

**Cal State San Marcos:
A Partner for the Future of Water**

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I am so pleased to be invited to speak to you this morning about Cal State San Marcos, about our role in this region, and about ideas on how we can partner with you to address issues of water management, research and policy development. I come to you, not as an expert on water, but as someone who, in my background in social work and in my two university presidencies, has come to know and appreciate the power of partnerships.

Who We Are, What We Do

In case you don't know us, I'd like to give you a snapshot of who we are: Cal State San Marcos is one of the youngest of the CSU campuses, and we're one of the five fastest-growing of the CSUs. This fall semester, our student enrollment will be over 9,400, and our new freshman

class is our largest ever. In fact, our freshman applications now routinely run larger than our entire collective student body.

We have more than 23,000 proud alumni, all of whom have benefited from an education that focused on exemplary teaching, innovative curricula, and the application of new technologies.

Our faculty are not only part of, but in some cases, driving the national research agenda, receiving over \$5.5 million in research grants during the past year.

A History of Partnership

In our short history - just 19 years - Cal State San Marcos has emerged as a driving force and a reliable partner in San Diego County, southwest Riverside County and southern Orange County. We are serving those regions not only by educating their future leaders, but by building partnerships and extending our resources to their communities. We do this through ways such as our research, the intellectual expertise of our faculty or the community service or internship of our students. We offer professional development programs through our College of Extended Learning, or through our involvement with local businesses.

Although public higher education institutions are being severely impacted by the state and national fiscal crisis, I do believe we can and should continue to play a role in our communities to help address needs and solve problems. Cal State San Marcos has been a leader in this area. Let me give you just a few examples:

To address the critical nursing shortage, we partnered with Palomar-Pomerado Health to create a School of Nursing. PPH donated \$2.5 million for the formation of the School. The partnership expanded to include Kaiser, Tri City Hospital and Southwest Health Care. Now the School of Nursing is thriving. We have over 300 nursing students in five different programs, and we just graduated our first cohort of 125 nursing students; of which only 44 were through state support. Every single one of these graduates has been placed in working positions in the healthcare industry.

Our faculty engages in community-based and applied research to understand the regions needs and identify solutions in areas such as health, education, social development and our environment. In fact, between 2005 and 2008, Cal State San Marcos received over \$4 million in grants from the National Science Foundation, and close to \$10 million in grants from the National Institutes for Health - almost twice as much as CSU campuses that are of similar size to Cal State San Marcos.

Because of examples like these, in 2007, the Carnegie Foundation for the Advancement of Teaching named Cal State San Marcos a Community Engaged institution. We received this classification because of our research activities focused on community issues, civic engagement and service oriented learning in coursework, and outreach to the community through various partnerships and initiatives.

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So, we see this opportunity to partner with you as further fulfillment of our mission. As a first step, I want to tell you about what the CSU and CSUSM are doing in the area of Water Resources and Policy Initiatives, and talk about what we can do together.

The CSU Water Resources and Policy Initiative (WRPI) is designed to target the capabilities and resources within the twenty-three California State University campuses to provide academic preparation, applied research and policy development that addresses all aspects of water use. Last week, the CSU held the inaugural Water Resources and Policy Initiative Conference. The conference brought together CSU faculty to identify common areas for water research and to expand educational programs that will help California make important decisions on water-related issues and policies.

As part of the larger CSU initiative, I want to engage you to leverage university resources to pursue the development of “good science” from which to base decision making and emerging water policy.

We have scientists and technicians amongst our faculty that have been recognized for contributing to next-generation policies, science and technology, and complex environmental, social and economic solutions. Our outstanding faculty includes:

Vivienne Bennett, Professor of Latin American Studies - an expert on U.S.-Mexico border water management issues and the politics of water management. She was keynote speaker at the 2003 California Water Policy Symposium, where she presented on "A New Water Ethic: Living the Good Life with Less Water";

George Vourlitis, Professor of Biological Sciences - an authority on the energy exchanges of terrestrial ecosystems and how they affect global change. His ecosystem research interests include chaparral here in southern California, Arctic lands in Alaska, and rainforests in Brazil;

And, Wesley Schultz, Professor of Psychology - an authority on social behavior modification with regard to energy and water conservation. His current research interests include using normative social influence to promote conservation among hotel guests.

Beyond our faculty research, Cal State San Marcos can play a role in education, training and professional capacity building. We can raise awareness about water careers and develop academic and career development programs for the future water professionals. Through our College of Extended Learning, we could develop and offer certificate programs or formal post secondary and graduate education in areas such as environmental science, water science, water resources or watershed management. We could, together, develop a program to train companies on water conservation tools, use of recycled water, or efficient irrigation. There are several programs across the CSU that we can model here at Cal State San Marcos.

With your guidance, we can identify sites for our students to engage in service learning projects for water conservation and environmental issues, or for our senior experience student teams to focus on projects, such as public outreach and education.

Together, we can explore creation of a center or institute to provide a climate of innovation and a base for which to develop and help commercialize new ideas in water industries, services and professions in California. There are successful prototypes in the CSU from which we could model.

The Water Resources Institute at Cal State San Bernardino has been a successful partnership and has made strong contributions to that region. The institute has engaged in several projects, including the Upper Santa Ana Landscape Alliance, which provides city and county government with educational programs on the components of landscape water conservation. The Water Resources Institute conducted workshops that explained water

legislation, showcased how Riverside County has successfully reduced outdoor water use; introduced San Bernardino County's efforts to devise county-wide measures, and explained how to integrate drought-tolerant plants into public landscapes. The institute is also coordinating a wide-ranging project within the Santa Ana Watershed. Two faculty members and several community partners have begun a state-of-the-watershed study. The study has several objectives, including water quality and species monitoring, and public education.

I have provided some ideas here – academic programs, training and development, research and policy development, and technology and economic development. I understand the problem, and the need for water management, is not a future discussion. It is here now and we must move forward with a sense of urgency.

We are ready and eager to partner with you, to explore best practices and innovations in water conservation and policy, to train our future water industry personnel, and to build outreach and communication strategies to educate the public on water management. We have demonstrated our capacity to be a leader and a partner, and together, we can face the challenges ahead for this region and access to this very vital resource: water. I hope, in the time we have left, I can hear from you, how we can help. Which of the ideas I've provided that you might be interested in pursuing together, or additional ideas that I may not have mentioned.

I thank you for this opportunity to address, and I am ready to hear your ideas and your input.