

BLUEPRINT

FOR THE FUTURE

Let's build a future together with a **\$200 million campaign**



At California State University San Marcos, student success doesn't happen by chance — it happens by design.

Our Blueprint for the Future is an intentional roadmap to make higher education accessible, affordable and adaptable for all.

This focus fuels our commitment to social mobility and uplifts our entire region. It sparks innovative partnerships with our community to meet the demands for a rapidly evolving workforce. It also inspires us to

support students at every step of their educational journey, from elementary school to college and into meaningful careers and graduate degrees.

With your partnership, we will build upon this strong foundation and ensure every student has the opportunity to make their mark on the world.

Join us in advancing this vision through our ambitious \$200 million campaign, combining philanthropy and research funding. Together, we will shape a future that is truly different by design.



AS A NATIONAL LEADER IN SOCIAL MOBILITY, CSUSM DEFINES SOCIAL MOBILITY AS HOW OUR STUDENTS, THROUGH THEIR HIGHER EDUCATION JOURNEYS, TRANSCEND BARRIERS FACED BY EARLIER GENERATIONS, UNLOCKING THEIR POTENTIAL FOR LIFELONG SUCCESS AND BECOMING CHANGEMAKERS AND INNOVATIVE PROBLEM SOLVERS.

Ellen J. Neufeldt, Ed.D. President



Different by Design

What makes CSUSM unique? It starts with who we serve — and how we serve them.

Being different by design means introducing students to college as early as elementary school and guiding them on a seamless pathway that drives social mobility and fuels the economic vitality of our region. We do this by:

Being intentionally inclusive

We believe higher education should be within reach for everyone, including first-generation students, veterans, working adults and lifelong learners.

Applying hands-on research and experiential learning

From undergraduate research to

real-world projects and internships, our students engage directly with faculty in high-impact experiences that open doors to social and economic mobility.

Creating innovative academic programs

We work with our partners to meet the future needs of our region, designing multiple pathways and access points to a degree, including dual enrollment, accelerated degrees and certificate programs.

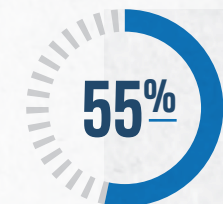
Engaging in K-12 collaboration

We're reimagining the college-going journey by reaching students earlier. Through partnerships with more than 28 school districts, we provide early exposure through field trips, outreach and guaranteed admission programs.

TOP 1%
nationally on CollegeNET's Social Mobility Index



1 IN 10
students are military-affiliated



are first-generation college graduates



8 OUT OF 10 OF OUR 70,000+ ALUMNI STAY IN THE REGION

\$450M+
in regional impact

CSUSM graduates the most nurses in the 22-campus California State University (CSU) system

71%
of our students rely on financial aid

Preparing career-ready graduates

With paid internships, career coaching and community-engaged learning, our students graduate with the skills and

confidence to thrive in the workforce.

Stewarding regional impact

We don't just serve our region, we shape it. From launching

new engineering degrees to co-creating workforce solutions with local employers, CSUSM is embedded in the community and built to adapt to its changing needs.



Building the Framework

Founded in 1989, Cal State San Marcos is young by university standards — and that’s one of our greatest strengths. We’re nimble, adaptive and unafraid to think differently about what higher

education can and should be.

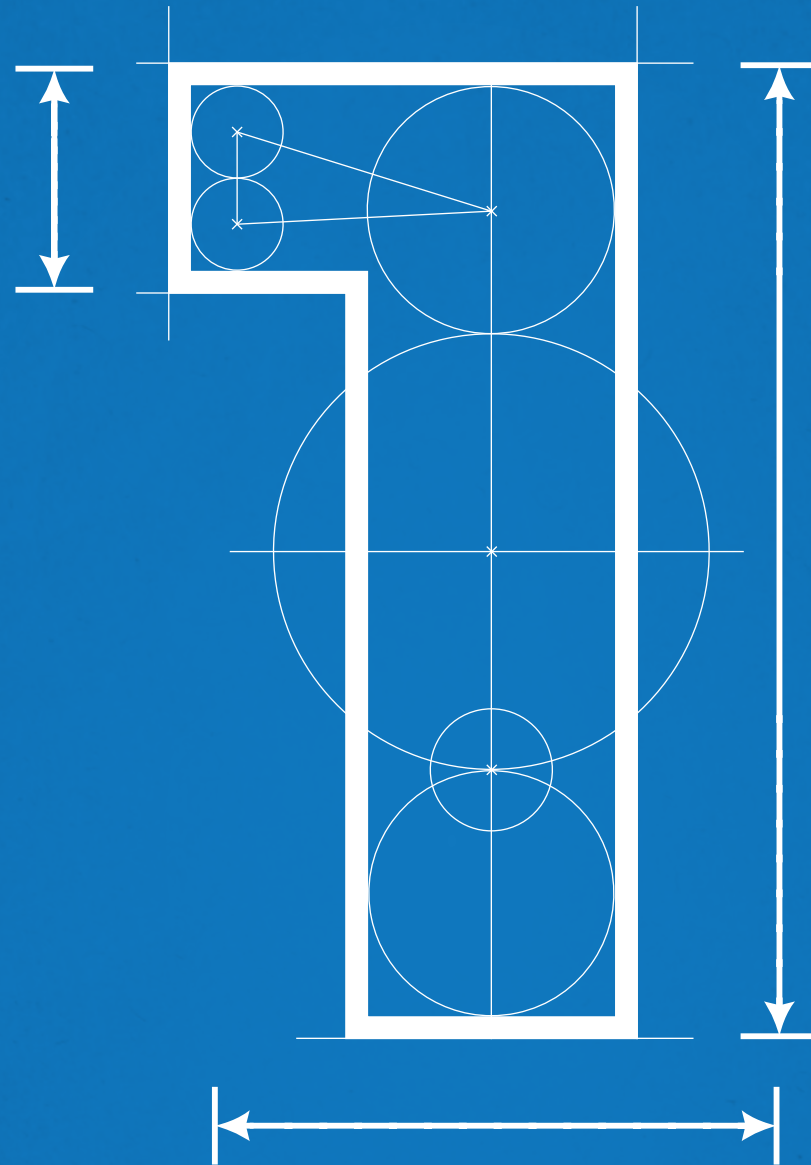
Today, CSUSM is one of the fastest-growing universities in the CSU system, earning national recognition for social mobility, research and student success.

Blueprint for the Future represents our path ahead, guided by three core pillars:

1 **Innovate**
Inspiring bold ideas through research, innovation and transformative learning — creating solutions that drive socioeconomic mobility

2 **Accelerate**
Advancing student success by expanding access, opportunity and outcomes — creating a ripple effect for generations to come

3 **Cultivate**
Fostering connection and belonging through deep community engagement — building pathways from education into careers



INNOVATE

Innovate

With 8 out of 10 of our graduates staying in the region, CSUSM students are essential to our local economy, filling critical roles in health care, education, business and public service.

Our close collaboration with local business leaders, industry partners and donors like you allows us to roll up our sleeves and develop solutions to societal challenges together.

Campaign Giving Opportunities

- Champion faculty excellence and research through endowed chairs and professorships
- Fuel job creation and strengthen our regional economy by investing in new degree programs and accelerated degrees

- Complete CSUSM's new Integrated Science and Engineering (ISE) Building, increasing enrollment capacity from 500 to nearly 2,000 students and preparing students for high-demand careers in STEM
- Expand hands-on learning opportunities through internships,

research and industry partnerships that prepare students to thrive in the workforce from day one

- Invest in CSUSM's Innovation Hub and Infinity Lab, where students, faculty and local businesses collaborate on real-world projects

The Power of Philanthropy

A SWIFT Response to Community Needs

CSUSM is deeply connected to our community. So when the San Diego Workforce Partnership identified an urgent demand for 18,500 mental and behavioral health professionals by 2027, we moved quickly to create a solution and take action.

A \$10 million gift from Price Philanthropies fueled the launch of the Scholars in Wellness and Innovation Fast-Track (SWIFT) Health Programs. SWIFT is an accelerated three-year bachelor's

degree integrating high school dual enrollment, cohort learning, paid internships and professional certifications, allowing students to enter the workforce sooner and at a higher pay rate.

“This program has given me a head start, not just with college credits, but with my confidence,” high school student Karina Dominguez said.

“This innovative and potentially revolutionary approach to higher education offers the potential for students to complete their undergraduate work in less time and be better prepared to enter the workforce,” Robert and Allison Price of Price Philanthropies said.

With your partnership, CSUSM is poised to expand this model into other high-demand fields that align with our region's most pressing needs.





Elevating San Marcos as a Tech Trailblazer

To meet industry demand and growing enrollment, CSUSM is expanding our STEM footprint with the new Integrated Science and Engineering (ISE) Building.

This state-of-the-art facility will allow us to:

- Expand beyond existing programs in electrical, software and computer

engineering to launch new offerings in industrial and systems engineering

- Increase enrollment capacity from 500 students to more than 2,000 in engineering disciplines
- Advance diversity in a field where Hispanic/Latinx professionals make up less than 10% nationally yet represent more than half of CSUSM engineering students

Together, we're preparing more students for high-tech, high-impact careers and positioning CSUSM as a leader in STEM innovation.

Doubling the Impact of Every Gift

With a landmark \$10 million commitment, the Epstein Family Foundation established a dollar-for-dollar matching initiative — doubling the impact of gifts to CSUSM and inspiring others to give.



ACCELERATE

Accelerate

CSUSM is nationally recognized as a leader in social mobility, as a university where higher education isn't just accessible, but truly life-changing.

From scholarships that reduce financial strain to support services that meet students where they are, our approach is designed to ensure every learner has the tools and opportunity to thrive.

Campaign Giving Opportunities

- Invest in a new National Center for Social Mobility, serving as a hub for research, policy and evidence-based practices
- Close the \$9.5 million scholarship gap for first-generation, low-income and military-affiliated students, as well as student-athletes
- Support summer bridge programming to ease

the transition into college through academic preparation, mentorship and a sense of belonging

- Expand the reach of the Career Center by funding career readiness programming and employer engagement aligned with the needs of each discipline

- Meet students' basic needs by investing in vital services like housing, food access, health care, mental

health support and child care

- Elevate the student experience through enhanced leadership and recreation programming, and themed living-learning communities
- Support programs for military-affiliated students, who make up 1 in 10 of our students, including job placement services for active-duty spouses

The Power of Philanthropy

CTREE Prepares Students for Graduate School

Valeria Castellanos Rodriguez is defying the odds. As a first-generation college student whose parents did not have the opportunity to finish elementary school, Valeria earned a degree in biological sciences at CSUSM and is now pursuing a Ph.D. in cellular and molecular biosciences at UC Irvine.

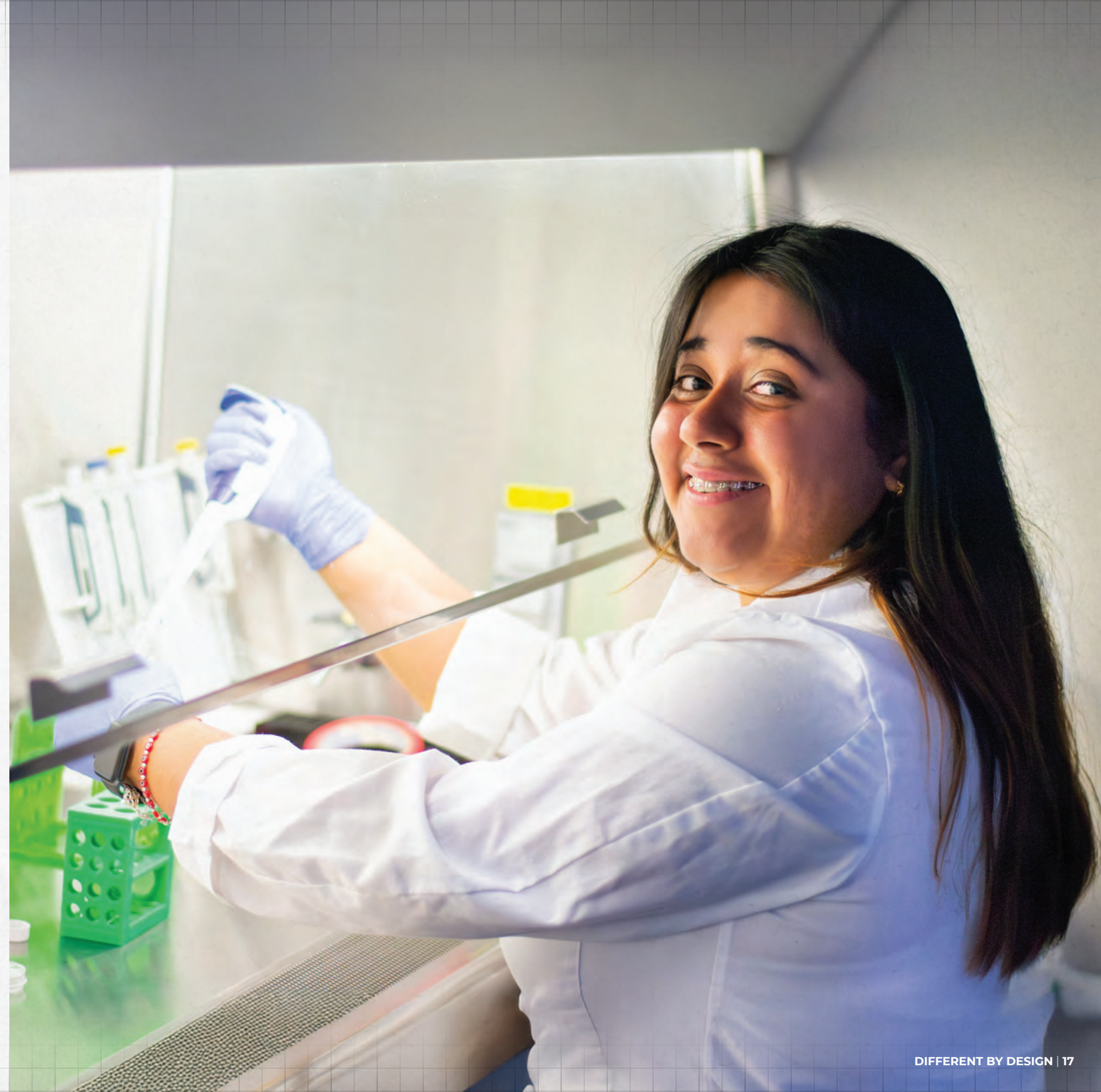
Her journey was made possible through a grant awarded by the Center for Training, Research and Educational Excellence (CTREE), a program

that prepares first-generation and historically underserved students for graduate studies in biomedical and health sciences.

CTREE offers hands-on research, professional development and one-on-one mentoring — with more than 90% of participants getting into graduate programs across the country, including Harvard, UCLA and Columbia, among others.

Uncertainties with federal funding have jeopardized CTREE’s future existence. Generous donors stepped forward to temporarily bridge the gap, keeping students supported month to month.

Investing in CTREE today means investing in tomorrow’s breakthroughs — and in students like Valeria who will make those breakthroughs possible.





Summer Workshops Inspire Future Business Leaders

On a summer morning at CSUSM, a local high school student walks into a classroom and, for the first time, envisions herself as a future entrepreneur. Down the hall, classmates are

exploring finance, cybersecurity and supply chain management, careers they never considered or even thought were open to them.

Through its Summer Opportunity Workshops, the College of Business Administration introduces local students to higher education and in-demand careers, while helping families see clear pathways to a brighter future — all at no cost to participants.

With campaign support, CSUSM can expand these workshops, reaching more students, strengthening families and preparing the next generation of business leaders to drive San Diego's economic growth.



BEING A RECIPIENT OF TWO SCHOLARSHIPS HAS ALLEVIATED SOME OF MY FINANCIAL BURDEN. I DON'T HAVE TO WORRY ABOUT TEXTBOOKS, SOME OF MY TUITION AND TRANSPORTATION COSTS.

Itsarely Palma Castillo ('26)
Business Administration



The Power of Philanthropy

Fueling Potential, One Scholarship at a Time

At CSUSM, 71% of students rely on financial aid and 44% rely on Pell Grants, including first-generation students, low-income scholars, veterans and student-athletes. These students bring diverse experiences and perspectives that enrich

our entire campus.

For many, the difference between graduating and giving up comes down to scholarship support.

Last year, we awarded \$3.1 million in scholarships thanks to philanthropic support. But \$9.5 million in total need went unmet.

The gap is significant — and so is the opportunity to help.

We believe no student should have to pause their potential because of financial hardship. Your support could close that gap, turning obstacles into opportunities and keeping students on the path to success.





THE CULTURE

Cultivate

CSUSM was built in partnership with our community — and we continue to grow together.

As a Carnegie Foundation-designated community-engaged university, we are committed to building alongside the communities we serve.

From our strong ties to military-affiliated students, tribal nations and city government to our commitment to the arts, wellness and regional development, we cultivate lasting relationships that strengthen our campus and community.

Through philanthropy, we support programs that celebrate culture and create a strong sense of belonging.

Campaign Giving Opportunities

- Advance the arts by investing in programs, exhibitions and performances that build cultural vibrancy on campus and in our community
- Strengthen CSUSM's presence in Temecula and Chula Vista by supporting expansion projects to meet the growing needs of our region
- Deepen connections with regional military installations by investing in a dedicated military liaison position
- Invest in tribal engagement initiatives to promote Indigenous knowledge and expand access to higher education
- Expand the impact of the CSU Shiley Haynes Institute for Palliative Care
- Build a stronger campus through athletics by investing in facility enhancements to elevate the student-athlete and fan experience
- Preserve the region's rich history by supporting the library special collections program

The Power of Philanthropy

A Transformational Gift from Yuhaaviatam of San Manuel Nation

A historic \$3 million endowment from Yuhaaviatam of San Manuel Nation is transforming the future of Indigenous education and research at CSUSM.

This landmark investment, the largest in CSUSM’s history dedicated to Indigenous initiatives, establishes the California Indigenous Futures Fund — securing long-term support for the university’s California Indian Culture and Sovereignty Center (CICSC).

“This gift represents more than financial support; it embodies the strength of our partnerships and our collective belief in the transformative power of Indigenous education,” said Joely Proudfit (Payómkawichum, Tongva), director of the CICSC and chair of American Indian studies. “When tribal nations invest in higher education, they are not just supporting individual students, they are affirming tribal sovereignty, cultural continuity and the inherent right of our people to define our own futures.”

With one of the highest per capita populations of American Indian and Alaska Native students in California, CSUSM has established itself as a thriving intellectual home where Indigenous excellence flourishes. Your support is essential to advancing Native student success and sustaining Indigenous knowledge.





Extending Our Blueprint North and South

From Temecula to Chula Vista, CSUSM is expanding our blueprint across the region.

In the north, our Temecula Valley campus is expanding with support from \$5.5 million in American Rescue Plan Act funds from Riverside County, launching new programs in education, public health and human development while growing offerings in high-demand fields like nursing, business and software engineering.

In the south, CSUSM is expanding access to bachelor's degrees in Chula Vista, where four-year options have

been limited. With \$1.25 million in support from the CSU system through the 2024 Budget Act, CSUSM is partnering with Southwestern College to create new pathways that bring the full strength of our academic programs to the South Bay.

Students will be able to pursue degrees in business, cybersecurity, human development and bilingual speech-language pathology — opening doors to thriving careers while allowing them to stay close to home and achieve their educational goals. Imagine the impact of taking this blueprint even further as we meet students where they are. Together, we can build brighter futures for students from Temecula to San Marcos to Chula Vista and every place in between.

Serving Those Who Served

With one of the highest percentages of military-connected students in the CSU, CSUSM is committed to supporting service members, veterans and their families. The Epstein Family Veterans Center serves as a hub for resources, community and support tailored to military-affiliated students. CSUSM is also partnering with Camp Pendleton to bring academic programs to the base, including cybersecurity and supply chain management.

Enriching Our Community Through the Arts

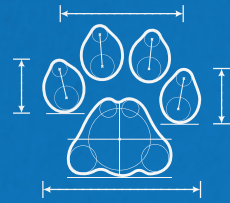
The arts are thriving at CSUSM — enrollment in our programs has more than doubled in the past seven years. Yet the spaces devoted to the arts have not kept pace with this growth.

Now is the time to create student-centered, community-facing spaces that bring the arts

to life. Your investment will amplify student voices, prepare graduates to thrive as creatives in the workforce and connect the region through socially engaged art.

Supporting the arts at CSUSM is not just a campus investment — it is a commitment to the cultural vitality and creative future of our entire region. Together, we can cultivate creativity, strengthen community and ensure the arts remain a powerful force for innovation and engagement.





**JOIN US
IN BUILDING
WHAT
COMES NEXT**

Cal State San Marcos is designing a future that reflects the needs, dreams and diversity of our region.

With our \$200 million campaign, we have the opportunity to transform the lives of students today and for generations to come.

This is a moment full of extraordinary possibilities — and with your support, it can become a reality.

Be a part of the Blueprint for the Future. We invite you to join us in shaping our next chapter.



About CSUSM

The College of Business Administration (CoBA) applies concepts in real-world settings through consulting projects, one-on-one coaching, networking opportunities, mock interviews and coursework built for an AI-driven future. CoBA stands out for its deep connections to the regional business community and its exceptional faculty, who are dedicated to

a balanced approach between teaching and research. This distinctive model has earned AACSB accreditation, placing CoBA among the top 5% of business schools worldwide.

The College of Education, Health and Human Services (CEHHS) is dedicated to experiential learning and community engagement. Its students contribute over 650,000 community service hours annually across clinical placements, social services, education and public health initiatives, preparing

them to be career-ready ethical professionals.

The College of Humanities, Arts, Behavioral and Social Sciences (CHABSS) empowers students to turn intellectual curiosity into careers that drive social progress. With a foundation in critical thinking, communication and creativity, students investigate human behavior, culture, identity and ethics. Through hands-on learning and a robust career readiness program, CHABSS students emerge with the skills and purpose to build a more equitable world.

The College of Science, Technology, Engineering, and Mathematics (CSTEM) is a vibrant, interdisciplinary hub advancing STEM education, research and innovation. It fosters hands-on learning and community engagement, and pioneers in areas including cybersecurity, biotechnology and engineering.

The University Library is a high-tech learning and research hub, offering state-of-the-art facilities, cutting-edge digital services, expert research support, expansive traditional and electronic

collections, special archives and virtual tools that empower exploration and innovation across all disciplines.

Extended Learning provides flexible, career-focused degree and certificate programs, continuing education and custom workforce training that connect individuals, employers and communities throughout San Diego, Southwest Riverside and Orange counties with lifelong learning opportunities.

CSUSM Athletics is home to more than 300 student-athletes who compete on 13 NCAA Division II teams, representing the university in the highly competitive California Collegiate Athletic Association (CCAA). In 2025, CSUSM Athletics won two NCAA national championships in women’s indoor track and field and women’s golf. In 2023, the Cougars earned the prestigious CCAA Commissioner’s Cup for the first time in department history. With a collective GPA of 3.316 — well above the national average — and 70% on scholarship, Cougar student-athletes succeed both in competition and in the classroom.



Year Founded

DESIGNATIONS

Research Colleges and Universities Designation (RCU)

Hispanic-Serving Institution (HSI)

Military Friendly® School

Opportunity College and University by Carnegie Classifications

For more information, contact:

Jocelyn Wyndham
Associate Vice President,
Philanthropy
jwyndham@csusm.edu



[CSUSM.EDU/BLEUPRINT](https://csusm.edu/blueprint)