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.

**High Magnitude Economic Impact**

CSU Chico’s annual impact on the Sacramento Valley region and the State of California is enormous:

- Annual spending related to CSU Chico ($413 million) generates a total impact of $761 million on the regional economy and more than $960 million on the statewide economy.
- This impact sustains more than 8,400 jobs in the region and statewide.
- Per year, the impact generates more than $46.6 million in local and nearly $59.8 million in statewide tax revenue.
- Even greater—nearly $2 billion of the earnings by alumni from CSU Chico are attributable to their CSU degrees, which creates an additional $3.6 billion of industry activity throughout the state.

**CSU Chico improves California’s economy with research, innovation and entrepreneurship.**

- CSU Chico drives 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 understanding the dynamics of the regional economy and its businesses. CSU Chico’s Center for Economic Development produces economic and demographic profiles of 23 Northern California counties. More than 2,000 copies of these profiles are distributed to county offices, businesses, and nonprofit organizations.
In the critical field of health care, CSU Chico produces approximately 75 percent of the public health nurses, master’s prepared RNs, and RNs who achieve bachelor of science degrees in nursing in the region. The Clinical Simulation Center for training health professionals is one of seven such private-public partnerships in the state.

A leader in academic technologies, CSU Chico was one of the first universities to establish an e-learning academy to transform courses to increase student engagement.

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

- CSU Chico’s student newspaper, The Orion, has received national recognition for more than a decade by winning 11 National Pacemaker awards, the top prize in college journalism. The newspaper was inducted into the Associated College Press Hall of Fame in 2005.
- CSU Chico’s student-led Community Action Volunteers in Education (CAVE) places about 1,500 students each year in 18 community service programs for children, senior citizens, adult nonreaders, and other special populations. CAVE student volunteers help more than 30,000 clients annually.
- In 2009/10, attendance at CSU Chico’s cultural events was more than 170,000, and an additional 31,000 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