU campuses have long played an important role in helping communities and regions understand their economies, population trends, industries, and social and community issues. To respond to these needs, CSU East Bay has established the Smith Center for Private Enterprise Studies and the Center for Educational Leadership.
- Many CSU campuses are leaders in providing access through distance learning. CSU East Bay's interactive distance learning classrooms, both in Hayward as well as at the university's Concord campus, connect the facilities to the world. Teleconferences have been conducted with sites in Alaska, Sweden, England, Hong Kong and South Africa.
- California's biotechnology industry is perhaps the largest in the world, and the state's health care industry is enormous. The East Bay Biotechnology Center is housed at CSU East Bay and is operated in partnership with local community colleges as well as CSU campuses in San José, San Francisco, Sacramento and Fresno. The CSU East Bay biotechnology certificate program has placed more than 200 graduates in private, government and academic laboratories.
- CSU East Bay is involved in high-tech environmental and biomedical research through its Microscope and Graphic Imaging Center (MAGIC), which offers advanced laboratory services in biotechnology, medicine and engineering.

- CSU faculty has long been active in conducting research to better understand California's environment and how to protect and renew its resources. CSU East Bay focuses on California's agricultural economy and protecting it from hazards including pests.
- A wide variety of programs and facilities accelerate the impact of CSU research and promote entrepreneurial skills. The Human Investment Research and Education (HIRE) Center, the Center for Economic Education and the Small Business Development Center at CSU East Bay are three such examples.

CSU East Bay improves life in the Bay Area region through community service, arts, culture, and sports.

- CSU East Bay is the center of cultural life for the East Bay, offering year-round productions in theater, dance and concerts. The Highlands Summer Theater offers productions from Shakespeare to Broadway musicals. More than 7,000 attend concerts in the outdoor amphitheater.



"The knowledgeable and supportive faculty helped me realize my dream of going to law school and becoming a judge. I received an excellent education, and made friends I still value. I am proud to have continued my relationship with East Bay for the past 20 years."

Peggy Hora • Judge • Hayward–San Leandro Superior Court • Dean of the California Judicial College