

SONOMA STATE UNIVERSITY

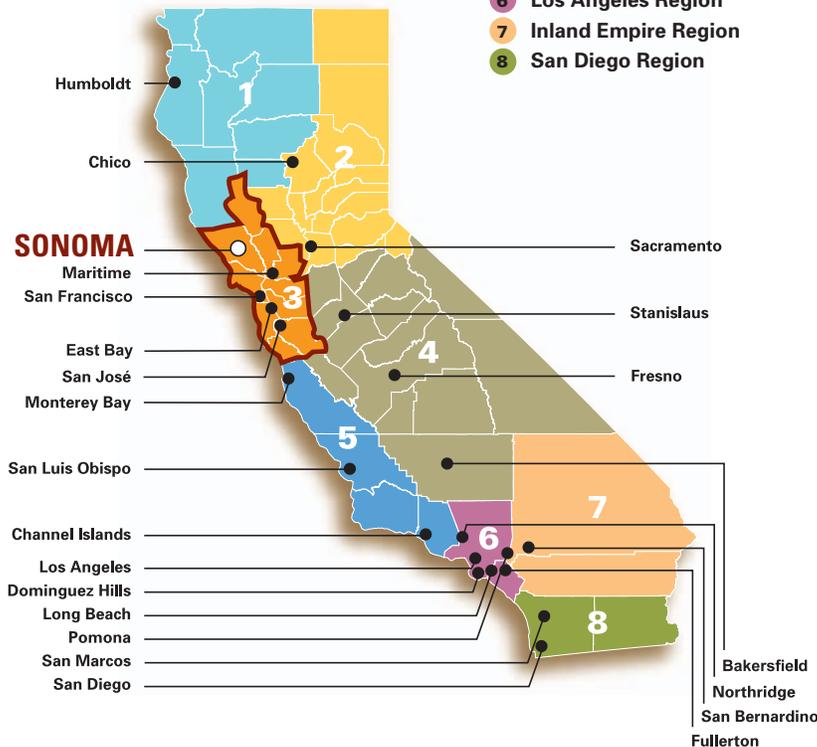
Sonoma State University, founded as a teacher education center, has evolved into a liberal arts and sciences university. It is the only university in California to be invited to join the Council of Public Liberal Arts Colleges, a prestigious national group of institutions. Sonoma State's Wine Business Program, unique because it focuses on business management, has an endowment goal of \$1 million and receives broad support and recognition from the wine industry.



Sonoma State University—Serving the Bay Area

Sonoma State University serves approximately 8,000 students and graduates more than 2,000 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



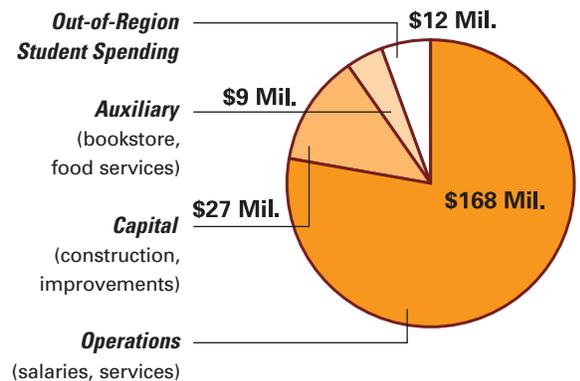
The CSU divides its 23 campuses statewide into eight geographic regions whose areas share a common economic base. Sonoma State University, CSU East Bay, the California Maritime Academy, San José State University and San Francisco State University comprise the Bay Area region (number 3 on the map).

High Magnitude Economic Impact

Sonoma State University's annual impact on the Bay Area region is enormous:

- Annual spending related to Sonoma State University in the Bay Area region (\$216 million) generates a total impact of \$383 million on the regional economy (a \$4.97 return for every \$1 spent).
- This impact sustains more than 5,300 jobs in the region, and generates nearly \$20 million per year in tax revenue.
- Even greater—\$528 million of the earnings by alumni from Sonoma State University are attributable to their CSU degrees.

Sonoma State's Annual Spending • \$216 Million



Sonoma State University improves California's economy with research, education, and an entrepreneurial spirit.

- The CSU significantly contributes to the skilled workforce of California's technical industries. Sonoma State University's School of Science and Technology established undergraduate and graduate programs in engineering and computer science in response to the urging of the regional telecommunications industry. Telecom businesses invested more than \$8 million to help the university create state-of-the-art laboratories and establish an endowment.
- Sonoma State University and the Cotati-Rohnert Park School District co-sponsor the 3-1-3 program for "at risk" high school students. This program, where students can complete high school and college in seven years, has had excellent results due to increased parental involvement and the close contact students have with teachers and advisors.
- One reason that the CSU succeeds in teacher education is because its programs have strong linkages with local school districts. Sonoma State University places student teachers in more than 50 schools in 30 districts each semester.

Sonoma State University improves life in the Bay Area region through community service, arts, culture, and sports.

- In 2000, SSU opened the Jean and Charles Schulz Information Center, a state-of-the-art library and technology center. The center is nationally known for its collection of Jack London's original works and for its highly advanced automated book retrieval and storage system.
- SSU created the Osher Lifelong Learning Institute, a popular program for students more than 50 years of age. With an enrollment of more than 800 people, the program offers a variety of courses taught by both current and retired faculty. The SSU program has become a model for similar programs throughout the CSU and UC, and has received a \$1 million endowment contribution from the Bernard Osher Foundation.
- The CSU hosts an extraordinary array of concerts, plays and dance performances. The Green Music Festival at Sonoma State University draws about 6,000 people each summer in addition to the 600 children who participate in Greenfarm, a summer music academy for youth.
- Sonoma State University's outstanding soccer program has brought home NCAA Division II national championships in men's and women's soccer. The university also has won national championships for the popular club sport, lacrosse.



"Sonoma State University is the greatest asset we have in the North Bay. It is important from an economic standpoint as a means for our employees to get their education. But more important, it is a place where our children can get an education that is as good as any in the nation."

Gene Benedetti • Founder • Clover Stornetta Farms, Inc.