

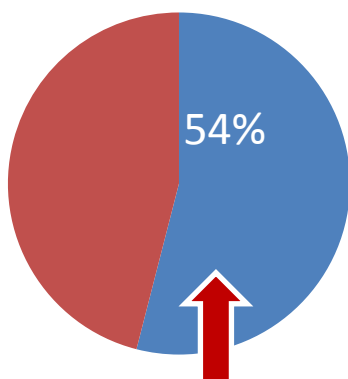
GROWING BUSINESSES ONE MIND AT A TIME



Small businesses are the backbone of California's economy. Without the infusion of jobs, services and capital that the over 3 million small businesses bring to California, the state's economy would not be the eighth largest in the world. California's small businesses comprise 98% of all businesses in the state; provide 82% of the private sector jobs, and 75% of the gross state product. The California State University graduates 54% of the students entering small businesses each year thus providing students the tools needed to work for, run and create the small businesses that make California economically successful.

Providing California's Business Workforce

- One out of every 10 college graduates in California is a CSU alum and one out of every 5 CSU graduates completed a bachelor's degree in business/management.
- More than 66,500 students are enrolled in business management programs on CSU campuses. The CSU graduates 16,400 business management professionals into the workforce each year.



The CSU produces 54 percent of the state's graduates in business/management each year.

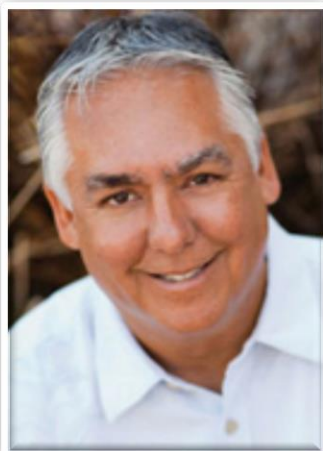
CSU Directly Supporting Small Businesses

- CSU directly assists new and existing small businesses through regional and local Small Business Development Centers housed on the majority of our 23 campuses. In addition, numerous campuses host Centers for Entrepreneurship that provide students and up-and-coming entrepreneurs with the advice and resources needed to create, launch and grow thriving companies.
- CSU's 3 regional centers—located at CSU Chico, Humboldt and Fullerton—help:
 - Create over 300 new businesses each year.
 - Employers in the hiring of 3,000 new employees annually.
 - Increase sales for the California businesses they help by over \$121 million annually.



CSU campuses sponsor entrepreneurship and technology development programs and facilities that promote business skills across California's communities—

- CSU Bakersfield's Business Research and Education Center supports faculty research and consulting, engages in outreach programs to local and regional businesses, promotes economic development, provides a forum for lifelong learning experiences and promotes student participation within the university and community.
 - Fresno State's Small Business Development Center offers services and training for business start-up and expansion, marketing, accounting, loan packaging, and entrepreneurial assistance.
 - CSU Los Angeles' Entrepreneurship Institute provides programs and conducts research for small businesses in the product and service sectors. The institute provides seminars on topics such as new venture management and the development of entrepreneurial talent among students and external stakeholders.
- CSU Fullerton's Small Business Institute strengthens the small business sector of Orange County's free enterprise system through increasing the effectiveness and impact of small business teaching, consultation, and research at the university.
 - San Diego State's Lavin Entrepreneurship Center serves students, entrepreneurs and business leaders through its entrepreneurial curriculum, workshops, internships, resources and events.
 - CSU San Bernardino offers a variety of resources to promote entrepreneurial skills, such as the Inland Empire Center for Entrepreneurship, the Inland Empire Women's Business Center, the Minority Resource Center-Entrepreneurial Training and Technical Assistance Program and the Office of Technology Transfer and Commercialization. The Inland Empire Center for Entrepreneurship ranks among the top 25 regional universities and top 75 American universities for entrepreneurs by Entrepreneur magazine.



"My decision to attend San Diego State as a freshman in 1987 was a defining event in my life. The education I received became the foundation for my business career, and one of the amazing experiences I had there became the inspiration for Rubio's Fresh Mexican Grill, which now employs almost 3,000 people. SDSU has influenced my life in a wonderful and dramatic way."

-- Ralph Rubio, Founder/CEO, Rubio's Fresh Mexican Grill --