

# CSU BAKERSFIELD

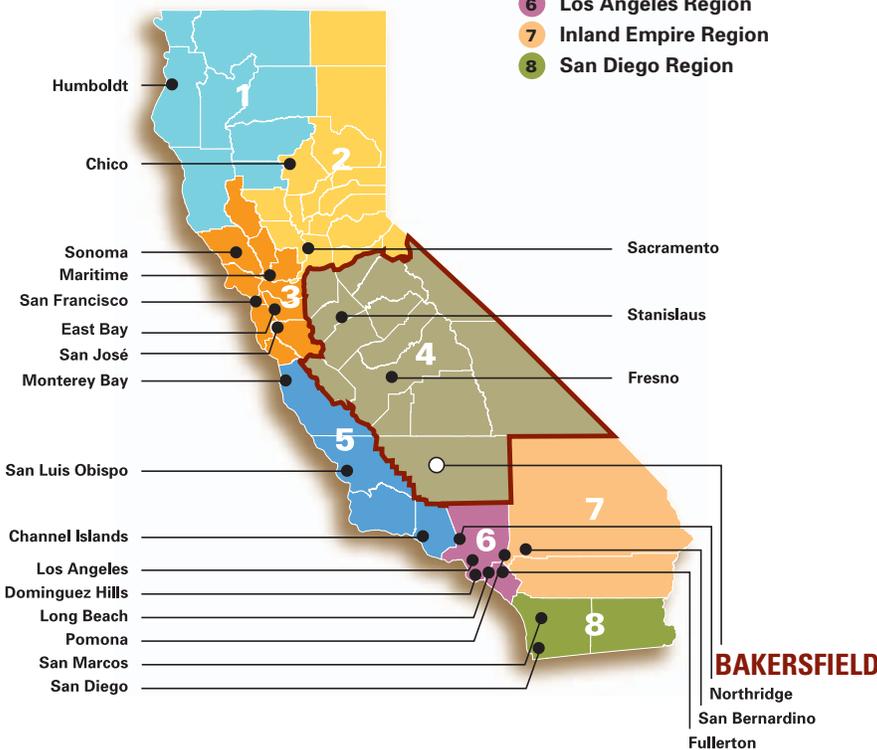
CSU Bakersfield, in the heart of the West Coast’s oil-production region, has the only petroleum-geology program offered by a public university west of the Rockies. Its GeoTechnology Center is a state-of-the-art resource for petroleum-geology students and oil industry professionals. Additionally, CSUB’s School of Business and Public Administration ranks in the top 20 percent of American business schools. CSU Bakersfield is educating the future professionals of the rapidly growing southern San Joaquin Valley.



## CSU Bakersfield—Serving the San Joaquin Valley

CSU Bakersfield serves more than 7,500 students and graduates more than 1,500 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



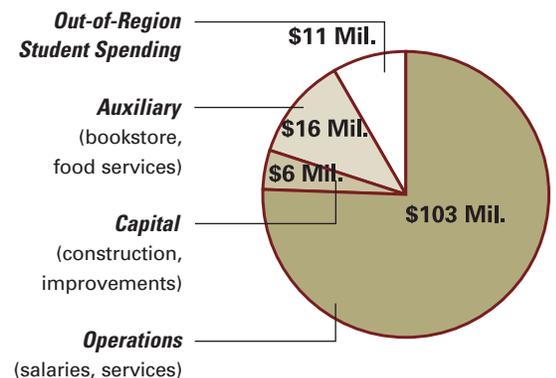
The CSU divides its 23 campuses statewide into eight geographic regions whose areas share a common economic base. CSU Bakersfield, Fresno State and CSU Stanislaus comprise the San Joaquin Valley region (number 4 on the map).

## High Magnitude Economic Impact

CSU Bakersfield’s annual impact on the San Joaquin Valley region is enormous:

- Annual spending related to CSU Bakersfield in the San Joaquin Valley region (\$136 million) generates a total impact of more than \$239 million on the regional economy.
- This impact sustains 4,600 jobs in the region, and generates more than \$12 million per year in tax revenue.
- Even greater—more than \$305 million of the earnings by alumni from CSU Bakersfield are attributable to their CSU degrees.

### CSU Bakersfield’s Annual Spending • \$136 Million



## CSU Bakersfield improves California's economy with research, education, and an entrepreneurial spirit.

- Nearly one in five CSU Bakersfield graduates chooses a career in the business and professional services industry—accounting, public administration, advertising and public relations, and human resource management.
- The Business Research and Education Center (BREC) manages a variety of programs that support research, consulting and outreach promoting economic development.
- CSUB's Family Business Institute (FBI) provides lifelong learning in support of successful family-owned and small businesses in Kern County.
- The Kern County Technology Transfer Group is a consortia that explores environmental issues facing the region and its development.
- The Geographic Information Systems (GIS) program demonstrates practical business and public applications of GIS technology.

## CSU Bakersfield improves life in the San Joaquin Valley region through community service, arts, culture, and sports.

- Thousands of community members, including large numbers of high school students, take advantage of CSU Bakersfield's rich musical performances and concerts, including a Jazz Festival and a Vocal Solo Festival for high school students.
- Nearly 60,000 people attend NCAA sporting events at CSU Bakersfield. Roadrunner sports teams have won 30 national championships in men's basketball, swimming, wrestling, soccer, women's volleyball, tennis and softball.



**"California State University, Bakersfield has done more to change Bakersfield than anything else in my lifetime. I grew up here, in east Bakersfield, so I have a unique perspective. Nothing has had a more positive impact on this community than the founding of this university."**

*Mary K. Shell • Former Bakersfield Mayor • Former Kern County Supervisor*