

CSU CHICO

CSU Chico is one of the highest ranked public comprehensive universities in the West with an excellent record in job placement. Many of CSU Chico's programs, such as teacher education and nursing, are known for their innovation and outreach to the university's 12-county service area and beyond. CSU Chico was a forerunner in distance education, being the first university in the world to offer a graduate degree via satellite.



CSU Chico—Serving the Sacramento Valley

CSU Chico serves more than 14,000 students and graduates 3,400 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



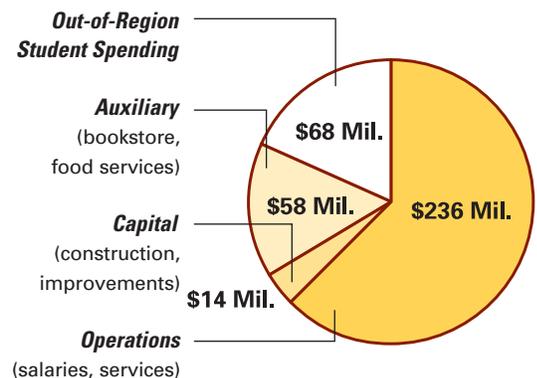
The CSU divides its 23 campuses statewide into eight geographic regions whose areas share a common economic base. CSU Chico and Sacramento State comprise the Sacramento Valley region (number 2 on the map).

High Magnitude Economic Impact

CSU Chico's annual impact on the Sacramento Valley region is enormous:

- Annual spending related to CSU Chico in the Sacramento Valley region (\$376 million) generates a total impact of \$653 million on the regional economy.
- This impact sustains more than 11,000 jobs in the region, and generates more than \$36 million per year in tax revenue.
- Even greater—more than \$1 billion of the earnings by alumni from CSU Chico are attributable to their CSU degrees.

CSU Chico's Annual Spending • \$376 Million



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

- CSU Chico drives the CSU's success in agriculture in the Sacramento Valley and Northern California by improving the sustainability of the agricultural industry, helping agriculture adapt to changing public policy issues, assisting in the development of value-added and niche-market products, and contributing to youth leadership development.
- The key to maintaining a competitive edge is training people to understand the dynamics of the regional economy and its businesses. CSU Chico trains more than 50 percent of the certified public accountants in its service area.
- In the fast-growing fields of health care and life sciences, CSU Chico produces nearly 40 percent of the registered nurses, 75 percent of the public health nurses, 75 percent of nurses with master's degrees, and 75 percent of the registered nurses who are granted bachelor's of science in nursing degrees for the entire region from Yuba to Redding.
- A leader in online and distance learning, CSU Chico created the world's first satellite-delivered master's program in computer science.

CSU Chico improves life in the Sacramento Valley region through community service, arts, culture, and sports.

- CSU Chico's student newspaper, *The Orion*, has received national recognition for more than a decade by winning eight National Pacemaker awards, the top prize in college journalism. The newspaper has been selected as the Associated College Press' Newspaper of the Year five times in the past six years.
- Chico's student-led Community Action Volunteers in Education (CAVE) places 1,600 students each year in 20 community service programs for children, senior citizens, adult nonreaders, and other special populations.
- In 2003/04, attendance at CSU Chico's cultural events was more than 155,000, and an additional 11,000 attended Chico sporting events. The university's Wildcat Kid's Club and an elementary school outreach program bring children to athletic events and take athletes to local schools to encourage healthy choices.



"Any economist can determine the fiscal impact CSU Chico has on the business community of the North State. Just add up the dollars spent, assume a multiplier, and, presto, you have a huge fiscal stimulus. Unfortunately, this type of simple calculation cannot begin to measure the totality of benefits the business community receives from CSU Chico. Perhaps one's best measure is to think what Chico and the surrounding communities would be like without the college."

Jeffrey P. Finck • Financial Consultant • A.G. Edwards • CSU Chico Class of 1982