

## SAMPLE SPEECH

The following is a draft speech that can be given in support of the CSU:

*[General welcome, greetings, recognitions, etc.]*

When most of us think of the California State University, we think of our local CSU campus. In fact, lots of people are surprised to learn that the CSU system has 23 campuses around the state of California.

But even more importantly, many people don't know the extent to which the CSU system has a major impact on the state of California.

As a system, the California State University is a national leader in providing access to quality education.

The CSU is the country's largest four-year university system with more than 400,000 students. It is the most diverse, with minority enrollment at over 53 percent, and it is one of the most affordable, with some of the lowest student fees in the country.

The CSU graduates 82,000 students each year into California's workforce. Those students include 58 percent of California's Hispanic graduates, 52 percent of its African-American graduates, 53 percent of its Native American graduates, and 39 percent of its Asian/Pacific Islander graduates.

*[campus-specific details here]*

The CSU also stands head and shoulders above all of the other universities in California when it comes to preparing students to enter the 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.

As you know, a better-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.

That means that the CSU is a driving force behind California's economic development. In fact, the California State University is vital to California's economic prosperity.

And the economic benefits are enormous. CSU-related expenditures create over \$13 billion in economic impact and support over 207,000 jobs in California. When higher alumni earnings are taken into account, the CSU's impact reaches \$53 billion, supporting 527,000 jobs in the state.

Not to mention that California reaps more than a four-fold benefit from every dollar the state invests in the CSU.

CSU alumni and CSU expenditures generate over \$17 in spending for every dollar the state invests in the CSU.

## SAMPLE SPEECH (continued)

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. Few other public entities can make that claim.

*[campus-specific details here]*

Clearly an investment in *[your campus]* and the California State University is an investment in California.

So what can you do to help support *[your campus]*, the CSU, and its work in California?

Contact your legislators and let them know how important it is for the CSU to have adequate resources to fulfill its mission.

Contact *[your local campus president]* and find out if there are ways you can partner with the university.

Sign up to receive news and information from CSU at [www.calstate.edu](http://www.calstate.edu).

Share the impact report by disseminating the report and related materials at [www.calstate.edu](http://www.calstate.edu).

And make sure you let your colleagues, friends, and neighbors know the vast impact that *[your campus]* and the California State University have in our state.

Let's do everything we can to preserve this precious resource for California and its future generations of students.