



There's something about California's Central Coast that inspires people to achieve extraordinary things.

Maybe it's the dazzling blue ocean that encourages us to jump in and make a big splash. Or maybe it's the fertile soil of the valleys that helps our ideas take root and flourish. Whatever "it" is, we've got it in abundance.

For centuries, people have been making their mark in Monterey, San Benito and Santa Cruz Counties. Early trailblazers established the first capital of California here as well as the state's first newspaper, theater, library and marine laboratory. Local growers and farmworkers have helped make California the nation's number one agricultural state for more than 50 consecutive years. John Steinbeck, a former Salinas High School student, earned the Nobel Prize for Literature.

Today California State University, Monterey Bay is making its mark here in the academic world and the "real world," too. We are one of the first universities in the nation to institute an outcomes-based curriculum. This means that our students graduate based on what they demonstrate they know and can do, not just how many course credits they accumulate. We're also one of the first universities to fully integrate service learning into our curriculum. Through service to our community, students are making lasting impressions on the many lives they touch.

Our students have created and influenced many of our finest achievements and innovations. Every day, students find new ways to make their mark at CSUMB and in the larger community. Some pioneers are becoming the

first in their families to get a college education. Others are bringing new organizations and athletic clubs to life. Some are sprucing up our campus with original artwork and native plants. Others are organizing concerts and cultural festivals for the enjoyment of all.

Each new member of our community has the opportunity to achieve something that's never been done before. All you have to do is try, and "it" will come naturally. Make your mark!

Fulfilling a Vision

At CSUMB, our vision of education focuses directly on our students. That means you.

The world moves pretty fast. In fact, it revolves in its orbit around the sun at 66,700 miles per hour. It can be tough to keep up. Every day there are changes—in jobs, in technology, and in whatever the "next big thing" is supposed to be in music and entertainment.

To help you meet whatever challenges lie ahead, our education programs integrate the sciences, arts and humanities, liberal studies and professional training. Through our interdisciplinary degree programs, you will gain a solid foundation to prepare you for the world

of work or graduate study. Who knows? The career or field of study you choose to pursue may not even exist yet. People used to think "Web designer" was just a fancy name for a spider.

Technology is an essential tool for 21st-century learning and communication. We integrate the use of cutting-edge technologies throughout our academic and support programs to give you valuable resources and enriched quality learning. Plus, it's much easier to advertise a party through email than flyers!

Multiculturalism is one of the cornerstones of our campus. We all have different ethnic, social, economic

and cultural backgrounds. By sharing our varied life experiences and perspectives, we add new flavors and textures to our lives. We grow as individuals and a community. We also have more fun, sharing new traditions and celebrations.

Community service is an important part of our philosophy and academic program. Through service learning courses, you have the opportunity to make a difference in our community and in your own life. During the 1997-1998 school year, 770 students contributed more than 23,000 hours to 125 community partners in the tri-county area. Now that's certainly a way to make your mark!