

Client: Southern Illinois University – Edwardsville  
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## California State University System

### *Overview*

The California State University System (CSU) is the largest four-year public university system in the United States with 23 campuses and eight-off campus centers. CSU enrolls 484,300 students and collectively sustains more than 150,000 jobs in the state. The university system graduates roughly 100,000 students a year — making it the country’s greatest producer of bachelor’s degrees.

The CSU System was created in 1960 and is one of three public higher education systems in the state. Universities in the CSU system range in enrollment from 1,017 students to 39,774. Six system universities have enrollments of over 30,000 students while five have under 10,000. CSU System headquarters are located in Long Beach.

### *Messaging & Advertising Plans*

The 23 campuses of the CSU prepare significant numbers of alumni to create California’s future\*

The California State University promotes students’ success through opportunity and a high-quality education that prepares students to become leaders in the changing workforce, making the CSU a vital economic engine for California.

\*note; CSU has less direct marketing language and specific taglines than most other systems.

### *Points of Difference*

- most affordable public university system in the U.S.
- directly or indirectly, every Californian is touched by the CSU
- closing the equity and achievement gap / top ranked for upward mobility
- striving to achieve inclusivity and excellence
- consistently ranked high for sustainability efforts

### *CSU Brand Attributes*

Vital Economic Engine, Multi-cultural, Sustainable, Accessible, Creativity, Depth of Knowledge, Serving Communities Across California, Critical Examination of Ideas

### *CSU Brand Character*

- Contributing to the Public Good
- Creating responsible citizens
- Hard-working
- Forward-Thinking
- Adaptable

### *Website & Individual System Notes*

#### CSU System - [www.calstate.edu](http://www.calstate.edu)

- Find your future. With 23 campuses and thousands of degree choices, the CSU is a great place to start your journey.
- The website cohesively serves the whole CSU system with overarching messages of student success, notable history/alumni/leadership, school finders, and the full impact of the network of schools.
- Initiative 2025 — a systemwide graduation initiative devised to eliminate gaps in opportunity and achievement and prepare the skilled workforce needed to power the nation's economy.

#### CSUEB — California State University, East Bay - <http://www.csueastbay.edu/>

- Motto; Through Adversity to the Stars
- Cal State East Bay is Rising in the East
  - Rising in the East campaign is the school's largest ever with goal of raising \$60m. Emphasis on People, Place, and Purpose.
- For more than 60 years, Cal State East Bay has ... providing access to higher education for a diverse student body and advancing regional engagement through its academic programs and leadership.
  - Note; East Bay wouldn't make the list of "major" CSU schools, but it is the most similar to SIUE in terms of size, founding date, acceptance rates/average test scores, diversity, being a school on the rise in both enrollment and prestige, and serving a lot of first generation students. The school is also similar in the sense that it markets itself as a practical option with job placement while still offering a liberal arts education based in critical thinking.
  - Uniquely emphasized attributes and strengths include: No. 1 California school for online education, diverse student body —racially and economically, sustainability, business/nursing/engineering programs.

## CSU Fresno — Fresno State University or California State University Fresno

<http://www.fresnostate.edu/>

- Discovery. Diversity. Distinction. // Leaders in advancing our shared future.
- Fresno State has roots dating back to 1911 ... Today, the student population is more than 25,000 and the University has garnered national attention for its rise in college rankings. With majors in 66 bachelor's, 44 masters and three doctoral subjects... more than 180,000 graduates...have migrated to every state in the nation and across the globe.
- Fresno State's branding aligns with a lot of major points in CSU's messaging — things like diversity, forward-thinking, expansive education — but
  - The school's branding is less regional. Talks less about advancing just California and more on preparing students to help the country and world move forward.
  - Note typical reference is Fresno State more than CSU Fresno.
  - Emphasis on innovation in education and creating inclusive atmospheres: development of the whole student, invest in a dynamic environment, a sustainable and welcoming campus environment, increase support for students

## CSUB — California State University Bakersfield - [www.csub.edu](http://www.csub.edu)

- Stay Close. Go Far.
- Since its inception in 1970, two strong traditions have emerged at CSU Bakersfield: an extraordinary level of student-faculty interaction and a highly personalized learning atmosphere. CSUB contributes more than 1,500 alumni to Kern County's educated and skilled workforce. The University's ... programs have a lasting impact that resonates throughout the local community and beyond.
- CSUB provides highly ranked academics while serving primarily as a commuter school with over 10,000 undergraduate and undergraduate students. The school emphasizes that its four schools provide first-rate education at an affordable price point earning it consistently top rankings in “best bang for your buck,” upward mobility, and overall best public schools.
  - Incredible value, community engagement, diverse student body, D1 sports, excellent education within your own community
  - Benefits of a private university at a public-school cost

### *Additional Information & Major Takeaways*

- CSU and individual universities' messaging heavily emphasize the impact the schools, students, and graduates make on that state more so than the nation. Mentions of helping drive the California economy and website says that most CSU students stay in the state.
  - BUT, it's important to note that it's more the idea that California and the CSU system are leading the way for the nation and the world. CSU focuses on creating students ready for today's workforce and society in a world that becomes increasingly diverse and multi-cultural.
  
- CSU brands itself heavily as a cohesive system, while a lot of the individual schools themselves are highly ranked and have unique identities. Prospective students can apply to CSU as a whole then see where they're accepted, and the system provides a lot of "see which CSU option is best for you" type copy.