As the only university in the CSU system with a service-learning graduation requirement, CSU Monterey Bay has earned national recognition for its work in helping students examine issues of justice, diversity and social responsibility through service learning. Home to the nonpartisan Panetta Institute for Public Policy, CSU Monterey Bay helps California’s communities meet the challenges of the 21st century.

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

- Annual spending related to CSU Monterey Bay ($155.4 million) generates a total impact of $133 million on the regional economy, and nearly $269.5 million on the statewide economy.
- This impact sustains nearly 1,500 jobs in the region and statewide more than 2,300 jobs.
- Per year, the impact generates nearly $8.5 million in local and more than $17 million in statewide tax revenue.
- Even greater—more than $97 million of the earnings by alumni from CSU Monterey Bay are attributable to their CSU degrees, which creates an additional $391 million of industry activity throughout the state.

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

- CSU Monterey Bay’s highly regarded master’s of science degree in marine science is taught in conjunction with the Moss Landing Marine Laboratories, providing students valuable on-site experience.
- Students have the opportunity to work closely with many of the area’s high-tech companies, including Cisco Systems, Macromedia and Apple, gaining hands-on experience in one of the state’s most important industries.
- CSU Monterey Bay’s School of Business now offers a program in Hospitality, with concentrations in hotel/resort management and general hospitality management. The program makes extensive use of the local hospitality industry as an integral partner in providing a practical learning laboratory for students, and students are required to have work experience as well as an industry-based management internship.
The university offers a bachelor’s degree in Environmental Science, Technology and Policy. The interdisciplinary curriculum provides students the science, technology and policy expertise to become resource managers, researchers, environmental advocates, consultants and teachers. Graduates are in demand to fill positions with agencies from the Monterey Bay National Marine Sanctuary to the California Department of Fish and Game.

**CSU Monterey Bay improves life in the Central Coast region through research, arts and community service.**

- CSU students and staff contribute valuable resources and time to their communities through a variety of community service and leadership initiatives. CSU Monterey Bay makes noteworthy community service contributions—50 percent of students enroll in service-learning courses each academic year. In 2008–09, approximately 1,700 students were enrolled in 70 service-learning courses and contributed more than 58,000 hours of service to 232 community organizations.
- CSU campuses provide a wealth of artistic and cultural opportunities for the community. CSU Monterey Bay’s World Theater Performing Arts Series has presented such artists as the Kronos Quartet, Paul Taylor Dance Company and Peter Escovedo. In addition to concerts, World Theater performing artists also provide educational programs for children and college students, workshops, informal discussions and lecture/demonstrations.
- CSU campuses engage their communities. The Panetta Lecture Series offers nationally known speakers discussing relevant and timely topics. The theme for the 2010 lecture series is “The Second Decade: What’s Next for America?” Speakers include former U.S. Secretary of Labor Robert Reich, former chairman of the Securities and Exchange Commission Harvey Pitt, former Florida Governor Jeb Bush, former presidential adviser James Carville, and former vice president and Nobel Peace Prize winner Al Gore.

“From my first day here, I have been impressed with the quality of the university leadership and faculty, the accomplishments of the students, and the strong teamwork ethic at CSUMB.”

Patricia Tynan Chapman
Leading Donor
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