

Roaring into our 20s:  
Inspiration, Innovation, Impact

Report to the Community

Thursday, February 4, 2010  
Clarke Field House  
7:30 – 9:00am

President Karen S. Haynes

It's time to CELEBRATE! Two years ago, we began the countdown to 2010, our twentieth anniversary. Last year I promised that we would not quietly slip into our third decade but that we would ROAR into our 20s!

Today, nearly 20 years to the day when local dignitaries, CSU officials, and founding faculty gathered to break ground on the future site of Cal State San Marcos on February 23, 1990, I'm proud to say that we REALIZED my vision for 2010 and exceeded it.

Three years ago at the 2007 Report to the Community, I first shared that vision with you: By 2010 Cal State San Marcos will be the region's driving force in leading initiatives and partnering to meet community needs.

Our graduates, prepared by relevant curricula and student centered services, will reflect the region and be empowered to lead it.

And, as an engaged campus, we will become a best place to work and study.

We realized this vision despite the state of the economy these past two years. As you well know, in 2009 we experienced a 20 percent cut to our state appropriations. These cuts, coupled with staff and faculty furloughs, student fee increases, and enrollment reductions, created unusual tension and managerial challenges.

However, we did not allow these issues to get the best of us. We did not hunker down. We did not give up. Instead, we focused on moving Cal State San Marcos forward - strategically and thoughtfully.

I know that we are not doing it alone. Your support and leadership continues to be essential to our success. In fact, your presence here today reflects the fact that CSUSM's 20<sup>th</sup> Anniversary milestone isn't just a University celebration – it's a regional celebration!

Last week, at our 2010 Celebration Kickoff Event, the City of San Marcos declared January 28 as “Cal State San Marcos Day” in the city while the County of San Diego proclaimed the 28<sup>th</sup> as “Cal State San Marcos Day” county-wide!

So, today, as we ROAR into our 20s, we do so by honoring the inspiration of those community leaders who first dreamed of building Cal State San Marcos; by commemorating the innovation of our staff and faculty who understood the opportunity to create, for the first time in our nation, a new 21<sup>st</sup> century university pushing beyond traditional models; and by celebrating the transformational impact that your University has on this region.

Cal State San Marcos was founded by people of enterprise and inspiration. They were practical dreamers with a vision to create a new kind of university.

Instead of seeing a chicken ranch, they envisioned a vibrant, expanding campus. I wonder if they could have imagined Cal State San Marcos as it is today – a campus that now boasts nearly ten thousand students, a center for Extended Learning that each year serves thousands more, an Osher Lifelong Learning Institute that provides hundreds of opportunities to mature learners, and a brand new off-campus location in Temecula.

These leaders saw themselves as guardians of tomorrow with the inspiration to make a difference. They understood – more than 30 years ago when those first classes began being offered at SDSU North - that if they could succeed in bringing a comprehensive public university to north county that this entire region would benefit from economic, social, and cultural development.

When reflecting on the progress of Cal State San Marcos in just two decades, I ask you to consider these inspirational facts:

In 1990, our first group of students was 600 and our very first commencement ceremony for a graduating class of 25 was held in a parking lot!

Today, our student body is 9,700 strong and as of this spring’s commencement, 23,000 alumni will call Cal State San Marcos their alma mater.

At our inception, classes were held in a store front. Our “neighbors” included a furniture retailer, a bar stool store, and a waterbed store!

It wasn’t until 1992 that the campus that we call home today began to take shape with the opening of Craven Hall, Academic Hall, and Science Hall One – our first three buildings.

The places our students call home – the University Village Apartments and the Kellogg Library – opened over eleven years later in 2003 and '04 respectively.

Markstein Hall, named after the largest donors to the project - Ken and Carole Markstein - and home to our College of Business Administration, opened in spring 2006.

And this past July, a whole new kind of building, a long-awaited place for meetings, events, and conferences – a place that further blurs the line between our campus and our community - a place for all of you to call home was opened. The McMahan House – a generous gift from Richard and JoAn McMahan - is our latest but not our last building to be opened.

All told, Cal State San Marcos now consists of 19 buildings with over 1 million square feet of classroom, office, and operational space. And that doesn't include the buildings now under construction – our Social and Behavioral Science building, our new Parking Structure, and our Public Safety building are all coming online within the next two years!

Our relatively short but rich history of providing broad access to quality instruction and education has inspired a generation of students while transforming the region and beyond.

Now, a few community leaders and visionaries want to tell you themselves a little bit about the inspiration behind creating this 21st century University, the innovation taking place here that causes this region to flourish, and the impact that Cal State San Marcos has on our community.

The inspiration 20 years ago that launched us was essential; the creativity and innovation that built this campus is what has both differentiated us and driven us to excel.

With our record of innovation and best practices we are taking our leadership role to the next level, fulfilling my commitment that by 2010 CSUSM would be the region's driving force in leading initiatives and partnering to meet community needs: YOUR university serving OUR region.

For the third consecutive year, we placed on the President of the United States' Higher Education Community Service Honor Roll with Distinction. Last year, over 2,800 students were engaged in 166,000 hours of regional community service or service learning projects – that's an increase of nearly sixty percent over the year before and represents, at minimum wage, a value of 1.3 million dollars for their services.

This past spring we graduated our first class of nurses – more than 120 - two-thirds of whom earned their degree without support from state funding because of innovative partnerships

with many health care organizations. This feat earned us recognition as a finalist by the San Diego County Taxpayers Association for their Golden Watchdog Award, which honors good government practices and the efficient use of public money.

In March, we hosted the ribbon-cutting for Cal State San Marcos at Temecula. The Temecula site couldn't have been established without the innovative partnerships that were fostered with the City of Temecula and business leaders such as Paul Garrett. CSUSM at Temecula is being operated using a self-support model without state dollars and is going strong thanks to \$470,000 raised from private donations.

In fact, the demand for our Temecula campus is so strong that this year we will be moving locations to a new building at the Joan Sparkman Alternative Education Center. Thanks to the City of Temecula and the Temecula Valley Unified School District, we will be paying only one dollar a year for a ten-year lease!

What's more, the City of Murrieta recently approved a \$200,000 grant of redevelopment funds while the City of Temecula approved a \$3 million dollar redevelopment grant to pay for building renovations and the ongoing development of the center. This represents the power of a shared vision and the motivation of many people who are eager to continue to transform a region with opportunities for public higher education.

While we are growing in Temecula, we are certainly not done building here in San Marcos. This year, we launched several new and exciting academic programs including a Professional Science Master's. This innovative program – the first of its kind for the region – is specifically tailored to prepare graduates to meet skilled workforce needs in the growing San Diego biotech industry.

We also developed a Master's of Science in Nursing while simultaneously introducing several new educational offerings through Extended Learning including a green business operations certificate program, a Biotech Lab Tech program, and HR/Business Training in Temecula. We are working hard to insure that your University continues to be innovative to meet our region's workforce needs for today and tomorrow.

In another example of an innovative partnership moving this region forward, just a few months ago the San Marcos City Council unanimously approved plans for the University District - a 190-acre planned development that will feature mixed-use of residential, retail, and dining establishments. A key component of the plan is a student housing area with 800 to 1,000

condominium-like units. The University District will be a dynamic and vibrant addition to the city and to the campus, filling our need for additional beds for students without expense to us, and further blurring the campus/community border: Another example of the strength of shared vision and the collaboration of committed partners.

This past Saturday, we played our first home softball game on a field which could not have been built without private donors. This field will play an important role as we apply to transition our athletics teams from the N.A.I.A. to the N.C.A.A. as a Division II school. Having a more robust athletic program will not only add to the quality of student life at our University, but will draw the community to campus, creating a stronger sense of school and community spirit.

And speaking of enhancing student life, we will be moving forward with plans to construct phase one of our Student Union, anticipated to open in 2014. While The Clarke, which opened in 2003, has functioned as both Student Union and Field House, we have out grown it. Our new student union will provide programs and places that connect students, faculty, alumni and the community.

As we move forward with these and other strategic plans for growth there will be many opportunities for additional innovative partnerships and collaborations including naming opportunities, donor support, and advocacy.

Perhaps the most visible manifestations of our success as an innovative and forward-thinking University are the accomplishments of our remarkable alumni. Nearly 90 percent of our graduates remain in the region, creating the foundation of the local workforce and contributing enormously to our growing knowledge-based economy.

20 years after our founding, our nearly 23,000 graduates have gone on to become successful, conscientious citizens, contributing creatively, critically, and responsibly to their professions and communities. For our region's businesses and industries our graduates are a critical link to their growth and success.

Yes, we have grown up with this region. Your inspiration, coupled with our innovation, has created an enormous regional impact.

Today, in keeping with my vision that by 2010 we would become a best place to work and study, our students and our faculty are excelling in the classrooms and laboratories of Cal State San Marcos.

2009 was a stellar year - faculty received nearly \$10 million in National Institutes of Health awards. That's more money than eleven other CSU campuses including the larger and more established San Jose State, Sacramento State, and Fresno State to name just three.

The impact of our faculty research reaffirms Cal State San Marcos as a regional thought leader while reinforcing our faculty/scholar model. We are already on track to meet – and likely beat - this amount for this academic year.

Last May we learned that we had passed our institutional test with flying colors when the Western Association of Schools and Colleges (WASC), gave us an outstanding grade and granted us reaffirmation through 2016. The achievement of this WASC report and a seven year time line until our next is an extraordinary accomplishment for such a young institution.

At CSUSM, we are continuing our efforts to build a greener campus – an initiative that impacts all of us. Over the last year, we completed a number of energy conservation projects that will not only save energy but expand the capacity of our utility infrastructure to meet the needs of new buildings under construction.

For example, with the installation of additional automated irrigation system controllers that use local weather readings to adjust the amount of water used in landscaping, we will be reducing our water use by 10 to 20 percent.

We used energy conservation savings from projects like these to finance the expansion of the central plant and pay back the loan. The result is an energy efficient campus with a reduced carbon footprint. And the projects pay for themselves!

What's more, for the FIFTH year in a row we won the national championship in the Environmental Protection Agency's RecycleMania contest with a 78 percent recycle rate!

A particularly impactful and key component of my 2010 vision was that we graduate more students who will reflect the region and be prepared to lead it.

While our campus is literally in the back yard of our partner school districts, many students and families do not see college as an attainable goal. We don't want our region's students to just dream about going to college – we want them to do it. That's why, since 2006, I have been signing agreements that guarantee admission to CSUSM for students who meet our criteria and come from organizations and school districts committed with us to shared pathways to college.

Today, we have seven guaranteed college admission programs and, as part of my vision for 2010, this year I look forward to signing two more.

While access is a crucial component to what we do, we must not just simply admit students but systematically provide support for their attainment of a college degree; in other words, ensure that students not only get to but get through Cal State San Marcos.

I am pleased to say that through a variety of directed efforts, the retention of our students increased four percent in the last year alone. And today 85 percent of our students who require additional training in math and/or English are successfully remediated - a five percent increase since 2008.

In 2006 I also set a goal that we would become a “Hispanic Serving Institution” by 2010. This status is important because it opens up federal monies that can enrich and impact the educational experience of all students and it was important as it connected to my vision of having graduates who reflect the diversity of our region.

HSI designation is awarded to universities having at least 25 percent Hispanic full-time student enrollment. Today, I’m pleased to tell you that we are now at 27 percent and in the application process for this federal designation.

Given this overview of just some of our inspirational, innovative, and impactful accomplishments this year, it is clear: at 20, Cal State San Marcos is a vibrant 21<sup>st</sup> century University, imbued with a can-do spirit. We build partnerships. We engage in our community. And we bring cultural, social, and economic value to our region.

As we celebrate our University’s 20<sup>th</sup> anniversary, there is no doubt that Cal State San Marcos is being threatened. Severe state budget cuts – the deepest in history – have forced us to limit and scale back on enrollment – over 5,500 qualified students were turned away this fall - during a time when regional demand is at its highest.

In fact, our freshmen applications now routinely run larger than our entire student body. During the priority application period for fall 2010, we received over 17,000 applications – a campus record and a 22 percent increase over last fall.

It takes an extraordinary institution to not hunker down and just “get through” the difficult times. It takes an extraordinary institution to commit to build for the future – its future, and its region’s future. Cal State San Marcos is that institution, strategically making decisions today while keeping a steady eye on the upcoming needs of tomorrow.

This 21<sup>st</sup> century university, Your University, has embraced change, has reached out to create partnerships for the public good and for our students' success, finding creative solutions to our problems and succeeding.

And we will continue to succeed – but only with, and because of, your continued support. Your University needs your advocacy. Help us spread the word that this region depends on Cal State San Marcos for its economic growth, its community engagement, and its graduates.

In this challenging budgetary time, an investment in public higher education is an investment in the future and the return on this investment is guaranteed! Fund public higher education and we guarantee an educated work force and prepared civic leaders who will be well compensated, pay taxes, and spend their discretionary income here, in our cities and in our businesses. That return on investment keeps the cycle repeating.

I submit to you that now is not the time to retreat from California's Master Plan for Higher Education but to think strategically about the future, investing in the most promising and essential assets we have: educated and prepared leaders of tomorrow.

Today, you heard from just a few of our community partners and alums. There are thousands more like them who can testify to the transformational impact Your University has on lives and on communities.

Let me return to where I started – with the inspiration of those community leaders. Imagine for a moment what this region would look like if they hadn't had the inspiration; if they hadn't persevered. What would this region be like now without our nearly 23,000 graduates – our future leaders and our teachers, nurses, accountants, scientists, business entrepreneurs and other skilled professionals that are critical to our region's industries?

Can you picture this region without the hundreds of thousands of hours our students have invested in giving back through community service? Or without the groundbreaking faculty research that has application to solve many of our region's problems and impact our region's future – research in the psychology of water conservation, research in stem cells, and coastal research just to name a few? I can't.

Our successes over these past twenty years and the impact they have had on this region are because of your continued faith in and support of us; our success and the impact they have had are due to our collective perseverance and dedication to moving our 21st century university forward together.

During this entire year: Celebrate the inspiration that was yours to create Cal State San Marcos.

Celebrate the innovation that has been ours to become the creative energy for our region.

Celebrate, that together, we have had a dramatic and positive impact on the region we all call home.

Cal State San Marcos is YOUR University and this is YOUR celebration!