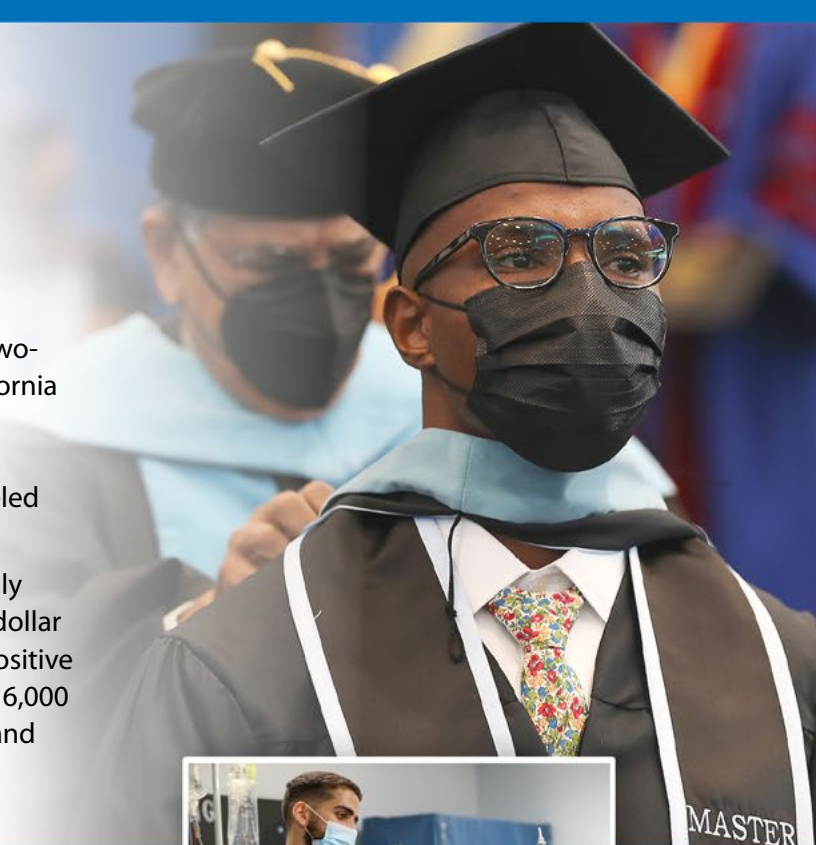


## WHY INVEST IN CSUSB?

With nearly 85 percent of its students first-generation and two-thirds from economically disadvantaged backgrounds, California State University, San Bernardino is recognized as one of the **most transformative universities in the nation**. A CSUSB degree changes students' lives forever, offering an unparalleled opportunity for upward mobility.

CSUSB provides an exceptional return on investment not only for its students, but also for the region and state. For every dollar California invests in CSUSB, the university returns \$6.62 of positive economic activity. Each year the university produces nearly 6,000 graduates, most of whom stay in the region and help to fill and attract high-wage, skilled jobs.



### #6 FOR SOCIAL MOBILITY

for educating economically disadvantaged students and graduating them into well-paying jobs  
- CollegeNet



### #8 MOST TRANSFORMATIVE

for leading the charge in empowering graduates' long-term economic success  
- Third Way National Think Tank



### #9 BEST BANG FOR THE BUCK IN THE WEST

for how well CSUSB helps non-wealthy students earn marketable degrees at affordable prices  
- Washington Monthly

## RETURN ON INVESTMENT

CSUSB provides a nearly sevenfold return on the state's investment.

For every \$1 invested by the state  
**\$6.62**  
in statewide  
industry activity is generated

When the impact of enhanced  
alumni earnings is included  
**\$31.7**  
in statewide  
industry activity  
is generated

