

FIVE REASONS TO SUPPORT THE CSU

Here are five brief talking points to keep at your disposal for ready conversation:

1

The CSU is an economic powerhouse for the state of California: For every \$1 the state invests, the CSU returns \$4.41. With total expenditures and the enhanced earnings of its graduates, the CSU generates a \$53 billion annual spending impact.

2

The CSU generates more in tax revenue for state and local governments than is provided to the CSU in direct annual state support. In effect, the CSU pays for itself.

3

The CSU sustains more than 207,000 jobs in California by preparing the future workforce. The CSU provides the majority of the skilled professional workers that are critical to the state's knowledge-based industries—industries like agriculture, engineering, business, technology, media, and computer science. In addition, the CSU is the state's leading provider of graduates in services that are critical to the state, providing more than 80 percent of the college degrees in criminal justice, education, social work and public administration.

4

The CSU graduates more Hispanics, Native Americans, and African Americans than all other California universities combined.

5

The CSU improves local communities: Students on CSU's 23 campuses contribute 30 million hours a year to community service activities.