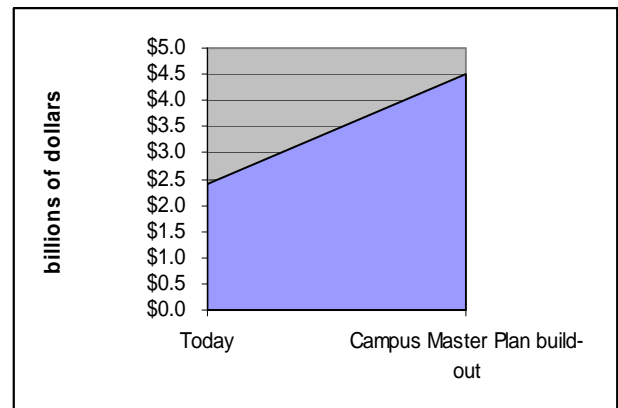


An Economic Engine for the Region

San Diego State University is a driving force for today's economy. As the largest higher education institution in San Diego County, the university generates significant economic activity, creates jobs, and is a center of research and innovation. SDSU's influence is analyzed in a recent study entitled "*San Diego State University: Measuring the Economic Impact on the Region.*" Conducted by ICF International, the study provided a quantitative and qualitative analysis of SDSU's effect on the region's economy. This study clearly demonstrates that SDSU is one of the region's economic powerhouses, generating dollars for the region and creating thousands of jobs.

A Growing Impact on the Region

SDSU, its students and alumni serve as a key engine for the San Diego regional economy. Using the IMPLAN model to assess direct, indirect and induced economic impact, the researchers at ICF determined that SDSU currently generates \$2.4 billion each year for the San Diego economy. The analysis demonstrated that increasing enrollment at SDSU, as called for in the 2007 Campus Master Plan Revision, will nearly double SDSU's economic impact to \$4.5 billion annually.



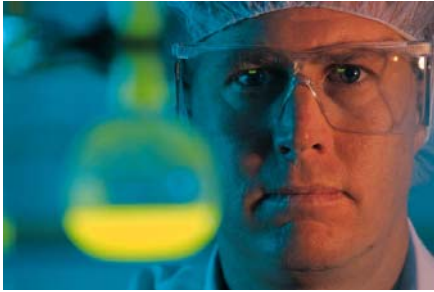
A Catalyst for Employment

As the 8th largest employer in San Diego County, SDSU and its auxiliaries directly employ 8,967 people. The economic output generated by SDSU also sustains additional jobs that fuel the economy. Currently, an estimated 70 jobs are supported for every 100 students enrolled at SDSU. With the additional growth outlined in the Campus Master Plan revision, this number is expected to increase to 107 local jobs for every 100 students by 2025.

SDSU produces thousands of graduates each year, 60% of whom stay in San Diego to pursue their careers. Through its partnerships with industry, SDSU continues to tailor higher education programs to respond to the unique needs of San Diego's industries, ensuring that its graduates are prepared to contribute in industries including health care, education, and life sciences.

A Center for Innovation & Research

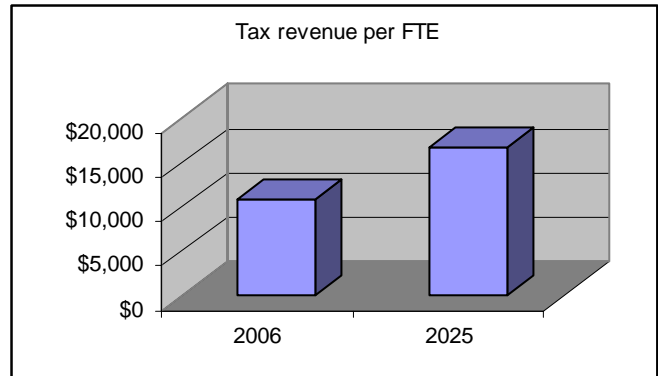
SDSU's status as the nation's leading small research university (*Academic Analytics*, 2007) leads to even more economic growth. Basic research and innovation coming out of SDSU provides the



seeds to grow new business and commerce. Research activity at SDSU has led to the creation of several new companies over the last decade, and the university was ranked among the top 25 regional universities for entrepreneurs in the U.S. (*Entrepreneur Magazines Top 100 Colleges and Universities for Entrepreneurs for 2005*). Last year, SDSU was the recipient of more than \$100 million in research grants.

Tax Revenues

The ICF study also demonstrated that SDSU generates significant tax revenue, helping to pay for important public facilities and services. Currently, SDSU generates \$308.3 million in annual tax revenue, or the equivalent of \$10,870 per full-time student. Based on growth proposed in SDSU's Campus Master Plan Revision, tax revenue generated by SDSU is projected to increase to \$587.7 million by 2025, or \$16,800 per full-time student.



Tradition of Community Service

SDSU's contributions to our region can't be measured in dollars alone. The university's impacts are felt in its ability to provide access to high quality education and academic resources, contribute to the region with community service, provide a center for culture and recreation, and promote San Diego as a great place to live, work and go to school.

- SDSU is committed to diversity in education. The university has established a number of programs, like the SDSU-Sweetwater Compact for Success, to ensure that underrepresented students in K-12 schools are given the opportunity to pursue a college education.
- SDSU provides academic, cultural and recreational resources for the public, including access to its library collection and programs, support of KPBS, sports teams, and public use of recreational facilities.
- SDSU enriches the San Diego region with community service. Students perform 175,000 hours of community service each year.

For More Information ...

Please contact Tyler Sherer, SDSU's Director of Community Relations, at (619) 594-2522 or tsherer@mail.sdsu.edu.
