CSU East Bay’s remarkable diversity mirrors the region it serves. While more than 85 percent of its students are residents of Alameda and Contra Costa Counties—and the vast majority of its 100,000 alumni reside and work in the region—the university also attracts students from across the United States and more than 80 countries. Named a “Best in the West” college as well as a “Best Business School” by The Princeton Review, the university also has received national attention for its innovative freshman year experience and learning communities. The university’s commitment to meeting the region’s workforce needs is reflected in a new academic initiative and strategic plan emphasizing science, technology, engineering, and math (STEM) education.

High Magnitude Economic Impact
CSU East Bay’s annual impact on the Bay Area region and the State of California is enormous:

- Annual spending related to CSU East Bay ($266 million) generates a total impact of $415 million on the regional economy, and more than $472 million on the statewide economy.
- This impact sustains more than 3,200 jobs in the region and statewide more than 4,000 jobs.
- Per year, the impact generates nearly $23.8 million in local and $26.8 million in statewide tax revenue.
- Even greater—more than $1.6 billion of the earnings by alumni from CSU East Bay are attributable to their CSU degrees, which creates an additional $2.5 billion of industry activity throughout the state.

CSU East Bay improves California’s economy with research, innovation and entrepreneurship.

- CSU East Bay serves the region with two campuses in the East Bay — one in Hayward and another in Concord — and a professional development center in downtown Oakland.
In 2009, CSU East Bay was selected as an anchor institution for the national P-20 Education and Workforce Partnership initiative led by Living Cities. The university will work with regional partners in education and industry to explore new data-driven approaches for student success at all grade levels and integrate them with existing programs.

CSU East Bay’s teacher education program is a leading producer of credentialed teachers for the State of California and graduates more math and science teachers than any other CSU campus.

The university recently joined the East Bay Green Corridor Partnership, a consortium of corporations, schools, and civic groups that focuses on stimulating green job development and attracting new green industry to the region.

CSU East Bay is a leader in online learning, offering nine bachelor’s and master’s degree programs as well as more than 40 certificate programs and almost 60 other online programs. Its online campus accounts for approximately 20 percent of the university’s enrollment.

CSU East Bay receives $20–30 million annually in sponsored project contracts and grants, which fund faculty research, employ student assistants, and provide valuable resources for academic programming.

CSU East Bay enhances the quality of life in the Bay Area through research, arts and community service.

- The university’s nursing program has received numerous grants from regional hospitals and health care foundations to help educate and train health care professionals to meet the state’s critical shortage.
- Pioneer Athletics has moved up to competition in the NCAA’s Division II level, increasing excitement and visibility for sporting events on the campus and in the community. Pioneer Stadium is also home to the Bay Area’s women’s professional soccer team, FC Gold Pride.
- In 2009, arts faculty created and presented a unique theatre/dance production, “Tongues,” which was selected for the prestigious Kennedy Center American College Theater Festival. The production featured students, faculty, staff, and community members, including disabled persons as performers.
- The university sponsors a Global Knowledge Conference on Afghan and Iranian Diaspora Cultures and Communities in the Bay Area, which is home to several immigrant communities. CSU East Bay’s president, Mohammad Qayoumi, is particularly well known in the Afghan community.