Subject: CSUSM's Economic Impact Report
Date: Tuesday, November 18, 2025 at 3:01:22 PM Pacific Standard Time
From: Office of the President
To: Christine Paik

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Dear CSUSM community,

Today, the California State University system released its **economic impact report**, highlighting the CSU's robust return on investment for California at every level. And this same week, we received additional exciting news: **Cal State San Marcos is ranked #1 in the nation for advancing social mobility**, according to CollegeNET's 2025 Social Mobility Index!

At CSUSM, we've long known that we are a university of place – serving our region, improving social mobility and fueling the local workforce and economy. Thanks to your hard work each and every day, our impact reverberates across our communities and state, and across generations. Now, I'm pleased to share that the numbers tell that story more powerfully than ever:

- **Economic return:** For every dollar the state invested in CSUSM, **$18.50** was generated in statewide industry activity; the figure rises to **$64.62** when including alumni earnings. That's a remarkable return on investment and a testament to the value of a CSUSM degree!

- **Statewide impact:** CSUSM-related activity supported **7,900 jobs annually** across California and contributed **$361.5 million** in wages earned. Our overall statewide impact reached **$923.6 million** in industry activity and **$69.2 million** in state and local tax revenue.

- **Regional reach:** Within the **San Diego region**, CSUSM helped generate a substantial economic impact – supporting **7,600 jobs annually** and contributing **$342.8 million** in wages earned. Our total regional impact was **$861.5 million** in industry activity and **$65.4 million** in state and local tax revenue, underscoring our vital role in regional economic vitality.

- **Workforce power:** Nearly half of all bachelor's degrees in California are awarded by the CSU. At CSUSM, we're preparing students for in-demand careers in health care, education, business, biotechnology and public service –

just to name a few fields that power our region and state.

- **Research impact:** Despite recent funding challenges, CSUSM's research initiatives continue to address urgent challenges – from health disparities and environmental sustainability to STEM innovation and social mobility – while contributing to globally significant science and scholarship.

What does all this tell us? **Higher education matters. Our students' potential matters. YOU matter.** CSUSM graduates – and its future graduates – are driving California's economic growth and resiliency, contributing to the world's fifth-largest economy.

An investment in us is an investment in California's growth and prosperity. Beyond the dollars, it's an investment in the lives we transform and the communities we strengthen.

Learn more about the CSU's economic impact report and each of the CSU campuses or download a one-page summary of CSUSM's impact.

Warmly,

Ellen J. Neufeldt, Ed.D.
President