



Cybersecurity Education & Workforce Pathway and Summer Camp

Innovation Hub at CSUSM

At California State University San Marcos (CSUSM), the **Innovation Hub** serves as a nexus for innovation in the community. It is a dynamic space for collaboration, bringing together students, educators, industry partners, and the vibrant San Diego community to inspire creativity and drive impactful change.

The Need

Cybersecurity is one of the fastest-growing workforce sectors in the San Diego, yet clear, coordinated pathways from high school to college and career remain limited. High schools, counties, and employers alike are seeking earlier exposure, aligned curriculum, and stronger connections to postsecondary programs that prepare students for in-demand cybersecurity roles.

CSUSM is uniquely positioned to lead this effort with deep partnerships across K-12 school districts and industry, experienced faculty, and a growing Bachelor of Science in Cybersecurity. Strategic investment at the high school level can help schools launch or strengthen career technical education (CTE) pathways, open doors to dual enrollment opportunities, and create a direct pipeline into college-level cybersecurity programs and the regional workforce.



**Cybersecurity
Education &
Workforce
Pathway**



**Cybersecurity
Summer Camp**

The Vision

With the **Cybersecurity Education & Workforce Pathway**, CSUSM is developing a cohesive framework that directly involves industry in curriculum alignment, informed workforce readiness efforts, and overall talent pipeline development as they collaborate with students and educators through workshops, facilitated conversations, and more. Students gain exposure to college environments, foundational cybersecurity knowledge, and a community of peers and mentors.

The **Cybersecurity Summer Camp** serves as a critical on-ramp within this pathway - sparking interest in cybersecurity careers, connecting education and industry, and paving potential career paths. Together, these efforts create a scalable model that supports long-term workforce development.

Cybersecurity Education & Workforce Pathway Partner

\$20k Sponsorship Opportunity

Beneficiaries: San Diego high school students and district leaders, CSUSM students and faculty, educators

Timeline: 2026 Calendar Year

Sponsor Benefits:

- **One speaking engagement during the Cybersecurity Summer Camp, which may include:**
 - Keynote presentation
 - Product demonstration
 - Hands-on activity or real-world scenario for students
- **Up to three engagement opportunities throughout the year at:**
 - Innovation Hub events
 - Student workshops and presentations
 - Educator and Faculty-focused sessions
- **Brand Visibility:**
 - Recognition as a Cybersecurity Education & Workforce Pathways Partner 2026
 - Premier logo placement on cybersecurity pathway and camp materials and communications
 - Recognition in year-end highlights and impact reports
 - Event-level recognition at each engagement
 - Logo placement on camp T-shirts distributed to students and volunteers
 - Opportunities for co-branded storytelling around education and workforce impact

Cybersecurity Camp Catalyst

\$5k Sponsorship Opportunity

Beneficiaries: San Diego high school students, around 30 per camp session

Timeline: Summer 2026 – June 15-18, 2026
9a.m-3p.m.

Sponsor Benefits:

- **One speaking engagement during the Cybersecurity Summer Camp, which may include:**
 - Keynote presentation
 - Product demonstration
 - Hands-on activity or real-world scenario for students
- **Direct interaction with students exploring cybersecurity pathways and careers at Cybersecurity Summer Camp**
- **Brand Visibility:**
 - Recognition as a Cybersecurity Camp Catalyst
 - Logo placement on camp website and in marketing and communication materials
 - Logo placement on camp T-shirts distributed to students and volunteers
 - Social media recognition before, during, and after the camp

The CSUSM Foundation is a registered 501(3) non-profit. All sponsorships are tax-deductible.

Please contact Megan Muret at mmuret@csusm.edu for more information. In-Kind Donations will be handled on a case-by-case basis.