

BeachBook

2025

CALIFORNIA STATE UNIVERSITY
LONG BEACH





75TH
ANNIVERSARY

BEACH

Welcome!

For 75 years, Cal State Long Beach has championed personal transformation and professional triumph. Here, we harness the energy and optimism that have made California a beacon of opportunity for generations and help lay the foundation for building a life of purpose.

The touchstones illustrated here through stories and points of pride define our Beach spirit and bring to life our remarkable university.

Through this edition of Beach Book, we hope you will join in our affirmation to our students and alumni to charge ahead, powered and inspired by Long Beach State:

Where California Dreams.





Celebrated Reputation

The Beach is a top U.S. university, widely recognized for its academic rigor, empowering programs, rich diversity, athletic distinction and substantive community impact.



Celebrated Reputation:
Wind Symphony Students
Steal the Spotlight



Jennifer Sosa had never visited the East Coast, nor had she ever set foot in a venue as large or majestic as the Concert Hall at the Kennedy Center for the Performing Arts.



Both dreams came true for the third-year music education and performance student when she and the rest of CSULB's Bob Cole Conservatory Wind Symphony traveled to Washington, D.C. to perform for the 2024 Sousa Band Festival at the Kennedy Center, one of the country's most distinguished performance venues.

"I couldn't believe that I was standing there and that I was going to perform in that legendary hall," said the Beach student, who plays the euphonium, a brass, tuba-like instrument.

The CSULB Wind Symphony was one of only four bands from across the country to participate in the Sousa Band Festival, celebrating the life and influence of American composer John Philip Sousa. They were also the only collegiate band to perform.

"Not only did we do the Kennedy Center performance, but we had a couple of clinics with veteran conductors," said Erin Sercel, a third-year clarinetist in the Wind Symphony. "It was great getting to hear their advice, their expertise."

The Wind Symphony performed five pieces during the festival.

"The students were incredible," said Jermie Arnold, director of bands and director of the Bob Cole Conservatory of Music. "They were the only group who received an immediate and unanimous standing ovation."

The Bob Cole Conservatory of Music at Cal State Long Beach, part of the university's College of the Arts, requires a rigorous performance audition for acceptance into its degree programs, as well as academic admission to CSULB. According to Arnold,



'The Best Colleges in America'

5 out of 5 stars
 Money.com, 2024

Among the **top 50** national universities

Washington Monthly, 2024

No. 5 most-applied-to university in the nation

Collegetransitions.com, 2023

No. 9 best Hispanic-serving institution

Niche.com, 2024



there are a few reasons why students choose the conservatory for their music education. One is the world-class faculty — both educators and applied lesson teachers who perform with the LA Philharmonic, Pacific Symphony, Long Beach Symphony, Hollywood Bowl Orchestra and others.

“Our teachers have the attitude of, ‘I’m trying to teach myself out of my own job’ and students really feel that connection — they get into that network,” he said.

Another reason is that students see the high level of ensembles in the conservatory — “from the choirs to the orchestras, to concert bands and our new music ensembles. For the first time, we’re going to have an official mariachi ensemble as part of the conservatory. We’re trying to be very inclusive, and I think that attracts students because they can see themselves in the music.

“It’s about the repertoire that we pick — the standard pieces that you would expect a music conservatory to play, but also music that represents all our voices from underrepresented composers in all communities,” added Arnold.

Sosa, the euphonium player who also holds the second chair on the Wind Symphony, said this trip helped instill confidence in her family that she would be OK pursuing her musical passions. She hopes to become a music educator and conductor someday.

“When I was growing up, my family always saw (music) as a hobby. ‘No, you can’t do music as your job,’” said Sosa, who is the first in her extended family to attend a university. “Now they’ve seen my growth and passion and opportunities that I’ve gotten, and they’re definitely on board with it. They’re still over the moon.”



Boundless Opportunity

The Beach is experientially expansive, boasting immersive learning, vibrant life outside the classroom and the broadest range of relevant and evolving educational programs.

Boundless Opportunity:

Beach Experiences in Immersive Learning Start Early for Trade and Transportation Students

International trade routes are woven throughout Southern California, especially in the Long Beach area. Rumbling freight trains, long lines of big rigs and the sight of cargo ships are parts of everyday life.

That is why the Center for International Trade & Transportation (CITT) at Cal State Long Beach supports the Port of Long Beach Academy of Global Logistics at Cabrillo High School. Formed via a partnership between CITT, the port and the Long Beach Unified School District, the academy offers youths like Beach student Adriana Sosa-Reyes an insider's view of trade.

"Growing up, I really didn't think about it much. I knew that when we would travel on the freeway, there would be all these trucks," said Sosa-Reyes, who is majoring in accounting. "It's very informative to learn more about what the port does ... It's a very cool experience to learn how business works."

Like Sosa-Reyes, many Cabrillo students attend Cal State Long Beach. A June 2023 Mineta Transportation Institute paper reports that, as of its writing, some 800 Cabrillo students had gone through the Academy since its 2016 founding.

"When you talk to students who are in the program, they see opportunities that they may not have seen before," said Tom O'Brien, associate dean of the College of Professional and Continuing Education.

CITT, part of the College of Professional and Continuing Education, supports the program by providing teacher training, help with lessons

and liaising with industry professionals. CITT is also home to the METTRANS Transportation Consortium, a U.S. Department of Transportation-designated university transportation center and a partnership between the University of Southern California and CSULB. Together, both universities offer a range of educational options that address the transportation challenges of regions such as Southern California.

Such partnerships ensure that students enjoy a full range of enriching learning opportunities during their time at The Beach — and in the case of the academy, even before they begin their college career.

“

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All images courtesy of the Port of Long Beach

With more than 50,000 trade-connected jobs performed within Long Beach, Port of Long Beach Chief Executive Mario Cordero said the port does its part to ensure that area students can explore career opportunities in goods movement and international trade.

“The team at CITT has provided crucial guidance for this innovative program, which is designed to prepare students for success in college and their careers, which we hope will be in the goods movement industry,” he said.

The academy also shows Cabrillo students the way to opportunities in logistics, as well as how math and science are relevant to business. This can motivate them to persist through college-level coursework. They can also tour Long Beach’s harbor, meet professionals and play the roles of business executives during a 12th-grade capstone project.

“It really set me up to learn how to communicate with others well and how to get out of my comfort zone and rely on other people,” said Sosa-Reyes, who participated in the academy.



The Beach’s Shark Lab trains the next generation of marine biologists to study marine animals while addressing the conservation and restoration of depleted populations.

The Beach Investment Group helps College of Business students gain real-world experience in portfolio management and security analysis.

Future engineers prepare for careers in the astronautics and aeronautics fields at **CSULB’s Rocket Lab**.



CSULB is a participant in **#CaliforniansForAll** College Corps, which provides opportunities for college students to learn from community organizations while tackling statewide challenges in K-12 education, climate action and food insecurity.



Trusted *Outcomes*

A Beach education is a proven catalyst for alumni excelling in their chosen fields, building lives of purpose and contributing to their communities.



Trusted Outcomes:

Building Community and Financial Health

Spend a day around town with Dennis Hum '06 (B.S. Management, Operations Management) and you'll likely witness a lot of change in the making, whether one person or one board of directors at a time. Fostering connections and strengthening relationships comes easily to the vice president for community and business development for Long Beach, the South Bay and Orange County for JPMorgan Chase.

Hum had not considered a four-year degree until he lost his father to cancer as a teen and saw the need to help support his family.

"I saw my mom change completely and become filled with financial worries and stress," he said. "Forced into being this lead figure in my family unpacked a passion inside me of wanting to take care of others. I knew that I wanted to go into financial services to help people with their money, just like I did for my mom. And I wanted to go into the business realm to help my mom even more."

Community-based work in the form of engagement and partnership-building is important to the College of Business graduate. "I am an advocate for nonprofit organizations, universities, local



More than **400,000** workforce-ready Beach graduates since 1949

No. 3 among national universities for promoting social mobility

U.S. News & World Report, 2024

CSULB's economic impact in California is **\$1.88 billion.**

CSU ICF Impact Study, 2021

Beach alumni's economic impact in the state is **\$8.23 billion.**

CSU ICF Impact Study, 2021

\$125,000 Mid-career salary

Payscale.com, 2024



“

It's more of giving my time with what I've learned along the way, whether that is soft skills, how to navigate your career and build relationships, to things like behavioral mock interviews or resume-building — and even a series of financial health components, which the students love. There's such a positive response from it.

unified school districts ... I help to manage an entire county to build those relationships outside our walls.”

Looking back at his time at The Beach, Hum remembers a particular capstone class where he and his classmates did a case study and business analysis on a few major corporations. The experience yielded lessons that he has applied to his leadership and management style: public speaking, developing an adaptable character, team dynamics — “complementing each other without stepping over each other” — as well as self-reflection to determine what works and what doesn't.

Hum continues to build relationships at The Beach, connecting with students as they navigate life during and after college. He partners with CSULB's Hispanic Students Business Association, the Financial Management Association, the Society of Advancement Management and Alumni Engagement and other organizations to provide mentorship, networking opportunities and financial health to Beach students.

“It's more of giving my time with what I've learned along the way, whether that is soft skills, how to navigate your career and building relationships, to things like behavioral mock interviews or resume-building — and even a series of financial health components, which the students love: how to boost your credit score, how to navigate a student loan,” he said. “There's such a positive response from it.”

Most recently, Hum has partnered with the Student Center for Professional Development to mentor business students so they can succeed in college and after graduation. He and his official mentee for the 24-25 academic year have set up a game plan for career navigation, leadership and influence, and making connections. And as he helps set up community members and students for success, he's set his sights on a five-year-old whom he'd like to follow in his Beach footsteps.

“There's nothing more that I want than to have my daughter come to Cal State Long Beach and experience it for herself.”



OUR IMPACT

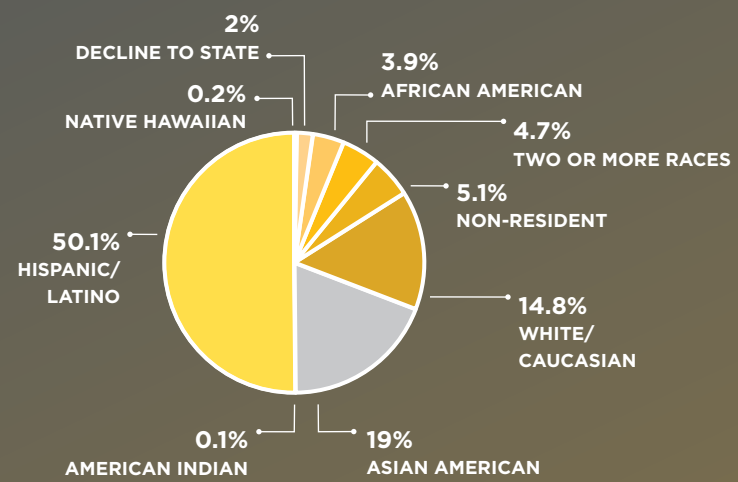
10,988
degrees awarded
2023-24

41,300
enrolled students*

3.95
average GPA for incoming
first-time students*

189
academic programs offered*

The Beach benefits from its students' rich diversity of backgrounds:*



*Fall 2024





OUR IMPACT

\$299 million
in scholarships & grants
awarded*

50%
of undergraduates were
eligible for Pell grants.*

\$8,847
average need-based
scholarship award*
(full-time undergraduates)

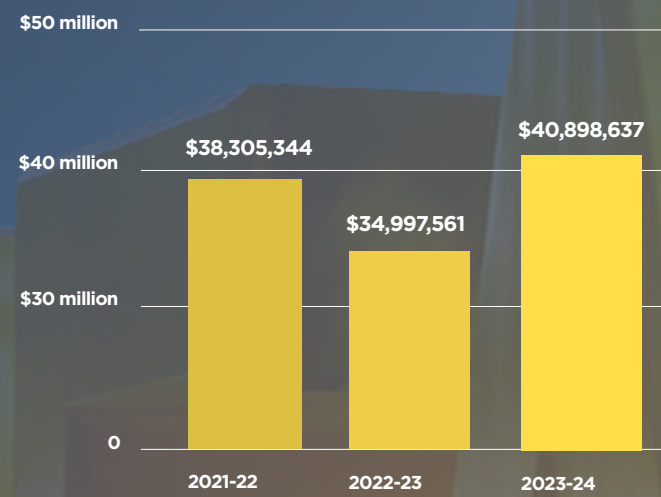
71%
of full-time undergraduate
students receive some form
of financial aid.*

Long Beach State sponsors
19 intercollegiate athletic
teams and has won
9 Division I national titles.

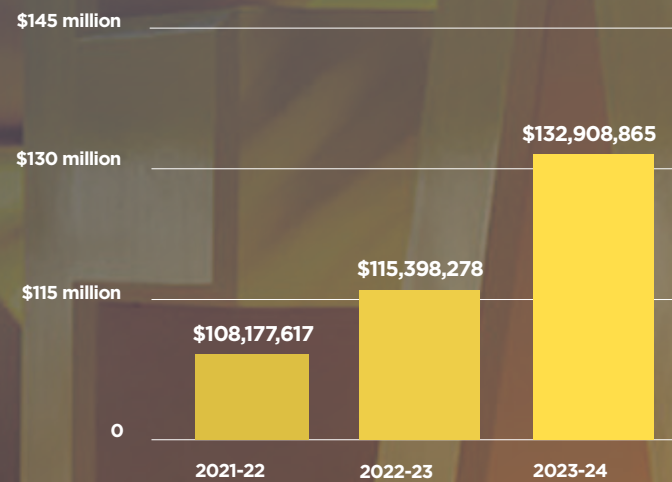
* 2023-24

OUR IMPACT

Fundraising Totals

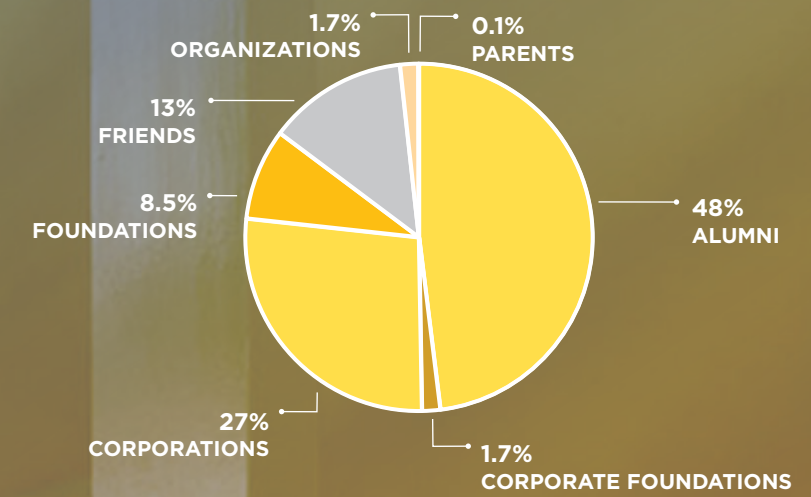


Endowment Market Value



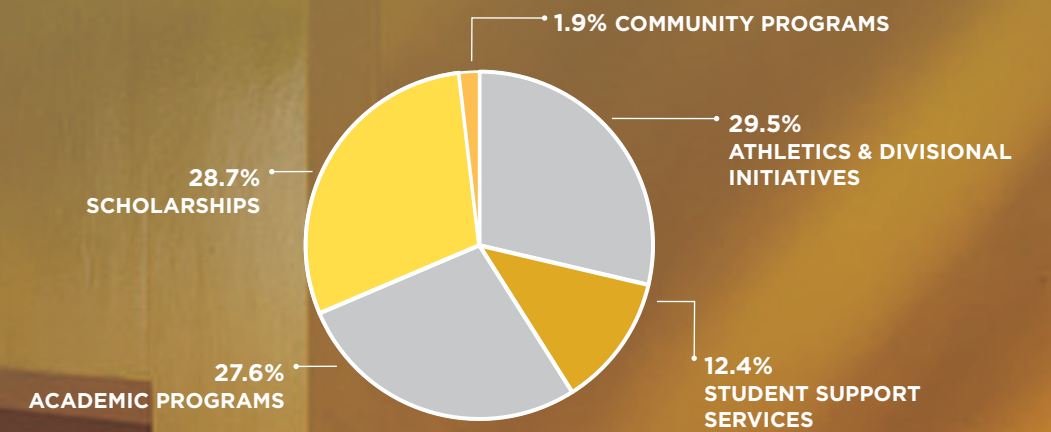
Sources of New Gifts

Fiscal Year 2023-24



Distribution of Philanthropic Funds

Fiscal Year 2023-24





*WHERE
CALIFORNIA
DREAMS™*