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News

Senior Experience Program at CSUSM Honored with Economic Development Excellence Award

The San Marcos Economic Development Corporation (SMEDC), a non-profit that aims to support and advance the economic, educational, and cultural interests of the community of San Marcos, awarded California State University San Marcos (CSUSM) the Economic Development Excellence Award for the College of Business Administration's Senior Experience Program at the 7th Annual City Update meeting on May 20.

The award, presented by SMEDC President Ken Dubs, honors outstanding efforts and achievements of individuals, groups, businesses, non-profits, public/private collaborations, educational partnerships, and others who have contributed to the economic development and redevelopment successes that continue to improve the City of San Marcos.

“We are very proud of the recognition received by our student teams through this award, as well as of the community and business contributions that came from their projects”, stated Jim Hamerly, who oversees the Program. In the program, groups of four to five students work on a project submitted by a local business or non-profit. It is the only one of its kind in the nation and is a graduation requirement for all College of Business Administration (CoBA) majors. A true win-win for the community and for the students, business majors garner practical, real-world experience while participating businesses receive consultative recommendations to improve operations, procedures, or products.

Senior Experience Projects run the gamut from writing business plans to analyzing a manufacturing process to conducting feasibility studies for introducing a new product or entering a new market. During the 16 years that Senior Experience has been in place, hundreds of companies have benefitted from participation

A recent survey of the sponsor organizations who participated this past spring indicated that 97 percent were satisfied with the results provided by the Senior Experience program and would be implementing many of the recommendations.

Since the program's inception, more than 4,600 students have completed 1,100 projects resulting in 1.3 million hours of service to the community.

About California State University San Marcos

The California State University

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California State University San Marcos has become one of the fastest growing campuses in the CSU system. Providing access to a high quality education and preparing the leaders of tomorrow remain at the core of what we do. Cal State San Marcos embraces and symbolizes twenty-first century learning. We offer hands-on and collaborative learning experiences, cutting edge technology and academic programs relevant to the rapidly changing global environment. Our faculty engages in the latest research and other creative activities and our graduates are prepared to lead and compete in the digital age. Founded in 1989, CSU San Marcos is located on a 304-acre hillside overlooking the city of San Marcos. It is fifteen miles east of the ocean; just thirty miles north of downtown San Diego.

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