

ECONOMIC IMPACT

California State University, East Bay's remarkable diversity mirrors the region it serves. While more than 85 percent of its students are residents of Alameda and Contra Costa counties — and the vast majority of its 100,000 alumni reside and work in the region — the University also attracts students from across the United States and more than 80 countries. Named a "Best in the West" college as well as a "Best Business School" by *The Princeton Review*, the University also has received national attention for its innovative freshman year experience and learning communities. The University's commitment to meeting the region's workforce needs is reflected in a new academic initiative and strategic plan emphasizing science, technology, engineering, and math (STEM) education.

Region-Wide Economic Impact

Cal State East Bay's annual impact on the Bay Area region and the State of California is enormous:

- Annual spending related to Cal State East Bay (\$266 million) generates a total impact of \$415 million on the regional economy, and more than \$472 million on the statewide economy.
- This impact sustains more than 3,200 jobs in the region and statewide more than 4,000 jobs.
- Per year, the impact generates nearly \$23.8 million in local and \$26.8 million in statewide tax revenue.
- More than \$1.6 billion of the earnings by Cal State East Bay alumni are attributable to their CSUEB degrees, producing an additional \$2.5 billion in economic impact throughout the state.

Strengthening the Regional Economy through Educational Leadership, Innovation, and Workforce Development

- Cal State East Bay's teacher education program is a leading producer of credentialed teachers for the State of California and graduates more math and science teachers than any other CSU campus.



Cal State East Bay – Serving the Heart of the Bay Region

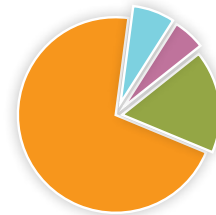
Cal State East Bay serves almost 13,000 students with two campuses in the East Bay — one in Hayward and another in Concord — plus a professional development center in Oakland.



Cal State East Bay's Annual Spending

Total \$266 Million

Out-of-Region Student Spending: **\$19 million**
Auxiliary (bookstore, food services): **\$14 million**
Capital (construction, improvements): **\$45 million**
Operations (salaries, services): **\$188 million**



California State University, East Bay

Working for the East Bay



- The University is leading an innovative partnership of regional K-12 school districts, corporations, foundations, community organizations, and community colleges to improve regional education and create a “cradle-to-career” pipeline of students prepared for college and workforce success in STEM disciplines, as well as math and science education.
- Cal State East Bay generates \$20–30 million annually in sponsored project contracts and grants, which fund faculty research, employ student assistants, and provide valuable resources for academic programming.
- The College of Business and Economics — named a “Best Business School” by *The Princeton Review* — has redesigned its curricula to emphasize global business, ethics, and sustainability, meeting the changing workforce needs of regional and state business and industry. Academic options include entrepreneurship and international business.

Increasing Access to Educational Excellence and Opportunity

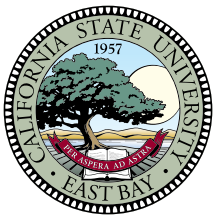
- Cal State East Bay is redefining educational opportunity by educating more students from the lowest economic quartile (as defined by Pell Grant recipients) than six of the eight largest Ivy League universities and more than Stanford, USC, and Cal Tech combined.
- A leader in online learning, Cal State East Bay offers nine online bachelor’s and master’s degree programs as well as more than 40 certificate programs and almost 60 other online programs. Its online campus accounts for approximately 20 percent of the University’s enrollment.
- Cal State East Bay is a driving force in the CSU’s Super Sunday outreach program to the African American community, and hosts an annual Latino and African American Education Summit that attracts more than 1,500 young people, their families, and high school educators from throughout the region.

Enhancing the Region’s Quality of Life through Research, Community Service, and the Arts

- Cal State East Bay life sciences faculty are increasingly pursuing research in critical areas, including endangered species, plant nutrients, heavy metals, toxicity, and health issues such as dementia, HIV/hepatitis interactions, and food contamination.
- The University’s nursing program has received numerous grants from regional hospitals and health care foundations to help educate and train health care professionals to meet the state’s critical shortage.
- Cal State East Bay offers as many as 100 courses annually with service learning components, delivering more than 100,000 hours of service in the region, supporting approximately 50 community partners.
- The Multimedia Graduate Program at Cal State East Bay trains artists, musicians, and other creative professionals to meet the growing needs of the region’s technology and communications industries for new media and interactive content. Graduates work at leading Bay Area companies such as Electronic Arts, Google, and Game House.

“Cal State East Bay works for the East Bay. I know, because it worked for me.”

Joe Morgan
CSUEB Alumnus
Broadcaster, analyst, and
Major League Baseball Hall of Famer



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