

DECLARE IMPACT REPORT

THE CAMPAIGN FOR

**CALIFORNIA STATE UNIVERSITY
LONG BEACH**
2016



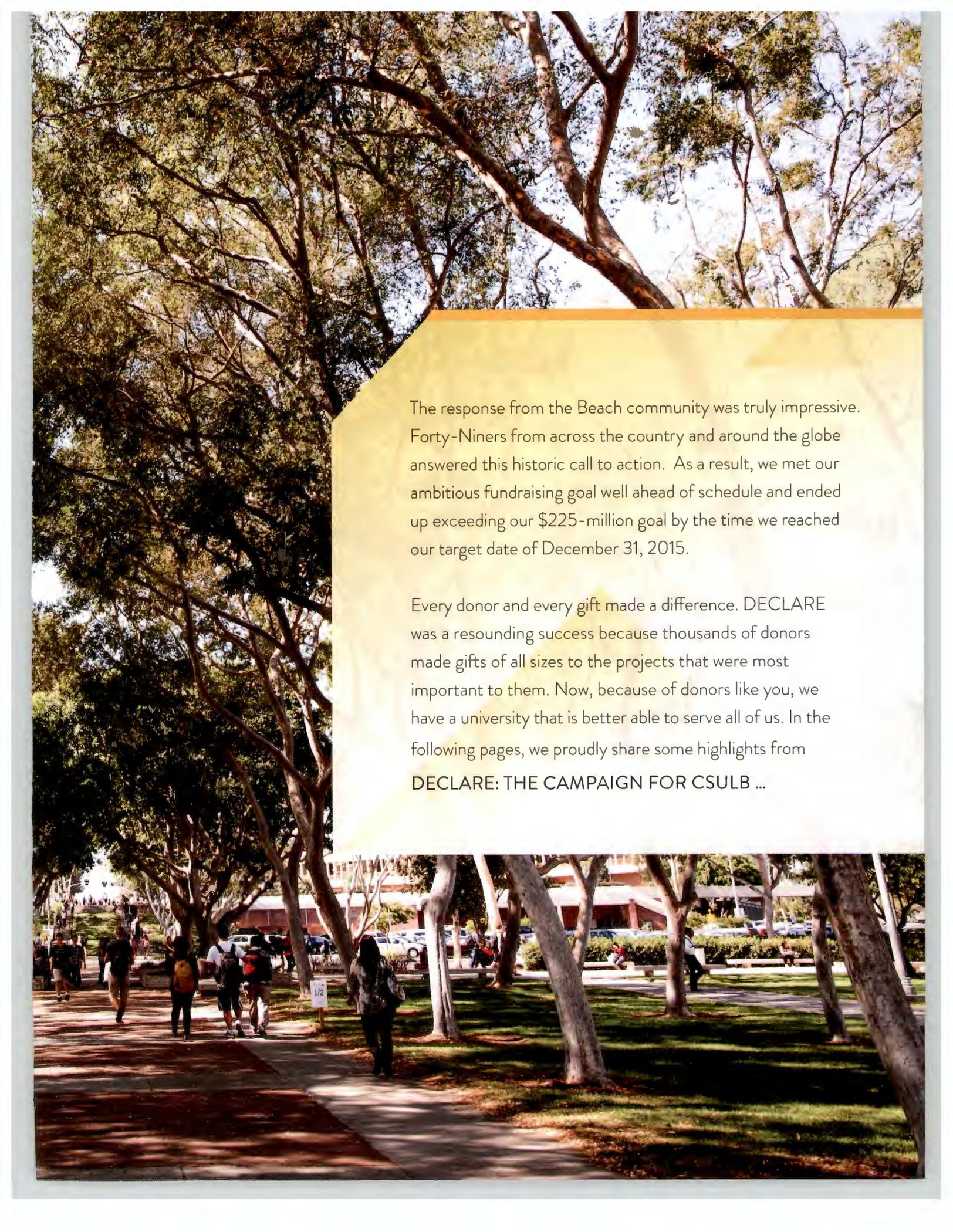
IN A TREMENDOUS SHOW OF BEACH PRIDE, ALUMNI, FRIENDS, FACULTY, PARENTS, STUDENTS, AND STAFF JOINED FORCES IN SUPPORT OF **DECLARE: THE CAMPAIGN FOR CSULB** – THE UNIVERSITY’S FIRST MAJOR FUNDRAISING CAMPAIGN – AND TOGETHER, WE MADE HISTORY.

As **DECLARE** got underway, we defined three main campaign “pillars” (or priorities) that would guide our efforts and that reflected the values and focus of the university as a whole:

TRANSFORMATION — encompasses initiatives that enhance the academic enterprise; includes programmatic innovation through faculty research and creative and scholarly initiatives.

UNEQUALED ACCESS — means dismantling barriers — learning, financial, or otherwise — to ensure that our students are successful in their academic, artistic, athletic, and life pursuits.

A GREATER COMMUNITY — includes important capital projects and community partnerships that benefit both campus and community.

A photograph of a tree-lined campus walkway. The path is paved and runs through a lush green area with many large, mature trees. Several people are walking along the path, some carrying backpacks. In the background, there are buildings and parked cars. The scene is bright and sunny, with shadows cast by the trees on the path.

The response from the Beach community was truly impressive. Forty-Niners from across the country and around the globe answered this historic call to action. As a result, we met our ambitious fundraising goal well ahead of schedule and ended up exceeding our \$225-million goal by the time we reached our target date of December 31, 2015.

Every donor and every gift made a difference. DECLARE was a resounding success because thousands of donors made gifts of all sizes to the projects that were most important to them. Now, because of donors like you, we have a university that is better able to serve all of us. In the following pages, we proudly share some highlights from **DECLARE: THE CAMPAIGN FOR CSULB ...**

DECLARE

THE CAMPAIGN FOR
CALIFORNIA STATE UNIVERSITY **LONG BEACH**

\$238 million
AMOUNT RAISED[▲]

▲ WE EXCEEDED ORIGINAL GOAL OF \$225 MILLION

92,479

TOTAL NUMBER
OF DONORS

55,891

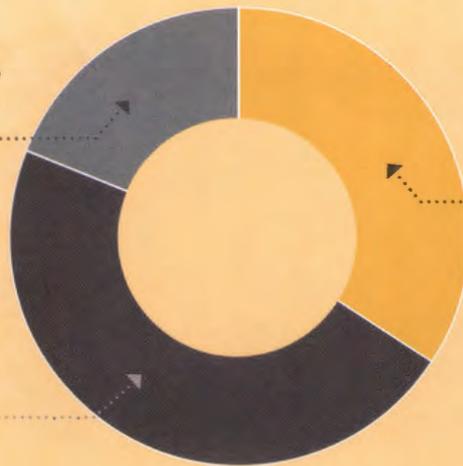
NUMBER OF
NEW FIRST-TIME DONORS

CAMPAIGN PRIORITIES:

18.7%
A GREATER COMMUNITY

46.9%
UNEQUALED ACCESS

34.4%
TRANSFORMATION



268,808 TOTAL NUMBER OF GIFTS

CONSTITUENCY (DONOR) TYPES:

ALUMNI
& PARENTS

35%

FRIENDS

35%

CORPORATIONS
& FOUNDATIONS

25%

ORGANIZATIONS

5%

\$71 million

SCHOLARSHIP
CONTRIBUTIONS

208

NUMBER OF NEW
SCHOLARSHIPS

\$8.1 million

AMOUNT RAISED FOR
PRESIDENT'S SCHOLARSHIPS

Tens of thousands of donors DECLARED their support for The Beach during the campaign. We are proud to feature a few of those stories.

5TH

**BEST PUBLIC REGIONAL UNIVERSITY
IN THE WEST**
U.S. NEWS & WORLD REPORT

**TOP
10**

**BEST COLLEGE VALUE
IN THE NATION**
TIME MAGAZINE

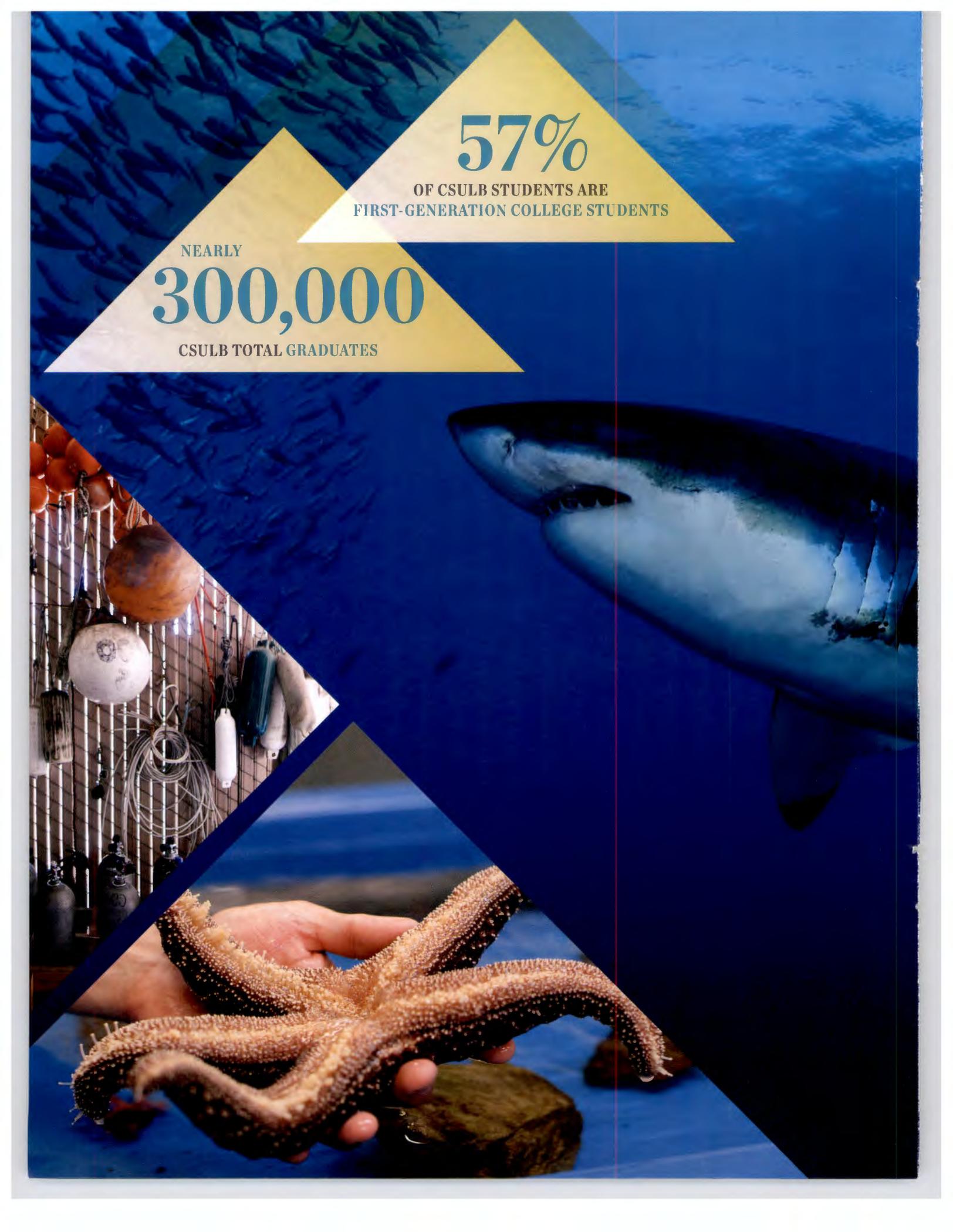
A person is seen from behind, sitting in a flight simulator cockpit. They are wearing a green and white long-sleeved shirt. Their right arm is extended, pointing towards a large screen that displays various flight instruments and data, including a map and several digital readouts. The cockpit is dimly lit, with the primary light source being the screens. The background is dark, suggesting an indoor setting.

TRANSFORMATION

REACHING NEW HEIGHTS

BOEING FLIGHT SIMULATOR

Continuing a long tradition of providing outstanding support to the university, **The Boeing Company** supported many programmatic and student-success initiatives, particularly in the areas of human factors, engineering, and supply chain management. The Boeing Company Flight Simulator (pictured) allows students to run a variety of real-world aviation scenarios.



57%

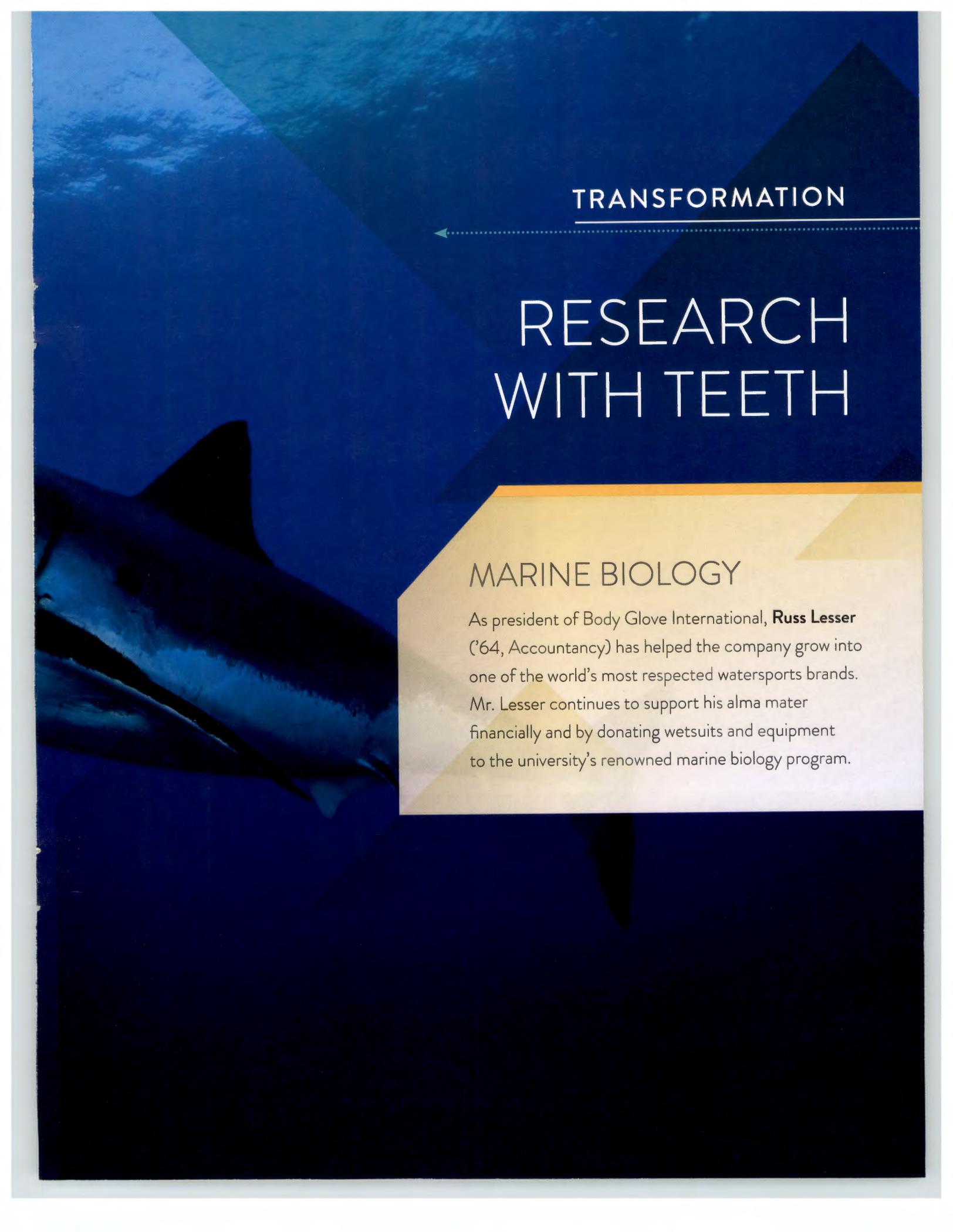
OF CSULB STUDENTS ARE
FIRST-GENERATION COLLEGE STUDENTS

NEARLY

300,000

CSULB TOTAL GRADUATES



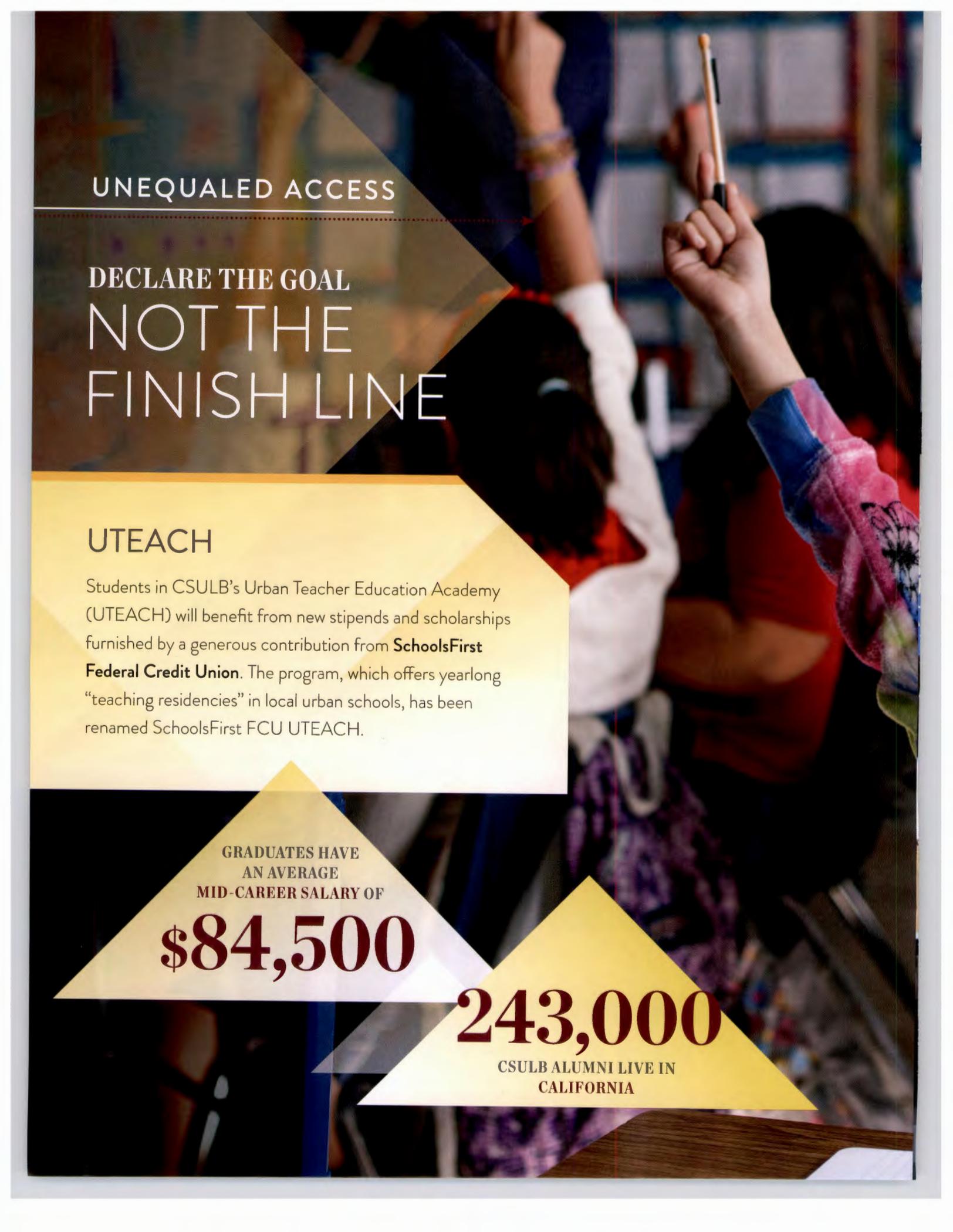
An underwater scene with a shark swimming in the foreground. The water is a deep blue, and there are geometric shapes overlaid on the image, including a large yellow and orange polygon on the right side. The text is overlaid on these shapes.

TRANSFORMATION

RESEARCH WITH TEETH

MARINE BIOLOGY

As president of Body Glove International, **Russ Lesser** ('64, Accountancy) has helped the company grow into one of the world's most respected watersports brands. Mr. Lesser continues to support his alma mater financially and by donating wetsuits and equipment to the university's renowned marine biology program.



UNEQUALED ACCESS

DECLARE THE GOAL
NOT THE
FINISH LINE

UTEACH

Students in CSULB's Urban Teacher Education Academy (UTEACH) will benefit from new stipends and scholarships furnished by a generous contribution from **SchoolsFirst Federal Credit Union**. The program, which offers yearlong "teaching residencies" in local urban schools, has been renamed SchoolsFirst FCU UTEACH.

GRADUATES HAVE
AN AVERAGE
MID-CAREER SALARY OF

\$84,500

243,000

CSULB ALUMNI LIVE IN
CALIFORNIA



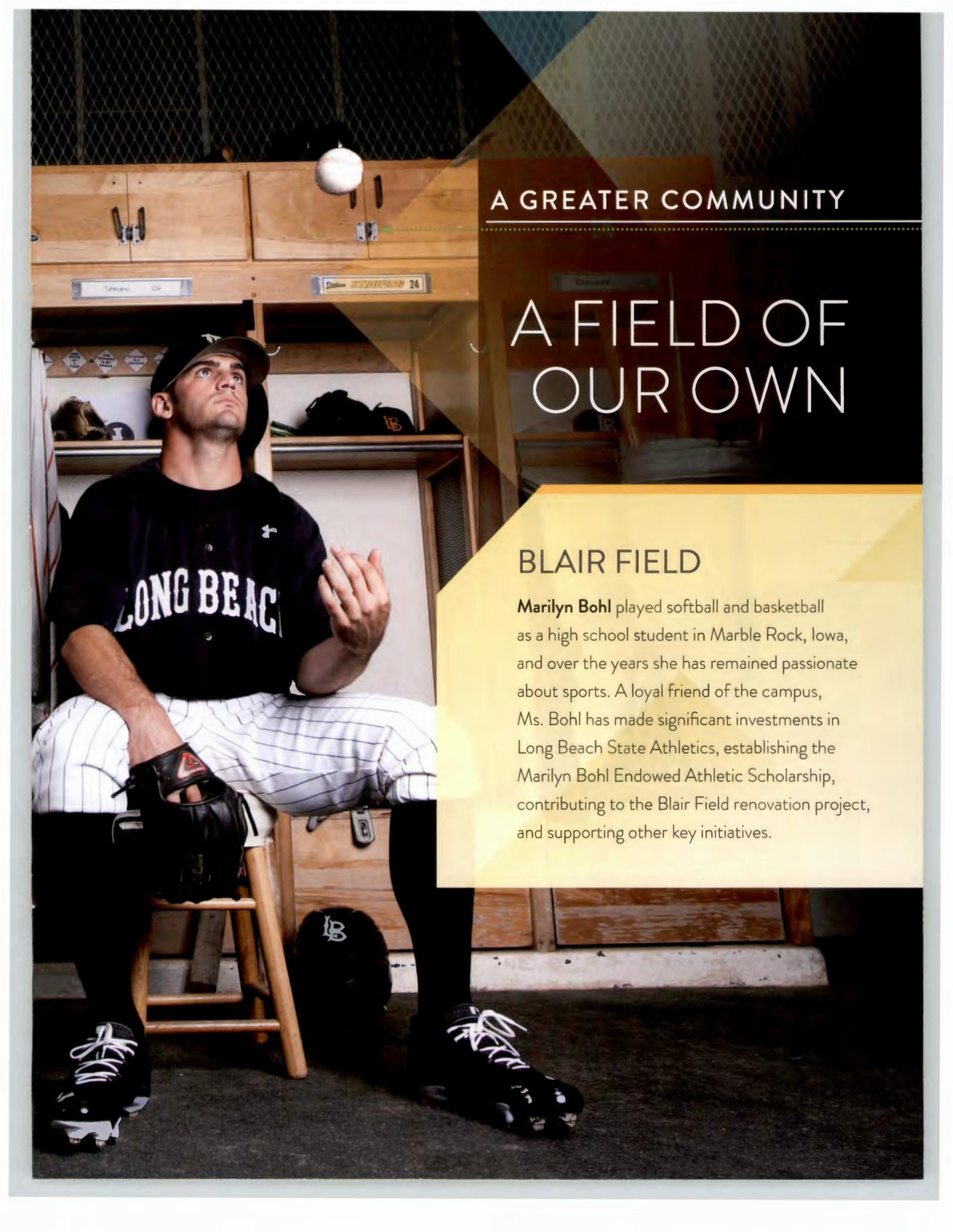


46

FORMER DIRTBAGS HAVE PLAYED
IN MAJOR LEAGUE BASEBALL

6

DIRTBAGS HAVE WON
A WORLD SERIES RING



A GREATER COMMUNITY

A FIELD OF OUR OWN

BLAIR FIELD

Marilyn Bohl played softball and basketball as a high school student in Marble Rock, Iowa, and over the years she has remained passionate about sports. A loyal friend of the campus, Ms. Bohl has made significant investments in Long Beach State Athletics, establishing the Marilyn Bohl Endowed Athletic Scholarship, contributing to the Blair Field renovation project, and supporting other key initiatives.



A GREATER COMMUNITY

VITAL SIGNS

CARING FOR OUR COMMUNITY

Long Beach Memorial has been an outstanding partner, working closely with our School of Nursing to expand and enhance educational opportunities for nursing professionals in our community. Long Beach Memorial provided significant support for initiatives such as the “RN to BSN Completion Program,” which provides an educational pathway for registered nurses who wish to expand their nursing capabilities to the BSN professional level.



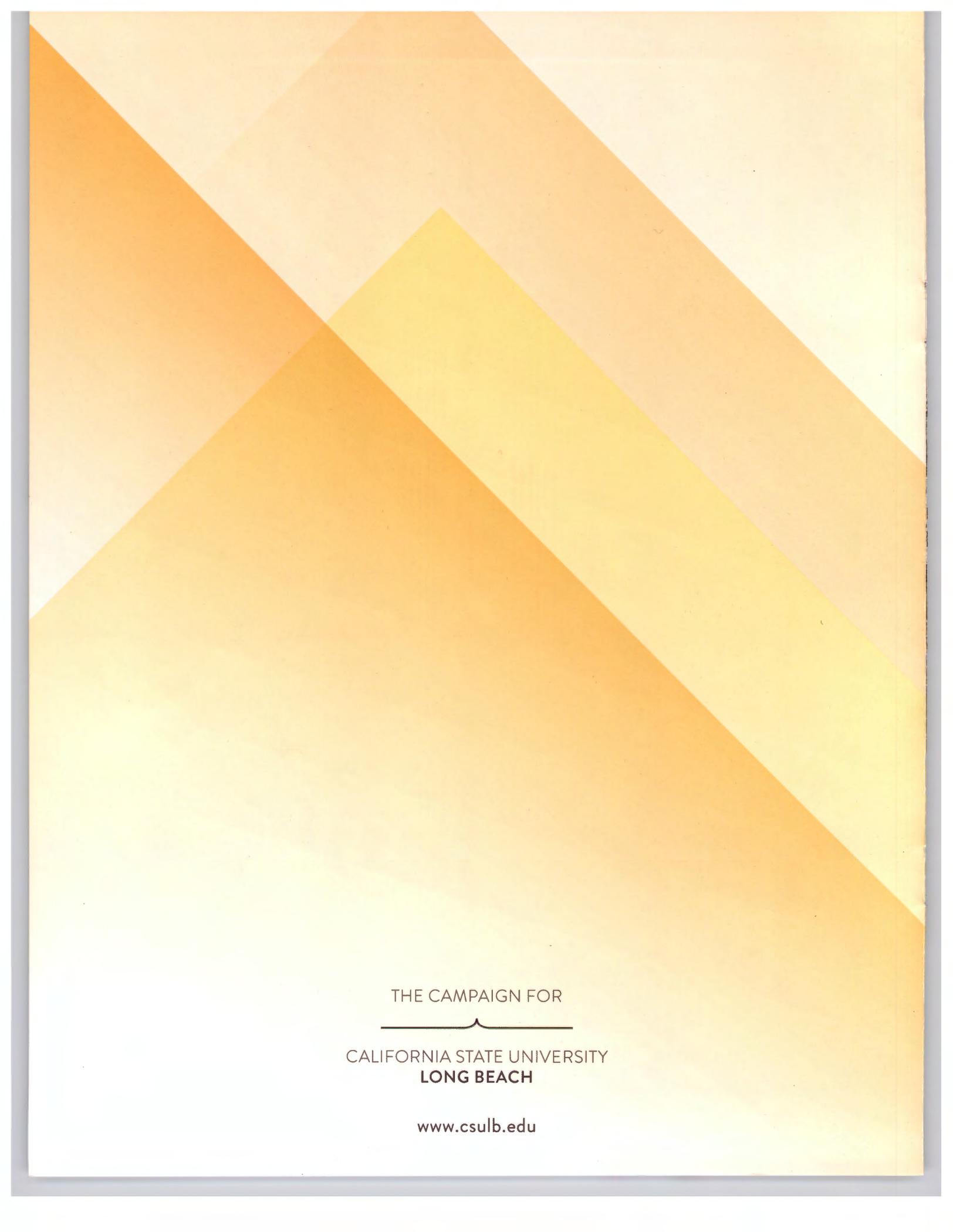
HIGHEST NUMBER

CSULB PRODUCES THE
HIGHEST NUMBER OF MSN GRADUATES
IN THE CSU SYSTEM

3,000

CSULB STUDENTS CONTRIBUTED
MORE THAN 32,000 SERVICE HOURS
TO THE COMMUNITY IN 2014-15





THE CAMPAIGN FOR

CALIFORNIA STATE UNIVERSITY
LONG BEACH

www.csulb.edu