CSU The California State University

CAL STATE SAN MARCOS

Building on a 36-plus year history, California State University San Marcos is a forward-focused institution, dedicated to student success fueled by innovation, education and community partnerships. Located on a 306-acre hillside overlooking the City of San Marcos, it is the only public four-year comprehensive university serving North San Diego, Southwest Riverside and South Orange counties. The university enrolls 17,000 students. CSUSM ranks in the top 1% in the country for advancing social mobility—as measured by CollegeNET's index, which measures how well universities graduate students into well-paying careers and leadership opportunities to improve their social and economic situations compared to previous generations. CSUSM is proud to be a national leader in improving the life trajectories of underrepresented students.

Cal State San Marcos serves the San Diego Region

Source: CSU Economic Impact Study, 2025

INPUTS

$307.1M	$13.3M	$33.3M	$238.1M
Operational Expenditures	Capital Expenditures	Auxiliary Costs	Student Spending

REGIONAL IMPACT

Within the San Diego Region, **Cal State San Marcos**-related activity supported:

7,600	$861.5M	$342.8M	$65.4M
Jobs	Industry Activity	Wages Earned	State & Local Tax Revenue

STATE-LEVEL IMPACT

Within California, **Cal State San Marcos**-related activity supported:

7,900	$923.6M	$361.5M	$69.2M
Jobs	Industry Activity	Wages Earned	State & Local Tax Revenue

RETURN ON INVESTMENT

During the 2023-2024 academic year, the state's investment in **Cal State San Marcos** (operating and average capital appropriations) totaled **$49.9 million**

For every dollar the state invests in the campus,

$18.50

in statewide **Industry Activity** is generated

When the impact of the enhanced alumni earnings is included

$64.62

in statewide **Industry Activity** is generated

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Scan QR code for more information.

California State University SAN MARCOS

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ALUMNI

Cal State San Marcos alumni had higher median income attributed to their CSU degree, totaling **$1.8 billion** which supported statewide impacts of:

10,900	$2.3B	$784.3M	$182.3M
Jobs	**Industry Activity**	**Wages Earned**	**State & Local Tax Revenue**

SOCIAL MOBILITY HIGHLIGHTS

As a national leader and advocate for social mobility, we're committed to helping students overcome barriers faced by previous generations. From scholarships that reduce financial strain to support services that meet students where they are, our approach is designed to ensure every learner has the tools and opportunity to thrive.

CSUSM BY THE NUMBERS

- **Top 1%** nationally on CollegeNet's Social Mobility Index
- **55%** first-generation college students
- **71%** students rely on financial aid
- **1 in 10** students are military-affiliated

BLUEPRINT FOR THE FUTURE CAMPAIGN

Cal State San Marcos has officially launched "Blueprint for the Future," the most ambitious campaign in university history. With a goal of raising $200 million, the campaign combines philanthropy, grants and research funding to maximize impact.

Building on a strong foundation of student success, career readiness and community engagement, "Blueprint for the Future" is guided by three pillars:

- **Innovate**—driving bold ideas and solutions that expand opportunity
- **Accelerate**—advancing student success and creating lasting impact
- **Cultivate**—strengthening community connections and pathways from education into careers

Learn more about "Blueprint for the Future" by visiting **csusm.edu/blueprint**.