

CAL STATE SAN MARCOS

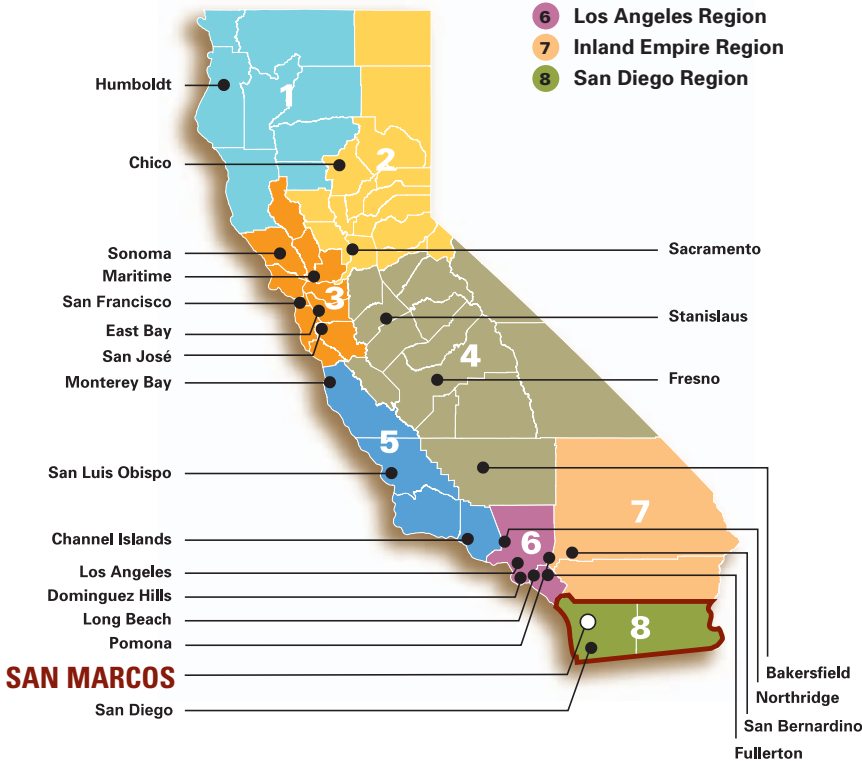
As the first of a new generation of CSU campuses, California State University, San Marcos shares a tradition of excellence in teaching. It offers 22 bachelor's and nine master's degree programs along with 13 teacher credential programs. The College of Business Administration has received national recognition for its "Senior Experience" program, which requires all graduating seniors to gain practical business experience by working with off-campus companies or organizations.



Cal State San Marcos—Serving the San Diego Region

Cal State San Marcos serves more than 7,300 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



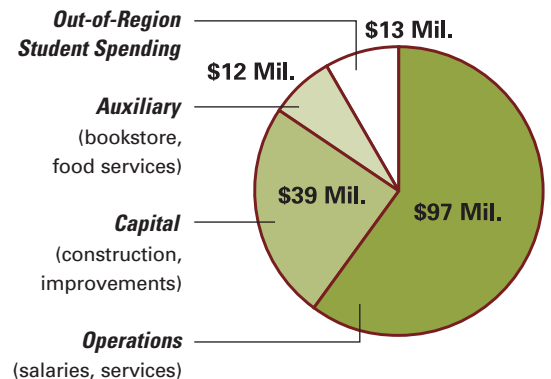
The CSU divides its 23 campuses statewide into eight geographic regions whose areas share a common economic base. Cal State San Marcos and San Diego State University comprise the San Diego region (number 8 on the map).

High Magnitude Economic Impact

Cal State San Marcos' annual impact on the San Diego region is enormous:

- Annual spending related to Cal State San Marcos in the San Diego region (\$161 million) generates a total impact of \$307 million on the regional economy.
- This impact sustains more than 5,000 jobs in the region, and generates \$16 million per year in tax revenue.
- Even greater—\$103 million of the earnings by alumni from Cal State San Marcos are attributable to their CSU degrees.

Cal State San Marcos' Annual Spending • \$161 Million



Cal State San Marcos improves California's economy with research, education, and an entrepreneurial spirit.

- CSU campuses consistently earn national accolades for the quality of their teaching programs. Cal State San Marcos recently acquired a facility for its Middle-Level Teacher Education Program, which prepares teachers for the toughest assignments in education.
- Cal State San Marcos is home to the Barahona Center for the Study of Books in Spanish for Children and Adolescents, the only center of its kind. Its mission is to promote literacy in English and Spanish, and it houses the world's largest collection of books in Spanish and books centered around Latino people and cultures.

Cal State San Marcos improves life in the San Diego region through community service, arts, culture, and sports.

- Cal State San Marcos' Center ARTES (Arts Research Teacher Education Schools) is working with regional school districts, arts organizations and community groups to restore arts education to K-12 classrooms.
- Thousands of community members each year attend campus events, including concerts, exhibits, films, lectures, plays and dance performances. Cal State San Marcos also sponsors major multicultural events such as Pow Wow and Guelaguetza.
- Cal State San Marcos' collegiate athletics programs in golf, track and field, and cross country have produced more than 30 National Association of Intercollegiate Athletics All-Americans.

A University for All Californians—

- The Office of Biomedical Research and Training at Cal State San Marcos provides greater access to graduate education and careers in the biomedical sciences to students from underrepresented ethnic groups.



"My Senior Experience project allowed my team to tackle a real problem in the corporate world. It is more than just learning; it's applying what I learned."

Cindy Gutierrez • Class of 2004