

## MESSAGE POINTS

Following are three key themes and supporting information to include in all of your communications, presentations and conversations about the CSU:

### The California State University is a leader in providing access to quality education.

- The CSU is the country's largest four-year university system (more than 400,000 students); the most diverse (minority enrollment tops 53 percent); and the most affordable (student fees are the lowest of comparable public universities nationwide).
- The CSU graduates 82,000 students each year into California's workforce, including more Hispanics, Native Americans, and African Americans than all other California universities combined.
- The CSU is responsive to the state's changing demographic needs. Its enrollment of Hispanic students has more than tripled since 1986, African-American enrollment has more than doubled, and Asian-American enrollment has increased by more than 40 percent.

### The California State University is vital to California's economic prosperity.

- A more educated workforce leads to more higher-paying, knowledge-based jobs, which in turn leads to more growth and benefit for the entire state as well as for the regional and local communities.
- The CSU provides the majority of the skilled professional labor that is critical to the state's knowledge-based industries—industries like agriculture, engineering, business, technology, media and computer science.
- In 2002/03, an estimated 1.7 million CSU bachelor's and master's degree holders living in California earned an estimated \$89 billion in income, of which \$25.3 billion is attributable to their CSU degrees.

### Investing in the California State University is an investment in California.

- When a state makes an investment in the university education of its citizens, the state as a whole along with its regional and local communities receives a lifetime earnings boost.
- CSU-related expenditures create over \$13 billion in economic impact and support over 207,000 jobs in California. When enhanced alumni earnings are taken into account, the CSU's impact reaches \$53 billion.
- 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.
- California reaps a four-fold benefit from every dollar the state invests in the CSU. When the impact of enhanced alumni earnings is taken into account, the ratio rises to \$17 in total spending for every dollar the state invests in the CSU.