



A GROWING UNIVERSITY

Youthful and enterprising, CSUSM has an unrivaled track record for success. Building on its 28-year history that evolved from a humble storefront into an expansive 304-acre campus in the foothills of San Marcos, CSUSM is a forward-focused university dedicated to preparing future leaders, building great communities and solving critical issues.

Much of the University's success stems from its culture of innovation, guided by President Karen Haynes. Named one of the most influential social workers in the nation, Dr. Haynes has enabled CSUSM to thrive since arriving in 2004. The University has doubled in size during her tenure, adding 11 buildings and more than tripling the student population from 5,000 to nearly 17,000.

CSUSM AN ECONOMIC POWERHOUSE

NEARLY $\frac{1}{2}$
BILLION DOLLARS
IN REGIONAL
ECONOMIC
IMPACT

CSUSM PUMPS ...

\$18.5M
INTO REAL
ESTATE



\$14M
INTO LOCAL
RESTAURANTS



\$10M
INTO AREA
HOSPITALS
AND MEDICAL
CENTERS



\$9M
INTO RETAIL
BUSINESS



1
IN
6
STUDENTS IS
A VETERAN,
SERVICE
MEMBER OR
DEPENDENT

MORE
THAN
\$25M

GENERATED
ANNUALLY
IN STATE AND
LOCAL TAX
REVENUE

SENIOR EXPERIENCE PROJECT EXAMINES ECONOMIC IMPACT

A comprehensive study of Cal State San Marcos' economic impact has found that the University is fueling more than \$458 million into the region each year and supporting thousands of jobs in industries ranging from retail to real estate.

The 45-page report examined spending from the 2016-17 academic year and evolved from the University's renowned Senior Experience Program, which matches students with projects submitted by local businesses and organizations. A team of CSUSM seniors spent several months collecting and analyzing state, local and federal data.

"If anything, our analysis was on the conservative side," said Kevin Dunwell, an accounting major who led the six-member team.

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CSUSM:
MAKING AN
IMPACT



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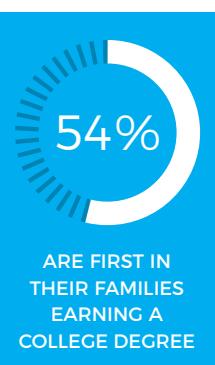
HELPING OTHERS FIND PATHWAY TO SUCCESS

Francisco Fernandez knows the importance of higher education.

As he enters the final stretch of a seven-year journey toward his bachelor's degree, Francisco is determined to help others from his hometown of Zapopan, Mexico, follow a similar path to college.

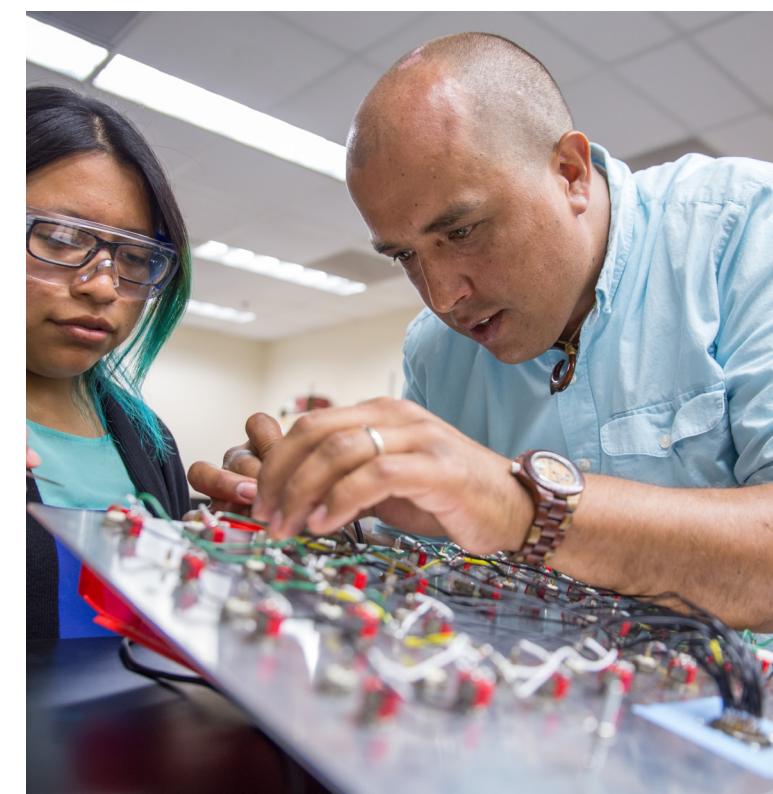
"If I get one kid to go to college over there, I'm happy," said Francisco, who will graduate from Cal State San Marcos in May with a bachelor's in molecular and cellular biology.

Francisco is certainly setting a positive example. Last September, he was presented with the CSU Trustees' Award for Outstanding Achievement. The award is given annually to one student from each of the CSU's 23 campuses who demonstrates superior academic performance, personal accomplishments, community service and financial need.



Francisco plans to continue his education next fall when he begins studies for his Ph.D.

"I'm pretty lucky," he said. "I come from humble beginnings. Even though I struggled a lot, I consider my life as being easy. I want to help people who haven't been as lucky."



WHEN THE NUMBERS MEET A NEED

The representation of women in senior financial roles is less than 15 percent among Fortune 500 companies, but there is progress.

Last year, the number of female CFOs doubled. One executive who joined that C-suite rank is CSUSM alumna Denise Gurulé ('10). In May 2017, Gurulé was named CFO of Feeding San Diego, the leading hunger-relief organization in San Diego County that

MORE THAN 80% OF ALUMNI STAY IN THE REGION

provides 25.2 million meals annually to local residents.

"Leaving a legacy is what matters," Gurulé said. "I want to know that I left my world better than it was when I got here."

FULFILLING A PASSION FOR RESEARCH AND TEACHING

Dr. Justin Perron enjoys both teaching and research.

Cal State San Marcos has provided the best of both worlds for Perron.

"I get to run my own lab and I get to teach courses at an undergraduate level," said Perron, a former college hockey player-turned-physics professor.

Perron conducts research in nanoelectronics and is helping shape CSUSM's

MEETING A DEMAND:
2.5 MORE JOBS THAN GRADUATES IN SOFTWARE AND ELECTRICAL ENGINEERING

emerging electrical engineering program. The University recently approved the addition of software engineering for fall 2018.

future generations of students while flourishing as a regional center for art, culture, research and community engagement.

Learn how you can make an impact at www.csusm.edu/forward-together



Forward *Together*

"Forward Together: The \$50 Million Campaign for California State University San Marcos" is a united effort encompassing the University's commitment to preparing tomorrow's leaders, building great communities and solving critical issues.

These campaign pillars speak to CSUSM's desire to help