

WHY INVEST IN CSUSB?

With nearly 78 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's 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 universe 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.



#3 FOR SOCIAL MOBILITY

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

- The wall street Journal



NAMED ONE OF THE BEST UNIVERSITIES IN THE WEST

- The Princeton Review, 2025 Best Colleges: Region by Region



#1 IN CA & #12 NATIONALLY BEST FOR VETS

Ranked No. 1 in California and No. 12 in the nation in the annual Best for Vets: Colleges rankings

- Military Times



#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 state wide

Industry activity is generated

When the impact of enhanced alumni earnings is included

\$31.7

in statewide
industry activity
is generated

WE DEFINE THE
Future

