

Working for California: The Impact of the California State University

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Overview of the CSU's Impact Assessment

- Updating the assessment conducted in 2004.
- Opportune time to promote the CSU's value because of the diminishing investment in public higher education.
- Fiscal analysis cannot fully account for the *unique* role of the CSU in California's economy.

Overview of the CSU's Impact Assessment

- Analysis *can* evaluate the long-term fiscal benefits:
 - Fiscal impact of campus spending on local area, region and state
 - Jobs: jobs generated by the CSU, workforce preparation, and training the “green” leaders of tomorrow
 - Full range of impacts, qualitative and quantitative
 - Education Access
 - Sustainability
 - Research and Innovation

The Magnitude of the CSU's Economic Impact

Used the IMPLAN model to estimate the total impact of direct spending:

- University Expenditures: \$7.96 billion
 - Operational: \$5.48 billion
 - Capital: \$987 million (4-year average)
 - Auxiliary Expenditures: \$1.29 billion
- Off-campus Student Expenditures: \$203 million
- Alumni Analysis
 - Lifetime CSU Alumni Earning Differential: \$42 billion

CSU Generates a Significant Fiscal Impact

- CSU-related expenditures create over **\$17 billion** annually in economic impact.
 - Statewide multiplier of \$2.13.
 - \$995 million in state and local taxes generated annually.
- Higher alumni earnings raise the impact to **\$70.4 billion** annually.
 - \$4.9 billion in state and local taxes generated annually.

The State's Return on Investment

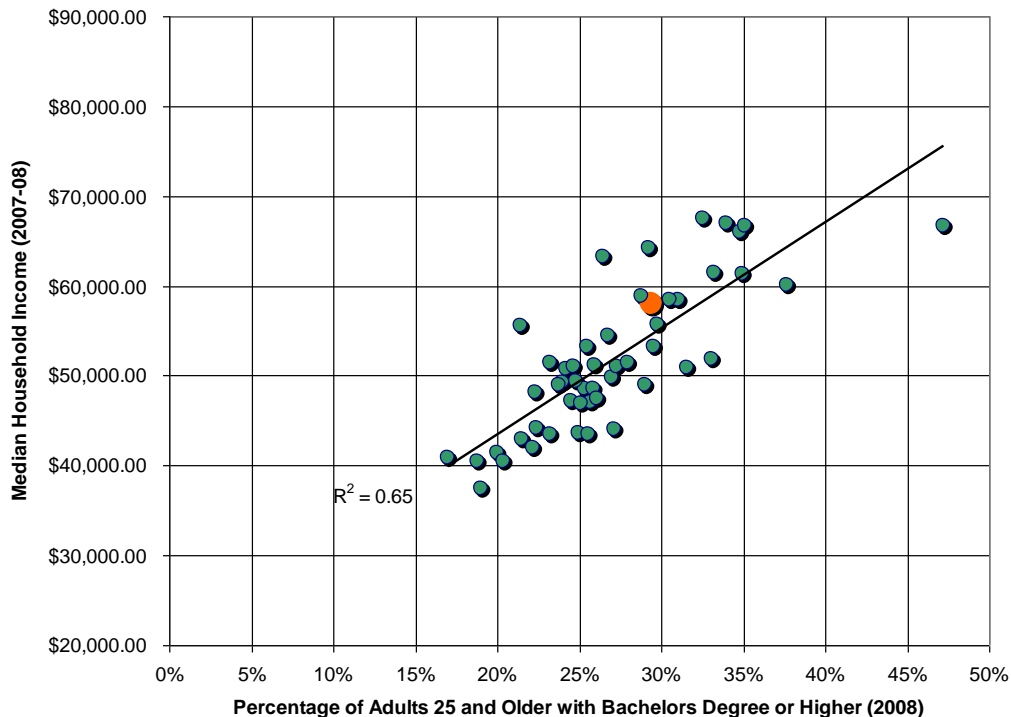
- CSU-related expenditures create a return on investment of **\$5.43** for every \$1 the state invests.
- Higher alumni earnings and CSU expenditures together provide a ROI of over **\$23** for every \$1 the state invests.

CSU Supports Employment Across California

- Job Creation
 - CSU-related expenditures support over **150,000 jobs** annually in California.
 - With higher alumni earnings, CSU supports roughly **485,000 jobs** statewide annually.
- Reduced Unemployment
 - A four-year college degree reduces the likelihood that a Californian is unemployed. California's unemployment rate for workers with only a high-school degree is 13.7 percent compared to 6.4 percent for four-year degree holders.

University Education is Correlated with Higher Income Statewide

State Median Household Income by Adult Education Attainment Rate, 2007-2008.



University educational attainment is highly correlated with the income of **everyone** in a state.

More educated workers means more fast-growing, higher-paying knowledge-based jobs, which means more growth and more benefit for the entire state.

CSU Serves the Needs of California's Workforce

CSU Awarded:

- 71,000 bachelor's degrees in 2006-07, half of all the bachelor's degrees statewide.
- 18,000 master's degrees in 2006-07, one-third of all the master's degrees statewide.

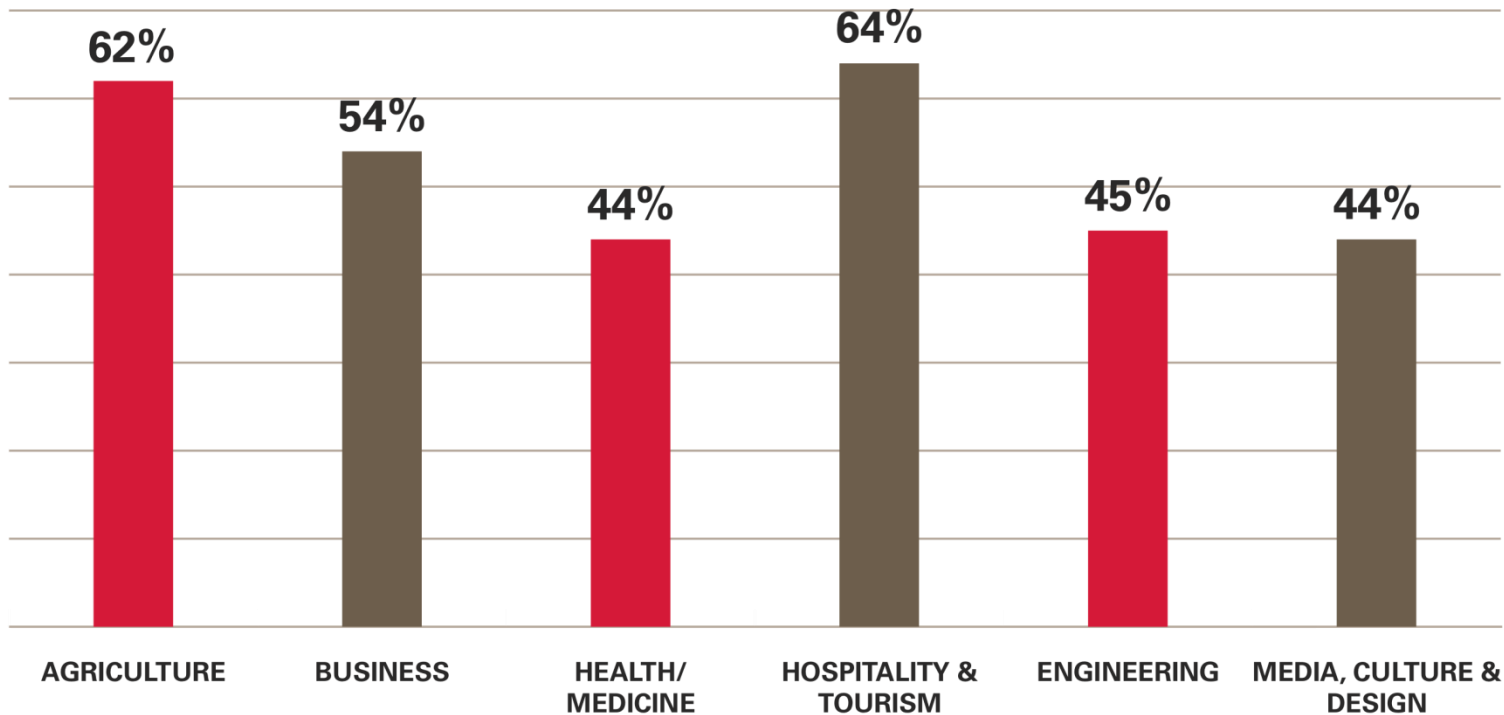
CSU Serves the Needs of California's Workforce

California's economic drivers are knowledge-based industries that thrive because of the state's skilled workforce:

- Agriculture, Food and Beverages
- Business and Professional Services
- Life Sciences and Biomedicine
- Engineering, Information Technology and Technical Disciplines
- Media, Culture, and Design
- Hospitality and Tourism

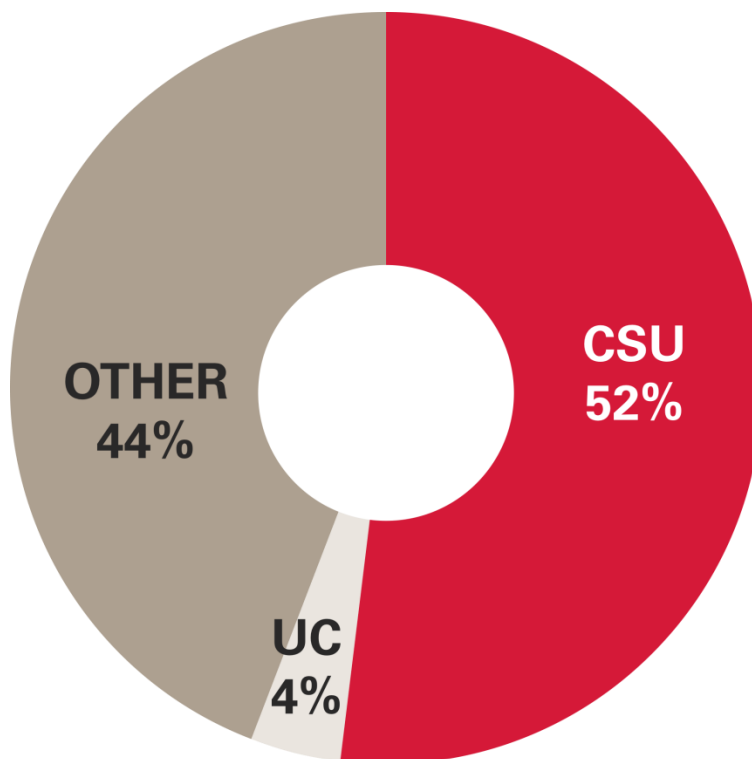
CSU Awards the Most Degrees in Fields Key Industries Rely On

Percentage of California Bachelor's Degrees Awarded by the CSU, 2007



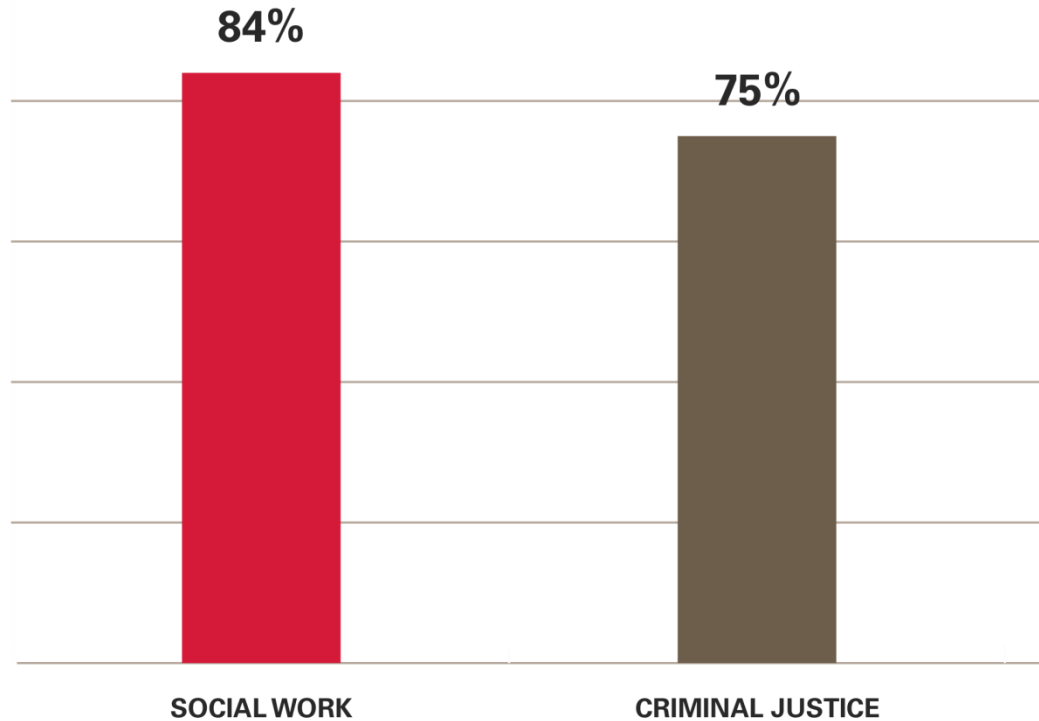
Building the Future Generation: Educating Teachers

Newly Issued California Teaching Credentials by University, 2007-08



CSU is also the Largest Producer of California Graduates in Public Service Occupations

Percentage of California Bachelor's Degrees Awarded by the CSU, 2007



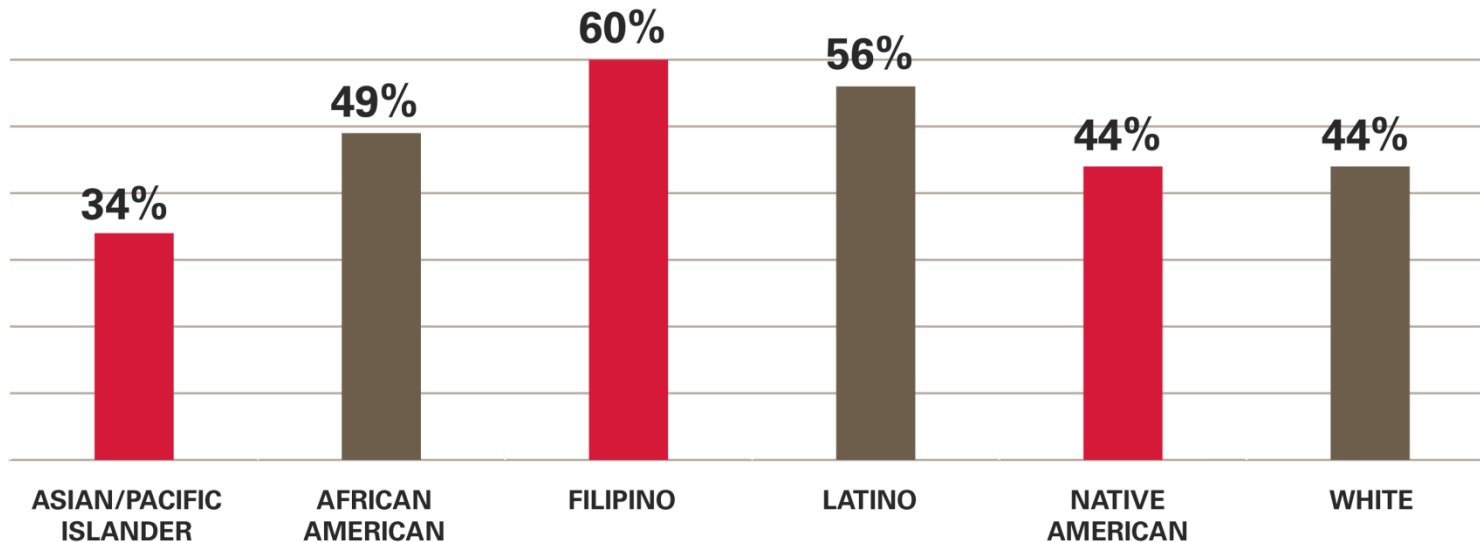
Making Higher Education Accessible

- One of the most **affordable systems** in the country.
- More than half of students received **financial aid** in 2008-09.
- More than 10,000 disabled students are currently enrolled.
- More than 95 percent of disabled students who enroll at the CSU **graduate**.
- Provide a wide range of **services that ensure the admission, retention, and graduation** of foster youth.
- Provides **benefits to military personnel**: waiving of non-resident fees, use Department of Defense tuition assistance waivers at all campuses.

Making Higher Education Accessible

As of 2006-07, 56% of all bachelor's degrees granted to Latinos in California were CSU degrees.

CSU Bachelor's Degree Recipients as a Percentage of All California Public and Private University Bachelor's Recipients, 2006-07



CSU on Sustainability: Environmental Consciousness and Energy

- Educating the sustainable leaders of tomorrow
 - Increased course offerings in sustainability and Green Business Certificate programs
 - Environmental Research and Clean-Tech Innovation Centers
- Campus commitment
 - Energy: In April 2009, the U.S. Environmental Protection Agency recognized the CSU in the Top 20 list of the largest national green power purchasers.
 - Sustainable Design: The CSU currently has 33 LEED™ certified/to-be-certified projects across 16 campuses.
- Community Engagement
 - Student and community initiatives are plentiful.

Impact on Innovation and Entrepreneurship

- CSU research and project-sponsored expenditures amount to over half a billion dollars and employed 6,000 students in FY 2007-08.
- Research investment across CSU campuses ranged from \$2 million to \$131 million in range of disciplines.
- The CSU conducts applied research in key California industries.
- The CSU supports research partnerships and entrepreneurial initiatives.

Conclusion: Investing in the CSU is Investing in California

- California reaps a five-fold benefit from every dollar the state invests in the CSU.
- The CSU sustains over 150,000 jobs in California annually, and by providing education to those that would otherwise not have access, decreases statewide unemployment.
- The CSU ensures California's future prosperity by educating the state's students for the knowledge-based industries and key public sector occupations.

Investing in the CSU is Investing in California (cont.)

- A significant percent of the state's Filipino, Latino, and African-American university graduates earned their degrees from the CSU.
- The CSU has a strong commitment to sustainability, both institutionally and by training the next generation of sustainable leaders.
- The CSU is a valuable and sought after research partner by communities, private companies and governments.

CSU The California State University

www.calstate.edu